



Department of Development Services
205 Lawrence Street
Marietta, Georgia 30060
Brian Binzer, Director

REZONING APPLICATION ANALYSIS

ZONING CASE #: Z2015-35

LEGISTAR: 20150729

LANDOWNERS: City of Marietta
P.O. Box 609
Marietta, GA 30061-0609

APPLICANT: Same

AGENT: N/A

PROPERTY ADDRESS: 849 & 861 Franklin Road

PARCEL DESCRIPTION: 17 06510 0020
17 06510 0050

AREA: ~48 acres **COUNCIL WARD:** 7A

EXISTING ZONING: PRD-MF (Planned Residential Development-Multi Family)

REQUEST: PCD (Planned Commercial Development)

FUTURE LAND USE: MXD (Mixed Use Development)

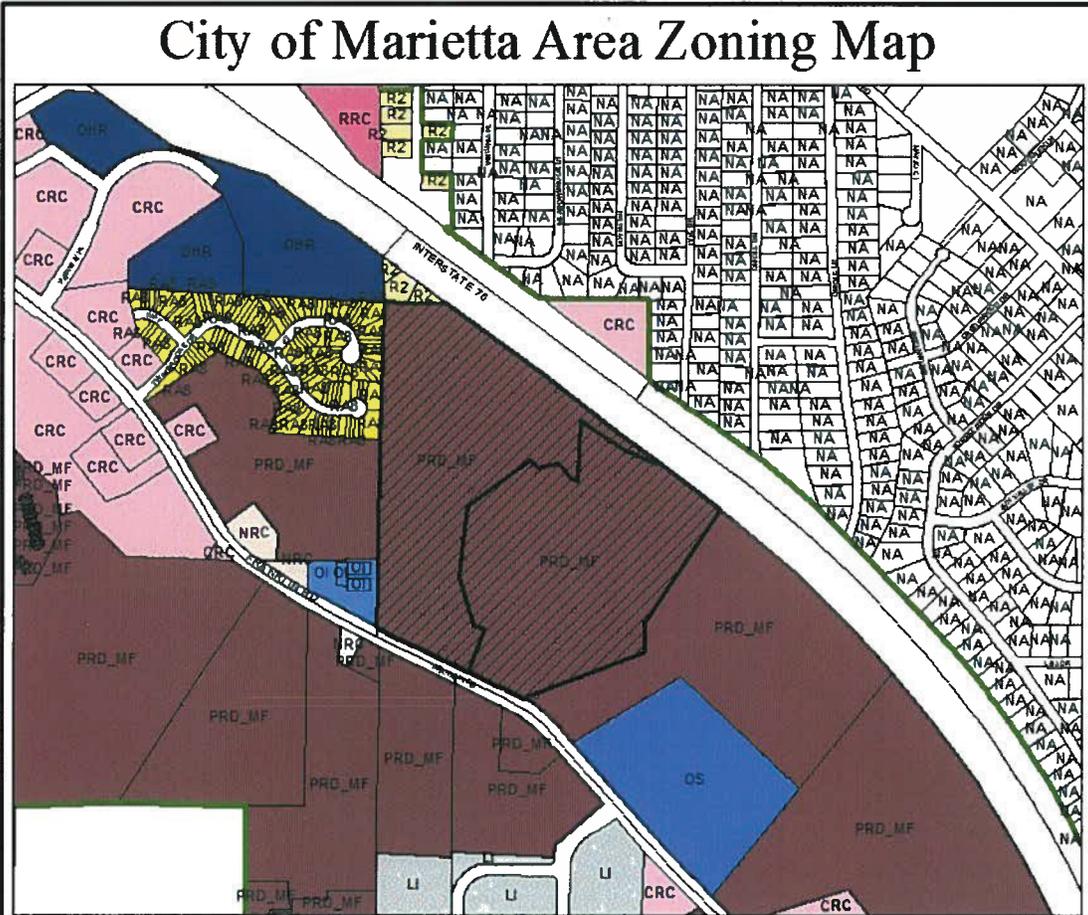
REASON FOR REQUEST: The City of Marietta is seeking to rezone these two parcels from PRD-MF to PCD for future development.

PLANNING COMMISSION HEARING: Tuesday, October 6th, 2015 – 6:00 p.m.

CITY COUNCIL HEARING: Wednesday, October 14th, 2015 – 7:00 p.m.

MAP

City of Marietta Area Zoning Map

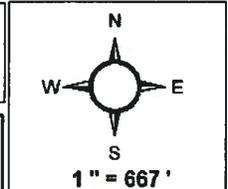


Zoning		District	Land Lot	Parcel	Current Zoning	Proposed Zoning
SINGLE FAMILY RESIDENTIAL	COMMERCIAL	17	06510	0020	PRD-MF	PCD
S-1 One Unit/Acre	NRB Neighborhood Retail	17	06510	0050	PRD-MF	PCD
S-2 Two Units/Acre	CRC Community Retail					
S-3 Three Units/Acre	NRB Regional Retail					
S-4 Four Units/Acre	CBD Central Business District					
ATTACHED FAMILY RESIDENTIAL	PCD Planned Commercial Dev.					
TA-4 Four Units/Acre	MXD Mixed-Use Dev.					
TA-5 Six Units/Acre	OIT Office Institutional Trans.					
TA-6 Eight Units/Acre	LBO Low-Rise Office					
PRD(P) Planned Residential Dev.	OI Office Institutional					
MSUP Mobile Home Park	OS Office Services					
MULTI FAMILY RESIDENTIAL	OSR Office High-Rise					
TM-8 Eight Units/Acre	INDUSTRIAL					
TM-10 Ten Units/Acre	LI Light Industrial					
TM-12 Twelve Units/Acre	HI Heavy Industrial					
RH Residential High Rise	PID Planned Industrial Dev.					
PRD(MF) Planned Residential Dev.						

Comments:
 849 & 861 Franklin Road

Date: 8/31/15

Planning & Zoning Department



FLU MAP

City of Marietta Area FLU Map

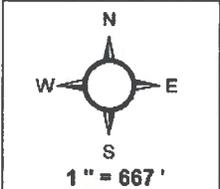


Future Land Use	District	Land Lot	Parcel	Current FLU	Proposed FLU
LDR Low Density Residential	17	06510	0020	MXD	N/A
MDR Medium Density Residential	17	06510	0050	MXD	
HDR High Density Residential					
NAC Neighborhood Activity					
CAC Community Activity Center					
RAC Regional Activity Center					
CRD Central Business District					
IM Industrial - Manufacturing					
IW Industrial - Warehousing					
OSC Open Space/Conservation					
PR Parks & Recreation					
CSI Community Service & Institutional					
TCU Transportation, Communication & Utilities					
MXD Mixed Use					

Comments:
 849 & 861 Franklin Road

Date: 8/31/15

Planning & Zoning Department



PICTURES OF PROPERTY



849 Franklin Road



861 Franklin Road



Aerial view of subject properties

STAFF ANALYSIS

Location Compatibility

The City of Marietta, is requesting to rezone the 49.925 acres of property located at 849 and 861 Franklin Road from PRD-MF (Planned Residential Development – Multi-Family) to PCD (Planned Commercial Development) to make the zoning compatible with the proposed character for future development proposals. The subject properties were previously multi-family apartment developments, but are currently being demolished.

The subject properties are adjacent to one another and have frontage to the southwest along Franklin Road – a collector road – and to the northeast along Interstate 75. Adjacent properties to the northwest are zoned R-2 (Single Family Residential – 2 units/acre) and RA-8 (Single-Family Residential – Attached). Adjacent properties to the south, east and west – across Franklin Road – are zoned PRD-MF. Property to the southeast is zoned OI (Office Institutional).

Use Potential and Impacts

Historically, the subject properties have been operated through different property owners as multi-family apartments. The apartment development located at 861 Franklin Road was built in 1970; and the apartment development at 849 Franklin Road was built in 1982. These apartment developments were very successful for many years. However, as the developments aged, poor maintenance led to deteriorating conditions and subsequent violations of regulations enforced by the Fire Marshall and Code Enforcement. Crime in the area also increased, which led to further deterioration.

The City purchased both of these properties in December 2013, and soon after Staff began to prepare the properties for redevelopment. By rezoning the properties, the City is seeking to market these properties to private developers for redevelopment, and to bring new businesses back to the Franklin Road corridor.

The City’s Comprehensive Plan has designated the Future Land Use (FLU) of the subject properties as Mixed-Use Development (MXD). The purpose of the FLU designation is to act as a guide for overall comprehensive planning within the community. According to the City’s comprehensive plan, MXD districts are “recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses”. Developments within Mixed Use Districts are required to be well planned in order to provide a level of certainty to the proposed new developments.

In addition, within the MXD category, there are some basic characteristics that developments shall include to provide a pedestrian-friendly environment. Some of the basic characteristics of MXD developments should include:

- *Well-designed buildings placed close to the sidewalk and street.*
- *Parking located primarily behind the building, underground, or in structured parking...*
- *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.*
- *Mixed-use developments adjacent to stable residential neighborhoods should provide appropriate buffers and screening to ensure the desirability and viability of the surrounding community.*

Environmental Impacts

Portions of these properties do lie in a floodplain – located along the northern boundary of the properties along Interstate-75 Southbound.

Economic Functionality

The subject properties were developed and used for many years as multi-family apartment developments. However, with age and deterioration, the properties became poorly maintained and crime-ridden, and clearly in need of redevelopment. The location of the property, with easy access to Interstate 75, make it prime for redevelopment.

Infrastructure

The property is entirely within city limits and currently serviced by Marietta Board of Lights & Water. There is a public main water and/or sewer running through the property that needs to retain a 20 foot unobstructed easement. The subject properties will remain vacant until a future developer present their proposal to the Council.

History of Property

Variations were granted for 849 Franklin Road in 1980 to reduce one bedroom unit's space requirements from 600 square feet to 544 square feet (V-800406). Also a variance was granted in 1980 for reduced parking (V-800407) at 849 Franklin Road.



ANALYSIS & CONCLUSION

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Prepared by:

Approved by:



DATA APPENDIX

CITY OF MARIETTA - WATER

Is a water line adjacent to the property?	Yes
If not, how far is the closest water line?	-
Size of the water line?	12"
Capacity of the water line?	Variable based on condition of main
Approximate water usage by proposed use?	Unknown

CITY OF MARIETTA - SEWER

Is a sewer line adjacent to the property?	Yes
If not, how far is the closest sewer line?	-
Size of the sewer line?	8"
Capacity of the sewer line?	Variable
Estimated waste generated by proposed development?	Unknown
Treatment Plant Name?	R.L. Sutton WRF
Treatment Plant Capacity?	Cobb Water must confirm
Future Plant Availability?	Cobb Water must confirm

COMMENT –

These properties have public water and/ or sewer mains running through the property. A public main will need to retain a 20 foot unobstructed easement to protect the facility and allow for maintenance.



DATA APPENDIX CONTINUED

DRAINAGE AND ENVIRONMENTAL CONCERNS

Does flood plain exist on the property:	Yes
What percentage of the property is in the flood plain?	> 2%
What is the drainage basin for the property?	Rottenwood Creek
Is there potential for the presence of wetlands as determined by the U.S. Environmental Protection Agency?	Yes
If so, is the use compatible with the possible presence of wetlands?	Yes
Do stream bank buffers exist on the parcel?	Yes
Are there other topographical concerns on the parcel?	No
Are there storm water issues related to the application?	None other than floodplain and streams
Potential presence of endangered species in the area?	No

Transportation

What is the road effected by the proposed change?	Franklin Road
What is the classification of the road?	Collector
What is the traffic count for the road?	N/A
Estimated # of cars generated by the proposed development?	N/A
Estimated # of trips generated by the proposed development?	N/A
Do sidewalks exist in the area?	Yes
Transportation improvements in the area?	Yes
If yes, what are they?	Medians, landscaping, sidewalks, lighting, multi-use trail



DATA APPENDIX CONTINUED

EMERGENCY SERVICES

Nearest city or county fire station from the development?	Station #55 – 1160 Franklin Road
Distance of the nearest station?	0.5 miles
Most likely station for 1 st response?	Station #55 – 1160 Franklin Road
Service burdens at the nearest city fire station (under, at, or above capacity)?	N/A

MARIETTA POWER - ELECTRICAL

Does Marietta Power serve this site? Yes x No

If not, can this site be served? Yes No

What special conditions would be involved in serving this site?

Additional comments:
Further review of the site is necessary to evaluate the project.