

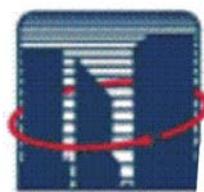


State of the City *That Will Be*

Mayor William B. Dunaway

February 23, 2006





Marietta
FiberNet

Connecting You With The Future



S E N T R Y

Hospitality



Challenges, Opportunities

- **Safe and affordable rental housing**
- **More home ownership, less rental housing**
- **More affordable owner-occupied housing**
- **More, better retail and office space**
- **Traffic improvements, proper use of SPLOST funds**
- **Powder Springs Road Connector**

Challenges, Opportunities

- **Better code of ethics**
- **Improved historical preservation ordinance**
- **More mixed use, mixed income projects**
- **New active adult communities**
- **Better support of the arts**
- **Completion of Strand, aviation museum**

Challenges, Opportunities

- **Complete City and Confederate cemetery**
- **Complete multi-use pathways**
- **Create better commercial corridors**
- **Strengthen Marietta School System**
- **Four-year comprehensive plan for upgrading, expanding park system**
- **Senior Center**
- **I-75 widening, bus rapid transit stations**



**“Redevelopment?”
or
“Revitalization?”**



Building a Foundation

- **Two successful council retreats with our first vision statements and city goals**
- **Successful adoption of practically all of Micky Blackwell's Redevelopment Task Force recommendations**
- **Streetscape project on Roswell St.**
- **Voter approval for the use of TADs**

Building a Foundation

- Establishment of TAD districts with the approval of the School System and the county
- New, streamlined zoning and building ordinances and procedures
- Improved, proactive Code Enforcement
- New sign ordinance
- Beefed-up Economic Development Department
- Better city council appointments to our boards

Building a Foundation

- **New and effective leadership of the BLW by the board and management staff**
- **Better cooperation and coordination with the Marietta City School Board, Marietta Housing Authority, Cobb County, other organizations**
- **New partnerships with organizations such as Cobb Housing and private businesses**
- **Rental Inspection License ordinance**

Building a Foundation

- **Establishing the Marietta Historic Preservation Commission**
- **Facilitating establishment of our first Charter School**
- **Creation of Marietta Redevelopment Corporation and a reorganization of our entire Development Services Department**





World Wrestling Entertainment, Inc.



Manget



\$58.9 Million
17.2 acres



Johnny Walker Homes



\$43.5 Million
9.5 acres

CLAY HOMES



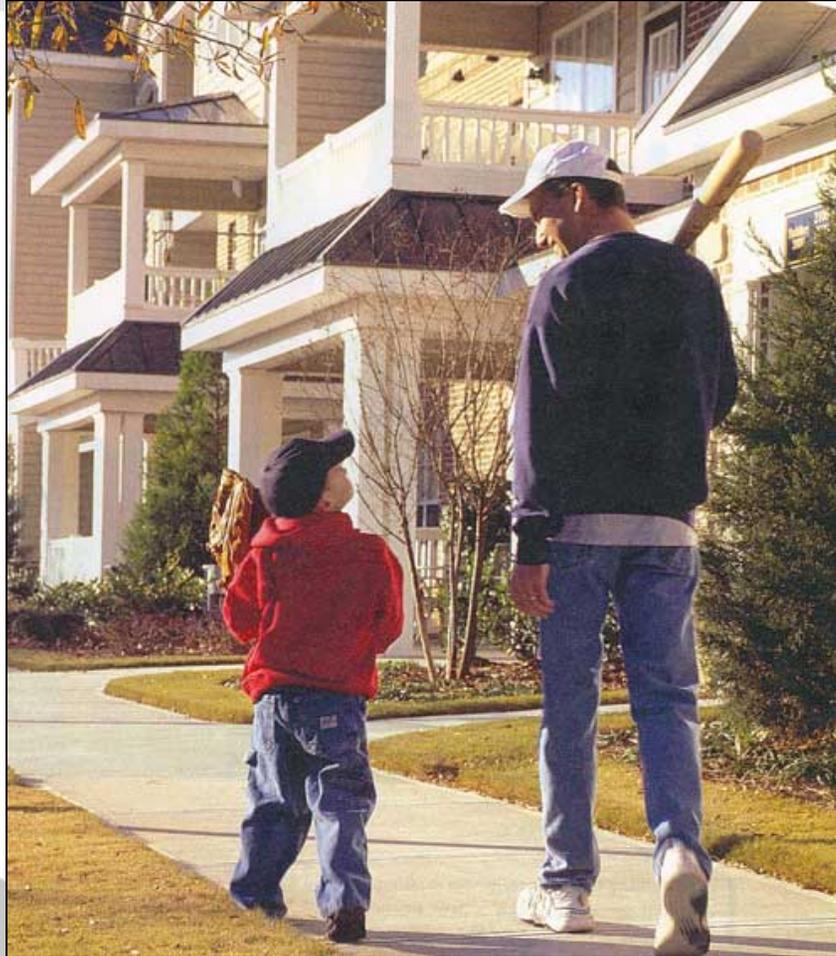
\$92.7 Million
11.2 acres

Wynhaven Redevelopment



\$77.5 Million
20.1 acres

Walton



\$48 Million
25.1 acres

Frasier Circle



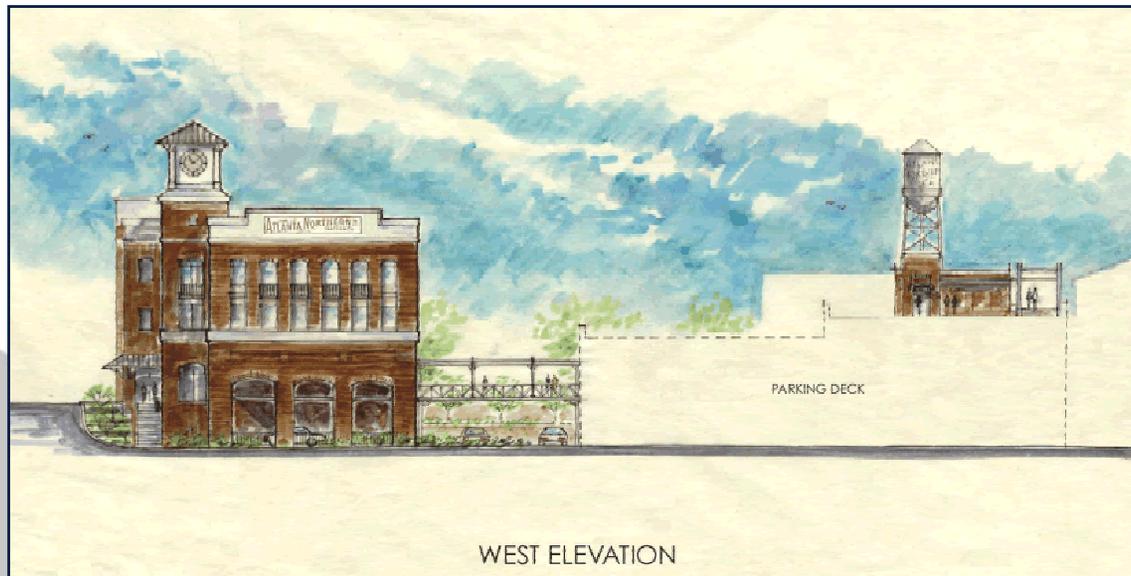
\$9.6 Million
7.3 acres

Marietta Mill Lofts



\$10.1 Million

Atlanta Northern Project



\$7.7 Million

Emerson Hill



\$13.2 Million
2.1 acres

Emerson Overlook



\$18 Million
1.5 acres

Walnut Grove at Whitlock



CONCEPTUAL STREETSCAPE

WellStar Expansion



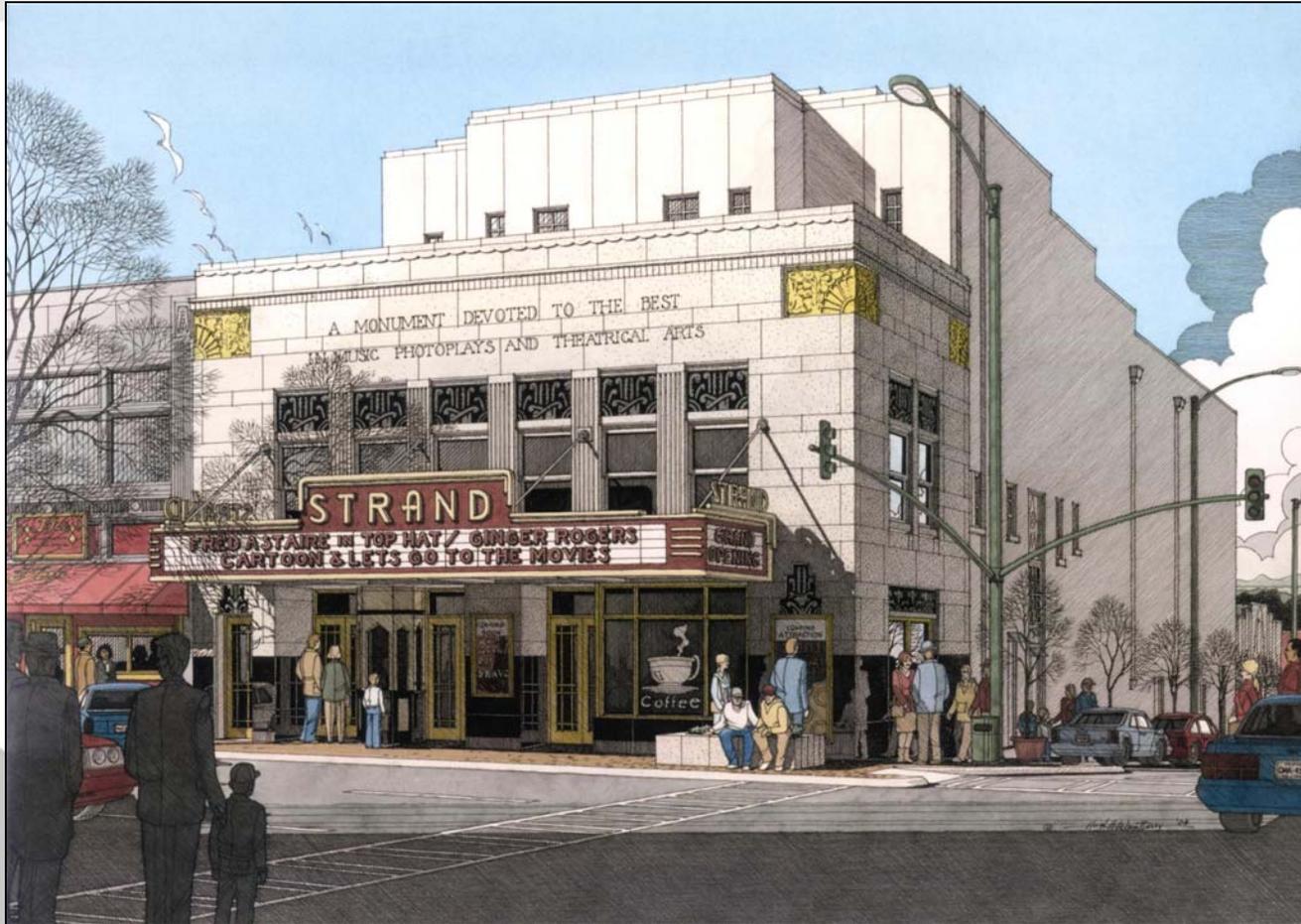
Tower Road – Roselane



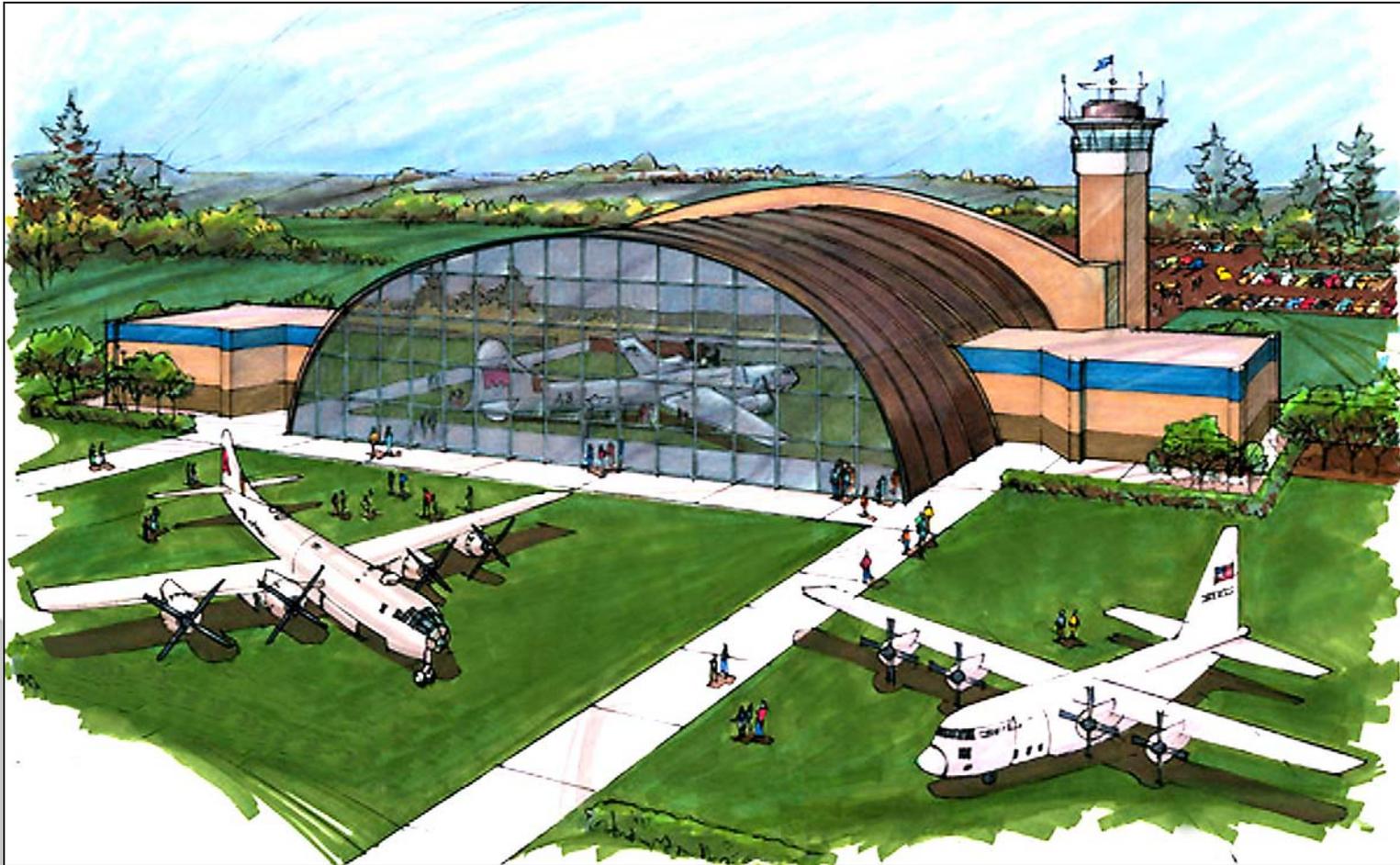
Washington Ave Commons



Strand Theatre



Aviation Museum



“Fiscal” Revitalization

- **\$335 million in new investment within redevelopment areas already identified, moving through permitting**
- **Projects will generate \$2.3 million/year in new City/School taxes at completion**
- **Accomplished with total TAD investment of \$16 million**
- **\$20 return on investment per public dollar spent**

Residential Revitalization

- **1,060+ residential units planned within redevelopment areas**
- **700 substandard rentals demolished or converted to ownership housing**
- **Net increase of 361 housing units on redevelopment sites**

Owner Occupancy

- Substantial progress toward increasing the percentage of homeowners in City limits
- Added 1,500+ ownership units while reducing total rentals since 2000
- 64% of housing was rental in 2000
- 60% today
- 56% or less by 2010

Quality of Life



Horizon

- Lyman Homes
- Fort Hill Homes
- Gateway area
- Hunt and Cole Streets
- Junkyard

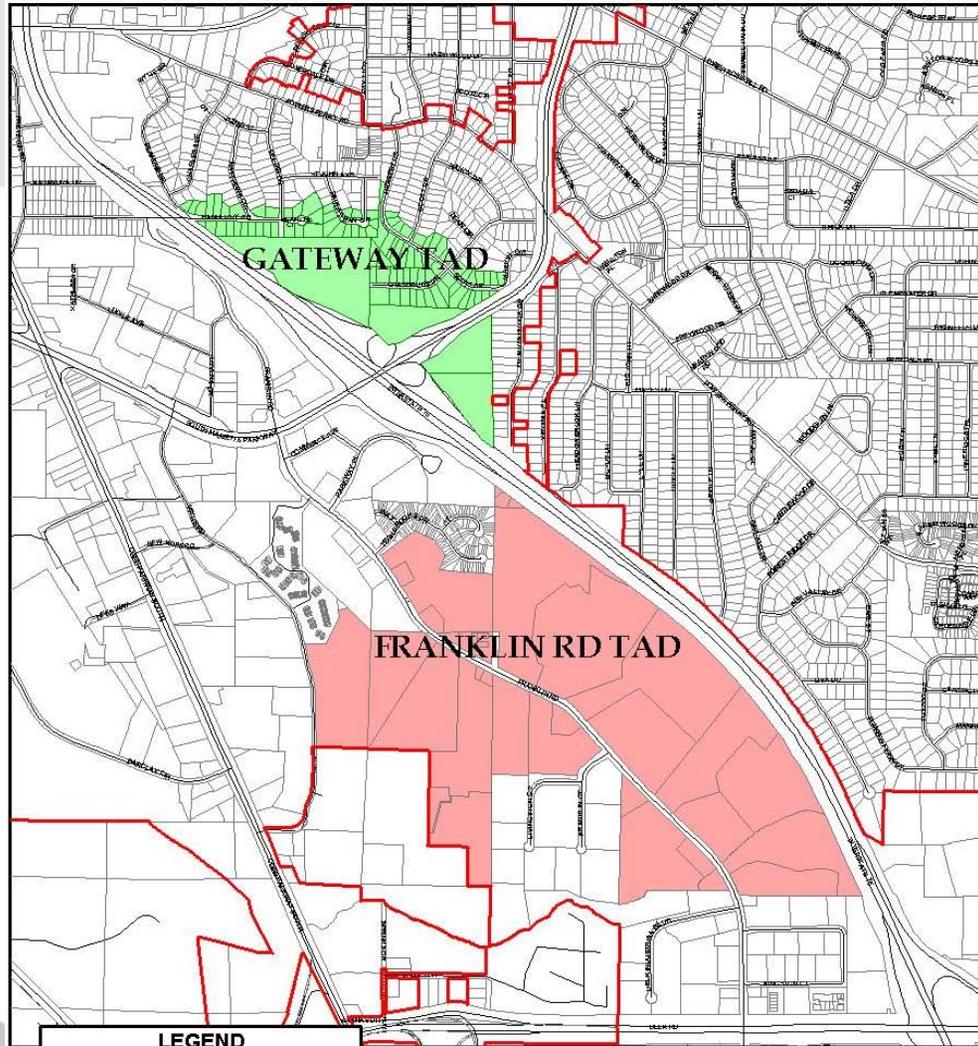
Tackle

- Franklin Road area
- Allgood-Fairground area
- Hedges-Gramling area

Existing Conditions



PROPOSED FRANKLIN RD PROJECT AREA TADS



MAP PRODUCED BY CITY OF MARIETTA GIS DEPT., AUGUST 2003

LEGEND

FRANKLIN RD TAD:
OF PARCELS = 34
ACREAGE = 260
VALUATION = \$148,930,441

GATEWAY TAD:
OF PARCELS = 93
ACREAGE = 64
VALUATION = \$9,315,724

CITY LIMITS
STREET CENTERLINES
PARCEL LINES



900 0 900 1800 Feet

Johnny Walker Homes



Marietta



Power

Marietta



Water

SERVING YOU FOR 100 YEARS
1906-2006

Marietta



Power



Water



**The best is
yet to come**