

ENVISION MARIETTA

LIVEABLE CENTERS INITIATIVE STUDY

**5-Year Livable Centers Initiative Study Update
2011-2016**

5-YEAR UPDATE ADOPTED
November 10, 2009



City of Marietta
Department of Development Services
205 Lawrence Street
Marietta, Georgia 30060

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EVALUATION AND APPRAISAL REPORT

Introduction

The Envision Marietta Downtown Master Plan was one of the first Atlanta Regional Commission (ARC) Livable Center Initiatives (LCI) studies. Mayor and City Council formally adopted the study in July 2001. The Envision Marietta LCI study created a vision and plan for land use, housing, transportation, and economic development in downtown/intown Marietta. For the past ten years, City Council, the Mayor, the citizens of Marietta, private interests, and multiple departments within the City have enthusiastically supported the plan and have been committed to its implementation. The commitment is evident from the many accomplishments and enhancements, public and private, which have taken place and are currently underway. In 2008, the American economy turned downward into a recession. The bank failures halted many developments and housing purchases, which has been evident across the nation, but more specifically, the effects have been felt here in Marietta. Nevertheless, it is the hope of the City that with continued public investments and enhancements to the area that with an up-swing and recovery to the economy, private development will be more enticed and attracted to help bring the vision for this area to fruition.

Envision Marietta LCI Study Area

The Envision Marietta study boundary is approximately 1,777 acres, and is delineated to the north by North Marietta Parkway, to the west Kennesaw Avenue, Winn Street, Whitlock Square, and Reynolds Street, the southern border is Garrison Road, Pearl Street, Glover Street, Fairground Street, and South Marietta Parkway (SR 120), and the eastern border is Cobb Parkway (US 41). The major north-south corridors within the study area are Powder Springs Street (SR 360), Church Street and Cherokee Street (one-way pairs), the northern segment of Atlanta Street (SR 5), Fairground Street, and Cobb Parkway (US 41). These roadways bring into Marietta commuters from northern Cobb County cities such as Acworth and Kennesaw, as well as neighboring northern counties like Cherokee and Bartow. From the south, these roadways bring in commuters from southern Cobb County and from cities such as Smyrna, Powder Springs, Austell, Mabletown, and Atlanta. The major east-west corridors within the study area are North Marietta Parkway, Roswell Street, South Marietta Parkway (SR 120), and small eastern segments of Whitlock Avenue and Polk Street. These roadways carry into Marietta commuters from west Cobb County and Paulding County. Commuters coming in from the east are coming into Marietta from east Cobb County, Sandy Springs, I-285 and I-75.

The Envision Marietta study area is comprised of the Central Business District, which includes the Cobb County seat, and is also known as the Historic Downtown Marietta Square. The Historic Square is a charming small-town area of shops, restaurants, outdoor café dining, and boutiques. The historic district and historic areas are along Church Street, Cherokee Street, Whitlock Avenue, Polk Street, and Kennesaw Avenue, to name a few. There is a diverse mix of housing types within the study area where some changes and redevelopments have taken place in the last ten years. The housing types within Intown Marietta still range from low to high density housing; deteriorated, mature, stable, and redeveloped housing; and historic housing and new housing.

The study area provides a grid layout, internal connectivity, and existing transportation infrastructure. However, many of the local roadways are substandard with 9 ft. and 10 ft. travel lanes and 3 ft. wide



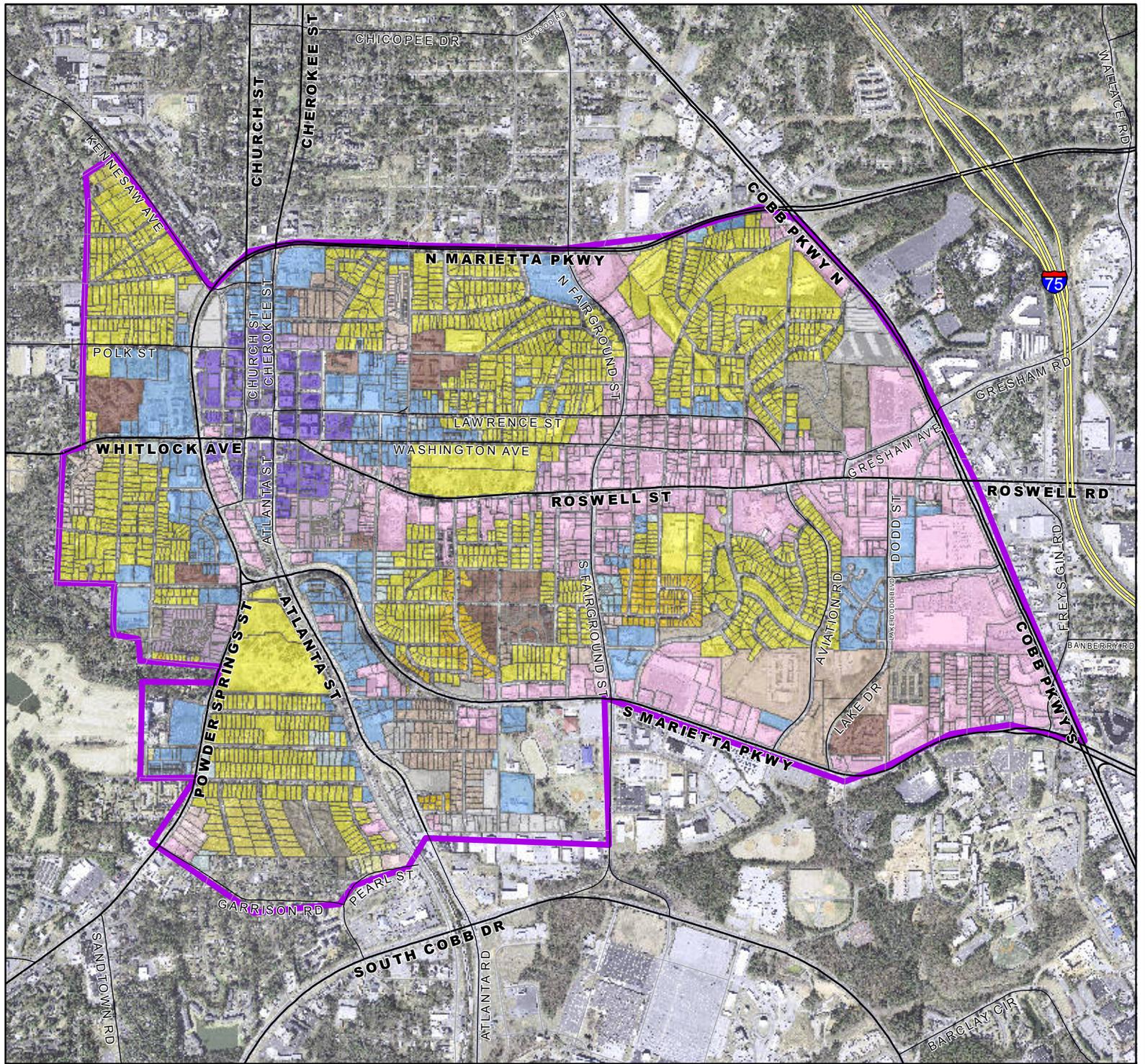
Envision Marietta LCI: Zoning



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Map Key

- Envision Marietta Study Boundary
- Parcels by Zoning**
- 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



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sidewalks. In the study, there are transportation projects that are to address the higher volumes of traffic and pedestrian activity along older narrow city streets.

Envision Marietta LCI Study Accomplishments

The Envision Marietta LCI study has been extremely beneficial and successful in the enhancement and redevelopment of Intown Marietta. Approximately 75% of the study's tasks and projects have been started, underway, or have been completed over the past ten years. There have been policies that have been approved by Mayor and City Council to assist with redevelopment, code enforcement, minimization of sign clutter, and design standards for new development. Also, there have been transportation improvement projects to offer public investment to the Intown area of Marietta. All of these initiatives come together and work toward redeveloping and revitalizing the study area, which will result in a live, work, and play community and an enhanced quality of life.

Projects and Initiatives Completed:

- **Amended Sign Ordinance** - 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 non-conforming 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 North Marietta Parkway (SR120), South Marietta Parkway (SR 120), Roswell Street, Fairground Street, and Lawrence Street.

In 2003, the City developed a stricter sign ordinance, which aimed to eliminate visual clutter along streets in the City. New signage will be of appropriate scale and materials to enhance rather than detract from the public environment. This will enhance the pedestrian environment in the corridors outlined in the Envision Marietta Study Area. This new ordinance requires that detached signs be monument based of quality materials that match the main building and do not exceed the maximum height allowed. Wall signs must front public right-of-ways, not take up more than 15% of the wall face, and cannot be back lit in white or include open neon lighting. No roof signs or pole signs are permitted. The ordinance includes an amortization schedule based on the replacement value of the sign delineating when non-conforming signs must come down. All non-conforming signs shall be down at the end of the schedule in 10 years.

- **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.
- **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 describes 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 Envision Marietta LCI Plan.



Envision Marietta LCI: Comp Plan Charter Areas



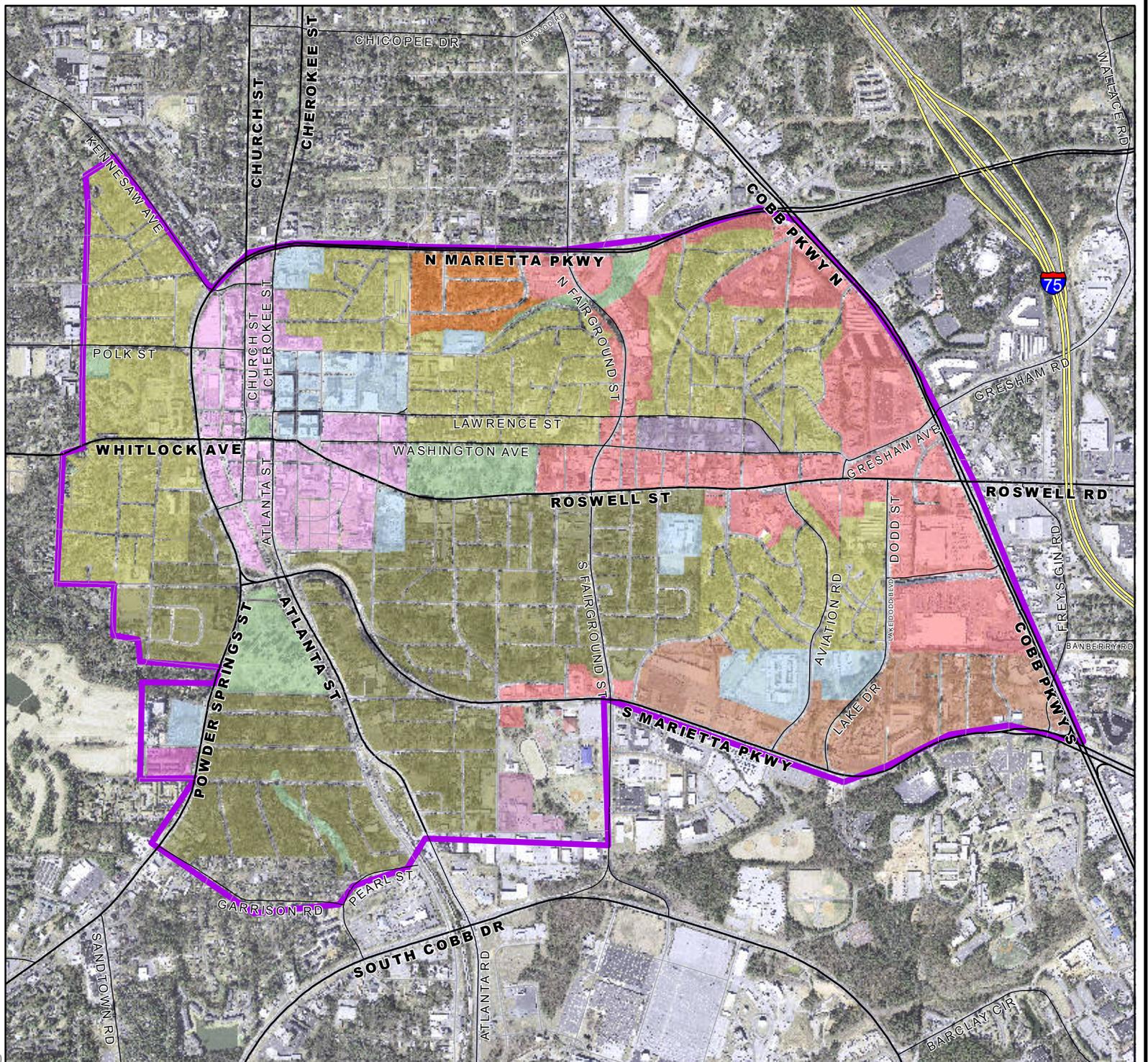
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Map Key

Envision Marietta Study Boundary

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



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Character Areas are defined as unique areas of the city, which contain characteristics that separate them from the surrounding area. The Comprehensive Plan states that the Character Areas exhibit development pattern, urban design, special architectural, elements, history, stability, blight, and a variety of other factors that assist in understanding various districts within the city. The Envision Marietta LCI study boundary is categorized by a few different “Character Areas;” such as the City Center South Renaissance, Downtown, Intown Residential, South Marietta Center.

Envision Marietta LCI Character Areas:

- City Center South Renaissance – The City Center South Renaissance District provides Marietta with the opportunity to extend the influence of the square into adjacent areas and ensure that a larger population is living around downtown, thus making it more of a day and evening activity center.
- Corridors - The Corridor Districts are areas that exist along major arterial and collector roads. Currently, the areas are primarily commercial in nature with the majority of the uses being in strip centers and served almost exclusively by the automobile. These areas require a new vision that will help bring a more pleasing and inviting built environment. This can be accomplished by transitioning these roadways to boulevards that serve the automobile, while also incorporating pedestrian and bicycle infrastructure. Landscaped medians, multi-use facilities, sidewalks, streetscape enhancements and other amenities could be used to help the transformation of these roads to boulevards while enhancing the individual’s experience in Marietta.
- Downtown – The Downtown District is a unique area of Marietta that contains a strong character and reinforces the concept of a sense-of-place. It contains a variety of uses and architectural styles and is well connected with consistent urban design. The uses in the downtown area are of higher intensity and include office, retail, entertainment, services, employment, and moderate to high density residential.
- Civic – The Civic District is an area of Marietta, in close proximity to downtown, which is appropriate for special government and cultural activities. This is an area that is appropriate for schools, city and county government buildings, post offices, and museums. Public art should be encouraged throughout this district as a means of celebrating the history and culture of the area, enhance the pedestrian environment, and create a distinct identity.
- Intown Residential – The Intown Residential Districts are older, sometimes historic residential areas that exist in relatively close proximity to downtown. These neighborhoods are primarily single-family residential areas and should remain as such. Some of the areas within this district are stable, while others need reinvestment in the existing housing stock. The areas needing reinvestment are prime locals for new infill housing. Enhancing the public environment and ensuring that new developments are compatible with those that currently exist should help to preserve these stable neighborhoods.
- Residential Revitalization – Residential Revitalization are areas that contain mostly single-family dwellings, but are in need of new investment in the existing housing stock. Any revitalization or redevelopment in these areas should retain the basic character of a single-family residential district. Revitalization can take numerous forms including the stabilization and beautification of the existing housing stock, conversion of dilapidated duplex and triplex units into single-family detached housing, or the replacement of the existing housing stock with new structures.



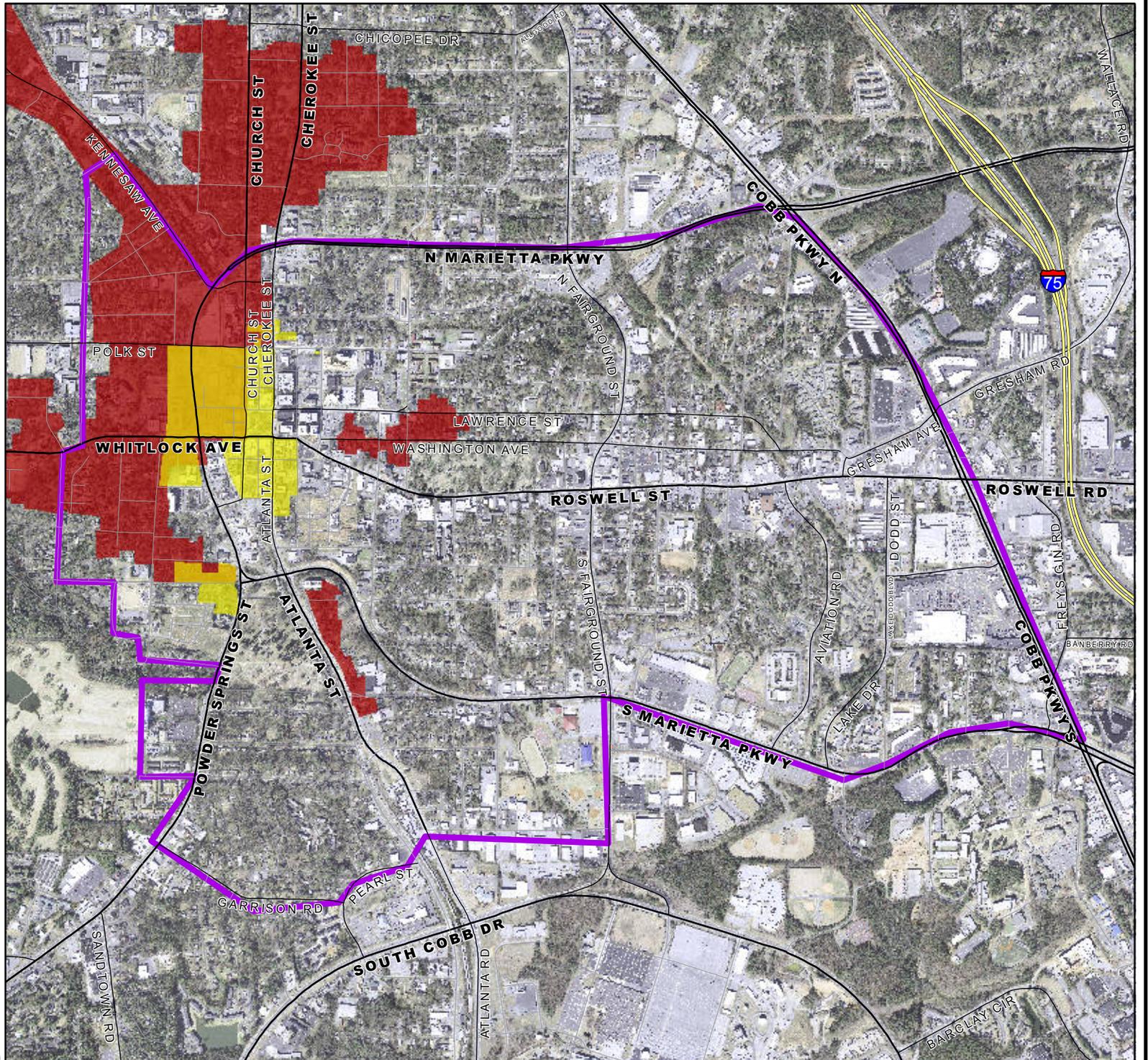
Envision Marietta LCI: Historic Districts



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Map Key

- Envision Marietta Study Boundary
- Local Historic Districts
- National Historic Districts



Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

- **Office/Warehouse** – Office/Warehouse Districts are areas of Marietta that are appropriate for office, warehousing, distribution, and research and development uses with operating characteristics that do not require highly visible locations or the type of vehicular access needed for retail and high-intensity office developments. Uses in this district generate relatively low levels of noise, odor, smoke, dust, or intense light that have minimal impacts on local residential communities.
- **Historic Preservation Ordinance** - In March 2005, the Marietta City Council passed a Historic Preservation Ordinance. The purpose of creating this Historic Preservation Ordinance is to protect and enhance the historical and aesthetic attraction to tourists and visitors and thereby promote and stimulate business, and to provide for the protection, enhancement, perpetuation, and use of places, districts, sites, buildings, structures, and works of art having a special historic, architectural, cultural, or aesthetic interest or value. The ordinance also provides guidelines for the creation and composition of the Marietta Historic Preservation Commission. In 2010, City Council and the Historic Preservation Commission designated two properties within the Envision Marietta boundaries as historic landmarks. Clarke Library, located at 156 Church Street, was the first library in Cobb County. Brumby Hall, located at 472 Powder Springs Street, was the former home of the superintendent for Georgia Military Institute and served as living quarters for Confederate doctors during the Civil War.



Brumby Hall



Clarke Library

- **Tax Allocation District (TAD)** – On January 1, 2005, the Georgia Revenue Commissioner approved the City Center South Renaissance TAD which was created by the Marietta Redevelopment Corporation (MRC). The TAD City Center South Renaissance TAD boundary mainly lies within the Envision Marietta LCI study area boundary, but does not take up the entire study area. The TAD within the Intown area of Marietta was formed to help provide financing incentives to implement recommendations contained in the LCI Envision Marietta study. There were many other reasons to why the TAD initiative was developed. First, it was evident that the Intown 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, enlarging the TAD boundaries to encompass more property types, more neighborhoods and more potential redevelopment projects should make it easier to secure necessary financing, therefore offering less risk than small TAD districts,



Envision Marietta LCI: Tax Allocation Districts



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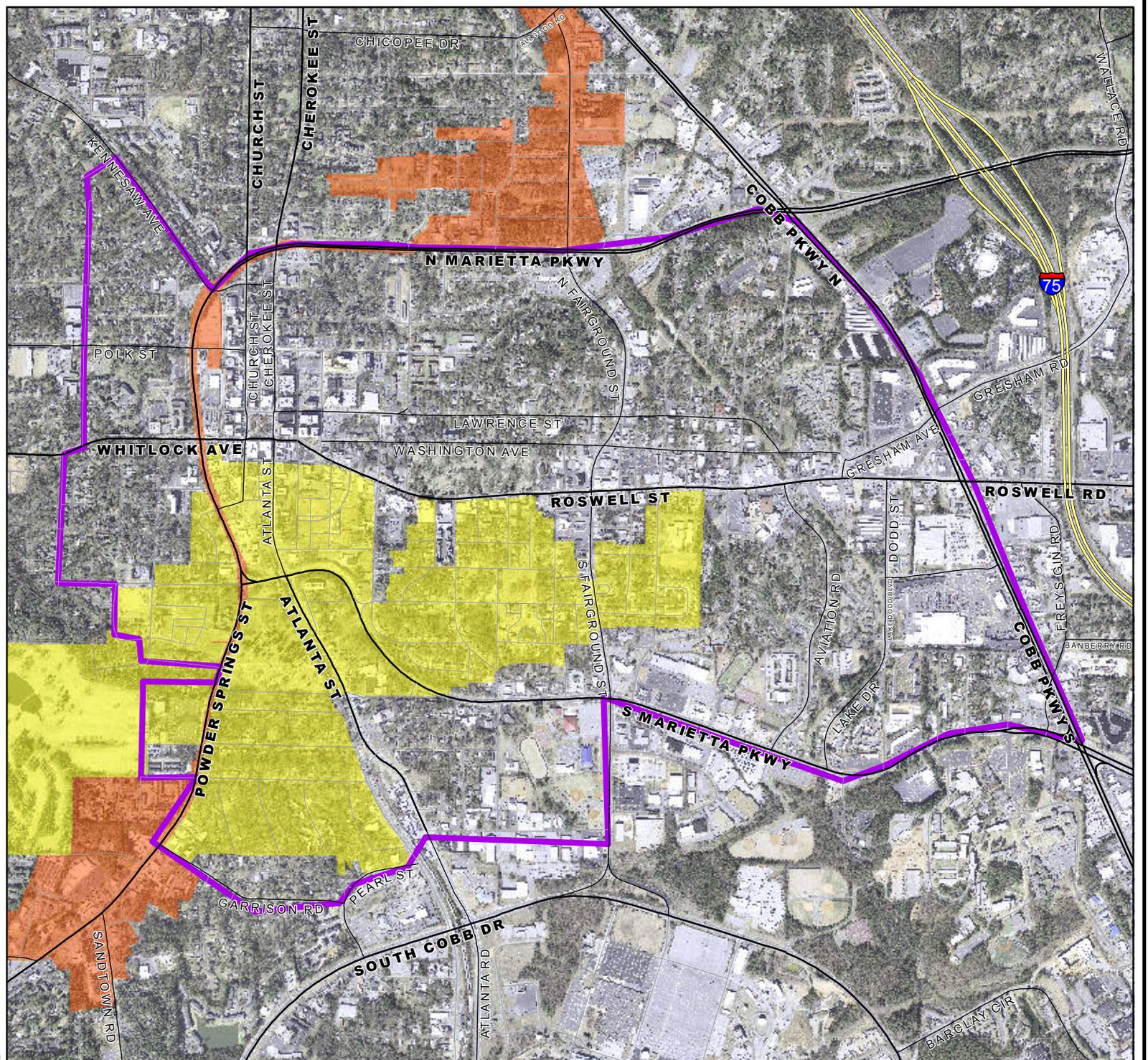
Map Key

Envision Marietta Study Boundary

Tax Allocation Districts

CCP

CCSR



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as this TAD was considered small before enlarging the boundary. The TAD could also provide local transportation improvements that would support redevelopment initiatives.

The purpose of the redevelopment plan for the City Center South Renaissance TAD area was to reverse disinvestments and the 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.
- **Redevelopment Projects** - There are many redevelopment projects currently planned or underway in or adjacent to the Envision Marietta Study Area. One project, Marietta Mill Lofts redevelopment includes a condominium tower and office space at the South Loop. Hedgewood Development LLC has built single-family homes and townhouses on the site of several run-down apartment complexes on Manget Street. On Frasier Circle, duplex-style refurbished residences have been redeveloped on the site of a block of formerly run down duplex apartments. Many of these projects were constructed with the assistance of the aforementioned TAD.
 - Marietta Mill Lofts - Marietta Mill Lofts redevelopment includes a condominium tower and office space at the South Loop (SR 120) and Atlanta Street.
 - Location - South Marietta Parkway (SR 120) and Atlanta Street, 319 Atlanta Street.
 - Development Status – Completed and owner occupied.
 - Number of Units - 31 (lofts/ 31 and office space/ 9,500)
 - Emerson Hill Townhomes – Is a gated community that overlooks the newly renovated historic Coca-Cola bottling facility, the Marietta National Cemetery and downtown Marietta. Emerson Hill is located east of Marietta Square off Roswell Street. The redevelopment project included constructing 31 townhome units.
 - Location - South of Roswell Street, West of Fairground Street, North of South Marietta Pkwy (SR120), and East of Alexander Circle.
 - Development Status – Completed and owner occupied



Emerson Hill Townhomes

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- Number of Units – 31 townhomes
- Emerson Overlook - Is located along Roswell Street and is a condominium and office high-rise building (7 stories).
 - Location - Along Roswell Street at 358 Roswell Street.
 - Development Status – Building construction is complete, commercial space is fully leased as well as some residential units. Residential units are actively marketed for sales.
 - Number of Units - 37 (residential/ 37 and office space/ 33,000 sf.)
- Village at Frasier Park - On Frasier Circle, duplex-style housing units were rehabilitated and redeveloped into fee simple townhome residences, which formerly were dilapidated units (mixture of owned and rented). Ninety percent of the units have been converted to owner occupied townhomes. The realignment of Frasier Street has improved access to the neighborhood.
 - Location - South of Roswell Street, East of Fairground Street, North of South Marietta Pkwy (SR120), West of Victory Drive.
 - Development Status - 90% Complete, 4 buildings were unable to be acquired by developer. One of the property owners that is located along Park Avenue, who was sought after by developer to sale. The property owner decided not to sale, and refurbished the property to resemble the Frasier Park townhouse redevelopment concept. During the development of this project, utilities were placed underground.
 - Number of Units - 38 townhouses fee simple owner occupied



The Village at Frasier Park



The Village at Frasier Park

- Atlanta Northern Building - The Atlanta Northern Building has completed construction of a bridge over CSX-railroad to support the planned office building. The proposed building will feature Class-A office space near downtown Marietta. The building will range from 35,000 to 48,000 square feet and connect to the Historic Marietta Square by a bridge over the CSX-railroad. The Atlanta Northern Building will be an exciting addition to Downtown Marietta as it signifies the expansion of the growth of the central business district to the west of the Marietta Square.

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The Atlanta Northern Building site is located on Polk Street near North Marietta Parkway and adjacent to the Marietta Square. The building is less than 1-mile from the Hilton Atlanta/Marietta Hotel & Conference Center and City Club Golf Course which offers high quality meeting and dining space for professional meetings and conferences.

- Location - East of North Marietta Parkway (SR 120), West of the CSX railroad tracks, South of downtown Historic Marietta Square and Whitlock Avenue.
 - Development Status – completed pedestrian bridge over CSX, and actively seeking tenants.
 - Number of Units - 34,000 – 48,000 sf.
- **Residential Infill Development Overlay District** - In April 2004, the City of Marietta passed the Residential Infill Development Overlay District to maximize efficiency of the utilization of public services, infrastructure, and facilities as a means to achieve balanced growth and to provide a cost-effective method for municipal service delivery. This overlay district covers the residential areas of the identified urban core of Marietta. The objective is to accommodate growth by encouraging and facilitating new development on vacant and underutilized land in areas that already have infrastructure, utilities, and public facilities; provide flexibility in development standards to facilitate infill development and redevelopment; encourage construction of housing in close proximity to employment and services; and to promote neighborhood preservation and enhancement through redevelopment of blighted, distressed and underutilized properties.
 - **Transportation Projects** – Since the completion of the Envision Marietta LCI study, which was ten years ago, listed below are the projects that have been completed. Funding for these projects were Special Purpose Local Optional Sales Tax (SPLOST), federal funds, and some private funding initiatives.
 - East/West Alternatives Traffic Study – This project was completed as part of the Cobb County Comprehensive Transportation Plan (CTP).
 - North Marietta Parkway Pedestrian Bridge – This project was completed in 2003 with Georgia Department of Transportation (GDOT) Transportation Enhancement funds.
 - Pedestrian Crossing at Mill Street/ Depot Street – This project was completed in 2009 as part of the Atlanta Northern Traction Company Building project.
 - **Tree Replacement Fund** - The Tree Replacement Fund is an alternative to complying with the tree and landscape ordinance. In cases where it is not feasible or possible to meet the City's tree and landscape ordinance, the tree replacement fund provides another means for compliance. The tree replacement fund allows donations to be made to the City of Marietta for the purpose of planting trees on public property. Calculations for donations are based on 2-inch caliper replacement trees, the value of which is identified in the City's Fee Schedule. The contributions to this fund has and will continue to enable the City to add trees in public area, right-of way, and identify gateway locations to enhance and beautiful the City of Marietta.
 - **Created Redevelopment Task Force** – In February 2003, the City of Marietta created the Marietta Redevelopment Corporation (MRC). The MRC will act as the redevelopment taskforce, which will serve as the community's recommending body on issues of redevelopment. The principal mission of the Marietta Redevelopment Corporation is to strengthen the economic and

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residential base of the City of Marietta by revitalizing neighborhoods, commercial areas and other distressed properties. The role of the MRC is to make strategic real estate investments in blighted areas, assemble properties for redevelopment where needed, and partner with the private sector to invest in our community.

- ***Commercial Corridor Design Overlay District*** – The Commercial Corridor Design Overlay District was completed and adopted by Mayor and City Council in December 2002. The purpose of the Overlay District is to enhance the quality and compatibility of development, to establish consistent architectural and design guidelines, to encourage the most appropriate use of land, and to promote safe and efficient movement of traffic. The Overlay District is necessary to enhance the aesthetic and visual character of lands adjacent to main commercial corridors in and around Downtown Marietta. The Overlay District roadways that fall within the Envision Marietta LCI study area include Whitlock Avenue, Fairground Street, Powder Springs Road (SR360), Roswell Street, Atlanta Street, and small portions of North Marietta Parkway and South Marietta Parkway (SR120). The boundary of the Commercial Corridor Design Overlay District is shown on the Official Zoning Map.
- ***CDBG & Marietta Initiative for Neighborhood Transformation (MINT) Program*** – The City of Marietta has been active in the CDBG program to assist with the deteriorating quality of some of the housing stock within the study area. The majority of the funds are spent on new homes for first time homebuyers, and a smaller revolving loan fund is spent on home repairs. With the help of the Housing & Urban Development (HUD), the City began the MINT program.
- ***Hiring Economic Development Professionals*** – The City created additional Economic Development positions, to focus more resources on business retention, maintenance, and attraction. The Envision Marietta study area is an area of focus. Since 2001, the City has created 2 positions to focus on the City’s economic development goals and objectives, created was an Economic Development Manager position and an Economic Development Project Manager position.
- ***Code Enforcement and Property Maintenance Initiatives*** – The City has increased code enforcement within the study area in an attempt to minimize and slow disinvestment activity that has occurred. These efforts have helped stabilize property maintenance and are an initiative to attract redevelopment to the area. Developing stricter code enforcement starts with having more relevant or targeted code regulations. Listed below, are a few stricter code regulations that strengthened code enforcement procedures.
 - ***New Grass Height Ordinance*** – This new Grass Height Ordinance was adopted by Mayor and City Council September 2010, to require property owners maintain overgrown grass and debris below 12 inches.
 - ***Sound Nuisance Ordinance*** – The City adopted a Sound Nuisance Ordinance in 2005, to make sure that all residential, commercial, and industrial districts were maintaining an audibly satisfying environment.
 - ***Anti-Graffiti Ordinance*** – In March 2003, the City adopted an anti-graffiti ordinance that determines that graffiti is a public nuisance and is destructive to property values and the quality of life of a community. Graffiti promotes blight in the neighborhoods in which it occurs and encourages similar acts of vandalism.

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Projects and Initiatives Underway:

- **Code Enforcement and Property Maintenance Initiatives** – The initiative of code enforcement to impose property maintenance is a never-ending task. However, the City and staff are 100% committed to improving the quality of life for citizens living in Marietta through strict and focused efforts of code enforcement.

- **Transportation Initiatives** – In September 2005, the Cobb County Special Purpose Local Optional Sales Tax (SPLOST) program was passed. This new SPLOST program enabled Cobb County and local municipal governments within the County to finance roadway enhancement projects. Through this initiative and other funding vehicles, such as federal funding and the Board Lights and Water funds, the City of Marietta has funded the following projects that are located within the Envision Marietta LCI study boundary.
 - **Roswell Street Underground Utilities** – The project limits for this project are from Waddell Street to Cobb Parkway (US 41). This project was a separate phase from the Roswell Street road widening and the Roswell Street Streetscape projects. Placing the utilities underground was the first effort of the three projects. The Roswell Street Underground Utilities project is approximately 75% complete, where still a small section of Roswell Street overhead utilities are still working to be converted to underground. Anticipated completion date March 2011.
 - **Roswell Street Road Widening** – The project limits for this project are from Waddell Street to Cobb Parkway (US41). This project was second, which followed the underground utility project and is prior to the streetscaping project. The Roswell Street Road Widening project is about 50% complete. Anticipated completion date 2013.
 - **Roswell Street Corridor Streetscape** – The project limits for this project are from Waddell Street to Aviation Road. This project has been phased into various sections to coordinate with the underground utilities and road widening project. Anticipated completion date 2013.
 - **Kennesaw Mountain to Chattahoochee River Trail (Intown)** – The project limits for this project are from Tower Road at Roselane Street to West Atlanta Street and South Cobb Drive. This project is currently in the design and permitting phase and the estimated start date for construction is 2013.
 - **Powder Springs Road Streetscape (outside of study area)** – The project limits for this project are from Sandtown Road to Chestnut Hill Road. This project is 85% completed, and is anticipated to be fully completed by December 2010.

- **Redevelopment initiatives** – The Envision Marietta LCI study played a large role in identifying redevelopment goals and objects. Since the completion of the ten year study, redevelopment has become a main focus for the City. The Marietta Redevelopment Corporation (MRC), which was an outcome of one of the Envision Marietta LCI study's recommendations, oversees the redevelopment initiatives for the City.
 - **Manget at Historic Marietta** - A master-planned new urban development of single-family homes and townhouses and condominiums on an 18 acre site of several run-down apartment complexes on Manget Street. Manget at Historic Marietta is a new urban style development planned in four phases. The approximately 18 acre site is approved for residential mixed use construction of 265 condominium flats, townhomes and single-family detached homes. The project is located within walking distance of



Envision Marietta LCI: Redevelopment Projects



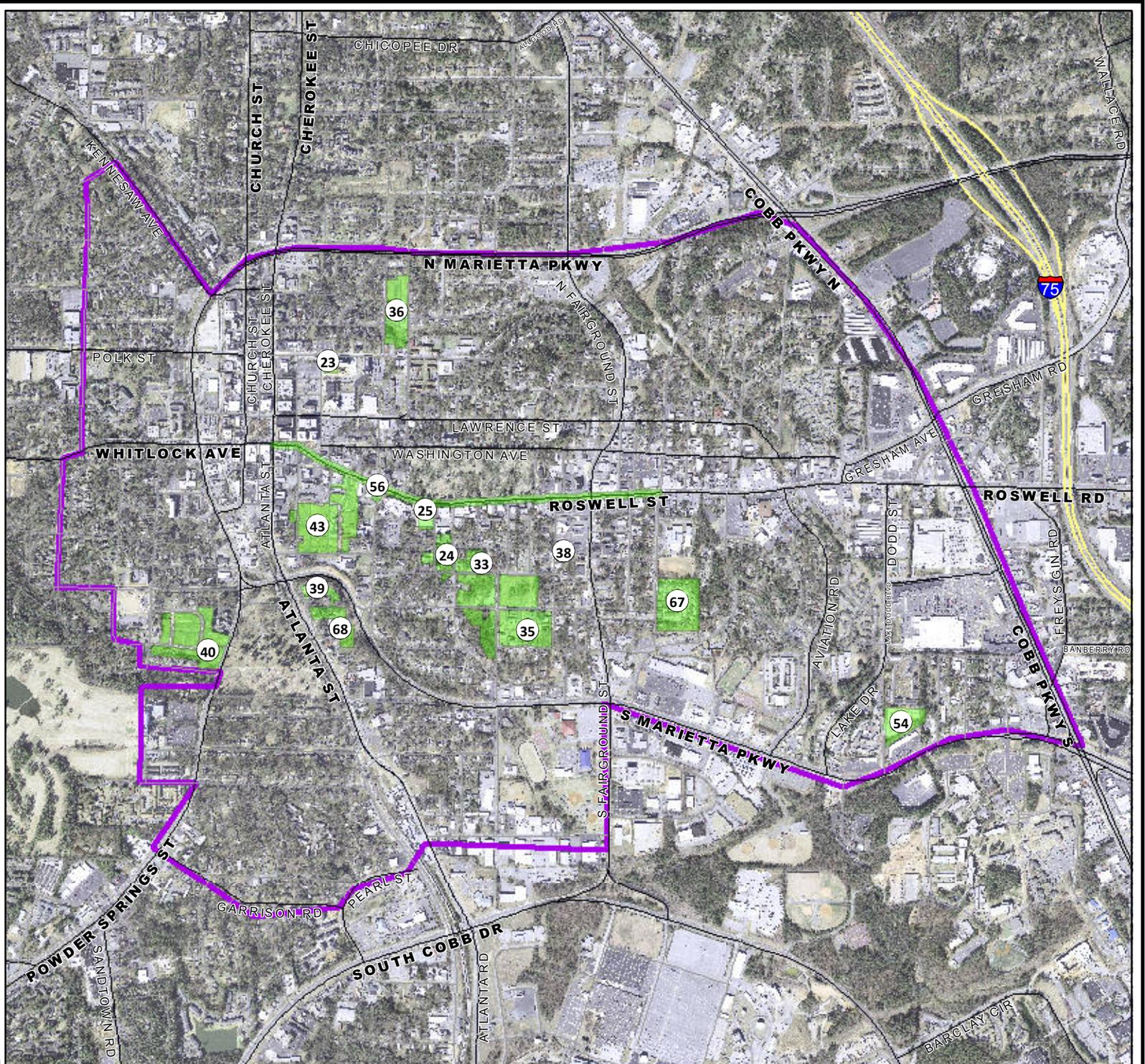
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Map Key

- Redevelopment Projects
- Envision Marietta Study Boundary

Redevelopment Projects

| Map Number | Project Name |
|------------|-------------------------|
| 23 | Dorsey Manor Expansion |
| 24 | Emerson Hill Townhomes |
| 25 | Emerson Overlook |
| 26 | Forest Avenue Manor |
| 33 | Hunter Walk |
| 35 | Manget |
| 36 | Manor Park |
| 38 | Marieta @ tewa y |
| 39 | Marieta Mill loo s |
| 40 | Marieta W l |
| 43 | Meetrg Bar k |
| 54 | Rose Drive Retail Space |
| 56 | Roswell Streetscape |
| 67 | Village at Frasier Park |
| 68 | Vinings Management |



Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

Downtown Marietta and is less than one mile from the Marietta Square and the Hilton Atlanta/Marietta Hotel & Conference Center and City Club golf course. Manget is developed and planned to include multiple passive parks and green spaces and is complimented by streetscape and gateway improvements throughout the surrounding neighborhood.

- Location - South of Roswell Street, West of Fairground Street, North of South Marietta Pkwy (SR120), and East of Alexander Circle.
- Development Status – Partially completed building phase 1. Due to the slumped economy and troubled housing market the property is currently banked owned. However, residential units are actively marketed for sale from the high \$100's to low \$300's.
- Number of Planned Units - 265 (single-family/ 74, condominiums/ 78, and townhouses/ 113)



Manget at Historic Marietta

Hunter Walk - Is located directly across the street from Manget Historic Marietta, and is a cluster of single-family infill housing units. JAKL Development, LLC continues to construct homes on build to suit lots based on demand.

- Location - South of Roswell Street, West of Fairground Street, North of South Marietta Pkwy (SR120), and East of Alexander Circle.
 - Development Status – Development has slowed due to economy. Seven single-family housing units have been built, and the other lots have been cleared for construction.
 - Number of Planned Units – 11 single-family homes
- Marietta Walk - Myrick Company has an approved plan to redevelop the former site of city-owned Johnny Walker Homes located off of Powder Springs Street. The City selected Myrick to develop the approximate 11-acre mixed use site through a Request for Proposals process managed by the Marietta Redevelopment Corporation (MRC). The mixed-use redevelopment project includes single-family homes, townhouses and retail

Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

with condominiums above, which also included a proposed condominium project on the dilapidated Wynhaven Apartment site.

The project is located within walking distance of Downtown Marietta and is less than one mile from the Marietta Square and half a mile from the Hilton Atlanta/Marietta Hotel & Conference Center and City Club golf course. The project is also adjacent to Henry Memorial Park which underwent a \$750,000 master planned renovation in 2008.

Phase I of Marietta Walk is platted for 58 townhomes and 18 single-family detached homes. Phase II, is approved for construction of 45 condominiums and 50,000 square feet of office and retail space in two mixed-use buildings located along Powder Springs Street. The Myrick Company completed engineering and site development work and is currently marketing residential lots and conducting phase II due diligence.

- Location - Along Powder Springs Street and east of Confederate and City Cemeteries, South of Reynolds Street, North the Hilton Atlanta/Marietta Hotel and Conference Center and City Club golf course, and West of Wright Street.
 - Development Status – Actively marketing residential lots, however lots may be reconfigured for other residential uses.
 - Number of Units - 121 (single-family houses/ 18, townhouses/ 58, condominiums/ 45, and office and retail space/ 50,000 sf.)
- Montgomery Park - Is a single-family home redevelopment project that proposed 46 housing units. The project is located outside of the Envision Marietta study boundary, just north of North Marietta Pkwy (SR 120). The Marietta Housing Authority (MHA) is the developer of the project, and 30% of the housing units are affordable.
 - Location - North of North Marietta Pkwy (SR120).
 - Development Status – Project is delayed due to housing market slump.
 - Number of Units - 46 single-family houses
 - Manor Park - The redevelopment project was developed by the Collins Group, which was a 4.6 acre infill development project. The redevelopment project creates a transition from the historic Forest Hills neighborhood to the emerging Manor Park neighborhood.
 - Location - South of North Marietta Parkway (SR 120), North of City Hall/ Lawrence, East of historic residential neighborhood, and west of Cole Street.
 - Development Status - Housing units are constructed and development is currently bank owned due to the slumped economy and troubled housing market.
 - Number of Units - 36 (single-family houses/ 11, and townhouses/ 25)
 - Meeting Park - Formerly, Clay Homes a public housing residence was redeveloped into residential, retail, and office space located one block south of the Marietta Square. Plans for the 11-acre site on Roswell at Waddell Street include 78,000 square feet of retail and office space and 159 residential condominiums, 131 townhomes and 9 single-family. Located in the Roswell Street Renaissance District within walking distance of Downtown Marietta, Meeting Park is approximately 0.3 miles from the Marietta Square and 0.9 miles from the Hilton Atlanta/Marietta Hotel & Conference Center and City Club golf course.

Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

Condominiums range from 900 to 2,200 square feet and townhomes range from 1,000 to more than 2,900 square feet. Homes were starting from \$200,000 to \$600,000. Winter Properties completed engineering and site development work in 2007.

- Location - South of Roswell Street, East of Waddell Street, West of Alexander Circle, North of South Marietta Pkwy (SR120).
- Development Status - Due to the slumped economy and troubled housing market the property is currently banked owned. The primary lender Regions bank is actively marketing the project to developers.
- Number of Units - 299 (residential condominiums/ 159, townhomes/ 131, and single-family/ 9, and office and retail office space/ 78,000 sf.)

- **Roswell Street Renaissance Neighborhood Improvement District** – The concept of the Roswell Street Renaissance Neighborhood Improvement District was part of a larger redevelopment project that was stalled by the slow-down in the economy. The City, however, saw the potential



of the Renaissance District and decided to take on the conceptual initiative and bring it to life by investing TAD resources. The boundary of the Renaissance District is south of Roswell Street, north of South Marietta Parkway (SR 120), east of Atlanta Street, and west of Victory Drive. The Renaissance District project included resurfaced streets, brick-paved crosswalks, brick-paved sidewalk radii intersections with American with Disabilities Act (ADA) sidewalk ramps, pedestrian lighting, neighborhood styled street signage, and granite stone monuments located throughout the District. This improvement project has added a sense of improved quality of life within the community. This project is near completion, anticipated completion is December 2010.



Envision Marietta LCI: Renaissance District

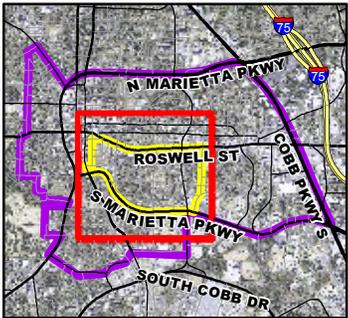


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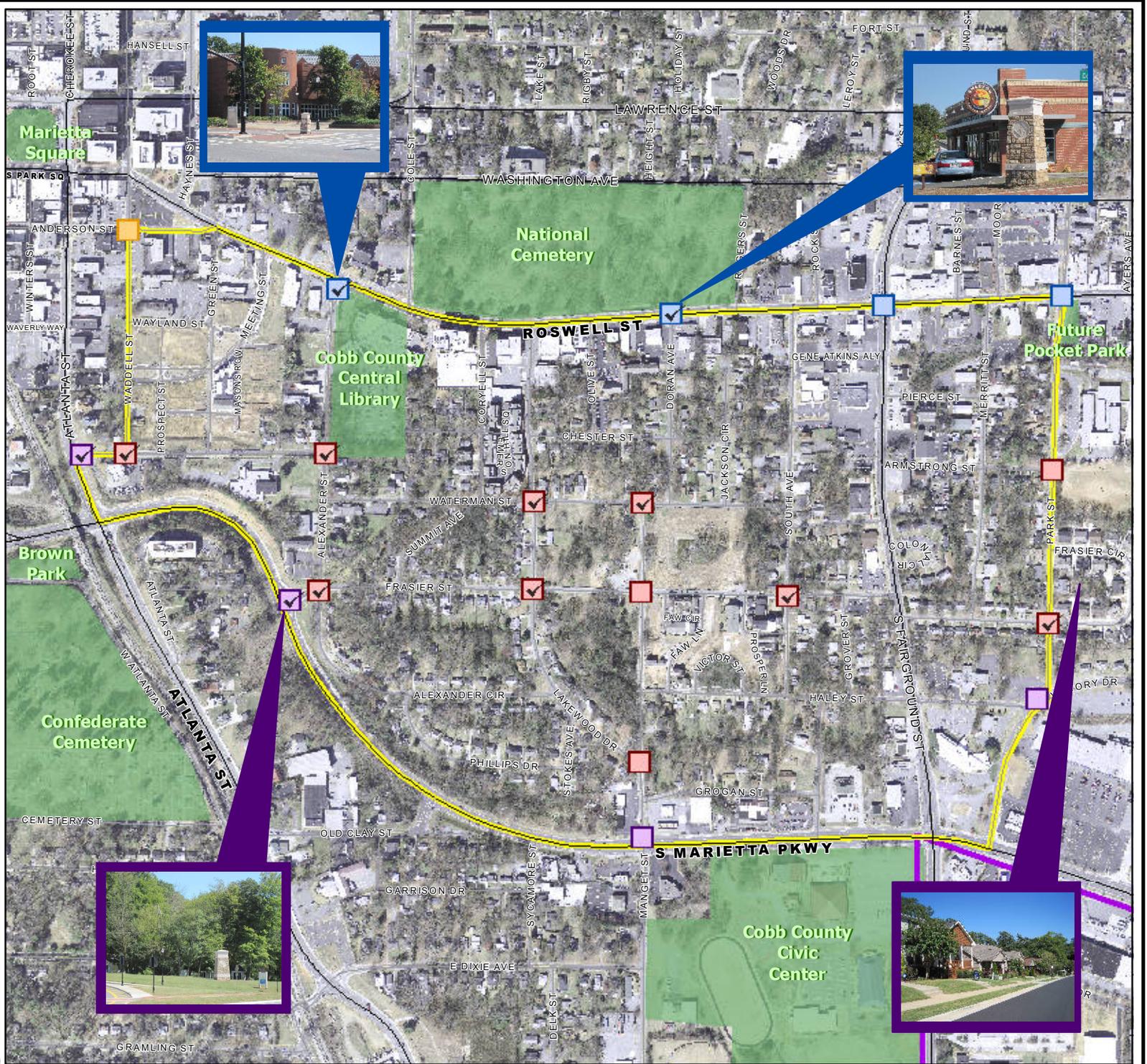
Map Key

- Renaissance District
- Envision Marietta Study Boundary
- Nearby Places of Interest
- Progress of Renaissance Points of Interest**
- Constructed
- Renaissance Points of Interest**
- Gateway
- Gateway - Roswell Street Streetscape Project
- Neighborhood Intersection
- Neighborhood Intersection (Other Funds)

Overview



11/29/2010



Envision Marietta LCI Study 5-Year LCI Update (2011-2016)



Renaissance District redevelopment and transportation improvement pictures.

Implementation Plan

Over the past ten years, a lot has been accomplished, from forming policy and regulations to better guide development, preservation of local historic resources, long-range planning of the Intown areas, developing redevelopment districts to help with financing incentives, redevelopment projects, and transportation improvements. All of these initiatives have come together to enhance the Envision Marietta study area, thus targeting and meeting the initial goals and objectives of the original study. The economy has slowed down due to the recession, which has slowed down the pace of redevelopment. However, the City will continue to persevere through these times, therefore planning for future projects. This section of the report discusses future initiatives for continued plan development and implementation for the Envision Marietta LCI area.

Updated and Recommended Transportation Initiatives

Attached to this report are two tables, first is the 2005-2010 Action Plan, which is the original action list from the Envision Marietta LCI study. This table gives a status of listed initiatives and transportation projects. The second table is an updated list of transportation improvement projects for the Envision Marietta LCI study area. This table is a combination of transportation projects that are underway and future planned projects. Listed below are projects that are currently funded through the 2005 SPLOST program and/or federal funds:

1. Roswell Street Streetscape Phase 1,
2. Roswell Street Streetscape Phase 2,
3. Roswell Street Streetscape Phase 3,
4. Kennesaw Mountain to Chattahoochee River Trail (South Segments),
5. Kennesaw Mountain to Chattahoochee River Trail (Intown and North Segments),
6. Powder Springs Street Streetscape (outside of LCI),
7. Roswell Street Phase 1 (widening),
8. Roswell Street Phase 2 (widening), and
9. Roswell Street Phase 3 (widening).

Many of the Envision Marietta LCI transportation improvement projects have been started and/or completed that were in the original 5-year action plan. The other transportation projects that are listed have been rolled-over from the original 5-year action plan. The Cemetery Multi-use Trail has been added to the project list and is a new project. However, with continued development and study efforts for this area, an amendment to add new transportation projects in the future may be in order.

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. The majority of the initiatives mentioned were supported and completed. The remaining initiatives will continue to be worked on through the upcoming years. 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



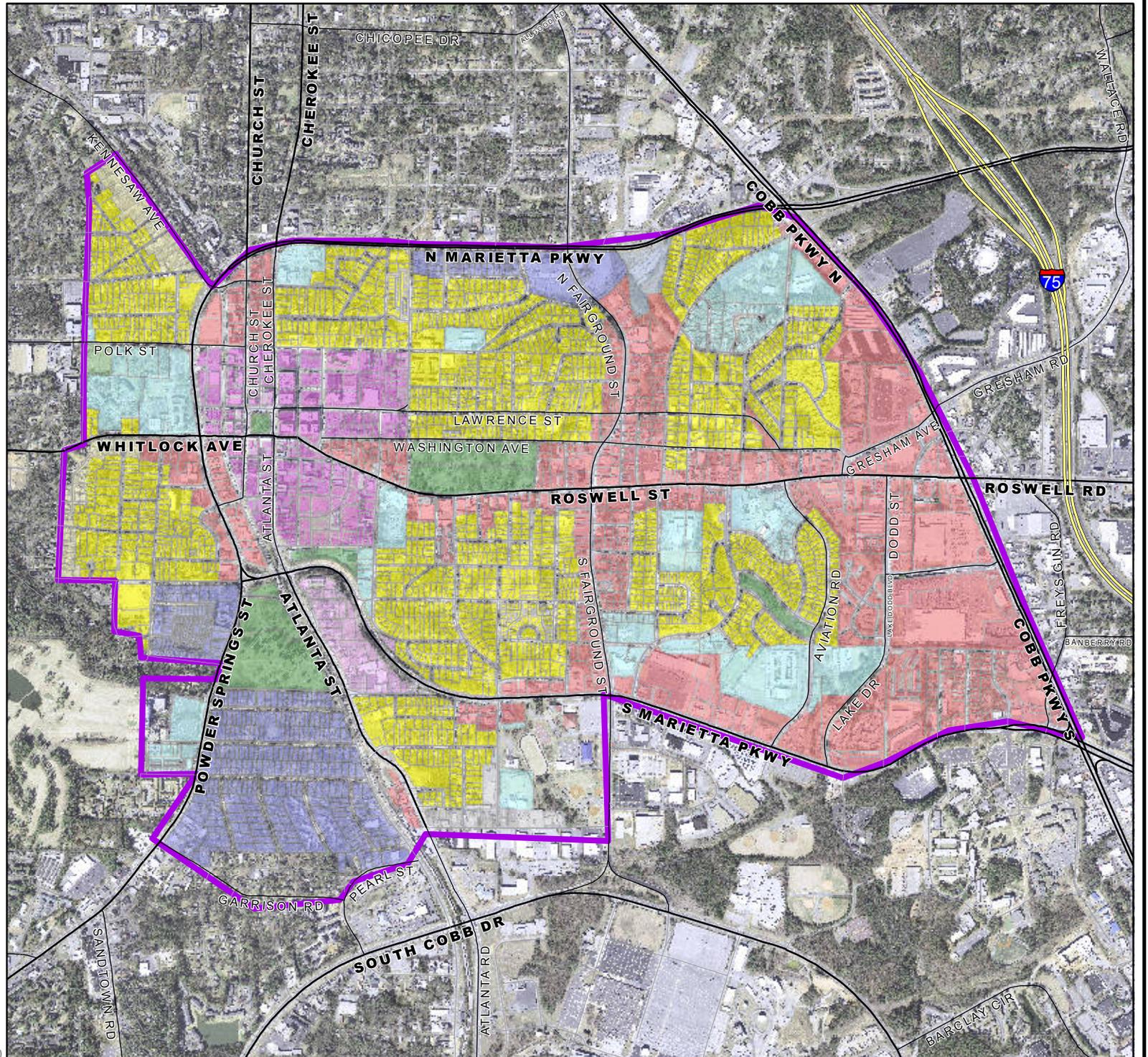
Envision Marietta LCI: Future Land Use



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Map Key

-  Envision Marietta Study Boundary
- Parcels by Future Land Use**
-  Regional Activity Center
-  Community Activity Center
-  Neighborhood Activity Center
-  Central Business District
-  Mixed Use Development
-  Community Service and Institution
-  High Density Residential
-  Medium Density Residential
-  Low Density Residential
-  Open Space/ Conservation
-  Parks /Recreation
-  Industrial Warehousing
-  Industrial Manufacturing
-  Transportation and Utilities



Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

were mentioned in the Envision Marietta LCI study. The Comprehensive Plan specifically, created seven “character areas” for the Envision Marietta area. A “character area” is a unique area of the city that contains characteristics that separate them from the surrounding area. The “character areas” that encompass the Envision Marietta study area was discussed earlier and listed out each of the “character areas” for the study area.

2. Also, the Comprehensive Plan updated the Future Land Use Map to display and designate areas of mixed use development, low density residential, and the outer areas are designated as community activity center. The Central Business District is preserved as such.
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 Intown 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 Envision Marietta area is a critical area for preservation, improvement, redevelopment, and re-investment. The City of Marietta supports efforts to bring about positive changes and re-investment to the Intown area of Marietta. Continued and new discussions have occurred regarding revitalization and enhancement 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 as a whole and specifics for the Envision Marietta study area.

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 Marietta 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.

Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

- 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 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.



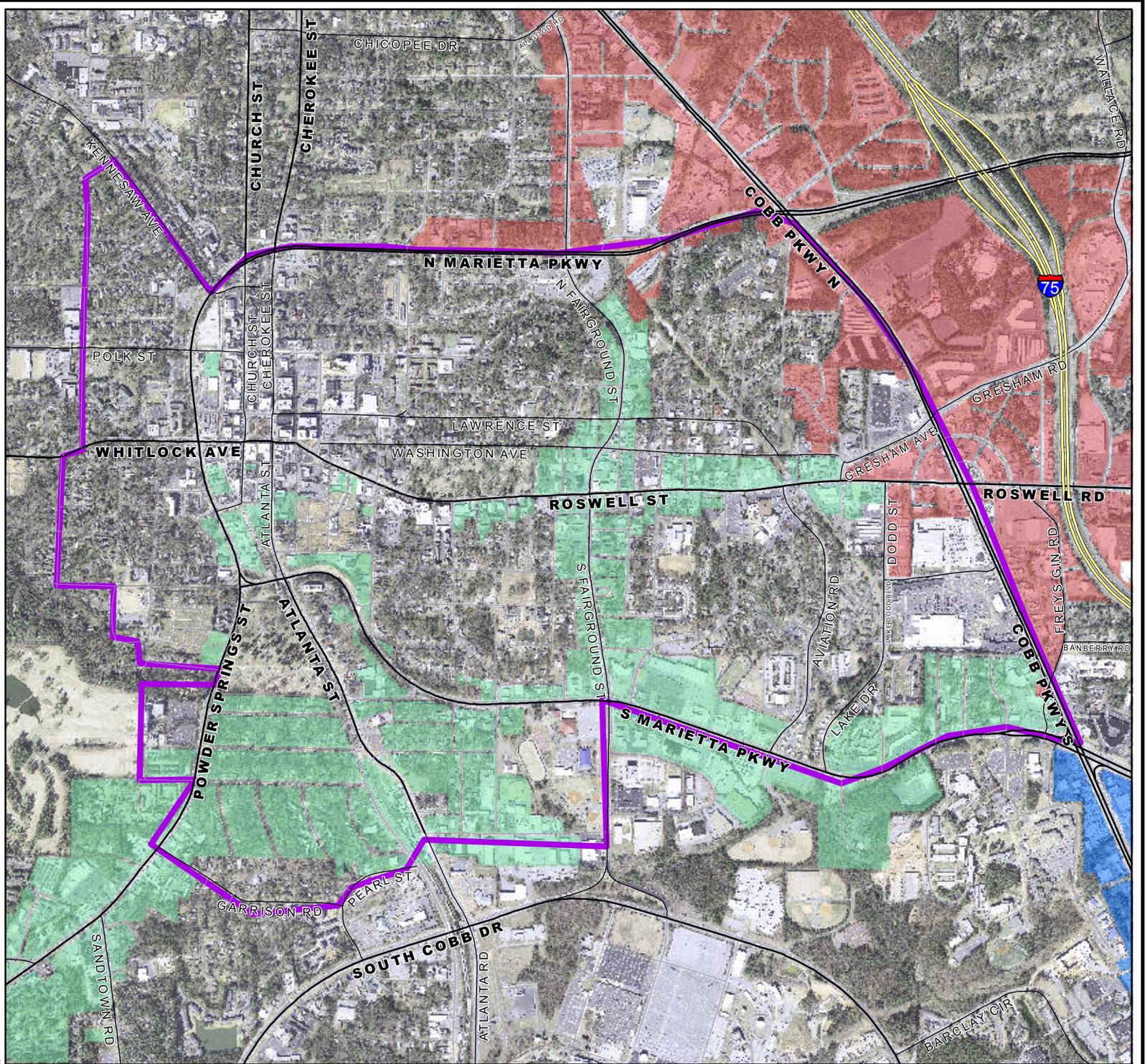
Envision Marietta LCI: Opportunity Zones



0 1,000 2,000 Feet

Map Key

- Envision Marietta Study Boundary
- Opportunity Zones**
- Zone 1
- Zone 2
- Zone 3



Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

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 are in place to create a more vibrant, rejuvenated economic climate that provides a better quality of life for future residential and commercial growth.

Opportunity Zones

In November 2009, the Department of Community Affairs approved three Opportunity Zones in Marietta. One of the zones encompasses some areas of the Envision Marietta study. 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 Intown Marietta area.

Retail Revitalization Plan – The Marietta Redevelopment Corporation (MRC) is conducting a Retail Revitalization Plan that will serve as a framework to develop a working document to initiate a partnership between various internal and external community stakeholders to implement projects, activities, and short and long term plans for the successful revitalization of retail and commercial corridors within the city. The project will include a study of existing retailers and retail spaces, potential retail partnership opportunities, analyze the retail sales leakage from the Marietta community, housing and household demographics as well as purchasing strengths, and a plan to establish new or enhance existing businesses retail destinations. The Retail Revitalization Plan is anticipated to be completed in late 2010 or early 2011.

Draft Multi-Use Trail Map – The City is developing a multi-use trail map that will show existing, funded/under construction, and proposed multi-use trails. The multi-use trail map will show a city-wide trail network that will link to larger trail networks in Cobb County and Atlanta. The Multi-Use Trail map is past and current plans. The objective of the Multi-Use Trail Map is to show the existing and planned trail network that will make the City of Marietta a more walking and bicycling friendly community.

Marietta Safe Routes to School Program – In August 2010, the City partnered with Marietta City Schools to host a Safe Routes to School (SRTS) Workshop. The purpose of the workshop was to bring together the community stakeholders (City management and staff, School Board member, School management, School principals, regional agency, and community advocates) with the SRTS Resource Center to help kick-off the SRTS program in Marietta. In April 2010, the Georgia Department of Transportation (GDOT) formally announced that the City and Marietta City Schools were selected through a SRTS grant, to implement infrastructure improvements at four City Schools: A.L. Burruss Elementary; Park Elementary (inside the study area); West Side Elementary; and Marietta Middle

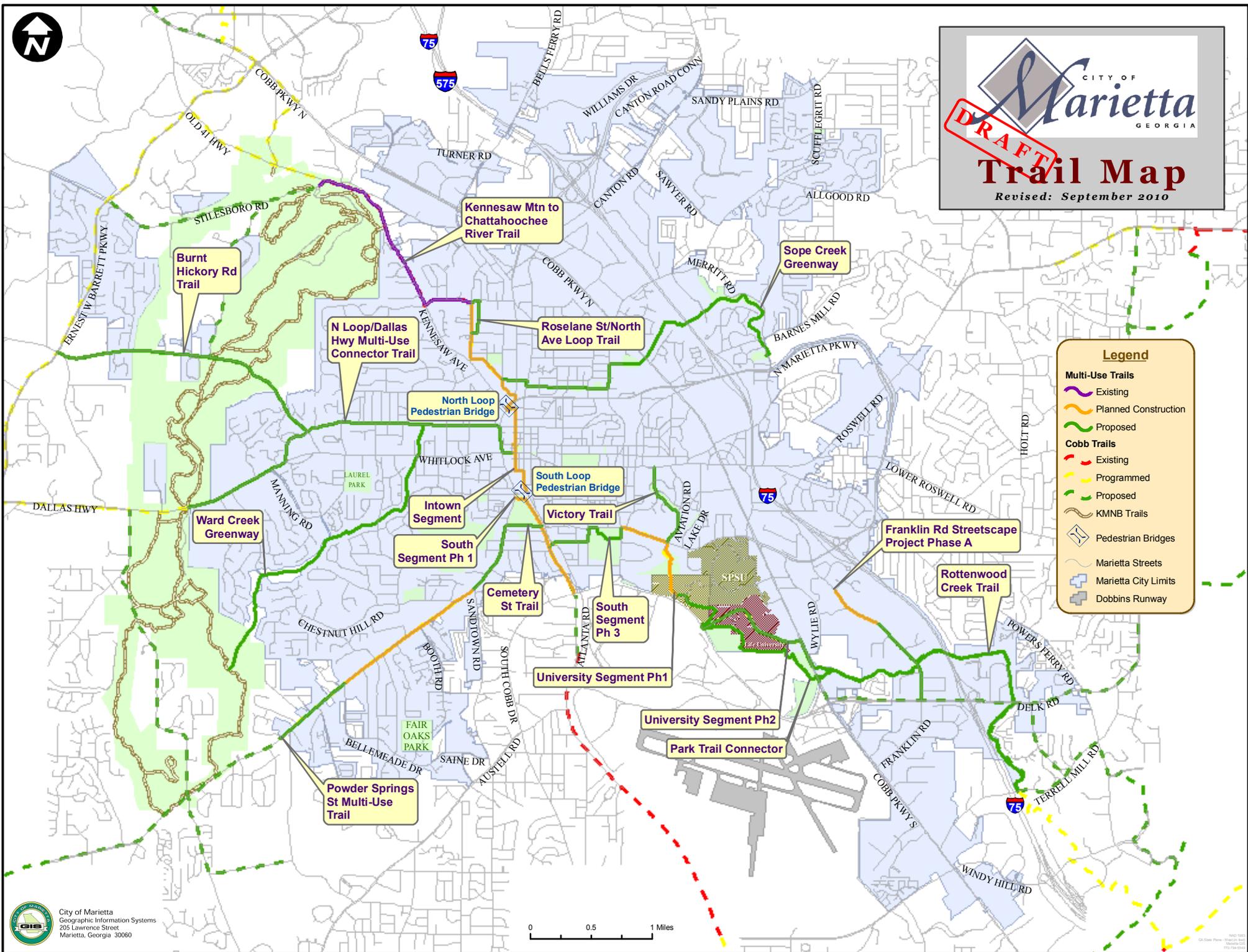


CITY OF
Marietta
 GEORGIA

DRAFT

Trail Map

Revised: September 2010



Legend

- Multi-Use Trails**
 - Existing
 - Planned Construction
 - Proposed
- Cobb Trails**
 - Existing
 - Programmed
 - Proposed
- KMNB Trails
- Pedestrian Bridges
- Marietta Streets
- Marietta City Limits
- Dobbins Runway

Envision Marietta LCI Study 5-Year LCI Update (2011-2016)

School. The SRTS grant award totals \$492,512.62, for sidewalks and other pedestrian safety enhancements at the four schools to encourage walking and bicycling to school.

The City and the Marietta City Schools continue to work together to develop a SRTS Plan and share resources to create safer routes to school in Marietta.

Cobb Parkway/US 41 Light Rail Transit System

Cobb County, the Cumberland Community Improvement District (CID), and the Town Center Area Community Improvement (CID) joined together to investigate a real 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 of the CIDs which would serve the employment centers. Since the workshops, other neighboring agencies have been interested in extending the rail line beyond the conceptual end points to the north and south.

Almost half of the light rail transit system as proposed would run through the City of Marietta, which is approximately 6.5 miles. At this early stage, station locations are extremely preliminary, but a few transit stations have been mentioned to link major destinations and generators. The preliminary stations that are identified on the US 41 Light Rail Proposed Transit System map are: 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

2005-2010 ACTION PLAN
Envision Marietta LCI Study
5-Year Update

Transportation Projects

| Project/ Program | Description | PE Year | Construction Year | STATUS | | | | Notes |
|---|--|---------|-------------------|-----------|----------|-------------|--------------|---|
| | | | | Completed | Underway | Not Started | Not Relevant | |
| Roswell St. Corridor Streetscape | Streetscape enhancement from Waddell Street to Cobb Parkway (US 41). | 2003 | 2014 | | X | | | This project has been split into several phases. Phase 1, is in ROW, and the City is working with ARC to resolve some issues. Phase 2, is in CST, the City recently executed construction contracts with GDOT for bid contractor. Phase 3, the City is working with ARC to resolve some issues. In the updated 5-Year Action Plan, this project will show each phase with project descriptions. |
| East/West Alternatives Traffic Study | Traffic analysis and study of east/west corridors through the city. | 2003 | N/A | X | | | | The East-West Alternative Traffic Study was completed and is part of the Cobb County Comprehensive Transportation Plan (CTP). |
| Atlanta Street Corridor Streetscape | Streetscape enhancement from South Marietta Parkway to Glover Street. | 2003 | | | | X | | In 2004, Cobb County completed widened Atlanta Road, the project included sidewalks, a multi-use trail further north, and other safety improvements. In 2009, the Atlanta Street Corridor Streetscape project was pre-qualified for LCI Transportation funds. <u>This project currently is not funded.</u> |
| Kennesaw Mountain to Chattahoochee River Multi-Use Trail | Multi-use trail from Tower Road at Roselane Street to West Atlanta Street and from West Atlanta Street to South Cobb Drive | 2005 | 2008 | | X | | | This project is phased into separate projects: South Section and North/In town Section. The KMCR Trail - South Section is currently in the environmental phase and ROW has been approved. The City is awaiting Environmental approval and a NTP. Construction will begin 2011. The KMCR Trail - North/In town Section is currently in the environmental phase and the City is awaiting CSX review of the section that is utilizing CSX ROW. Construction will begin 2013. |
| CCT subsidy for government employees | | 2002 | | | | | X | At this time, the majority of the government employees do not live within the County limits, therefore this program would be of little benefit for the employees. The current economy does not allow for this to be a viable program. To date, there have been many cut-backs, such as bus route eliminations, schedule changes, and limited funding resources. |
| Shuttle Circulator | Bus shuttle circulator though the City linking to the CCT Transfer Center and/or future light rail transit. | N/A | | | | | X | There have been a few attempts applying to Congress for capital funding for the shuttle buses. However no funding was awarded. The shuttle circulator is something the City is interested in studying further to possibly link to future light rail transit. |
| Fairground Street Streetscape | Streetscape enhancements from North Marietta Parkway to South Marietta Parkway (SR120) | 2003 | | | | | X | An intersection improvement at Fairground Street and South Marietta Parkway is underway and will be complete 2014. Also, the intersection at Fairground Street at Roswell Street is underway, and will be complete Spring 2011. Design has been completed for this project, however the project has been delayed pending future SPLOST or federal funding. |
| Powder Springs Street Streetscape (in study area) | Streetscape enhancements from South Marietta Parkway to Garrison Road | 2004 | | | | | X | In 2003, the City applied for LCI transportation implementation funds, but the project was denied. In 2009, the City pre-qualified this project for LCI Transportation funds. This project currently has no funding. |
| North Marietta Parkway Corridor Streetscape | Streetscape enhancements from Powder Springs Street to Kennesaw Avenue Overpass | 2005 | 2010 | | X | | | North Marietta Pkwy Streetscapes from Powder Springs St to the Kennesaw Ave overpass is currently in the ROW phase, and will begin construction in Fall 2010. |
| Powder Springs Road Streetscape (outside study area) | Streetscape enhancements from Sandtown Road to Chestnut Hill Road | 2005 | 2010 | | X | | | This project is in the construction phases and will be completed November 2010. |
| North Marietta Parkway Pedestrian Bridge | Pedestrian bridge over the North Marietta Parkway | 2006 | 2003 | X | | | | The Marietta Station Walk and Pedestrian Bridge was completed in 2003 with TE funds. |
| Pedestrian Crossing at Mill Street/ Depot Street: Grade elevate a pedestrian crossing at Mill Street or Depot Street | Pedestrian crossing | 2006 | | X | | | | Completed |
| Cobb Parkway Corridor Streetscape | Streetscape enhancements along Cobb Parkway (US 41) | 2006 | | | | | X | Multi-jurisdictional overlay district is being contemplated. |
| Historic Walk | Historic walk through Confederate Cemetery | 2009 | 2010 | X | | | | Completed |

2005-2010 ACTION PLAN

Envision Marietta LCI Study

5-Year Update

Local Actions

| Project/ Program | Description | Study/ Implementation Year | STATUS | | | | Notes |
|--|-------------|-------------------------------|-----------|----------|-------------|--------------|---|
| | | | Completed | Underway | Not Started | Not Relevant | |
| Write and approve commercial design overlay districts for Roswell St, Fairground St, Loop, and Powder Springs Rd | | Dec-03 | X | | | | Completed in December of 2002. The implementation of this project is used in daily zoning decision making. |
| Write and approve new zoning guidelines for "activity centers" | | Dec-03 | X | | | | Completed and included in the Commercial design overlay districts. The implementation of this project is used in daily zoning decision making. |
| Initiate and approve rezoning in East Dixie neighborhood | | Jan-05 | | | | X | This is not a City priority at this time. |
| Initiate a new residential urban infill zoning category | | Dec-03 | X | | | | The City did not create a new district, but rather created an urban residential infill overlay district that was completed in April 2004. |
| Write and approve new design guidelines in West Dixie and Washington/Lawrence neighborhoods | | Dec-03 | | | X | | The City has not written specific design guidelines in West Dixie and Washington/Lawrence neighborhoods, however the overlay district does include portions of these neighborhoods. |
| Create neighborhood gateways | | Jul-06 | | X | | | Entrance signs for neighborhoods are an important part of this project. The City has secured funding for some areas. |
| Implement strategies for stricter code enforcement | | Dec-06 | X | | | | The City has adopted an anti-graffiti ordinance, a rental inspection ordinance, new grass height ordinance and a sound ordinance to maintain order, health and citizen welfare. |
| Continue CDBG loans for home ownership and rehabilitation | | Dec-06 | | X | | | The City of Marietta has been active in this program because the deteriorating quality of our housing stock. The majority of the funds are spent on new homes for first time home-buyers, and a smaller revolving loan fund is spent on home repairs. |
| Promote use of tax credits to support historic home restoration | | Jul-06 | | | | X | This is not a City priority at this time. |
| Hire economic development professional | | Aug-02 | X | | | | Since 2001, the City has hired additional Economic Development Professionals, Economic Development Manager, Industrial Development Manager, and an Economic Development Project Manager. |
| Create volunteer standing committees | | Dec-06 | X | | | | A Redevelopment Taskforce was created to serve as a community recommending body on issues of redevelopment. That body has evolved into the Marietta Redevelopment Corporation, a standing committee that makes recommendations on all redevelopment projects. |

2011-2016 ACTION PLAN
Envision Marietta 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 |
|--|--|---------------------|------------------|---------------------------|--------|-------------------|-------------------|----------------------------|-------------------------------|-------------------|----------------|
| Transportation Initiatives | | | | | | | | | | | |
| Roswell Street Streetscape Phase 1 | Streetscape project to enhance Roswell Street from Waddell Street to Rock Street and Waddell Street to Lakewood Drive. | Pedestrian | 2003 | \$ - | 2007 | \$ - | 2011 | \$ 2,350,000 | \$ 2,350,000 | City | TBD |
| Roswell Street Streetscape Phase 2 | Streetscape project to enhance Roswell Street from Rock Street to Park Street and Lakewood Drive to Park Street. | Pedestrian | 2003 | \$ - | 2007 | \$ - | 2011 | \$ 1,048,000 | \$ 1,048,000 | City | ARRA |
| Roswell Street Streetscape Phase 3 | Streetscape project to enhance Roswell Street from Barnes Road to Aviation Road and widen to 4 lanes. | Pedestrian | 2003 | \$ - | N/A | \$ 2,500,000 | TBD | \$ 2,500,000 | \$ 5,000,000 | City | TBD |
| Atlanta Street Corridor Streetscape | Streetscape enhancement project from South Marietta Parkway (SR 120) to Glover Street | Pedestrian | 2013 | \$ 367,500 | 2014 | \$ 845,000 | 2015 | \$ 2,450,000 | \$ 3,662,500 | City | TBD |
| Kennesaw Mountain to Chattahoochee River Trail (South Section) | Multi-use trail project from Brown Park to West Atlanta Street and Fairground Street to South Marietta Parkway (SR120) at Aviation Road | Pedestrian | 2005 | \$ - | 2010 | \$ - | 2011 | \$ 480,086 | \$ 480,086 | City | TE |
| Kennesaw Mountain to Chattahoochee River Trail (South Section Gap) | Multi-use trail project from West Atlanta Street to Fairground Street at South Marietta Parkway (SR120). | Pedestrian | 2012 | \$ - | 2013 | \$ - | 2014 | \$ - | \$ 1,630,000 | City | TBD |
| Kennesaw Mountain to Chattahoochee River Trail (North & Intown) | Multi-use trail project from Tower Road at Roselane Street to West Atlanta Street to South Cobb Drive | Pedestrian | 2006 | \$ - | 2011 | \$ 989,772 | 2013 | \$ 2,742,538 | \$ 3,732,310 | City | L230/STP |
| Shuttle Circulator | Conduct a study on a shuttle system to tie into proposed transit system | Transit | N/A | N/A | N/A | N/A | N/A | N/A | \$ 1,500,000 | City | TBD |
| Fairground Street Streetscapes | Streetscape project to enhance Fairground Street from North Marietta Parkway to South Marietta Parkway (SR120) | Pedestrian | 2008 | \$ - | 2011 | \$ 5,000,000 | 2014 | \$ 3,626,400 | \$ 8,626,400 | City | SPLOST |
| Powder Springs Street Streetscape (outside of LCI) | Streetscape project to enhance Powder Springs Street from Sandtown Road to Chestnut Hill Road | Pedestrian | 2009 | \$ 420,932 | 2010 | \$ 460,452 | 2011 | \$ 1,237,917 | \$ 2,119,301 | City | SPLOST |
| Powder Springs Street Streetscape (inside of LCI) | Streetscape project to enhance Powder Springs Street from South Marietta Parkway (SR 120) to Garrison Road | Pedestrian | 2012 | \$ 706,000 | 2013 | \$ 1,038,940 | 2014 | \$ 3,145,060 | \$ 4,890,000 | City | TBD |
| North Marietta Pkwy Corridor Streetscape | Streetscape project to enhance North Marietta Pkwy from Kennesaw Avenue overpass bridge to South Marietta Parkway at Powder Springs | Pedestrian | 2012 | \$ 200,000 | 2013 | \$ 300,000 | 2014 | \$ 1,520,000 | \$ 2,020,000 | City | TBD |
| Lawrence Street Improvements | Improvements along Lawrence Street, include shoulder widening, sidewalks from Cole Street to Fairground Street | Safety Operational | 2012 | \$ 140,000 | 2013 | \$ 300,000 | 2014 | \$ 390,000 | \$ 830,000 | City | TBD |
| Atlanta Street Improvements | Atlanta Street NB through lanes (Waterman St to Waverly Way) including Waterman St. turn lanes to Atlanta St. | Safety Operational | N/A | \$ - | N/A | \$ - | N/A | \$ - | \$ 340,000 | City | SPLOST |
| Roswell Street Phase 1 (widening) | 4 lanes b/w Waddell Street to Lakewood Drive | Roadway | N/A | \$ 1 | N/A | \$ 1 | N/A | \$ - | \$ 944,759 | City | SPLOST |
| Roswell Street Phase 2 (widening) | 4 lanes b/w Olive Street to Fairground Street | Roadway | N/A | \$ - | N/A | \$ - | N/A | \$ - | \$ 2,060,000 | City | SPLOST |
| Roswell Street Phase 3 (widening) | 4 lanes with median b/w Aviation Road to Cobb Parkway (US41) | Roadway | N/A | \$ 500,000 | N/A | \$ 5,500,000 | N/A | \$ 3,000,000 | \$ 9,000,000 | City | SPLOST |
| Cemetery Multi-Use Trail | Multi-use trail from Powder Springs Street to West Atlanta Street | Pedestrian | 2012 | \$ - | 2013 | \$ - | 2014 | \$ - | \$ 350,000 | City | TBD |
| Envision Marietta Sidewalks | North Marietta Pkwy (Cole Street to Cherokee St), Cobb Pkwy (South Marietta Pkwy to Trade Center Pkwy), Merritt Street (Pierce St to Roswell St), Waterman St (Alexander St to South Ave), Lakewood Dr (Frasier St to Waterman St), Manget St (Frasier St to Waterman St), South Ave (Frasier St to Waterman St), Alexander St (Roswell St to Washington Ave) and Cole St (Roswell St to Washington Ave) | Pedestrian | N/A | \$ - | N/A | \$ - | N/A | \$ - | \$ 769,250 | City | TBD |

2011-2016 ACTION PLAN
Envision Marietta LCI Study Update
 5-Year Implementation Plan

Update Other Local Initiatives

| Description/ Action | Year | Responsible Party | Funding Source |
|--|------|-------------------|----------------|
| Initiate and approve rezoning in East Dixie neighborhood | 2013 | City | Local |
| Write and approve new design guidelines in West Dixie and Washington/Lawrence neighborhoods | 2012 | City | Local |
| Continue creating neighborhood gateways | 2012 | City | Local |
| Continue CDBG loans for home ownership and rehabilitation | 2013 | City | Local |
| Promote use of tax credits to support historic home restoration | 2012 | City | |
| Audit Zoning Code and determine appropriateness of a form-based code | 2011 | City | Local |
| Site Design Criteria Audit | 2012 | City | Local |
| General Design Review of Zoning Code to determine if it promotes lasting architectural style | 2013 | City | Local |