



REZONING APPLICATION ANALYSIS

ZONING CASE #: Z2016-20

LEGISTAR: 20160501

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

APPLICANT: Same as above

AGENT: n/a

PROPERTY ADDRESS: 1019 Franklin Gateway

PARCEL DESCRIPTION: 17 07160 0140

AREA: 27.8 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)

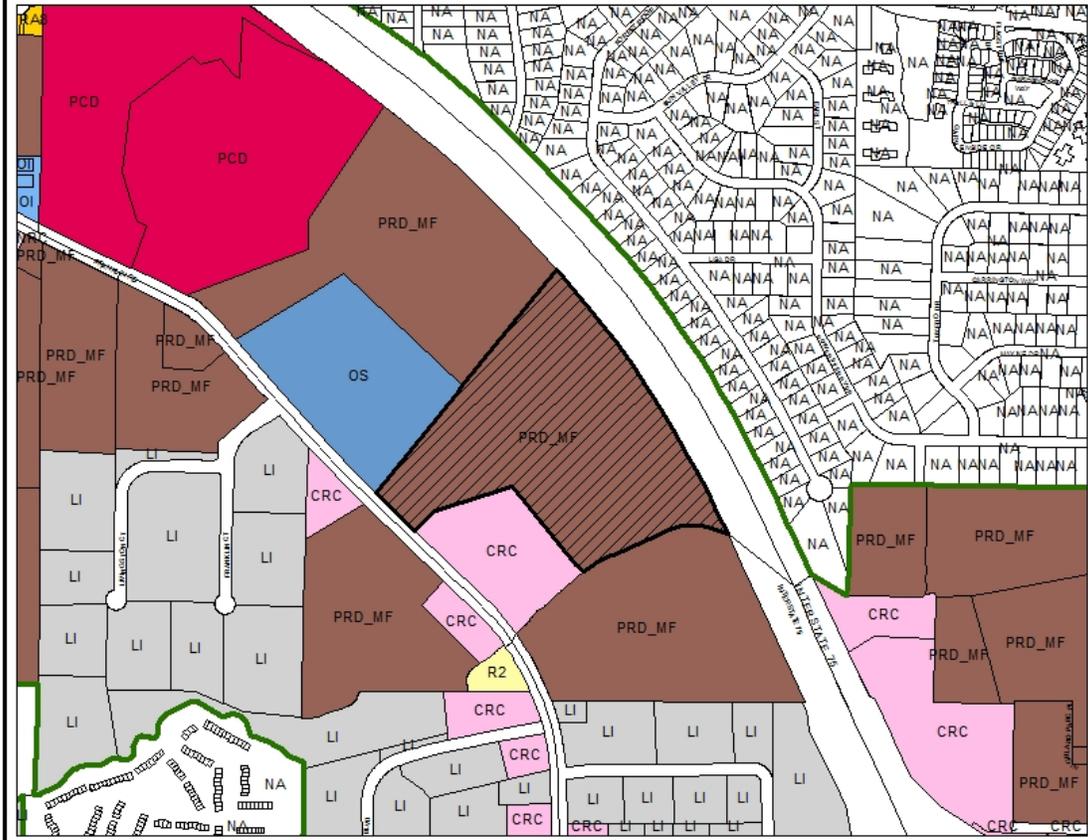
REASON FOR REQUEST: The City of Marietta is seeking to rezone this parcel from PRD-MF to PCD for future development.

PLANNING COMMISSION HEARING: Tuesday, July 5, 2016 – 6:00 p.m.

CITY COUNCIL HEARING: Wednesday, July 13, 2016 – 7:00 p.m.

MAP

City of Marietta Area Zoning Map

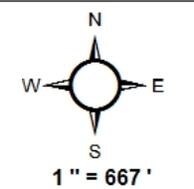


Zoning		District	Land Lot	Parcel	Current Zoning	Proposed Zoning
SINGLE FAMILY RESIDENTIAL R-1 One Unit/Acre R-2 Two Units/Acre R-3 Three Units/Acre R-4 Four Units/Acre ATTACHED FAMILY RESIDENTIAL RA-4 Four Unit/Acre RA-5 Six Unit/Acre RA-8 Eight Unit/Acre PRD(SF) Planned Residential Dev. MHP Mobile Home Park MULTI FAMILY RESIDENTIAL RM-8 Eight Unit/Acre RM-10 Ten Unit/Acre RM-12 Twelve Unit/Acre RHR Residential High Rise PRD(MF) Planned Residential Dev.	COMMERCIAL NRC Neighborhood Retail CRC Community Retail RRC Regional Retail CBD Central Business District PCD Planned Commercial Dev. MKD Mixed-Use Dev. OIT Office Institutional Trans. LNO Low-Rise Office OI Office Institutional OS Office Services OHR Office High-Rise INDUSTRIAL LI Light Industrial HI Heavy Industrial PID Planned Industrial Dev.	17	07160	0140	PRD-MF	PCD

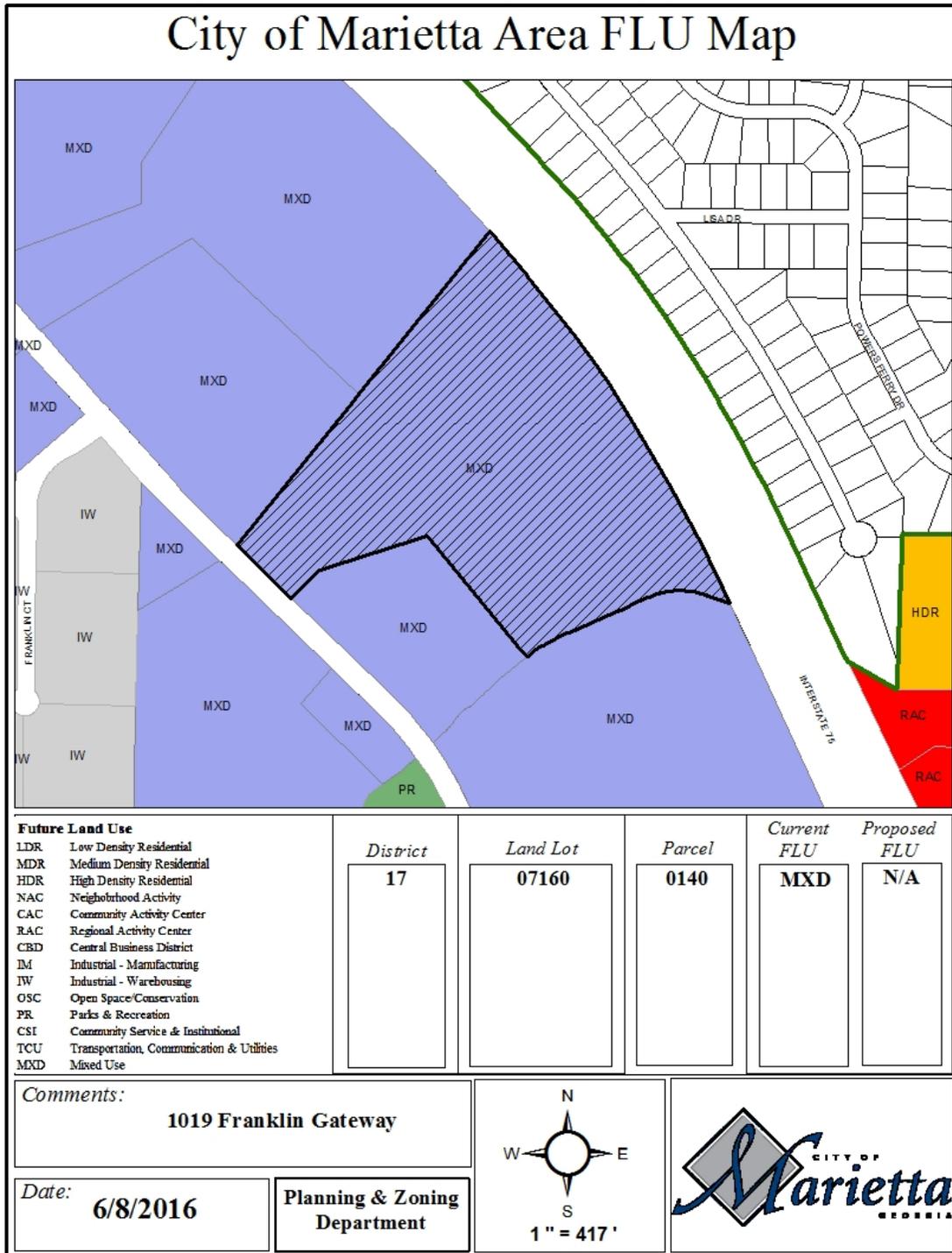
Comments:
 1019 Franklin Gateway

Date: **6/8/2016**

Planning & Zoning Department




FLU MAP



PICTURES OF PROPERTY



Aerial photo of 1019 Franklin Gateway

STAFF ANALYSIS

Location Compatibility

The City of Marietta is requesting to rezone the 28 acres of property located at 1019 Franklin Gateway from PRD-MF (Planned Residential Development – Multi-Family) to PCD (Planned Commercial Development) to make the zoning compatible with the proposed character of future development proposals. The subject property was previously used for multi-family apartment dwellings but are currently planned for demolition.

This property, currently operating as Marquis Place Apartments while the last remaining tenants carry out their lease, is located between Franklin Gateway and I-75. Adjacent properties to the northwest are zoned OS (Office Services) and PRD-MF (Planned Residential Development – Multi family). Adjacent properties to the south are zoned PRD-MF and CRC (Community Retail Commercial).

Use Potential and Impacts

The subject property has been owned and operated by many different property owners as multi-family apartments (Savannah Oaks, Casa Mia, Marquis Place) since it was built sometime in the 1970s. These apartment developments were very successful for many years. However, as the developments aged, poor maintenance led to deteriorating conditions and subsequent code violations by the Fire Marshall and Code Enforcement. Crime in the area also increased, which led to further deterioration.

The City purchased this property in August 2015 and is preparing to demolish the units. 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 is hopeful that a developer will soon come forward with a proposal for future development of the property. When such a proposal is ready, a detailed plan will be required to be submitted to City Council for their approval of the components of the detailed plan, including the site plan, tree plan and architectural renderings of the proposed buildings.

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

Nearly half of this property lies in a floodplain along Rottenwood Creek - running along the eastern and southern boundary of the property. This will impact the development of the property due to restrictions for developing within the floodplain and creek buffers by federal, state, and local codes.

Economic Functionality

The subject property was developed and used for many years as multi-family apartments. Over time these structures have become poorly maintained, crime-ridden, and in need of redevelopment. The location of the property, with easy access to Interstate 75, makes it prime for redevelopment.

Infrastructure

The property is entirely within city limits and currently serviced by Marietta Board of Lights & Water. There are multiple sanitary sewers that serve other properties that run through the subject property, both with and without easements. Any future development will have to take these locations into consideration. The subject properties will remain vacant until a future developer presents their proposal to the Council.



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

History of Property

In 2007, City Council approved a variance (V2007-43) and a detailed plan (#20071210) to allow security gates entering the complex and a new clubhouse/leasing office/community center, then known as Highland Trace Apartments, with many stipulations.

ANALYSIS & CONCLUSION

The City of Marietta is requesting to rezone the 28 acres of property located at 1019 Franklin Gateway from PRD-MF to PCD to make the zoning compatible with the proposed character for future development proposals. The subject property was previously used for multi-family apartment dwellings but are currently planned for demolition. This property is currently operating as Marquis Place Apartments while the last remaining tenants carry out their lease.

The subject property has been owned and operated by many different property owners as multi-family apartments (Savannah Oaks, Casa Mia, Marquis Place) since it was built in the 1970s. The City purchased this property in August 2015 and is preparing to demolish the units. 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 is hopeful that a developer will soon come forward with a proposal for future development of the property. When such a proposal is ready, a detailed plan will be required to be submitted to City Council for their approval of the components of the detailed plan, including the site plan, tree plan and architectural renderings of the proposed buildings.

This property contains floodplain along Rottenwood Creek, as well as several sanitary sewer mains.

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.

Prepared by: Shelly Wendles

Approved by: Rusty Roth



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



DATA APPENDIX CONTINUED

DRAINAGE AND ENVIRONMENTAL CONCERNS

Does flood plain exist on the property:	Yes and with Floodway
What percentage of the property is in the flood plain?	40%
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?	No
Potential presence of endangered species in the area?	No

TRANSPORTATION

What is the road effected by the proposed change?	Franklin Gtwy
What is the classification of the road?	Collector
What is the traffic count for the road?	N/A
Estimated # of trips generated by the proposed development?	N/A
Estimated # of pass-by cars entering proposed development?	N/A
Do sidewalks exist in the area?	Yes
Transportation improvements in the area?	Yes
If yes, what are they?	Road widening, streetscape, etc.



DATA APPENDIX CONTINUED

EMERGENCY SERVICES

Nearest city or county fire station from the development?	Station 55
Distance of the nearest station?	0.4 miles
Most likely station for 1 st response?	Station 55
Service burdens at the nearest city fire station (under, at, or above capacity)?	None

MARIETTA POWER - ELECTRICAL

Does Marietta Power serve this site? Yes No

If not, can this site be served? Yes No

What special conditions would be involved in serving this site?

Additional comments:



APPLICATION FOR REZONING

(OWNER/APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT ALL PUBLIC HEARINGS)

For Office Use Only:

Application #: 22016-20 Legistar #: 2016 0501 PZ #: N/A
 Planning Commission Hearing: 7-5-16 City Council Hearing: 7-13-16

Owner's Name City of Marietta Email Address: _____

Mailing Address _____ Zip Code: _____ Telephone Number _____

COMPLETE ONLY IF APPLICANT IS NOT OWNER:

Applicant: _____

Mailing Address _____ Zip Code: _____

Telephone Number _____ Email Address: _____

Address of property to be rezoned: 1019 Franklin Gateway

Land Lot (s) 07460 District 17 Parcel 0140 Acreage 27.844 Ward 7A Future Land Use: MXD

Present Zoning Classification: PRD-MF Proposed Zoning Classification: PCD

REQUIRED INFORMATION

Applicant must submit the following information by 4:00 p.m. on or before the application deadline. Failure to submit any item, or any additional information that might be requested, on or before the deadline will result in the application being held until the next scheduled meeting of the Planning Commission.

1. **ALL rezoning submittals must include proposed plans, supplementary material, etc. in Adobe Acrobat on computer disk. The original application must be submitted with ALL original signatures - Copies of the application or signature(s) will NOT be accepted.**
2. Legal Description. Legal description must be in a WORD DOCUMENT.
3. Application fee (\$500)
4. Copy of the deed that reflects the current owner(s) of the property.
5. Copy of current tax bill showing payment or a certification from the City of Marietta Tax Office stating that taxes have been paid.
3. Site plan/plat/survey prepared by an architect, engineer (P.E. or Civil Engineer), landscape architect or land surveyor whose state registration is current and valid, and whose seal shall be affixed to the site plan/plat/survey. Five (5) copies, drawn to scale and no larger than 24" x 36"; and one (1) copy 11' x 17' or smaller, must be submitted. The following information must be included:
 - Specific use or uses proposed for the site
 - Acreage, bearing and distances, other dimensions, and location of the tract(s)
 - Locations, sizes and setbacks of proposed structures, including the number of stories and total floor area
 - Detention/retention areas, and utility easements
 - Public or private street(s) - right of way and roadway widths, approximate grades
 - Location and size of parking area with proposed ingress and egress
 - Specific types and dimensions of protective measures, such as buffers
 - Landscaping
 - Wetlands, stream buffers, and 100 year floodplain
4. A detailed written description of the proposed development/project must be submitted with the application.



City of Marietta

205 Lawrence Street
Post Office Box 609
Marietta, Georgia 30061

Motion Signature

File Number: 20160501

1019 Franklin Gateway - Request to Advertise Rezoning

Motion to authorize staff to advertise the rezoning of 1019 Franklin Gateway (Marquis Place Apartments) from PRD-MF to PCD.

Date June 8, 2016

R. Steve Tumlin, Jr., Mayor

Stephanie Guy, City Clerk

MEMORANDUM

TO: Honorable Mayor Tumlin and City Council

THRU: William F. Bruton, Jr., City Manager
Brian Binzer, Director of Development Services *BAB*
Rusty Roth, Planning & Zoning Manager *RR*

FROM: Shelby Winkles, Zoning Administrator *[Signature]*

DATE: May 18, 2016

SUBJECT: Request to advertise the rezoning of 1019 Franklin Gateway (Marquis Place Apartments)

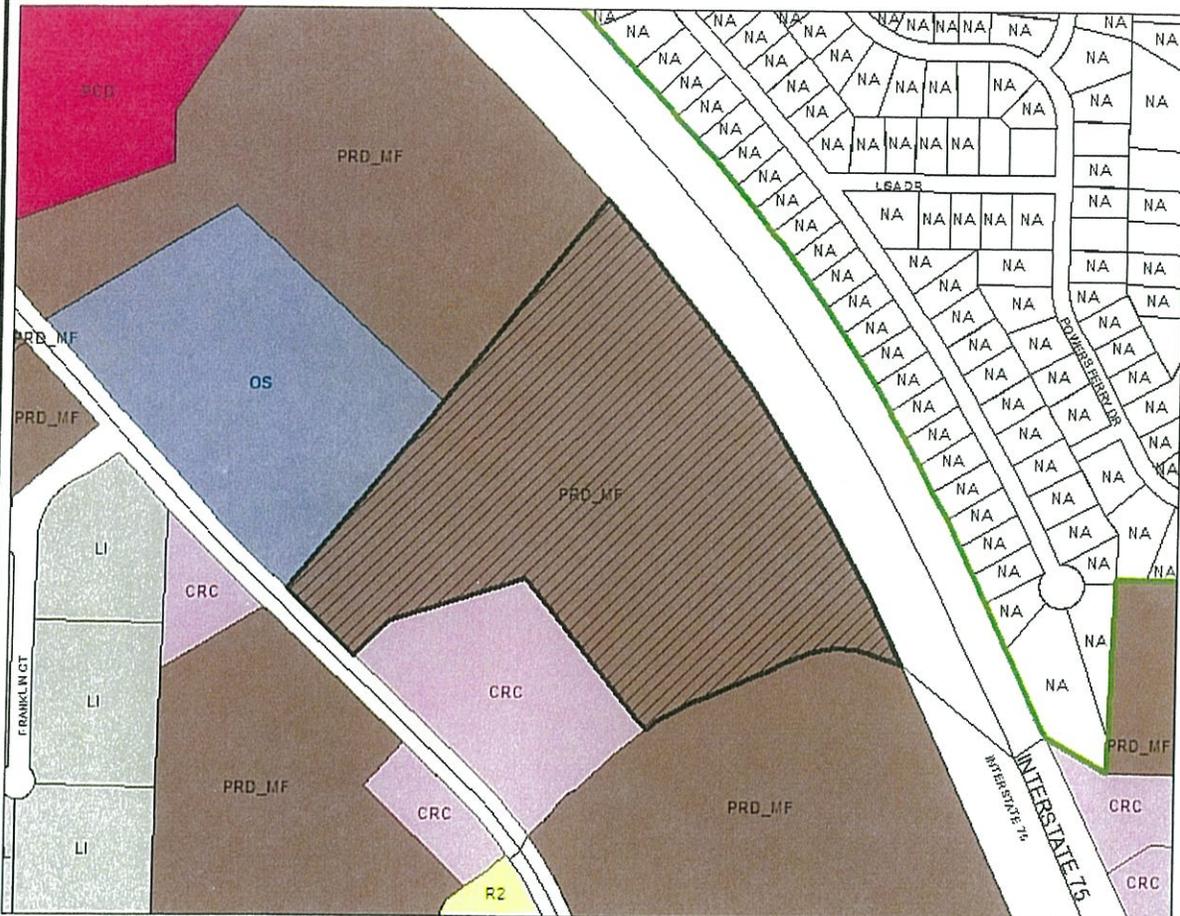
BACKGROUND: The City of Marietta acquired the Marquis Place Apartments in August 2015 as part of the redevelopment bond project.

ISSUE: One of the goals of the redevelopment bond, approved by the voters in 2013, was to clean up the Franklin Gateway area by buying dilapidated properties and demolishing the existing buildings on those sites. The city furthered this effort by purchasing the Marquis Place apartment complex property at 1019 Franklin Gateway last August. A small number of residents still live on the property and many will remain until the leases expire later this summer. The City anticipates demolition of the buildings in the fall.

To better market the site, staff is seeking to rezone this parcel to Planned Commercial Development (PCD). PCD is a site plan specific zoning that allows site layout flexibility for users however all site plans, building elevations and landscape plans have to be approved by the City Council. In 2015, the city rezoned the Atlanta United Football Club site located at 861 Franklin Gateway and the parcel at 849 Franklin Gateway site prior to having a user. Rezoning to a commercial zoning classification, rather than the existing PRD-MF multifamily zoning, will make the property more attractive to potential commercial buyers. The PCD zoning is also the same classification approved for the sites at 849 and 861 Franklin Gateway.

RECOMMENDATION: The Development Services Department is requesting authorization to advertise the rezoning of 1019 Franklin Gateway to PCD.

City of Marietta Area Zoning Map

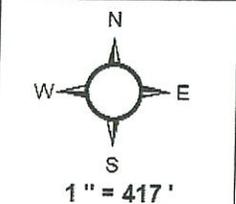


Zoning		District	Land Lot	Parcel	Current Zoning	Proposed Zoning
SINGLE FAMILY RESIDENTIAL R-1 One Unit/Acre R-2 Two Unit/Acre R-3 Three Unit/Acre R-4 Four Unit/Acre ATTACHED FAMILY RESIDENTIAL RA-4 Four Unit/Acre RA-6 Six Unit/Acre RA-8 Eight Unit/Acre PRD(SF) Planned Residential Dev. MHP Mobile Home Park MULTI FAMILY RESIDENTIAL RM-8 Eight Unit/Acre RM-10 Ten Unit/Acre RM-12 Twelve Unit/Acre RHR Residential High Rise PRD(MF) Planned Residential Dev.	COMMERCIAL NRC Neighborhood Retail CRC Community Retail RRC Regional Retail CBD Central Business District PCD Planned Commercial Dev. MID Mixed-Use Dev. OIT Office Institutional Trans. LRO Low-Rise Office OI Office Institutional OS Office Services OHR Office High-Rise INDUSTRIAL LI Light Industrial HI Heavy Industrial PID Planned Industrial Dev.	17	07160	0140	PRD-MF	PCD

Comments:
1019 Franklin Gateway

Date: 5/18/2016

Planning & Zoning Department



TO: Marietta Daily Journal

FROM: City of Marietta

RUN AD DATE: June 17, 2016

PUBLIC NOTICE OF REZONINGS, CODE AMENDMENT, AND VARIANCES

The City of Marietta hereby gives notice that a public hearing will be held on the following by the Planning Commission on **Tuesday, July 5, 2016, 6:00 P.M.**, City Hall, for a recommendation to the City Council at their meeting on **Wednesday, July 13, 2016, 7:00 p.m.**, City Hall, for a final decision to be made.

Z2016-20 [REZONING] CITY OF MARIETTA is requesting the rezoning of 28.6 acres located in Land Lots 716, 717, 724, & 725, District 17, Parcel 0140, 2nd Section, Marietta, Cobb County, Georgia, and being known as 1019 Franklin Gateway from PRD-MF (Planned Residential Development – Multi Family) to PCD (Planned Commercial Development). Ward 6A.

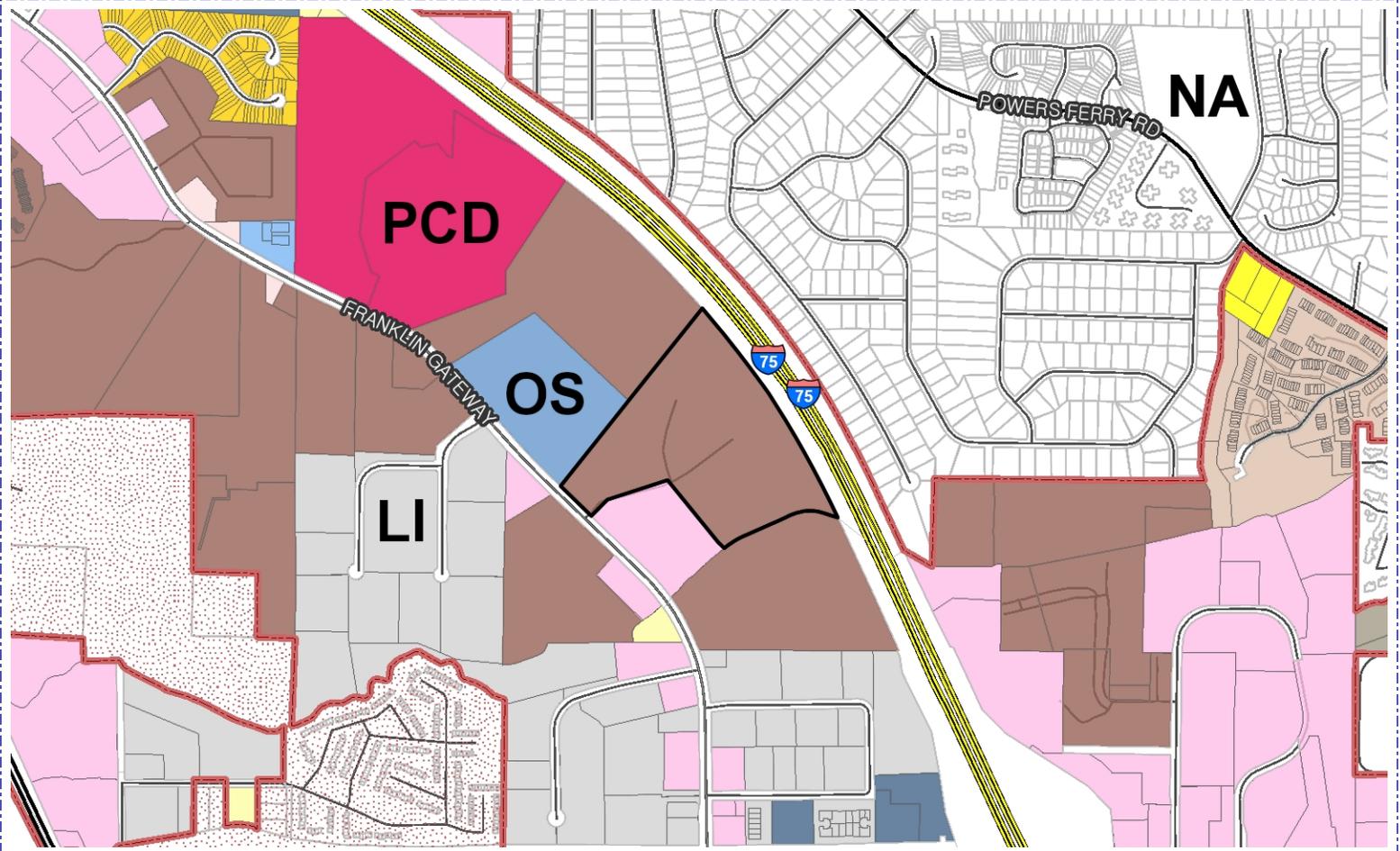
A description and plat of the property sought for the rezoning and future land use assignment are on file in the Planning and Zoning Office, City Hall, and is available for inspection between 8:00 A.M. and 5:00 P.M., Monday through Friday. Anyone wishing to attend may do so and be heard relative thereto.

For additional information please call the Planning and Zoning Office (770) 794-5669.

Accessibility to Meetings: If you believe you may need the City/BLW to provide special accommodations in order to attend/or participate in any of the above meetings, please call Mr. Patrick Henley, ADA Coordinator, at 770-794-5558 (voice) or 770-794-5560 (TDD) no later than 48 hours before the date of the above meeting.

City of Marietta
205 Lawrence Street
Marietta, Georgia 30060

Rezoning

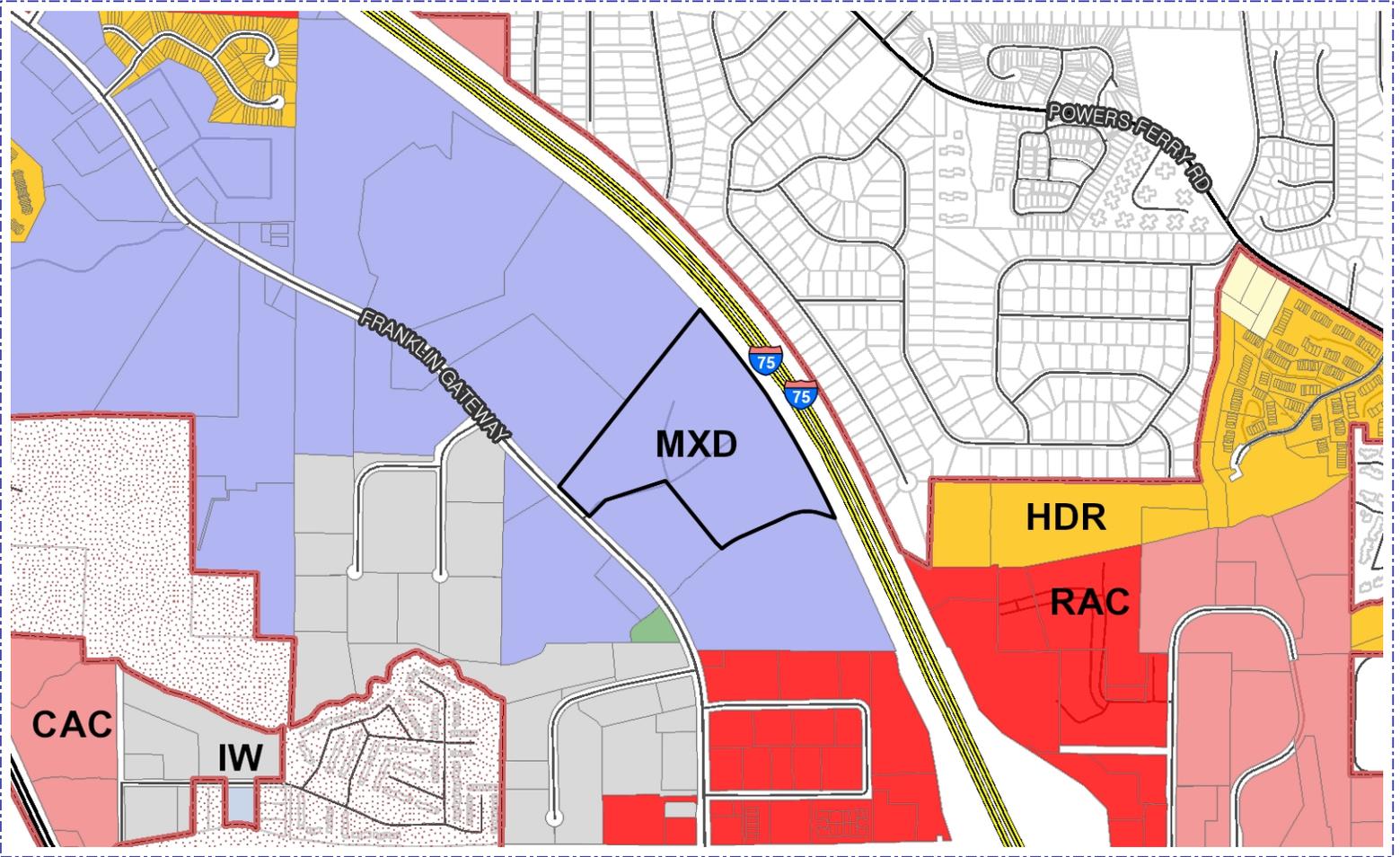


Address	Parcel Number	Acreage	Ward	Zoning	FLU
1019 FRANKLIN GATEWAY	17071600140	27.844	7A	PRD_MF	MXD

Property Owner:	City of Marietta	
Applicant:		
Proposed Zoning:	PCD	
Agent:		
Proposed Use:		
Planning Commission Date:	07/05/2016	
City Council Hearing Date:	07/13/2016	Case Number: Z2016-20
City of Marietta Planning & Zoning		

Zoning Symbols

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



Address	Parcel Number	Acreage	Ward	Zoning	FLU
1019 FRANKLIN GATEWAY	17071600140	27.844	7A	PRD_MF	MXD
Planning Commission Hearing Date:	07/05/2016	Future Land Use Symbols 			
City Council Hearing Date:	07/13/2016				
Future Land Use:	MXD				
Case Number:					
Comments:					
City of Marietta Planning & Zoning					



Address	Parcel Number	Acreage	Ward	Zoning	FLU
1019 FRANKLIN GATEWAY	17071600140	27.844	7A	PRD_MF	MXD

Property Owner:	City of Marietta
Applicant:	
City Council Hearing Date:	07/13/2016
Planning Commission Hearing Date:	07/05/2016
BZA Hearing Date:	Case Number: Z2016-20
Comments:	

Legend

-  Railroads
-  City Limits
-  Cobb County Pockets