

**CITY OF MARIETTA
2040 COMPREHENSIVE PLAN
STAKEHOLDER MEETING #1
Thursday, July 21, 2016, 8:00 A.M.
Marietta Fire Department Headquarters**

Meeting Summary

I. Welcome and Introductions

City staff thanked and welcomed the attendees. Meeting attendees then introduced themselves. Following this, the meeting was turned over to ARC Staff.

II. Overview of Planning Process and Data Points

Dan Reuter, Atlanta Regional Commission (ARC) staff member, described their organization and their role throughout the region and in comprehensive planning. Courtney Verdier, ARC staff member, reviewed comprehensive planning, the planning process, and the role of the stakeholder committee in guiding the plan. Specifically mentioned, was that the stakeholder meetings were designed to provide input that would be combined with research and condensed into a planning document.

- Description of Key Demographic and Economic Data

Ms. Verdier presented statistics from the Census, American Community Survey, and ESRI, among others. These data sets pertained to Marietta's population, economy, housing, and transportation specifically as compared to the Atlanta Region.

Some of the committee comments concerning the data, included:

- *It would be beneficial to compare commuting rates to Smyrna, Roswell, and other like-communities.*
- *How does Marietta compare to cities outside of Atlanta Metro area.*
- *Census and ACS data sources have their limitations and do not always accurately reflect reality or account for recent trends.*
- *The housing data seems to accurately reflect current conditions.*

III. Community Exercise - Marietta's Assets and Challenges

Committee Members were then divided into working groups and asked to develop lists regarding the city's assets and challenges.

- Share what you believe are Marietta's greatest *ASSETS*.
 - The Square
 - History and Culture
 - Diverse Citizenry
 - Jobs
 - County Seat and Hub
 - Well-located
 - Highway and Interstate Access
 - Strong Business/Residential Balance
 - KSU-Marietta Campus
 - Parks/Recreation
 - Wellstar and Healthcare
 - Trees
 - Involved Community
 - Faith Based Organizations
 - Dobbins/Lockheed/GA National Guard
 - Kennesaw Mountain National Park
 - Farmer's Market
 - Cost of living and low taxes
 - Marietta City Schools
 - IB Program
 - MU2 LCI
 - Private Schools
 - Franklin Gateway and Soccer Fields
 - Utilities
 - Proximity to North Georgia and Atlanta

- Share what you think will be a *CHALLENGE* for Marietta in the coming years.
 - Blending of Demographics
 - Powder Springs Street and Cobb Parkway Areas
 - Homeownership/Affordable Housing
 - Lack of variety in commercial spaces
 - Road ways and trains block active transportation to neighborhoods
 - Lack of sidewalks combined with bike paths; lack of bike racks
 - Attracting 25-44 year olds
 - Lack of housing for 20-30 year olds
 - Perception of Cobb County Schools vs. Marietta City Schools
 - Perception of an aging population
 - History/Tradition (sometimes holds us back)
 - Need for fresh new ideas
 - City is largely built out with little room for new development
 - Traffic congestion/transportation connectivity

- Assuring the enforcement of development standards
- Transient Community (high percentage of rental population)
- Title I school system
- Recovering economy
- High real estate prices

IV. Map Exercise - Marietta's Areas of Attention

Each working group was provided a map of the city and asked to mark what they would like to see changed in the city.

- Redevelopment Opportunities:
 - Area of Roswell Rd. East of I-75
 - Along Cobb Parkway South of South 120 Loop to Windy Hill Rd.
 - Area along Aviation Road
 - South 120 Loop between I-75 and Powers Ferry
 - Shopping center at South 120 Loop and Lower Roswell
- Code enforcement around town – Allgood and Hwy. 41 rental properties
- Pedestrian Crossings
 - 120 at Winn Street, Mountain View Park Cemetery
 - Pedestrian trail at 120 and Burnt Hickory
- New Exit at Roswell Rd. and I-75
- Connect neighborhoods along Kennesaw Ave.
- Grocery Store, additional retail and age targeted residential in area around historic downtown, North 120 Loop between the Square and Fairground Street
- Annex islands along Canton Road Connector, East of I-75
- Clean up area along GA-360 from GA-120 to city limit boundary
- Enhance and clean up area surrounding historic downtown
- Revitalize Canton Road Connector area

V. Questions and Next Steps (schedule public meetings and next stakeholder meeting)

Following this, the group was provided information concerning the schedule of future stakeholder meetings and the upcoming public meeting. The meeting was adjourned at 9:30 a.m.