

Amendment D



“December 2015 Amendment to Urban Redevelopment Plan of
the City of Marietta”
(the “Amendment to Urban Redevelopment Plan”)

Amendment to Urban Redevelopment Plan:

The Urban Redevelopment Plan (URP) established in 2009 and amended in April 2011, October 2012 and May 2013 has served the city of Marietta well in assisting with its redevelopment efforts. As the city continues to grow and change, it is necessary to amend the URP to reflect the changing environment of our community. This amendment enables the city leaders to act in such a way to make targeted, strategic decisions to encourage redevelopment activities within one of its more challenging corridors within the Franklin-Gateway urban redevelopment area of the City.

The Franklin Road corridor has presented many challenges to city leaders, private industry, Marietta City Schools and to the citizens of our fine city. Despite efforts by city leaders, the U.S. Attorney General's office's Weed & Seed Program, local non-profit agencies, fire, police and Marietta City Schools, the corridor experienced a decline in property values. An abundance of Class C-D apartment complexes (3100 units) made it difficult to affect change and stabilize the area. Residents are exposed to crime, poor living conditions and lack of job opportunities. Transient students moving in and out of schools are causing many challenges for the school system. Local businesses and industry were vacating properties on Franklin Road. Despite Opportunity Zone tax credit incentives to encourage job growth, leasing agents were having a difficult time leasing property due to the perception/experience of crime in the area.

The passage of the General Obligation Redevelopment Bond in November 2013 has enabled the strategic acquisition of four apartment complexes on Franklin Road. A partnership between the City of Marietta and the Marietta Housing Authority provided management assistance and offered relocation information for residents of the identified apartment complexes. The goal of this investment is to stabilize the corridor, provide safe housing options for Marietta residents, encourage businesses to return to Franklin Road; thereby creating new jobs for the citizens of Marietta.

In addition, the city recently worked with Kennesaw State University-Marietta campus and Life University on a Livable Centers Initiative (LCI) grant study: Marietta University Enhancement District (MU2 LCI). One of the main goals of the study is to develop the Rottenwood Trail project running through both campuses and extending the trail along Rottenwood Creek

City of Marietta 2009 Urban Redevelopment Plan
Amendment Dec. 2015/Amended May 2013/Amended Oct. 2012/Amended April 2011

heading east along the southern edge of the former Preston Chase property (acquired by the city for redevelopment) to Franklin Road. A scoping phase for the project is now complete with future goals of extending the trail from Franklin Road across Interstate 75 to connect with Cobb County's Bob Callan Trail project to the Chattahoochee River.

This Amendment to the URP is to provide for a minimum of two additional urban redevelopment projects within the Franklin-Gateway Redevelopment Area. The City desires to redevelop the 32+ acre site located at 849 (partial) and 861 Franklin Road with sports facilities to be funded and used by private enterprise (referred to as the licensee/user), including private training and related office and other facilities which may include training facilities (the "Sports Facilities" and together with the site, the "Facilities"). The Facilities may be facilitated by the Development Authority of the City of Marietta (MDA). The development of the Facilities is subject to the following limitations. The Facilities may not be encumbered by the licensee/user of the Facilities and shall remain free and clear of all liens (except such liens as may be permitted by the City) and at the termination of the use of the Facilities by the licensee/user, the Facilities will revert to the City for no cost. Fees paid by the licensee/user of the Facilities will reflect these limitations. The city believes that the Facilities will further improve the economic vitality of the surrounding area by stabilizing and increasing property values in the Franklin-Gateway Redevelopment Area and upon completion of the Sports Facilities, will increase employment and create demand for restaurants, other retail services and hotels. A second associated urban redevelopment project includes the redevelopment by the city of the former Preston Chase apartment site, located at 1034 Franklin Road, with a public park to include athletic facilities, including up to three lighted multipurpose fields, concession, parking and restroom facilities (the "Preston Chase Project"). The Preston Chase Project will complement the Sports Facilities (which complementary uses may be facilitated by the MDA) and also provide another amenity for residents, athletic groups and users of the Rottenwood Creek Trail system, which further stabilizes the Franklin-Gateway Redevelopment Area and increases the marketability for further redevelopment by private enterprise. Within the Franklin-Gateway Redevelopment Area the city may provide, arrange, or contract for the furnishing or repair by any person or agency, public or private, of services, privileges, works, streets, roads, public facilities or other facilities for or in connection with an urban redevelopment project, and the city may install, construct and reconstruct sidewalks, streetscapes, streets, utilities, parks, playgrounds and other public improvements.

In conclusion, the December 2015 Amendment to Urban Redevelopment Plan of the City of Marietta will provide a necessary vehicle for implementing valuable redevelopment efforts in defined areas of the City of Marietta to reflect current market conditions and needs of the community.

