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bluePrint

OFFICIAL PUBLICATION OF THE CITY OF MARIETTA

Fall 2007

Planning parks for Marietta's future

The city of Marietta has begun a master planning process for parks and recreation for the community and has engaged the public for their input.

Renovations to city park begin

Marietta broke ground this fall on a redesign and renovation of Henry Memorial Park near Reynolds and Wright streets off Powder Springs Street. The overhaul will renew the park and provide additional recreation for the city's intown neighborhoods. Construction is underway and should be completed by next spring.

The revitalization will include a large playground, pavilion, lighted walking track encircling an open free play area, two half-court basketball courts, new parking area and extensive landscaping.

Landscaping will be installed when the area's drought conditions improve. Park planners have specified a concrete wall near the playground that will be the site of a tile art project designed by local youth.



According to Marietta's Parks, Recreation and Facilities director Rich Buss, brick crosswalks will also be located near the park for pedestrian safety and to slow traffic.

The park was redesigned after meetings with community stakeholders representing a nearby church, charter school, neighbors and developers.

Existing amenities in Henry Park had outlived their useful life, and improvements will be paid for with tax allocation district funding.

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Citizens benefit from award-winning city

The National Civic League named the city of Marietta one of the 10 best communities in the nation as a 2006 All-America City.

The country's oldest and most respected community recognition award substantiates Marietta is a model for the nation with extensive planning efforts and approaches to facing difficult challenges in innovative and collaborative ways.

The Georgia Municipal Association named Marietta a City of Excellence, recognized as one of the state's best managed and most livable cities for its cutting-edge technology, government and fiscal stability, citizen-oriented government, historic preservation and community partnerships.



www.mariettaga.gov

New home choices touted on Move2Marietta Web site

A new lifestyle is emerging throughout the city of Marietta as new developments and redevelopments are booming. A wide variety of new homes, town homes, flats and condominiums are springing up, most within easy walking distance of the historic Square. A new Web site, Move2Marietta.com, showcases the housing options.

"Marietta is a highly desirable destination in the Atlanta metro area with its eclectic shops, restaurants, entertainment venues and a lot of new housing options," Marietta Mayor Bill Dunaway said. "Promoting the lifestyle Marietta offers is key to setting the city apart from other communities competing for buyers."



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Code Enforcement inspections up 400 percent

The city of Marietta's Code Enforcement division has added staff to address more code violations for cleaner and safer city neighborhoods. The number of housing inspections increased over 422 percent.

Staff made 569 housing inspections from January 1-July 11, 2007, up from 109 for the same period last year. Zoning code violations increased 95 percent to 925 from 474 during the period. Violations of city codes increased almost 61 percent with 2,831 reported from January through mid July compared to 1,760 during the same period last year.

Code Enforcement manager Judy Garrett said zoning and housing violation citations are the two biggest increases over the past year.

"The increase in housing inspections is largely because of inspectors being proactive

and going out into Marietta neighborhoods looking for violators," Garrett said.

Marietta City Council approved new positions to increase the department's productivity. A coordinator now oversees inspectors and meets with neighborhoods and concerned citizens, and two code enforcement specialists concentrate on enforcement of weeds, trash, vehicles parked on grassy areas and zoning violations in residential areas. The increase is in addition to existing staff, bringing the total to 10.

City Council made ensuring safe housing for all residents and the cleanup of blighted properties a central part of Marietta's vision statement, and the city now has one of the largest and most productive code enforcement divisions in the state. 



Success of revitalized neighborhood stimulates new housing

The success of the new Manget redevelopment off South Marietta Parkway is spreading to nearby streets, where builders are creating new homes that have recently sold for between \$431,900 and \$575,000 on Waterman Street.

The successful Hedgewood community has created a "halo effect" encouraging new investment on nearby streets, including Waterman Street, where JAKL Development is building single-family detached owner-occupied Craftsman-style homes from the \$400,000s.

Rental duplexes are being torn down to make way for the new single-family detached homes, where values have risen from \$120,000 to \$400,000.

The new homes are an example of the success of Marietta's efforts to reduce the number of rental units and encourage owner-occupied housing. 



Blueprint Marietta is a publication of the city of Marietta Public Information Office to inform residents and property owners about city news, services and events. The newsletter is produced and mailed quarterly to residents and business owners within the city limits and is also available on the city's Web site.

Comments and suggestions are welcomed and may be directed to:

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Ward 5 - Anthony Coleman
Ward 6 - Jim King
Ward 7 - Philip Goldstein

Planning parks for Marietta's future

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“The redevelopment of the park will provide new and exciting playground equipment for children and a safe, calming atmosphere for walking and picnicking,” Buss said.

In the near future streetscape improvements on Wright Street will tie in with the park and a nearby mixed-use development that will be built on the site of the former Johnny Walker Homes on Powder Springs Street.

“We’re excited because we’re creating a first class public park for the community,” city manager Bill Bruton said. “This is a great kick off for our master planning process for our city park system.”

Marietta creating master plan for city parks

The city is creating a master plan for its parks to ensure the public has the types of parks and recreation it wants for years to come.

Marietta citizens were recently surveyed to gauge their interest in, knowledge of, and desires for Marietta’s parks system. Based on the results, consultants, along with city departments, city officials, stakeholders and citizen groups will develop a master plan for parks to guide the city’s recreation for generations to come.

The master plan will include a detailed look at all of the existing city parks and recommendations for capital improvements, and additional uses or reuses of those

properties. Existing greenspace will be reviewed to see how linkages to existing parks and trails can be supplemented.

A telephone survey of 600 residents, along with a Web survey of 150 respondents, has already been completed. “The consultants used this information to help lead a series of public meetings for further citizen input, which were held throughout Marietta in October,” Buss said. “The results will be used to prepare a draft master plan that will be presented to the public for feedback in January to develop a final plan that will be approved by the City Council in February.”

Parks and recreation are important in increasing home values, combating obesity, enhancing a city’s community spirit, providing social opportunities and protecting the environment, Buss explained. “It’s important to plan for the future, especially as Marietta continues its redevelopment citywide.”

The parks master plan is just one aspect of Marietta City Council’s vision, which encourages revitalization of current parks and establishes new parks for active and passive uses.

Sidewalk improvements underway around city

Marietta began construction this fall on several sidewalks in the city as part of the transportation improvement program of the 1 percent Special Purpose Local Option Sales Tax (SPLOST).

The project, awarded through a competitive bid process, will expand the sidewalk network within the city to promote pedestrian safety and encourage alternatives to vehicle travel.

Sidewalk surveys were sent to property owners and residents along the proposed



routes to verify neighborhood support for the sidewalk extension project.

Sidewalks, which will be handicapped accessible, will be placed along the following streets:

- Rigby Street from Lawrence Street to North Fairground Street: September 24 through October 18
- Allgood Road (north side) from Emerald Glen to East Park Street: October 10 through November 9
- Cameron Creek from Allgood Road to Crown Terrace: November 5 through December 3
- Laurel Springs Lane (east side) from Chestnut Hill Road to Powder Springs Road: November 16 through December 7
- Polk Street Extension (west side) from Westborough Road to Whitlock Avenue: December 3 through December 19
- St. Anne's Road (east side) from Kennesaw Avenue to Atwood Drive: December 13, 2007 through January 10, 2008

For more information, call 770-794-5650. 

Progress made on Roswell Street near Marietta Square

As you've driven down Roswell Street, you've probably noticed construction at the site of the former Clay Homes. The city has made improvements to the street, brick sidewalks and decorative lights have been installed, and trees will offer new landscaping in the area. Also along the street, the first phase of a new mixed-used development is under construction.

Meeting Park will be the largest development built near the Square, doubling the size of the city's downtown.

"We're excited by the progress being made at Meeting Park" city manager Bill Bruton said. "The development is a natural extension of our downtown and will provide housing that will add vitality to our existing restaurants and businesses on the Square."

Scale model shows future near Square

One of the highlights of the Meeting Park sales gallery is a large 3-D scale model of the development. The 12-foot-by-12-foot model gives a detailed bird's-eye-view of the entire community, from the townhomes and condominiums to the office buildings, restaurants, shops and even tree-lined sidewalks.

"Visitors to the sales gallery love the 3-D model," said Ruth Hanners, managing sales associate at Meeting Park. "It shows just how walkable Meeting Park will be since homeowners will be able to walk to restaurants and shops, to the gym or the rooftop pool, or to activities that take place on the Marietta Square."

The walkability of Meeting Park was a primary factor during the planning and design process of the community.

"We believe that the simple act of walking in your neighborhood helps the environment and creates a stronger sense of community," said Bill Marsh, vice president of Winter Properties, which is developing the project. "We wanted to create an environmentally-responsible neighborhood that would feed into the existing fabric of Marietta."

Types of homes

Meeting Park's townhomes, which have a classic brownstone design, range from 1,000 to 3,000 square feet and feature a deck and garage. Townhomes are available in three and four levels, with the four-level townhomes offering an optional elevator and a rooftop garden.

Condominiums, with up to three bedrooms, have private balconies and reserved garage parking and range from 900 to over 2,000 square feet.

The first phase of townhomes will be available for occupancy the first quarter of 2008, and the first phase of condos will be available the third quarter of 2008. The entire community is slated to be complete in late 2009. 



New Starbucks coming to Marietta

Marietta City Council approved a small retail area that will include a Starbucks Coffee shop at 811 and 825 Church Street north of Tower Road near Vann Street and WellStar Kennestone Hospital. Plans for the new coffee shop include a drive-thru, and construction should begin later this fall.

Representatives from Starbucks met with members of the community to present their plans for the coffee house, which were revised to accommodate the neighborhood's concerns. The city required the architecture of the building blend in with the character of the community.

Because of the working relationship formed with the city on the project, Starbucks is looking forward to additional opportunities in Marietta. 



Improvements on the way for Powder Springs Street area

Major changes are in the works for Powder Springs Street in the city of Marietta. Discussions are underway for a possible mixed-used development in the formative stages near Garrison and Sandtown roads. Code enforcement inspections have



Marietta Mercantile Exchange

increased and included the condemnation of several units at Wynhaven apartments. Transportation improvements are coming this fall, and plans have been submitted for a new Wal-Mart near Bellemeade Drive.

\$150 million mixed-use development announced for Powder Springs Street

Developers announced details for a proposed multi-million dollar mixed-use development on more than 25 acres along Powder Springs Street between Garrison and Sandtown roads in the city of Marietta.

The project would replace World War II era apartments, rental housing, outdated commercial buildings and vacant lots across the street from and south of the Marietta Conference Center and Resort.

Preliminary designs for the \$150 million development, called the Marietta Mercantile Exchange, would include approximately



POWDER SPRINGS STREET
CONCEPT STREETScape PLAN

425,000 square feet of commercial and office space and upscale residential units, including 115 town homes or condominiums.

Developers say in the best case scenario, they hope to begin construction by June 2008 contingent on many factors, including successfully assembling the land needed for the project and securing a major retail tenant as the development's anchor store. One of four national grocery chains could be considered to anchor the site's retail component, but none has been selected.

The first wave of retail could open 18 months after the start of construction, with all retail set to open 24 months after the start of construction, according to developers.

The plan would develop the site in accordance with the city's Tier B classification requirements for appearance, style and density. The design overlay encourages integration of pedestrian design features that promote "city center" type development instead of strip malls.

The mixed use project would incorporate class-A professional office suites, high-end residential flats and town homes and a neighborhood retail mix and would create a significant increase in tax revenue for the city of Marietta. Most of the planned project is within Marietta's existing City Center Perimeter tax allocation district.

City condemns unsafe Wynhaven apartments

The city continued inspections this summer of Wynhaven Apartments at 560 Powder Springs Street and condemned 32 unsafe units in four buildings.

Inspectors found uncapped gas lines and a gas leak, an uncapped sewer line, broken windows, rotting sub floors and ceilings falling into units below.

The inspection of Wynhaven is a continuation of the city's ongoing code enforcement efforts aimed at protecting residents, ensuring safe housing and improving the quality of life in Marietta neighborhoods.

Ensuring safe housing for all residents is a goal Marietta City Council adopted as part of its most recent vision statement.

Street improvements under construction

Several transportation improvement projects approved in the 2005 Special Purpose Local Option Sales Tax (SPLOST) vote will be underway this fall along Powder Springs Street.

Streetscape improvements are planned on Powder Springs Street and will include four lanes with a landscaped median, a 10-foot multi-use trail along the east side of Powder Springs Street, 8-foot sidewalks along the west side, street lights, trees and other streetscape elements. Design of the first phase between Chestnut Hill and Sandtown Road is underway.

Plans have been approved by the Georgia Department of Transportation for construction of a westbound right turn lane



Marietta Mercantile Exchange

on Gramling Street at Powder Springs Street. Right of way acquisition activities are in progress, and construction is scheduled to begin this fall.

Construction of a northbound right turn lane on Powder Springs Street at South Marietta Parkway is also scheduled this fall. Additional right of way is not required to accommodate the proposed improvements, which will be constructed with the Gramling Street project.

Creating landscaped boulevards and gateways is a goal Marietta City Council established as part of its most recent vision statement. Work will also be done on Roswell Street, Fairground Street, the 120 Loop and Franklin Road.

New Wal-Mart planned

Wal-Mart has submitted site plans to the city of Marietta to build a new Supercenter store on Powder Springs Street near Bellemeade Drive. The store will replace the former Ingles grocery store and shopping center.

The planned Wal-Mart is expected to be approximately 154,000 square feet and

Improvements on the way for Powder Springs Street area

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include a grocery and garden center. The store will be smaller than the city's other Wal-Mart on Cobb Parkway near Roswell Road.

City staff and some city council members met for several months with Wal-Mart officials and engineers to draft a plan acceptable to the city. Wal-Mart plans to meet the requirements of Marietta's big box ordinance that requires additional architecture and site design features, including enhanced exterior facades, roofs, sanitation, sidewalks, exterior finishes, outdoor lighting and landscaping.

"Wal-Mart plans to work with Marietta to make sure the new store meets the city's ordinance," Wal-Mart spokesman Glen Wilkins said. "We want to build a store that will fit well in Marietta and work with the city's future growth plans."

The planned Supercenter did not require a change in zoning since it is replacing an existing shopping center. Wal-Mart also plans to demolish the former movie theater in the shopping center for future redevelopment. ♦



The grand plan for The Strand

Covered in construction dust and surrounded by temporary fencing, The Strand Theatre will soon be a classy Art Deco theatre where you'll enjoy popcorn and a film or a live show on the Marietta Square.

The final stages of demolition and the first stages of construction kicked off last summer, with the removal of the stage area and excavation under the stage, which will house dressing rooms when finished.



"This is the beginning of a 12 to 13 month process," said Earl Smith, chairman of the Friends of The Strand, the group raising funds to renovate the theatre. "We have set our sights on summer of 2008 for a very grand opening."

The Strand originally opened as a major motion picture house on September 24, 1935 premiering *Top Hat*, a musical starring Fred Astaire and Ginger Rogers. Through 1976, the theatre showed everything from westerns to musicals to horror films, like *Swing Time* and *House of Wax*.

A variety of business ventures including a retail chain and a concert venue occupied the space until the spring of 2002, when a "FOR RENT" sign was placed in the box office window of the deteriorated building.

"It was clear that a building with so many memories and so much historical significance had to be saved," Smith said.

According to Daryl Barksdale, executive director of the Cobb Landmarks and Historical Society, The Strand is one of only three historical Art Deco theatres from the 1930s remaining in northern Georgia.

The renovated theatre design – on the inside and out – will return to its Art Deco days, but with modern conveniences and a few twists.

In addition to showing classic, foreign and independent films, the 572-seat Strand will feature live performances including black box theatre, musicals, concerts, dance recitals and more.



True to the early days of moving pictures, The Strand will feature silent films accompanied by live music and sound effects by a theatre organ, which will rise from underneath the stage for performances.



A new addition to the building will include two banquet rooms for private receptions and meetings and a roof top terrace that will overlook Glover Park.

With a combined capacity of 185 seated or 400 standing, the banquet rooms and roof terrace will be available for anniversary parties, wedding receptions, special events and meetings.

The non-profit organization is still working on fundraising. To learn more about the project, visit friendsofthestrand.org or call (678) 569-1321.

Marietta City Council is working on gaining public and private support for local cultural and arts organizations as part of the city's vision. ♦

New home choices touted on Move2Marietta Web site

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Through a public/private partnership, Move2Marietta.com highlights a variety of new housing developments within the city limits and gives home seekers a bird's eye view of new neighborhoods that have been completed, are under construction, or planned in the city.

"This is a very comprehensive site that plays up the quality of the developments and the momentum and excitement that is part of the Marietta community," Bank of North Georgia Community Executive Mary Karras said. "It gives a good overall picture of the lifestyle that Marietta affords both residents and businesses."

Beyond mere homes, these developments are building a sense of community among residents, with ample green space and common areas. Some even feature upscale retail and dining, so homeowners can easily walk to dinner and shopping.

"With all of the development in Marietta, the innovative Web site provides technology-savvy potential buyers a wealth of information in one centralized location," city economic development director Beth Sessoms said. "Increased homeownership in the city will stabilize our neighborhoods and schools and attract new businesses and jobs, which benefits everyone in Marietta."

The new Web site offers information on new developments and links to their Web sites. It includes a search function so potential homeowners can look for new homes based on price range, home type and the number of bedrooms.

The real estate community is also recognizing the new site's value as a source for homebuyers.

"The new Web site is well designed and laid out, and hopefully will build awareness of all the great things going on in Marietta," said

Karen Kirkpatrick of Keller Williams Realty. "It's going to benefit the city in the end with increased tax revenues."

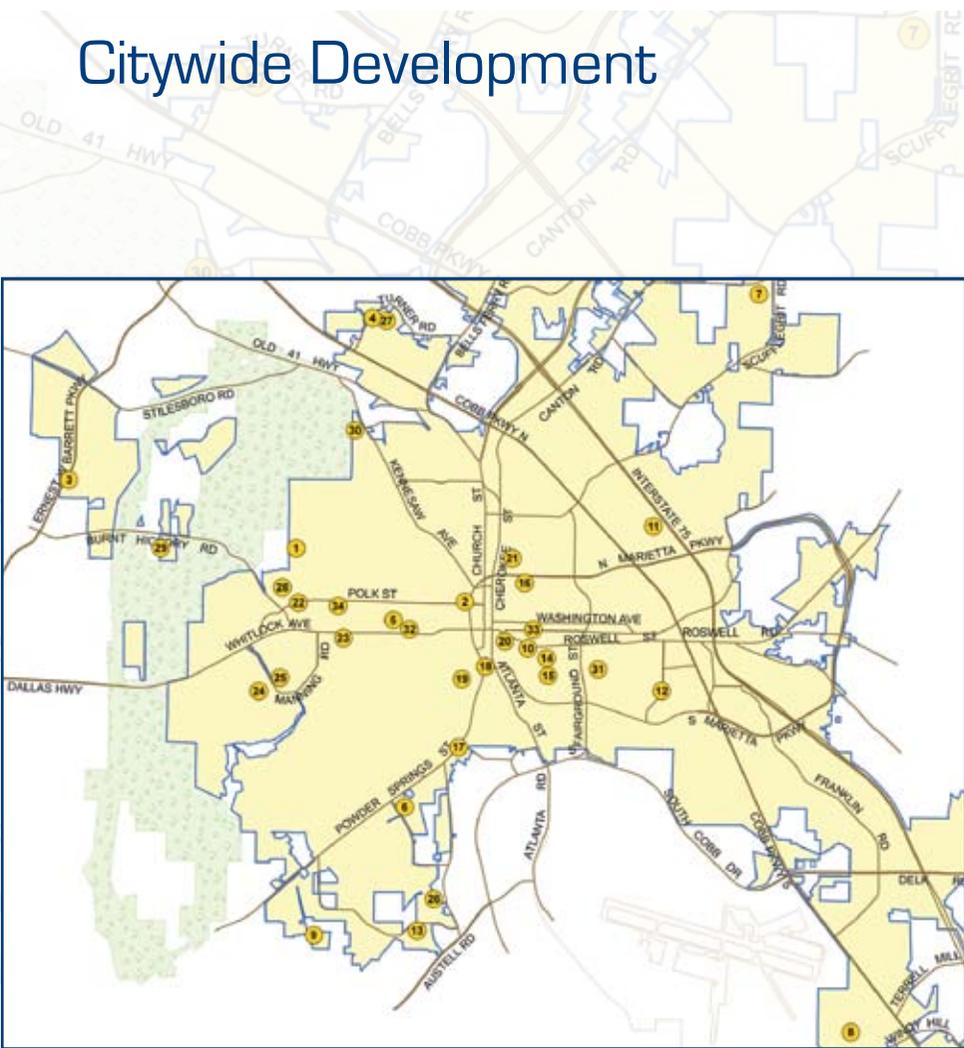
Johnny Walker, of Harry Norman Realtors in Marietta, said he thinks the site is a good tool for him to use with his clients. "What a great informative Web site. As a Realtor, this will make life easier in knowing all of the new developments and happenings in Marietta," Walker said. "I will make sure all of my clients looking in Marietta visit this site."

New housing developments with 10 or more units within the Marietta city limits are featured on the site.

Visit www.Move2Marietta.com for more information on Marietta's many new housing developments.

Educating our current and future residents on housing options and opportunities is a goal in Marietta's vision statement. 

Citywide Development



Development	Type	Units	Status
1. Anderson Farm at Keeler Woods	SF	62	Constr
2. Atlanta Northern Building	OS	NA	Plans
3. Barrett Heights	SF	66	Constr
4. Briarfield	SF	87	Constr
5. Brown's Park	SF	19	Constr
6. Brownstone Square	T	124	Constr
7. Cambridge Walk Townhomes	T	30	Site prep
8. Caswell Overlook	T	216	Constr
9. Crosswinds	SF	55	Constr
10. Emerson Overlook	C, OS	37	Constr
11. Glen Ivy	T	99	Constr
12. Highpointe North	T	77	Constr
13. Horizons	SF, T	65	Constr
14. Hunter Walk	SF	11	Sales; constr
15. Manget	SF, T, C	265	Sales; constr
16. Manor Park Classics	SF, T	36	Site prep
17. Marietta Mercantile Exchange	C, OS, R	115	Plans
18. Marietta Mill Lofts	L, OS	31	Sales
19. Marietta Walk	SF, T, C, R	121	Site prep
20. Meeting Park	SF, C, T, OS, REST, R	299	Sales; site prep
21. Montgomery Park	SF	46	Site prep
22. Mountain View Townhomes	T	34	Constr
23. Park at Whitlock	SF	17	Constr
24. Rockford Commons	SF	31	Site prep
25. Rockford Township	SF	60	Site prep
26. Sandtown Village	SF	22	Constr
27. Summit Village	SF	36	Site prep
28. The Park at Anderson Farm	SF	17	Constr
29. The Retreat	SF	16	Constr
30. Traditions at Crosspark	SF	32	Constr
31. Village at Frasier Park	T	42	Sales; constr
32. Walnut Grove	SF	15	Constr
33. Washington Avenue Commons	C, OS	18	Sales; constr
34. Whitlock Cove	Cottage ranch homes	12	Constr

SF - Single Family Homes T - Townhomes R - Retail L - Lofts
 C - Condominiums OS - Office Space REST - Restaurants

Calendar of

Events

Get city news by e-mail

Subscribe to the City of Marietta's E-News mailing list to receive the latest city news, events, job openings and emergency updates by e-mail. Log on to www.mariettaga.gov to subscribe. ✉

November 11
Sweet Apple Christmas –
A World Premiere

Theatre in the Square

November 12
City Council Meeting

City Hall

November 14
Museum Mice Tours

(Tours for toddlers ages 3-5 and their parents)

Etta's Favorite Colors

Marietta Museum of History

November 20
Sanders Family Christmas

Theatre in the Square

November 22 and 23

City Hall and Marietta Power and Water will be closed in observance of the holiday.*

November 29
Santa Arrives

Santa will arrive in Glover Park in Marietta Square around 5:30 p.m. and listen to children's holiday wishes. The giant Christmas tree will light up the night at 6 p.m. Local choruses will provide entertainment. Santa will visit in the Square until 8 p.m.

December 1 through 24
Santa in the Square

Santa will be in Glover Park in Marietta Square. For more information visit www.mariettaga.gov.

December 1
Marietta Pilgrimage
Christmas Home Tour

Marietta Welcome Center & Visitors Bureau, Cobb Landmarks & Historical Society

December 12
Museum Mice Tours

(Tours for toddlers ages 3-5 and their parents)

Murray's Cool Tools

Marietta Museum of History

December 12
City Council Meeting

City Hall

December 24 and 25
City Hall and Marietta Power and Water will be closed in observance of the holiday.*

January 1
City Hall and Marietta Power and Water will be closed in observance of the holiday.*

Do your holiday shopping at the Marietta Gone With the Wind Museum gift shop. Choose from beautiful San Francisco music boxes and framed artwork, to stocking stuffers such as bookmarks, ornaments, lapel pins, and more.

*The city garbage and recycling schedule will change for the week. Please visit www.mariettaga.gov and click on City Services.

City Departments and Divisions

Budget
(770) 794-5544

Building Inspection
(770) 794-5650

Business License
(770) 794-5520

City Manager
(770) 794-5504

Code Enforcement
(770) 794-5439

Community
Development
(770) 794-5437

Court
(770) 794-5400

Development Services
(770) 794-5669

Economic Development
(770) 794-5717

Engineering
(770) 794-5650

Finance
(770) 794-5544

Fleet Maintenance
(770) 794-5660

Geographic Information
Systems (GIS)
(770) 794-5552

Management
Information Systems
(MIS)
(770) 794-5588

Marietta Fire
(770) 794-5450
For emergencies call 9-1-1

Marietta Police
(770) 794-5300
For emergencies call 9-1-1

Marietta Power
(770) 794-5150

Marietta Water
(770) 794-5230

Mayor
(770) 794-5502

Parks, Recreation and
Facilities
(770) 794-5601

Personnel and Risk
Management
(770) 794-5562

Planning and Zoning
(770) 794-5440

Public Works
(770) 794-5650

Purchasing
(770) 794-5699

Sanitation
(770) 794-5581

Section 8
(770) 794-5430

Streets and
Maintenance
(770) 794-5676

Tax
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Traffic Operations
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