



MARIETTA

COMPREHENSIVE

PLAN UPDATE 2017

WHY PLAN?

Prioritize

Work to determine realistic guidelines to implement the goals and incorporate citizen input into the city plan.

Set Goals for the City

Determine goals about the future of the city and establish actions to work toward them.

Gain Citizen Input

Allow citizens to voice concerns and hopes for the future of their city.

PLANNING PROCESS



Stakeholder Meetings

Stakeholders are the most important part of the planning process!



Research & Analysis

Analyze existing conditions and desired changes to land use



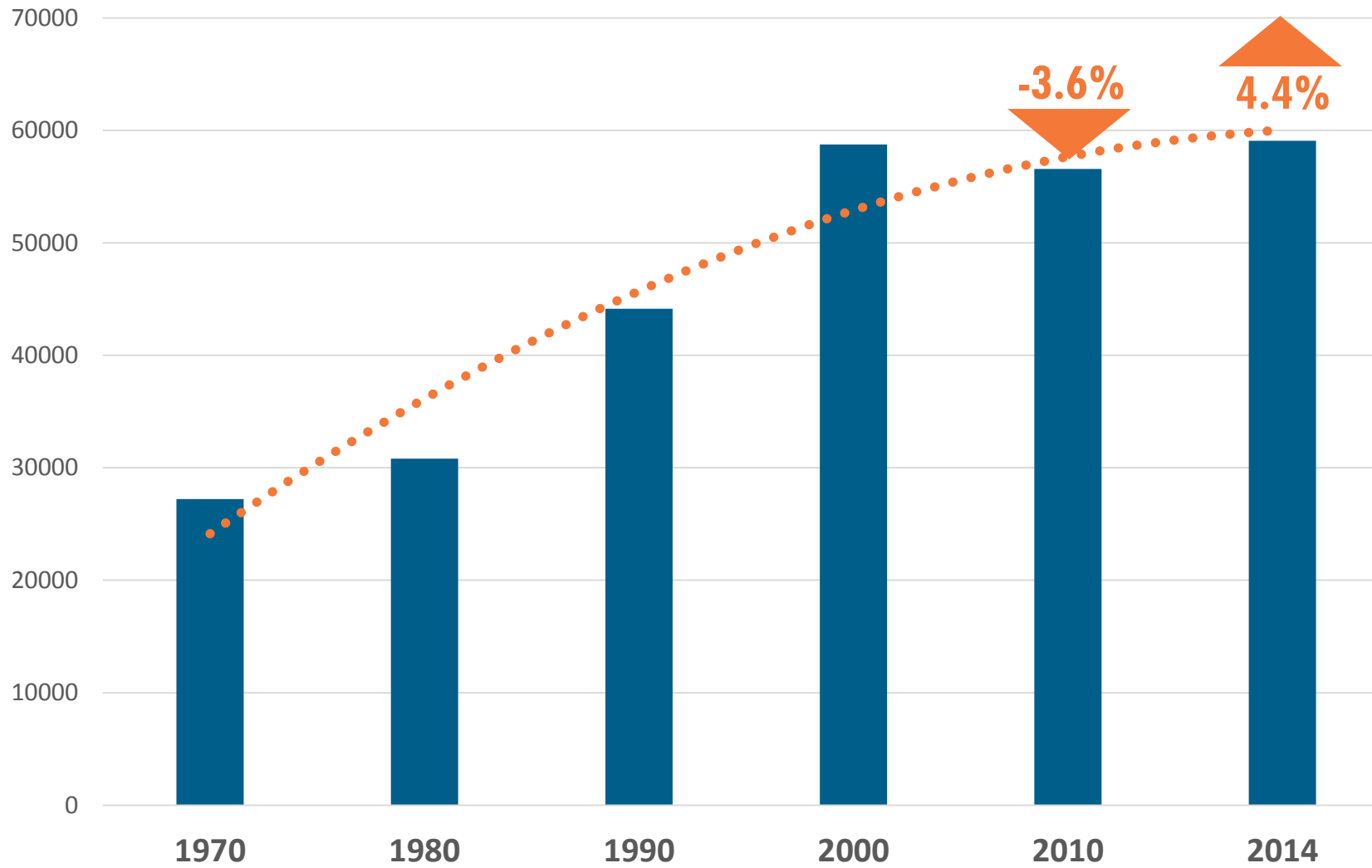
Condense Findings

Condense research and findings into a final report and draft the comprehensive plan!

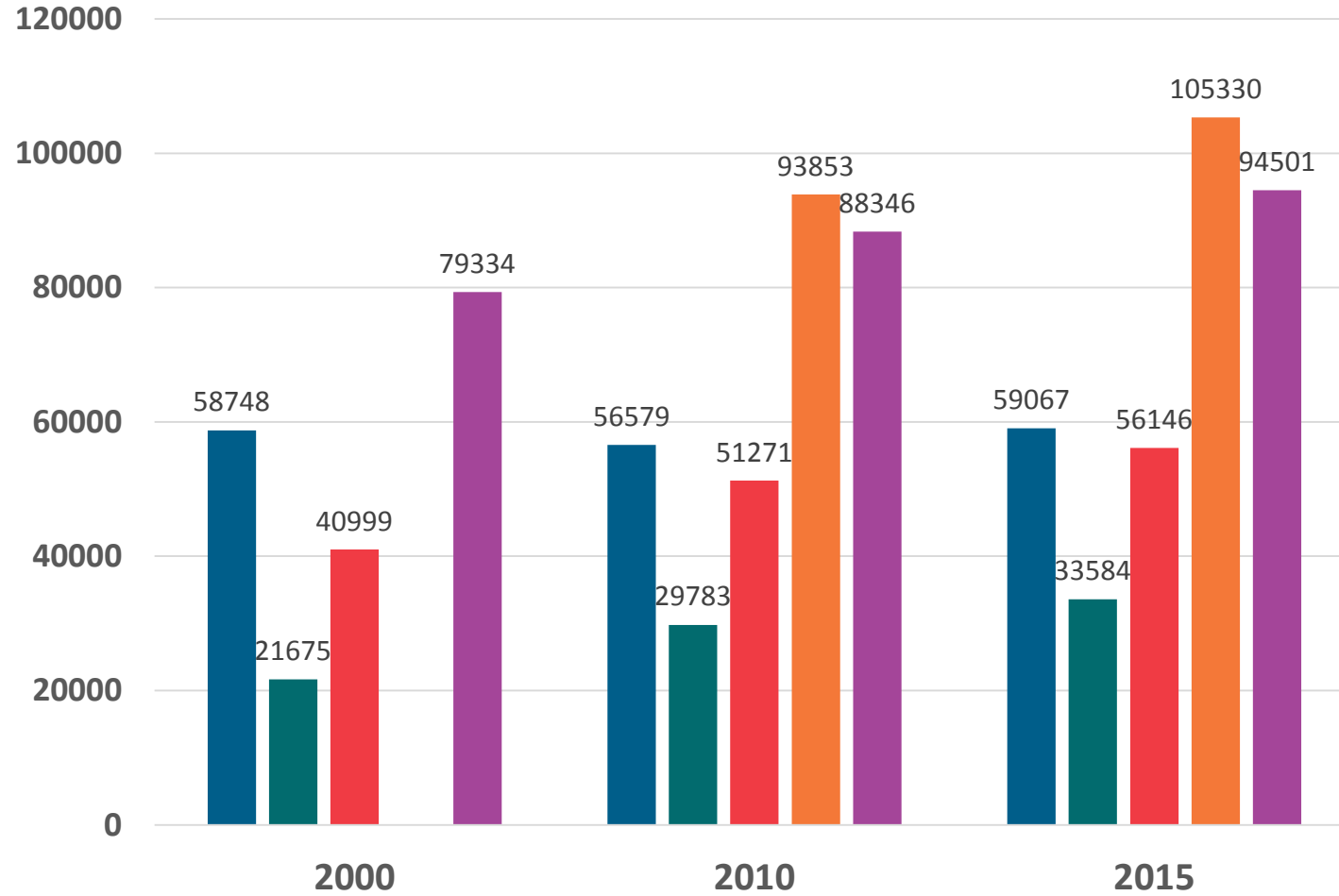
DEMOGRAPHIC TRENDS



POPULATION CHANGE



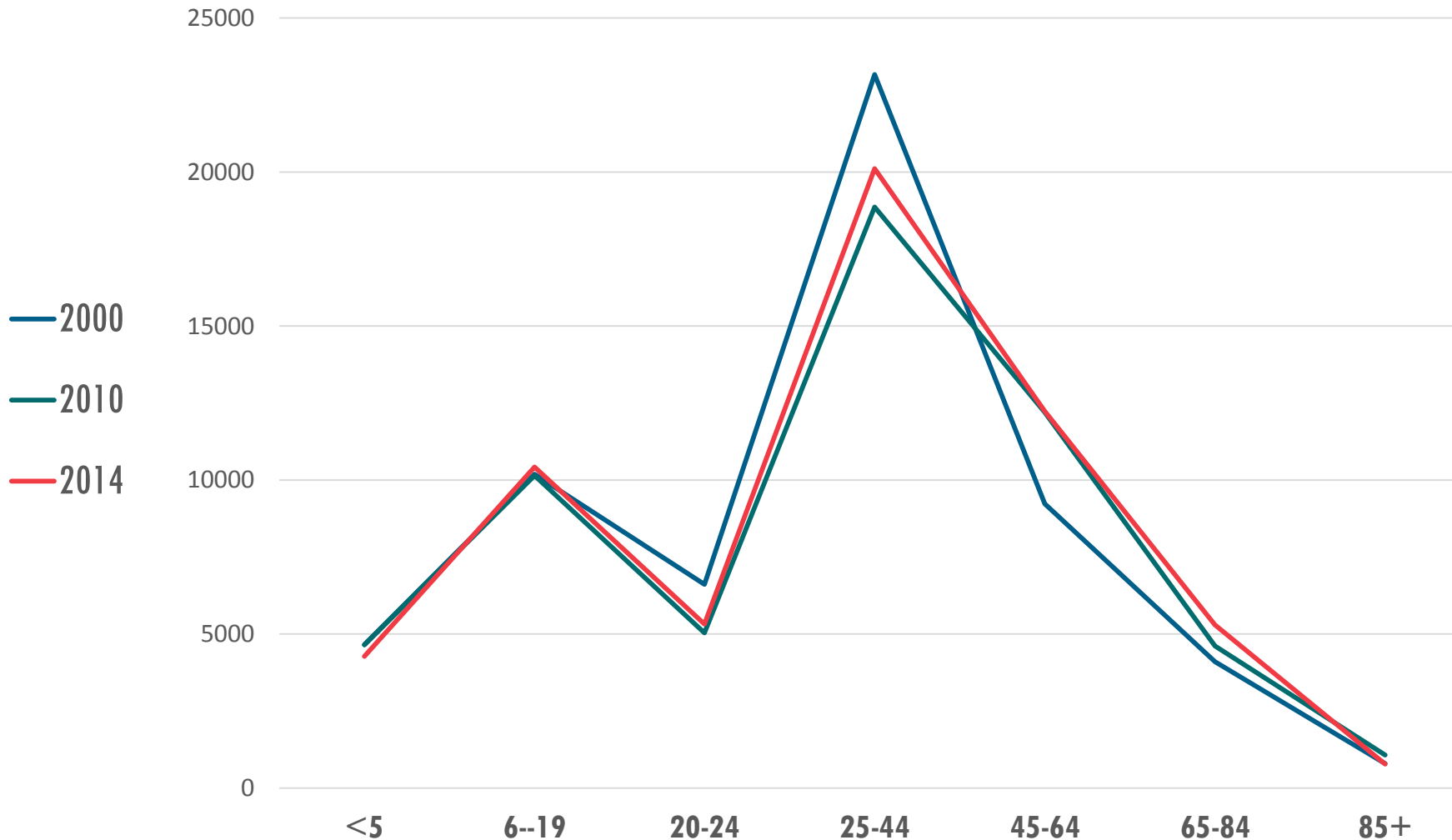
POPULATION COMPARISON



- Marietta
- Kennesaw
- Smyrna
- Sandy Springs
- Roswell



AGE DISTRIBUTION



This chart demonstrates the changes in proportions of various age groups in Marietta between 2000 and 2014.

The proportion of young children has decreased slightly, while the proportion of children aged 6-19 has remained largely constant.

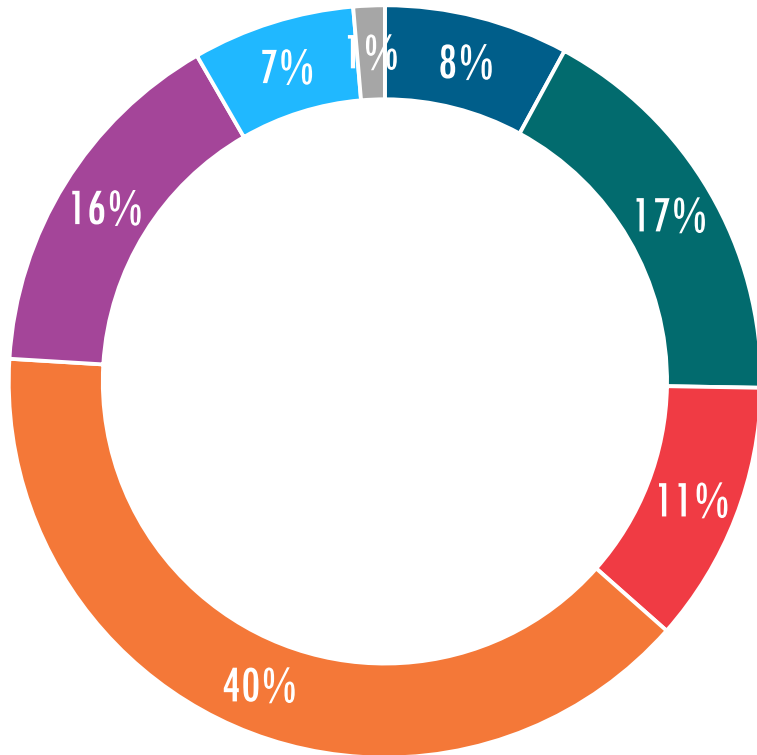
The proportion of young adults between the ages of 25 and 44 drastically decreased between 2000 and 2014 while the proportion of adults between 45 and 85 continues to rise.

Data Source: US Census American Fact Finder

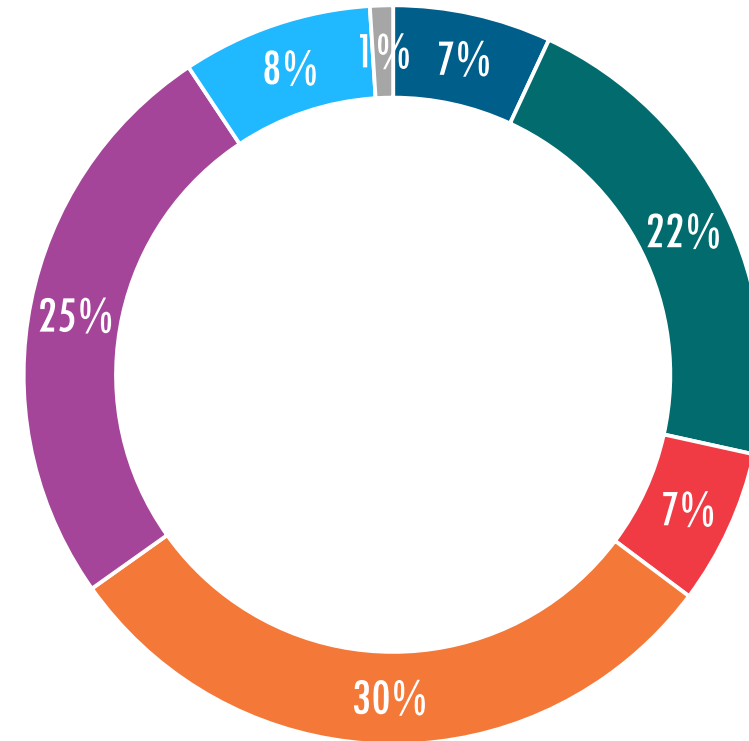


AGE DISTRIBUTION COMPARISON

MARIETTA



10-COUNTY METRO
ATLANTA AREA



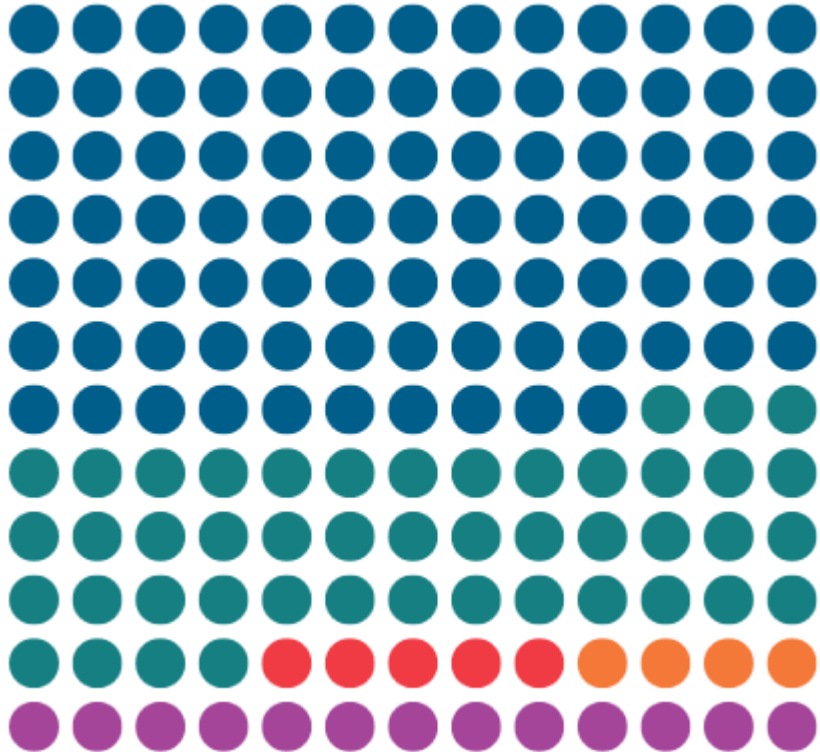
- <5
- 6--19
- 20-24
- 25-44
- 45-64
- 65-84
- 85+

This chart depicts a comparison between the age group proportions in the City of Marietta to those for the entire Atlanta Metro. Marietta has a smaller proportion of children aged 6-19, and adults over the age of 45.

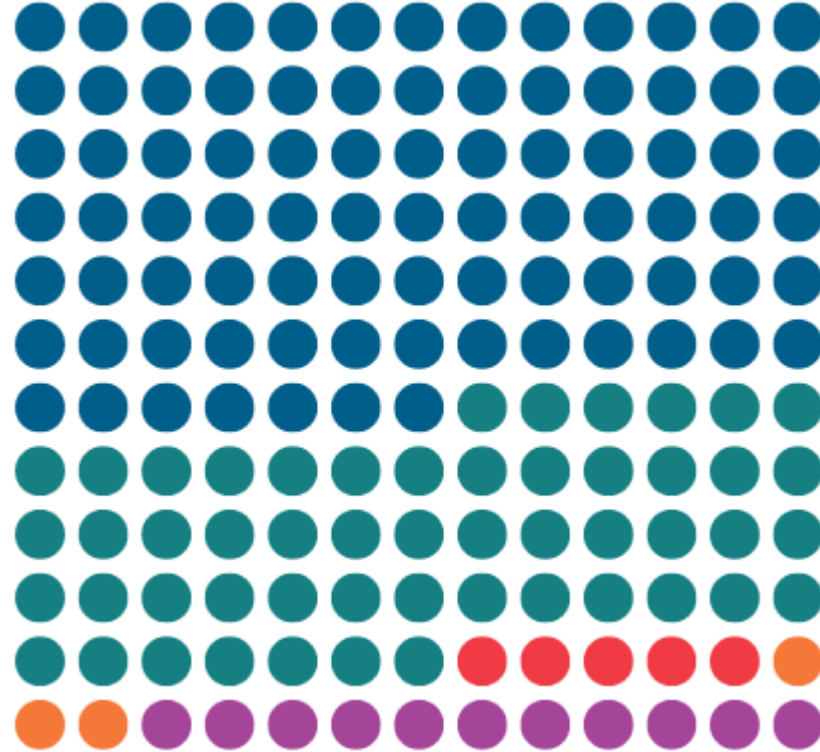


RACE DISTRIBUTION

2000



2014



● White ● Black ● Asian ● Two or More Races ● Other

Between the years of 2000 and 2014, the city of Marietta became more diverse.

The proportion of Black residents and residents of two or more races increased, while the proportion of Asian remained the same and white residents and residents who identified as another race decreased.

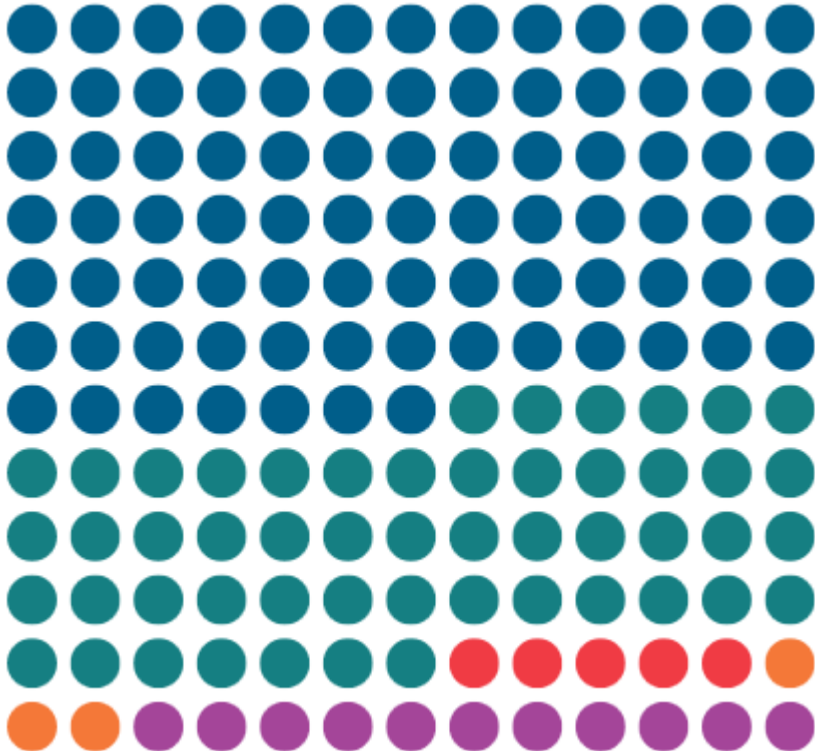
16.9% of residents of any race identified as Latino in 2000, and this percentage increased to 18.4% by 2014.

Data Source: US Census American Fact Finder

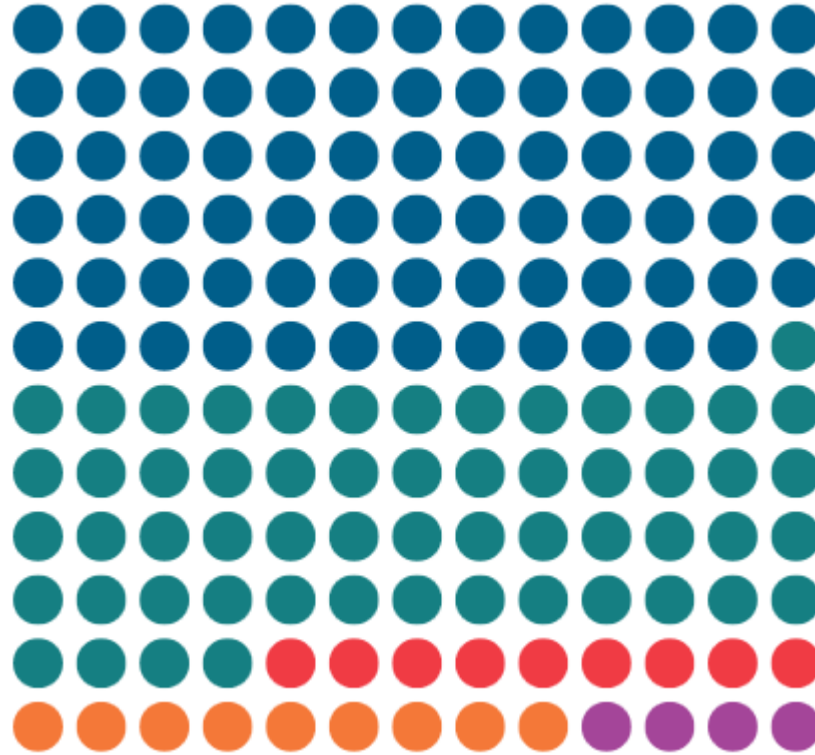


RACE DISTRIBUTION

MARIETTA



10-COUNTY ATLANTA METRO

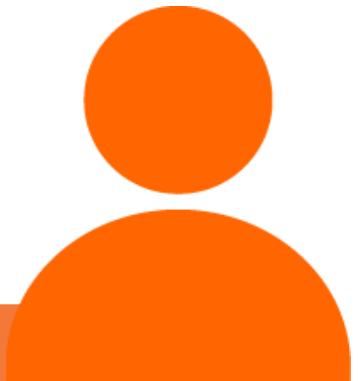


● White ● Black ● Asian ● Two or More Races ● Other

The racial distribution in Marietta reflects the racial distribution in the 10 county metro fairly closely.

Marietta is home to slightly fewer Asian residents and residents of two or more races.

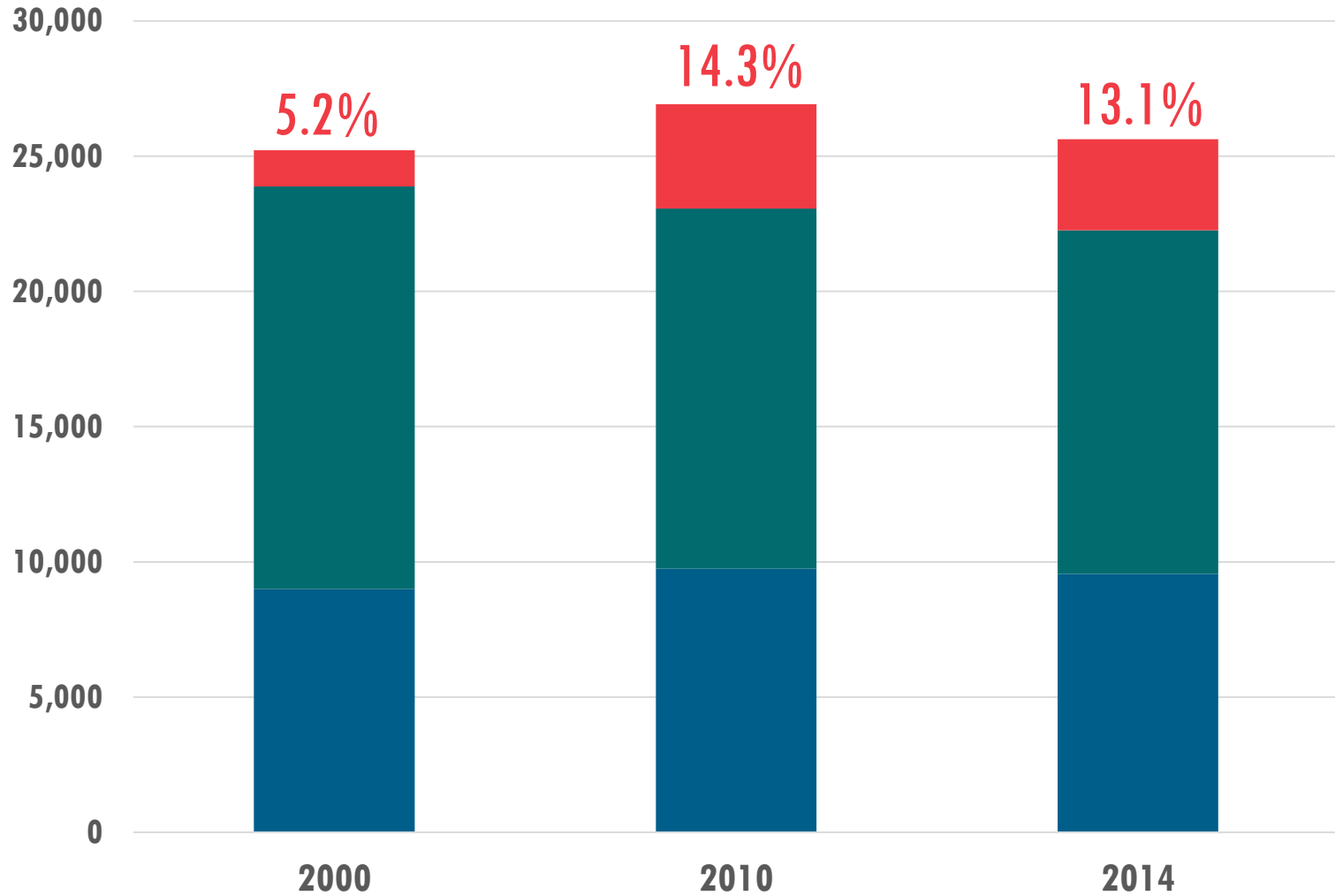
Data Source: US Census American Fact Finder



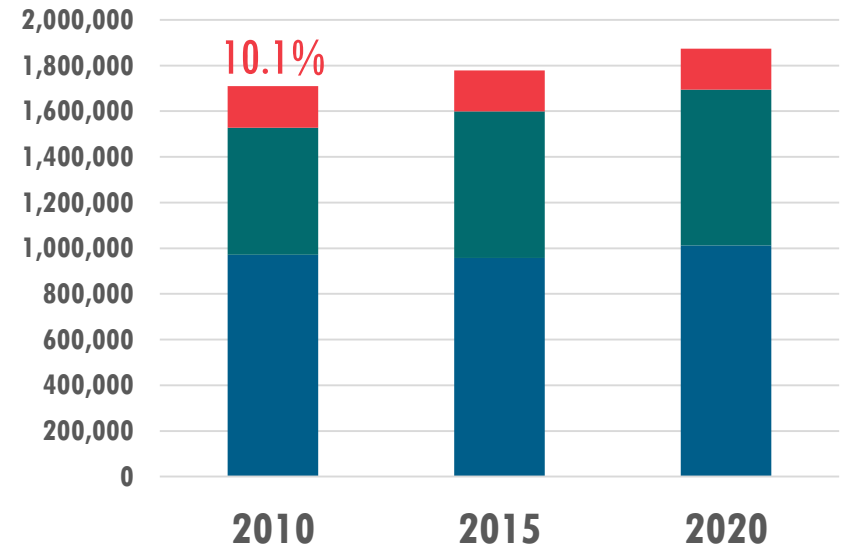
HOUSING TRENDS



HOUSING TRENDS



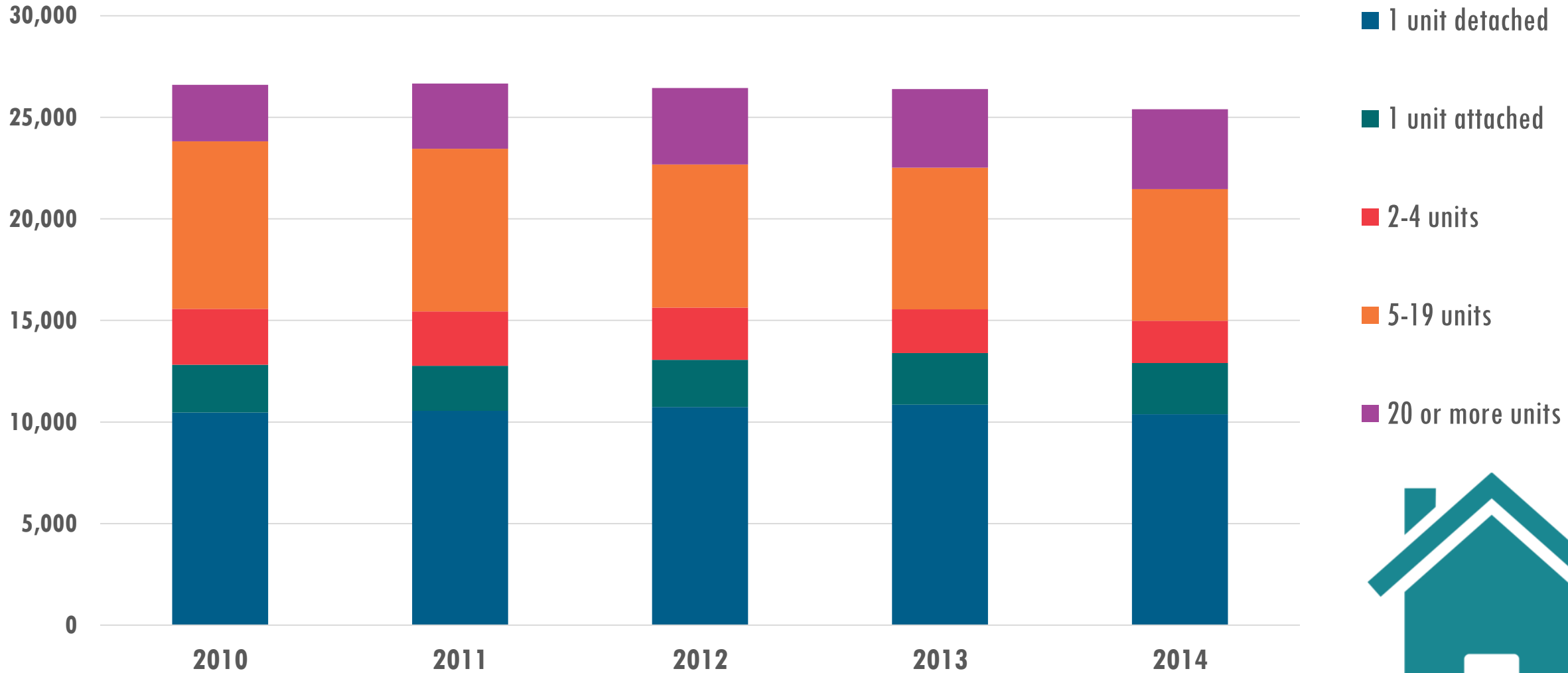
10 County Atlanta Metro Occupancy Projections



- Owner Occupied
- Rented
- Vacant



HOUSING TYPES



HOUSING EXPENDITURES

Marietta Home Value and Cost Estimates

American
Communities Survey
Estimate 2014:

\$206,300

Zillow Estimate, May
2016:

\$186,100

ESRI Business Analyst
Online Estimate 2016:

\$215,179

Selected Median Owner
Costs, 2014:

\$1,547/mo

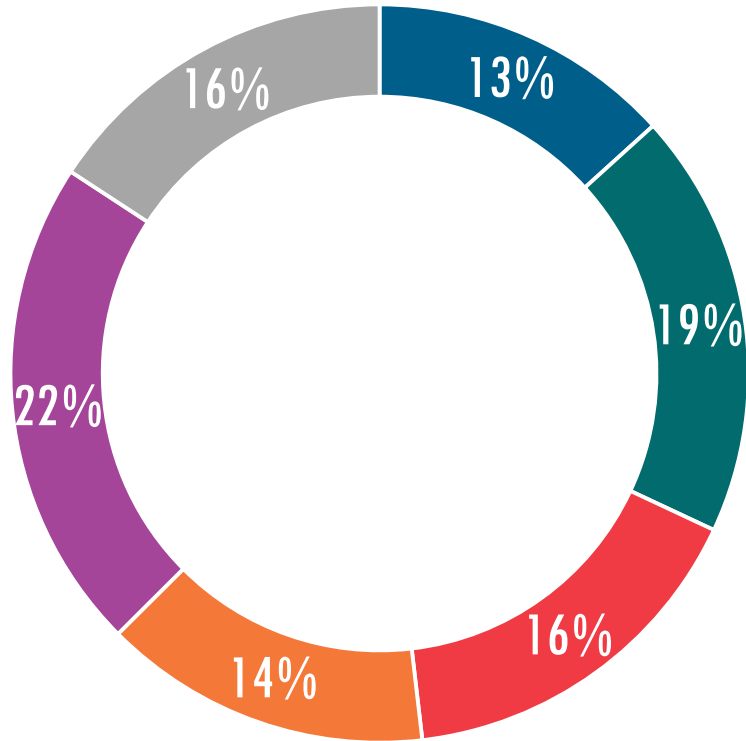
Average Monthly Rent
2014

\$888/mo

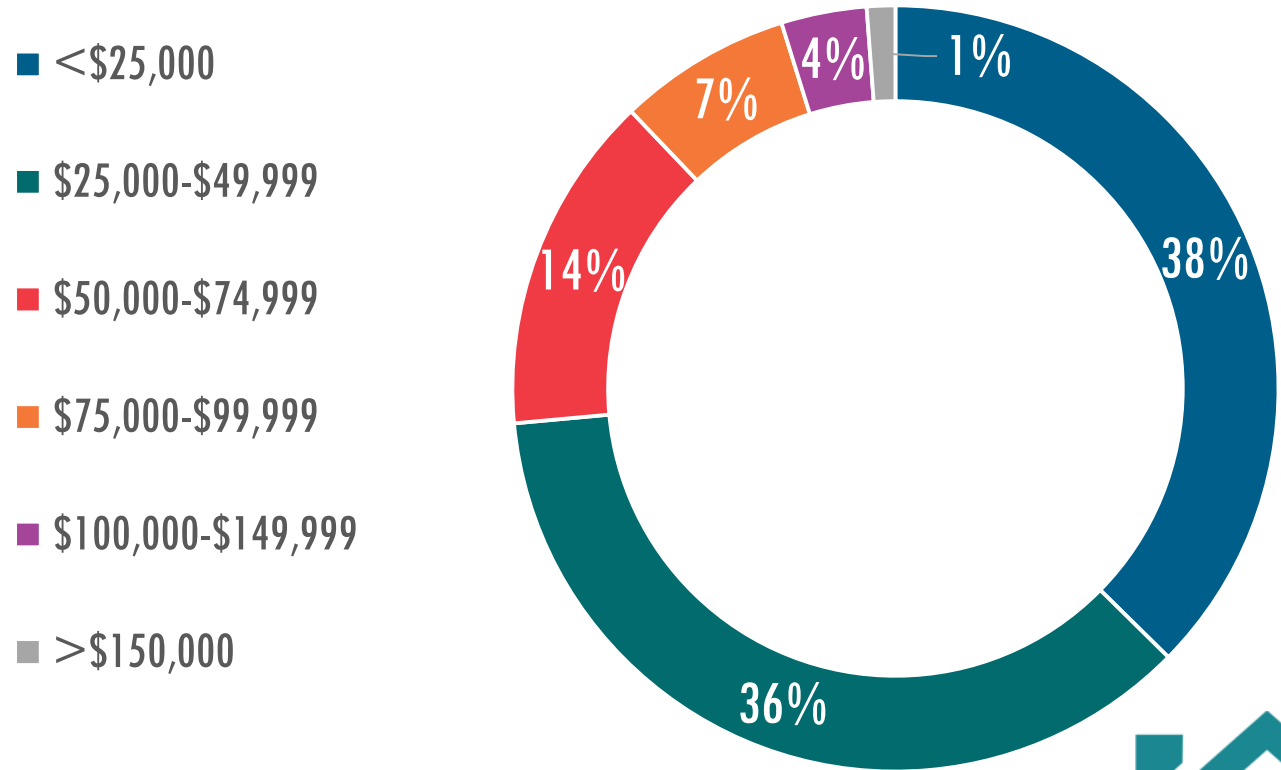


HOUSEHOLD INCOME DISTRIBUTION: RENT V. OWN

Owners Income Distribution



Renters Income Distribution

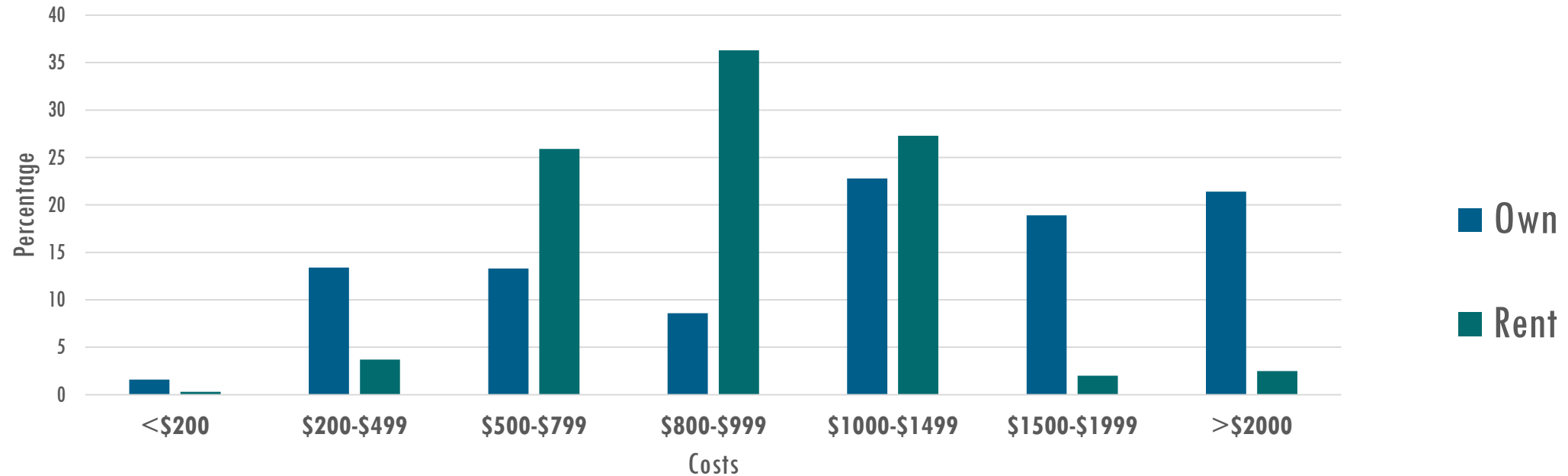


74% of residents who rent their home have a household income of less than \$50,000, while 32% of owners have incomes in this range. Conversely, 38% of homeowners but just 5% of renters make more than \$100,000.

Data Source: US Census American Fact Finder Housing Financial Characteristics, 2014.



MONTHLY HOUSING COSTS: RENT V. OWN

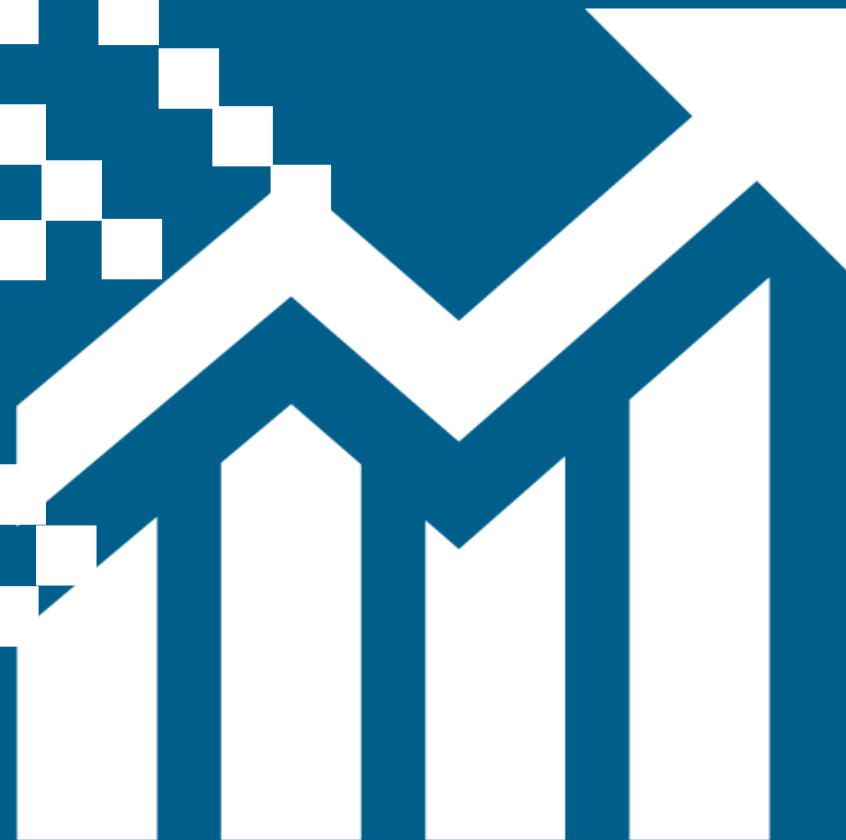


A vast majority of renters spend between \$500 and \$1500 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1000 and \$1499 on housing costs monthly.

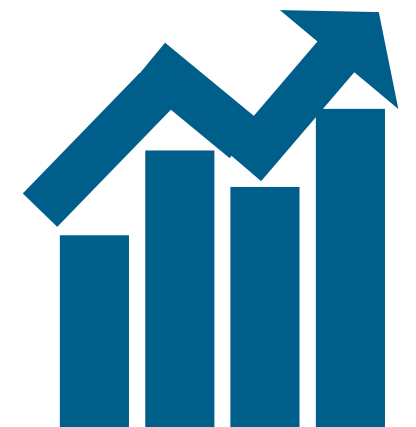
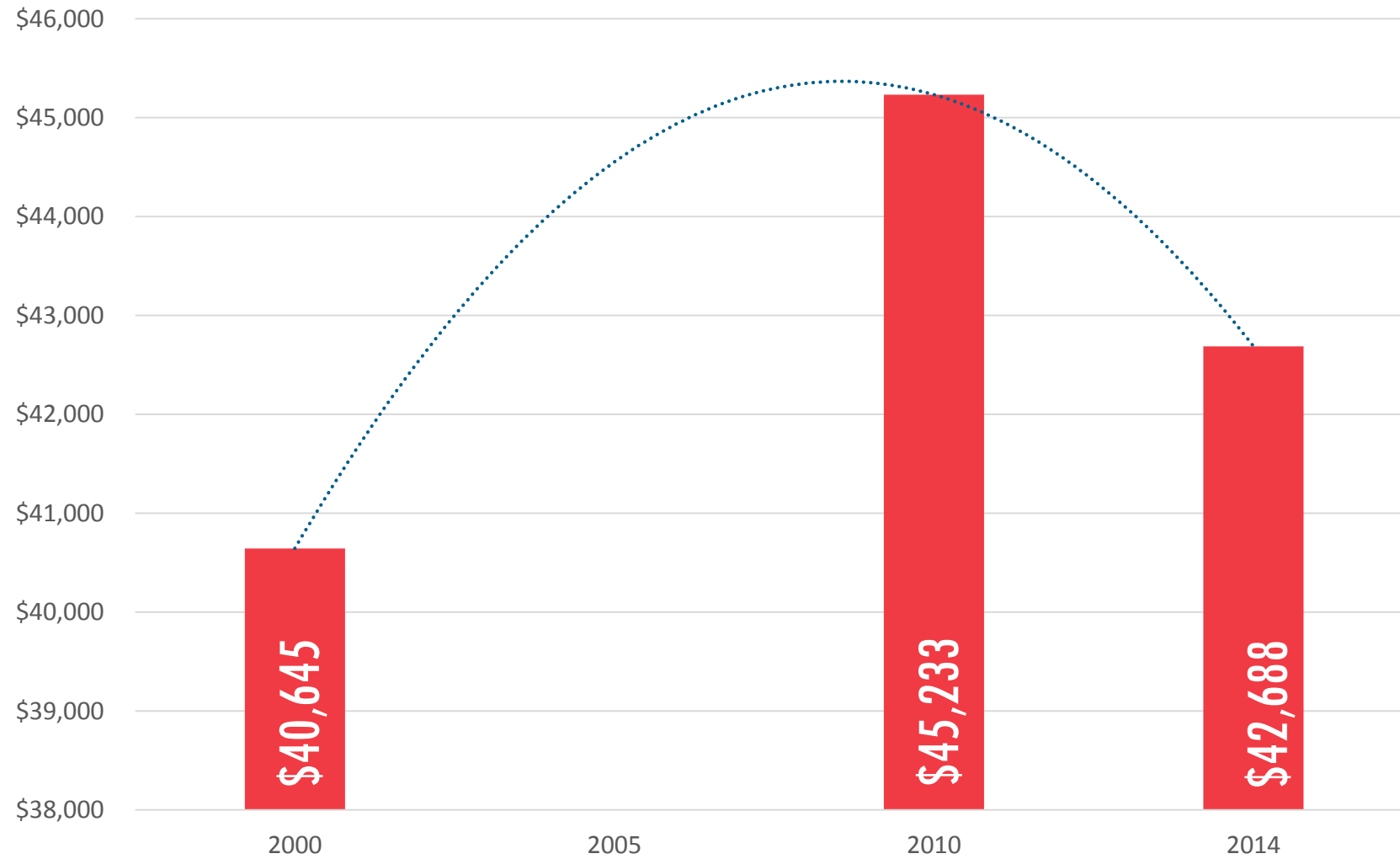
Data Source: US Census American Fact Finder Housing Financial Characteristics, 2014.



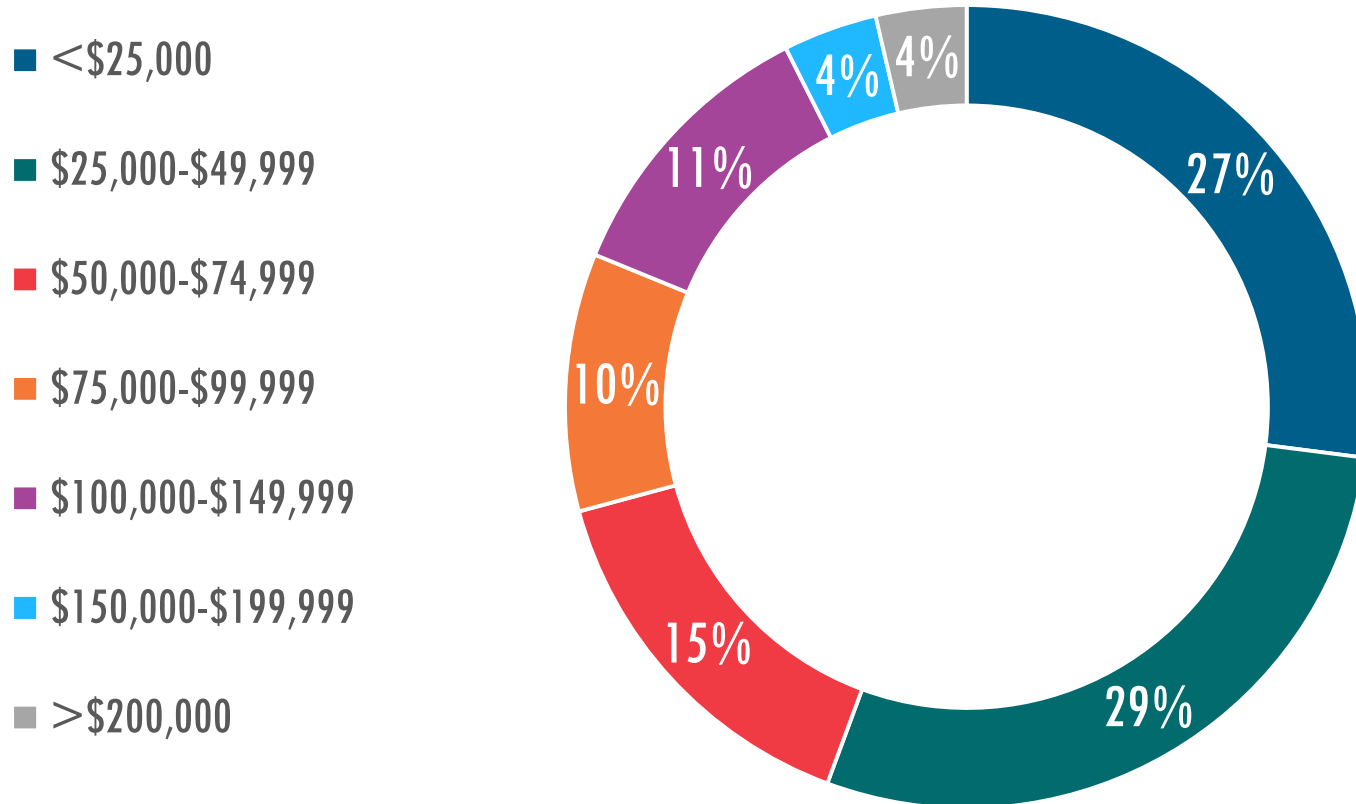
ECONOMIC TRENDS



AREA MEDIAN INCOME

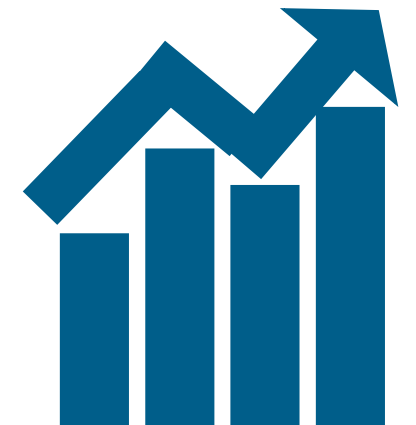


INCOME DISTRIBUTION



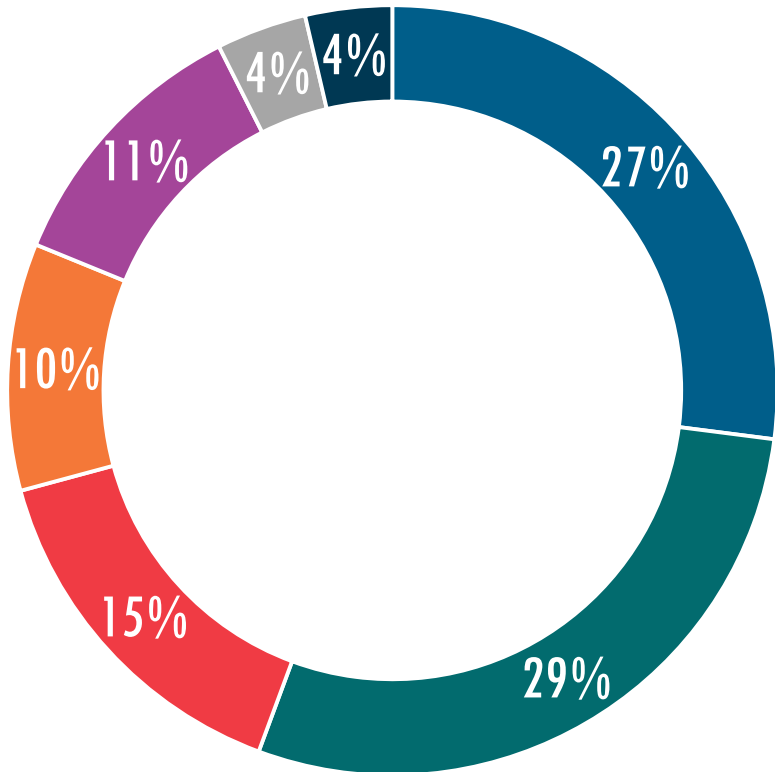
56% of Marietta households make under \$50,000 per year.

Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics 2014

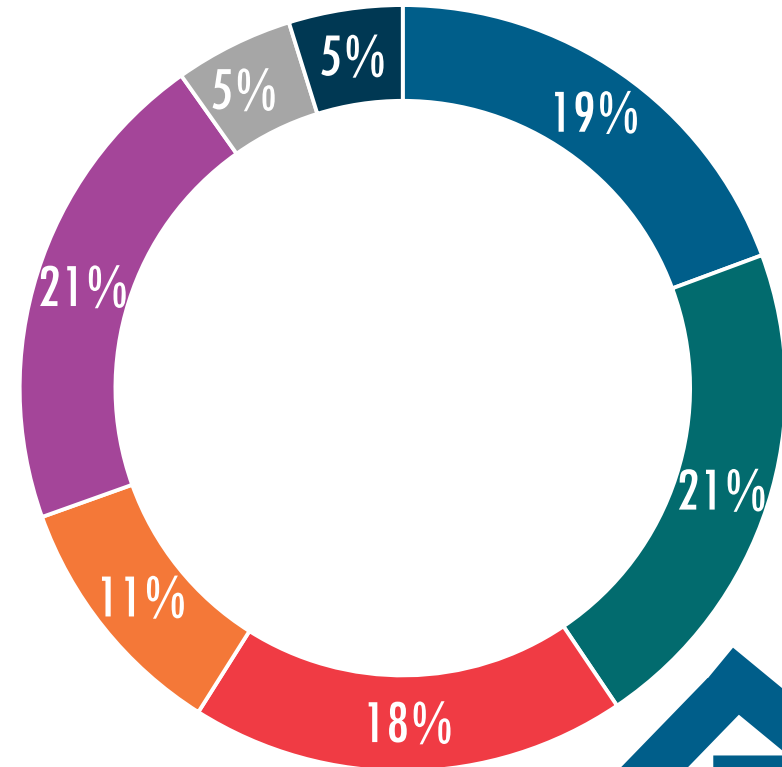


INCOME DISTRIBUTION COMPARISON

Marietta



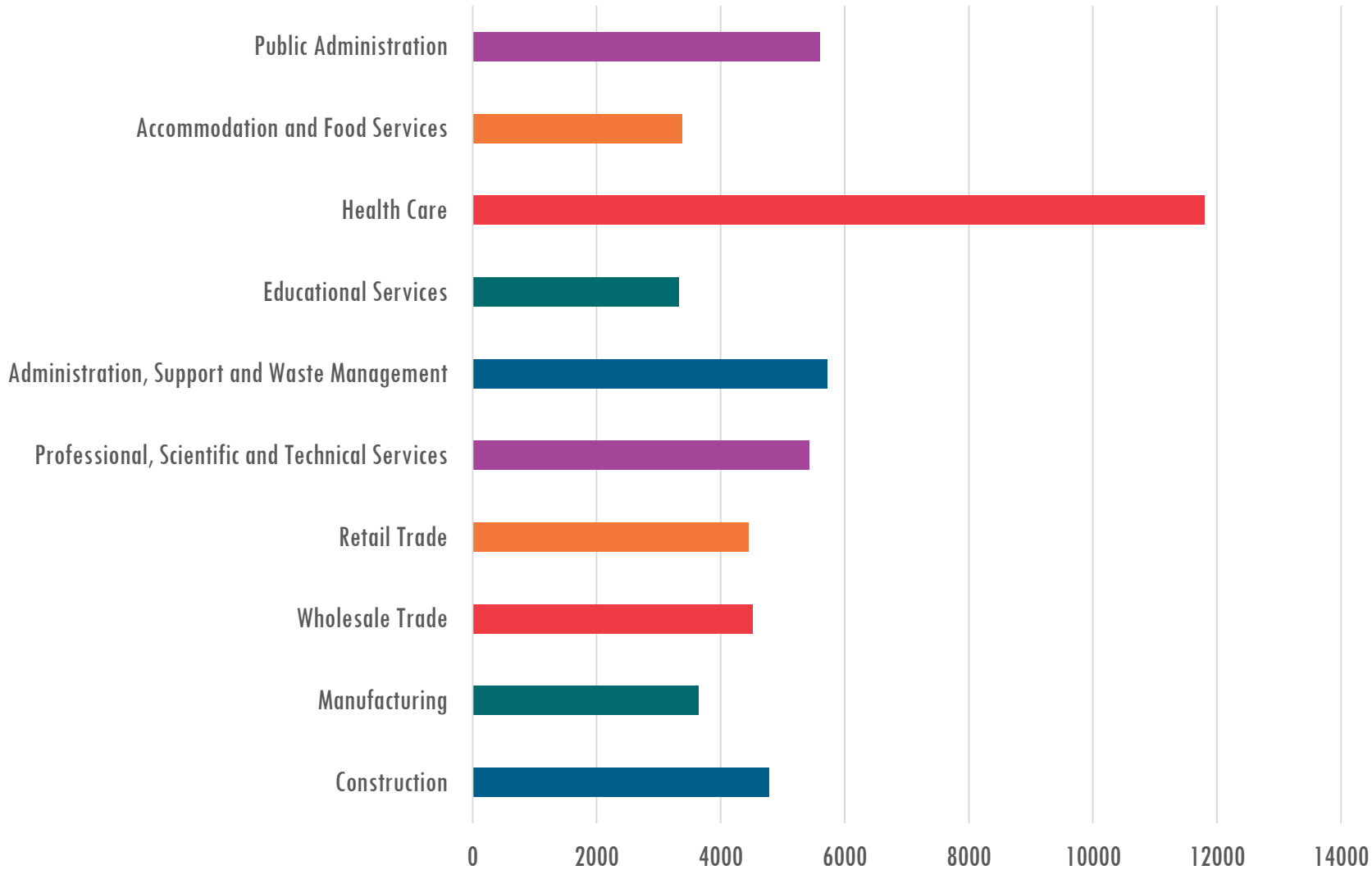
10 County Atlanta Metro



- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- >\$200,000



WORKPLACE AREA CHARACTERISTICS

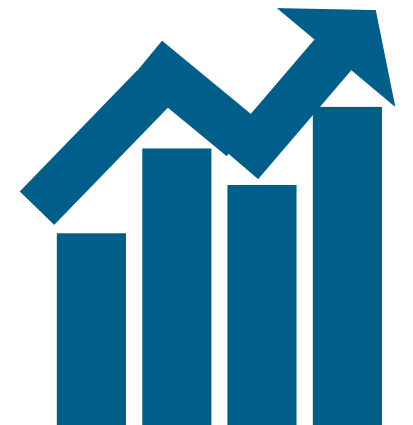


What jobs exist within Marietta?

The largest industry within Marietta is Healthcare, followed by Administration Support and Waste Management, and Public Administration.

Note: Industries with fewer than 3,000 employees were not included for clarity. Some of these include Transportation and Warehousing, Finance and Insurance, Management of Companies and Enterprises, and Other Services.

Data Source: US Census on the Map Workplace Area Characteristics.



RESIDENT AREA CHARACTERISTICS

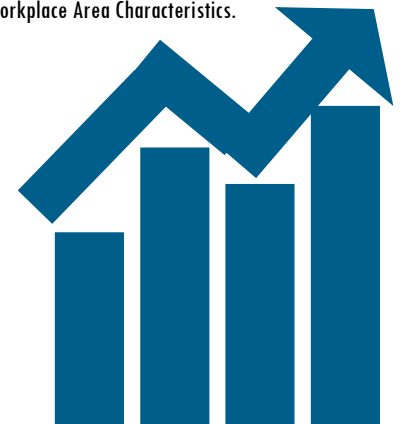


What industries do Marietta residents work in?

The largest industry among Marietta residents is Health Care and Social Assistance, followed by Retail Trade and Food Services.

Note: Industries with fewer than 1,000 employees were not included for clarity. Transportation and Warehousing, Information, Construction, Public Administration, Real Estate, and Other Services.

Data Source: US Census on the Map Workplace Area Characteristics.



TRANSPORTATION TRENDS



WORK COMMUTES

Commute In to Marietta:

58,057

Commute Out of Marietta:

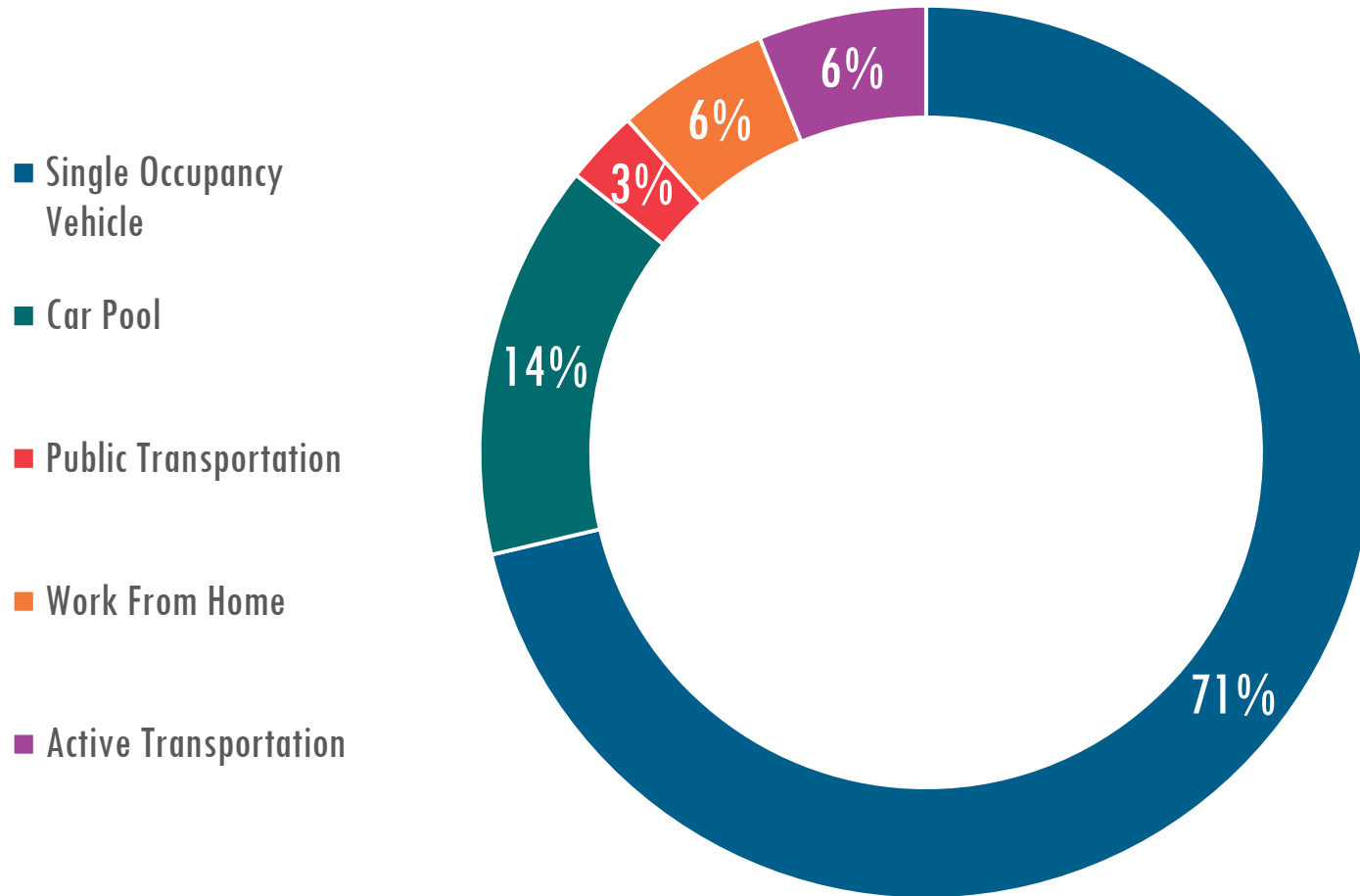
20,545

Live and Work In Marietta:

3,181



MODE OF TRANSPORTATION



85% of Marietta residents use a car to get to work each day. 71% of those drive alone, while 14% carpool. 3% of residents use public transportation, 6% work from home, and another 6% use active transportation methods such as walking or biking to work.

Data Source: US Census American Fact Finder Economic Characteristics



DISTANCE TRAVELED

45% of residents travel <10 miles

41% of residents travel 10-24 miles

8% of residents travel 25-50 miles

7% of residents travel >50 miles



QUESTIONS?