

**CITY OF  
Marietta  
GEORGIA**

**ENVISION  
MARIETTA  
LCI STUDY**  
in association with  
the City of Marietta and the  
Atlanta Regional Commission

**May 2019**

**SIZEMORE GROUP**  
in association with  
**STANTEC and NOELL CONSULTING GROUP**

**sizemoregroup**





ENVISION MARIETTA LCI STUDY  
in association with the City of Marietta  
and the Atlanta Regional Commission

May 2019



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CITY OF MARIETTA  
ENVISION MARIETTA LC STUDY



# Introduction



# 1.0 Introduction

The Envision Marietta Livable Centers Initiative (LCI) Master Plan is a planning study led by The City of Marietta Department of Development Services and the Atlanta Regional Commission (ARC). The study is a major update to the 2001 Envision Marietta LCI study - one of the ARC's first LCI plans. The original Envision Marietta Downtown Master Plan, formally adopted by the City in July 2001, created a vision and plan for land use, housing, transportation, and economic development in downtown Marietta. This Envision Marietta LCI update seeks to help foster strategic redevelopment in the area of Downtown Marietta. The area is bounded by North Marietta Parkway, South Marietta Parkway, and Cobb Parkway and cut into quadrants by Fairground Street NE and Roswell Street NE.

## Vision

**To create gateway an active downtown gateway corridors rich with art, entertainment, and mixed use options that can be easily and safely accessed by all members of the diverse Marietta community.**

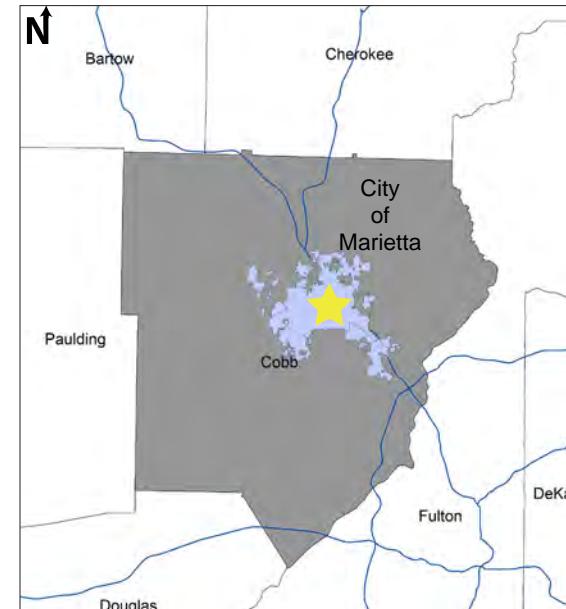


Figure I.1a: Study Area Regional Context Map

## I.1 Location

The study area is geographically near the economic core of the fast-growing Atlanta region and offers the attractive amenity of a small-town feel. Key study area assets include the historic Marietta Square and the surrounding commercial district, the Cobb County Civic Center, the historic National, City, and Confederate cemeteries, Victory Park, Cobb County Perry Parham Park, as well as residential neighborhoods, and active commercial corridors. Kennesaw State University - Marietta Campus (KSU) is just across the street from the southern boundary of the study area. Life University and Dobbins Air Reserve Base can be found south of KSU. These regional employers and attractions, along with WellStar

Kennestone Hospital to the north and Cobb County offices near the Square, draw in thousands of people during the day causing the Marietta daytime population to nearly double its nighttime population. Refer to Figures I.1 a and b.

Marietta is well positioned for future growth with rich cultural history, stable neighborhoods and new higher end housing infill, excellent schools, and diverse mix of commercial uses.

Challenges in the study area do remain. Pockets of land use incompatibility and deteriorating strip corridors still remain an issue for the area. The study area itself is bounded by multi-lane, high-

speed parkways that create unsafe pedestrian environments. Likewise, the area is cut into quarters by Roswell Street and Fairground Street - two major roads.

## Envision Marietta LCI Study Area

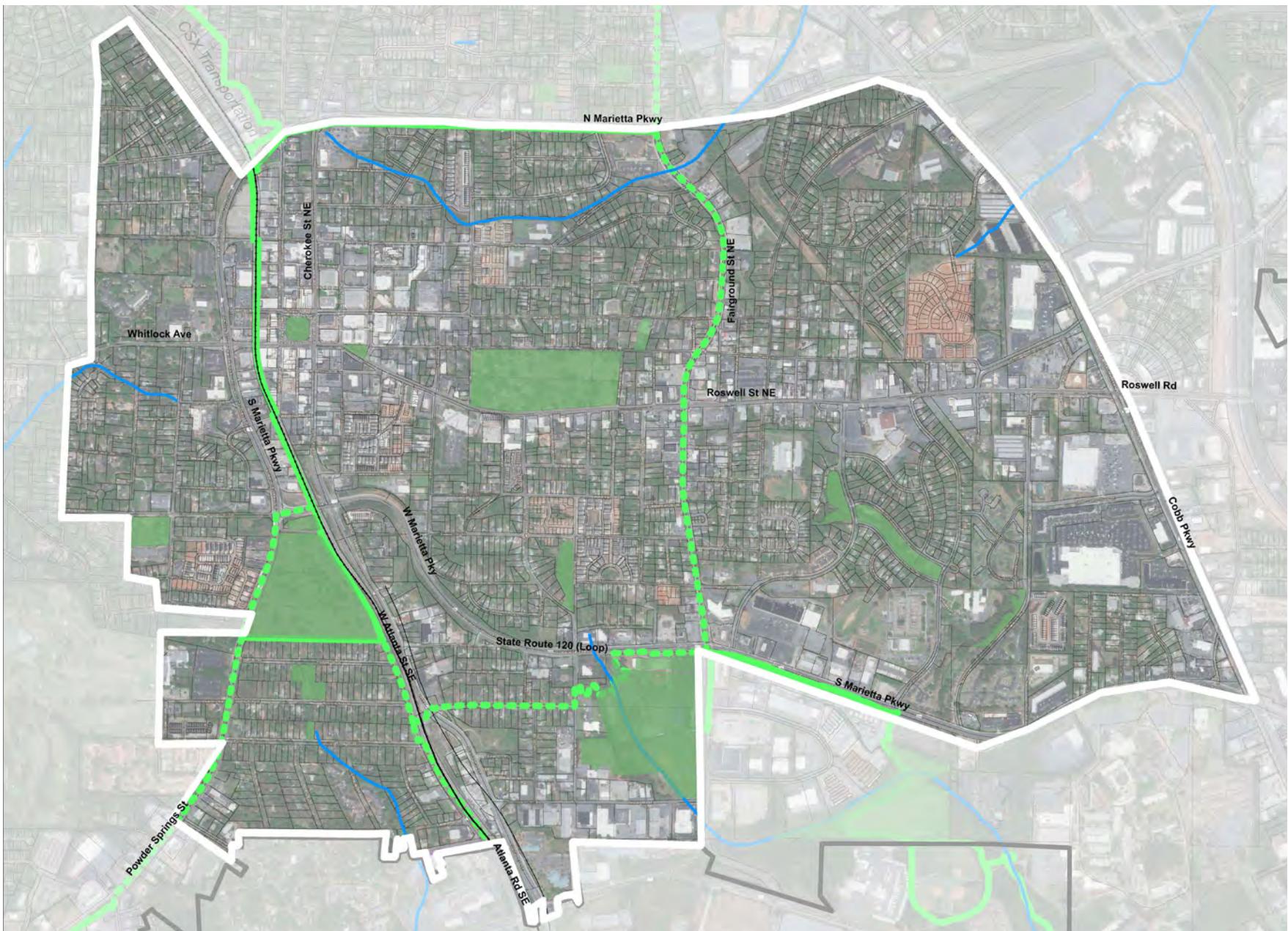


Figure 1.1b: Study Area Map

## 1.2 The Process

Three primary requirements guided the goals for this process. These include:

- The LCI Program Goals
- The Community Vision
- The Market Study Results

The focus and direction for the master plan development lies where the goals of the LCI Program, the Market Study, and the Community Vision overlap (refer to Figure 1.2a). Recommendations within this report will focus on implementable actions to be achieved in the next 5-10 years, working towards a 25 year vision.

### LCI PROGRAM GOALS

The Atlanta Regional Commission's Livable Centers Initiative (LCI) Program provides planning grants for local government and non-profits to achieve the following goals:

- To encourage mixed-income live, work, play, and shop activity centers.
- To create connected communities with multi-modal access for all users, including, but not limited to, transit, roadways, walking, and biking.
- To include public outreach involving all stakeholders.

Once an LCI plan has been adopted by the governing jurisdiction LCI recommendations are eligible for competitive transportation funding grants through the ARC. Transportation recommendations that best achieve the focus goals of this process are made in this plan.

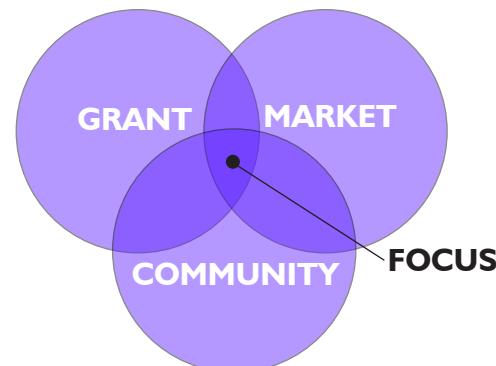


Figure 1.2a: Project Goals

### COMMUNITY VISION

An extensive community engagement program was undertaken to involve all stakeholders in the study process. Through this effort, a clearly articulated and community supported vision for the study area was identified, along with various issues, needs, and aspirations addressed in the master plan. This involved stakeholder meetings, interviews, visioning sessions, a design workshop, draft plan presentation sessions, and online surveys. This collaborative effort was an integral part of gaining consensus and support of the various stakeholders in the community. Below is a summary of project goals identified through the community process.

### Community Goals

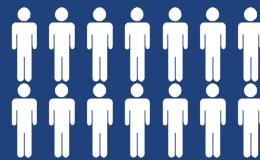
1. Preserve and enhance historic character and small town feel
  2. Activate the Square for 18-hour downtown
    - Entertainment: art and culture
    - Restaurants
    - Boutique hotel
- Housing options
  - Safety
  - Parking
3. Establish Roswell Street as a gateway into downtown
    - Entertainment
    - Housing options
    - Transited Oriented Development
    - Walkability
  4. Make South Marietta Parkway's uses compatible with existing assets
    - KSU District
    - Civic Center District – Restaurants
    - Neighborhood Services
  5. Increase affordable housing options for people of all ages and needs
    - Reinvest in neglected residential neighborhoods
  6. Add neighborhood serving commercial options – grocery store
  7. Create a walkable and bikeable environment which connects to the existing and future trail systems
    - Improve access across major roadways
  8. Transform rail crossings from impediments to connections with pedestrian bridges and silent crossings

## STUDY AREA DEMOGRAPHICS

### POPULATION

**4,471**

STUDY AREA



**60,049**

CITY OF MARIETTA

### MEDIAN AGE

**46**

STUDY AREA



**34.4**

CITY OF MARIETTA

### MEDIAN HOUSEHOLD INCOME

**\$42,649**

STUDY AREA



**\$49,644**

CITY OF MARIETTA

### OWNER OCCUPIED

**37.2%**

STUDY AREA



**41.3%**

CITY OF MARIETTA

## MARKET FINDINGS

In order to develop a realistic vision, a predictive Market Analysis was conducted. These demand numbers are in addition to current demand.

The study found demands include:

### For-Sale Housing Market

There will be more than three times as much demand for attached for-sale housing than for detached for-sale housing in the study area. By 2040 demand for attached will be 749 units and 240 detached units. In the next 5 years, demand includes 116 detached units and 143 attached.

### Multi-Family Residential Market:

There will be large demand for multi-family residential units over the next twenty years. Market predicts a demand for over 2,100 units by 2040. Over the next 5 years the demand is for 272 multi-family rental units, equivalent to 2-3 multi-family complexes.

### Retail Market:

Over the next 20 years there is market potential for 334,563 square feet of retail space. In the next 5 years, there is demand for 258,667 square feet.

### Office Market:

Office market demand until 2040 is predicted to be 293,042 square feet. The next 5 years' demand will be 36,796 square feet.

### Lodging Market:

There is currently no demand in the study area for hotel rooms over the next 5 years. However, beyond that, into the following 15 years there is a demand for 183 rooms.

## DEMOGRAPHICS

Fifty-four percent of the Marietta population is white and 29.6 percent is black. The median age of head of households is 46. The majority of households contain only one or two members and only less than thirty percent have children. Almost fifty percent of the housing structures in the study area are single unit detached.

The unemployment rate is only six percent, and almost half of the study area's residents are white collar workers. More than sixty percent of workers in the area commute in single occupancy vehicles.

## 1.3 Context

### Issues

Downtown Marietta is one of the most walkable areas in all of Cobb County. However, the pedestrian access, amenities, and density that make Downtown Marietta a regional draw is limited to the areas adjacent to the Square.

The creation of the Loop (North and South Marietta Parkways and Powder Springs Street) effectively placed a barrier between Downtown Marietta and its surrounding communities. Pedestrian crossings on the Loop, if they exist, are so dangerous many residents said they “put their life in their hands” when trying to cross. In order to avoid the risk of crossing the Loop, community members would rather drive and find parking even if it is a very short, walkable distance.

There is also a desire for better pedestrian and bike access and connections from the residential areas to the commercial corridors. A lack of public transportation also contributes to the car-centric design of the study area. This contributes to the parking dilemma around Marietta Square. The residents have expressed concerns regarding the availability of the free spots along Glover Park, the paid parking at the Cobb County deck, and the convenience of additional parking.

There is also the issue of gateways into Downtown Marietta. Roswell Street and South Marietta Parkway leading into Downtown Marietta are peppered with auto repair/service businesses and ultimately lack the identity of the small town charm present at the Square. Additionally, these

major gateway corridors do not provide amenities desired by the community, including a grocery store, restaurant options, and entertainment. The Cobb Civic Center, KSU, and Aviation Park are key regional attractions to draw the amenities the community wants, while also complementing the needs of visitors.

Marietta has seen increased growth and residential development. This has led to a concern about the preservation of existing affordable housing. There are pockets of naturally occurring affordable housing, but within some of these pockets there are areas of neglected rental housing run by absentee landlords.

### Opportunities

Marietta has many attractions and assets bringing visitors and investment to the area. Visitors and workers primarily come to the study area by car. It lies just west of I-75 and is surrounded by The Loop, making it easily accessible.

The core of Downtown Marietta is The Square, which is full of restaurants and retail options housed in historic buildings. This walkable downtown center gives it small town charm and unique character. The weekly Marietta Square Farmers Market is also a large regional draw. Likewise, sports facilities - Cobb County Perry Parham Park and Aviation Sports Complex - and theaters, art galleries, and public art bring visitors to the area.

During the weekday, the population in Marietta doubles as a result of the many large employers located in the Downtown. Cobb County and City of Marietta governments are based right next to Marietta Square. Other large employers near the study area include: Wellstar Kennestone Hospital, Kennesaw State University, Life University, and Dobbins Air Reserve Base.

New housing investment, strong existing housing stock, and active community members make for healthy residential neighborhoods. In addition, the City of Marietta is investing in multi-modal trail systems, landscaping, and right of way improvements to strengthen neighborhood connections.

## Study Area Context



Figure 1.3a: Glover Park Brewery



Figure 1.3b: Marietta Square



Figure 1.3c: Marietta/Cobb Museum of Art



Figure 1.3d: Elizabeth Porter Park



Figure 1.3e: Old Zion Heritage Museum



Figure 1.3f: Cobb County Government

## 1.4 Development Nodes

Based on the opportunities listed above and an understanding of the market dynamics in the study area, key redevelopment nodes were identified as a focus for growth.

Figure 1.4a, shows the identified nodes with development opportunities, including:

- **Downtown Infill:**

Key to the Downtown Infill is expanding the boundary and definition of “Downtown Marietta”. The goal is to provide missing amenities and improve connections to surrounding neighborhoods.

- **Entertainment District:**

The Entertainment District is proposed to be centered around the Cobb Civic Center and the surrounding sports facilities. The goal of the district is to provide visitors with food and experiential options while they are in the area.

- **Education District:**

The Education District focuses on improving the southeast gateway into the City of Marietta and the uses surrounding Kennesaw State University’s Marietta campus.

- **Roswell Corridor:**

Roswell Street is a major gateway into Downtown Marietta. As it stands, the current land uses do not suit the neighborhoods’ uses nor do they provide a safe pedestrian environment. Beautification, zoning changes, and parking management are part of the proposed improvements for Roswell Street.

- **Big Chicken District:**

The new GDOT managed lanes from I-75 at Roswell Street provide an opportunity for potential Transit Oriented Development centered around the iconic Big Chicken. Nearby underused parking lots and commercial spaces could also be transformed into office and mixed use developments.

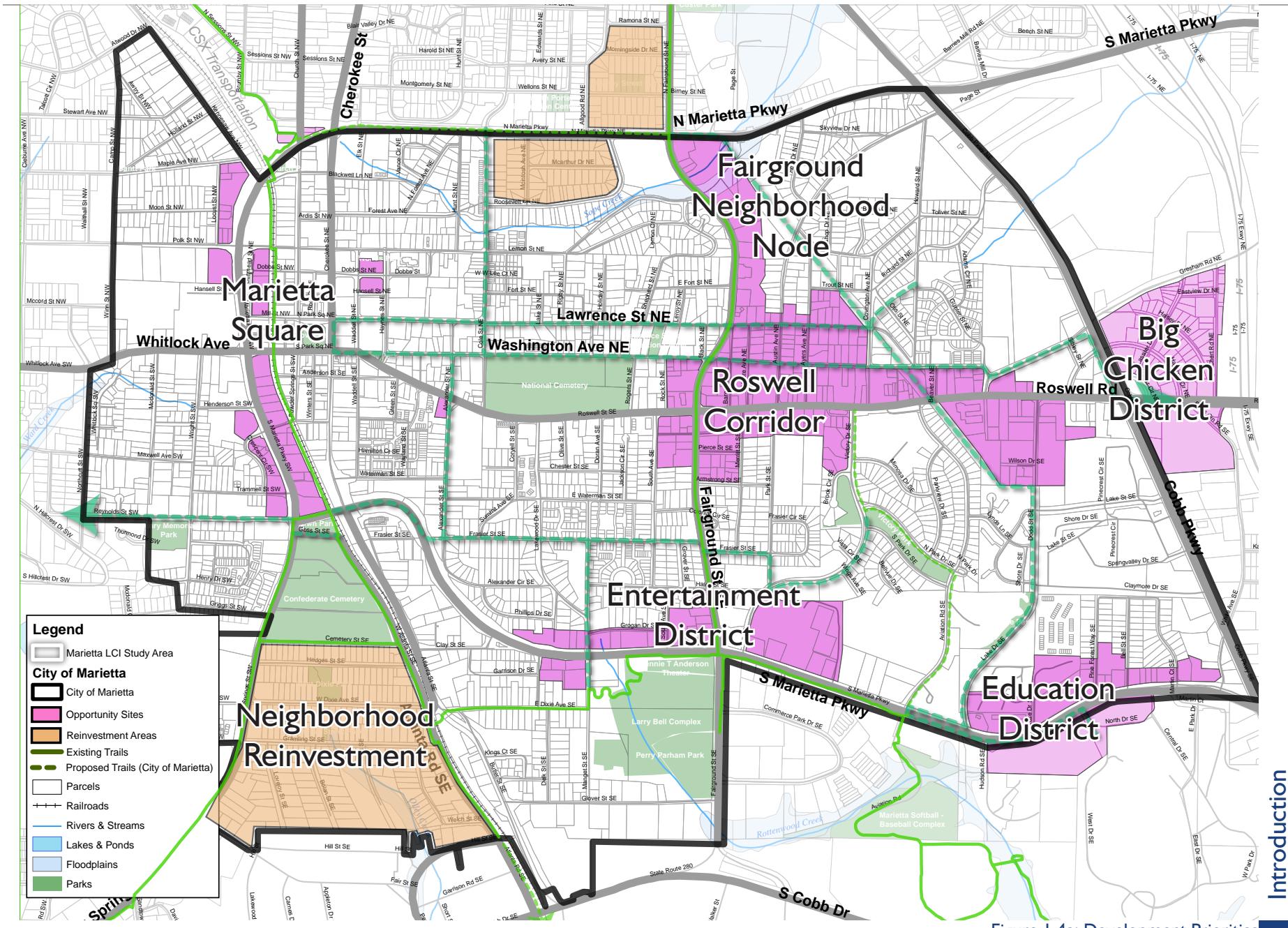
- **Fairground Neighborhood Node**

The majority of the lots facing Fairground Street are various car services with parking lots fronting the sidewalks. In addition, many of these commercial lots directly abut residences. Zoning changes and redevelopment could make the area better suit the residential users with neighborhood serving amenities.

- **Neighborhood Reinvestment**

Reinvestment efforts should target residential neighborhoods that have been historically overlooked by investment. They also have naturally occurring affordable housing, although in many cases, the rental housing is not well maintained. Affordable housing options should be preserved while reinvesting in the health and housing condition improvements of these communities. Zoning, design strategies, and housing policy can assist in enhancing these neighborhoods.

## Development/Reinvestment Targets



## 1.5 Previous Studies and Plans

This master plan builds on previous plans and studies by reviewing their recommendations and incorporating those that are still viable and feasible into the final plan. Below is a list of relevant previous studies:

### **ENVISION MARIETTA LCI (2001)**

The Envision Marietta Downtown Master Plan LCI was among the first Livable Centers Initiative plans funded by the Atlanta Regional Commission and focused on the central theme of recreating a community of neighborhoods and businesses that reflect the cherished qualities of the town Square—historic character and traditional design, human-scale, open spaces, and a pedestrian feel. The plan included local actions, short and long-term transportation improvement projects, and potential urban design and zoning changes. These recommendations are listed in the appendix of this report. Major project recommendations included promoting interconnectivity, improving signage, establishing design overlays, improving corridor streetscapes, creating gateways, strengthening land use strategies, improving public space, and embracing diversity.

### **ENVISION MARIETTA FIVE-YEAR STUDY UPDATE (2005)**

The Five-Year Study Update lays out the status of the original Envision Marietta LCI's proposals. The LCI spurred many achievements in redevelopment in Marietta. The City created the new Economic Development Department and the Marietta Redevelopment Corporation (MRC). The MRC has been responsible for the creation and implementation of tax allocation districts and major

redevelopment projects. Furthermore, the City incorporated recommendations from the LCI into the Comprehensive Plan 2005-2030. Commercial Design Overlay Districts for Roswell Street, Fairground Street, Powder Springs Street, North Marietta Parkway and South Marietta Parkway (120 Loop) were all approved in 2003, and a Residential Infill Overlay District was approved in 2004. A strict new sign ordinance was approved in 2003 to eliminate visual clutter along roads and require signs to be of appropriate size and materials. Many transportation projects listed on the implementation program were completed. The North Loop pedestrian bridge was completed in 2003 with Transportation Enhancement funds. In addition, the City applied for funding for other transportation projects in the study area.

### **ENVISION MARIETTA FIVE-YEAR STUDY UPDATE (2011)**

This report presents a ten-year update on the original Envision Marietta LCI. It is important to note that the Great Recession occurred between this update and the five-year update, hindering many of the proposed projects. That said, the City of Marietta still managed to complete or begin approximately 95% of the study's tasks and projects. In addition to many redevelopment projects, the City passed Townhouse and Historic Preservation ordinances, created the City Center South Renaissance Tax Allocation District (TAD), and amended the Sign Ordinance, on top of many other accomplishments.

### **FRANKLIN/DELK ROAD LCI (2005)**

The Franklin/Delk Road LCI originally began as a Transit Oriented Development (TOD) plan

focused on Bus Rapid Transit (BRT), but the transit study was abandoned. In 2009, the City of Marietta and Cobb County approved an update of the plan and changed its name to the Franklin/Delk Road LCI study with the focus on the redevelopment of the Franklin Road (now Franklin Gateway) Corridor. The LCI was later expanded to include a portion of Powers Ferry Road and the City's Opportunity Zone and Green Tech Corridor. The plan was updated again in early 2017 to include Roswell Street.

### **CITY OF MARIETTA COMPREHENSIVE PLAN 2006-2030 (2006 & 2017 Update)**

The Plan provides the community, stakeholders, staff, and decision makers with a strategic long-term vision that guides future growth and development. It guides the City Departments, the Planning Commission, City Council and other policy bodies in making decisions about the location of land uses and community facilities, priorities for public investment, the extension of public services, business development, and how to meet transportation needs. The Plan also provides a community-wide framework for the many other levels of plans and ongoing planning activities that are an integral part to achieving the overall vision of Marietta, including neighborhood and special area plans, transportation plans, and plans for specific community facilities and services, such as parks, and public safety.

The 2017 update builds upon the goals set in the 2006 iteration, but modifies them in the context of current trends in order to develop guidelines and action items for the next 20-year planning period. The update also includes the Future Land Use

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Map, lays out a Character Areas map, outlines a Report of Accomplishments from the 2012-2016 short-term work program, and develops a new 2017-2021 Community Work Program.

### **CITY OF MARIETTA URBAN REDEVELOPMENT PLAN (2009)**

The Urban Redevelopment Plan focuses on improving housing conditions and strengthening economic development in three corridors of the City of Marietta - Franklin Gateway, Northeast/Canton/Highway, and Center City.

### **COBB COUNTY BICYCLE AND PEDESTRIAN IMPROVEMENT PLAN (2010)**

This is Cobb County's plan to improve conditions for bicycling and walking. The Bicycle and Pedestrian Improvement Plan identified opportunities to develop bike lanes if the road surface was re-allocated in Marietta along Cobb Parkway from Roswell Street to Canton Road, Polk Street beginning at Burnt Hickory Road to North Marietta Parkway and South Marietta Parkway from Cobb Parkway to Interstate 75.

### **MARIETTA UNIVERSITY ENHANCEMENT DISTRICT (MU2) LCI (2012)**

In 2012, the City of Marietta, Southern Polytechnic State University (now Kennesaw State University), and Life University were awarded an LCI to conduct a redevelopment study that would enhance the area along Cobb Parkway adjacent to the two universities. The study also called for right of way improvements with complete street design and new trails linking Rottenwood Creek to Kennesaw Mountain and to the Chattahoochee

River.

### **COBB COUNTY COMPREHENSIVE TRANSPORTATION PLAN (2015)**

The Comprehensive Transportation Plan (CTP) serves as the guidebook for transportation strategies and projects within Cobb County. It aids the City in establishing transportation projects that can be funded with federal transportation funds. The CTP looks at existing transportation conditions, analyzes need, and develops a project list that recommends specific measures to meet the County's transportation needs. Many of the county-wide projects touch the City of Marietta, but projects that are specific to the City include: intersection improvements along Cobb Parkway, Powder Springs Street, and South Marietta Parkway; gateway improvements along Allgood Road; traffic calming and pedestrian improvements along Church Street and Cherokee Street; sidewalk improvements along Roswell Road, Kennesaw Avenue and North Marietta Parkway; and multi-use trail construction at Burnt Hickory.

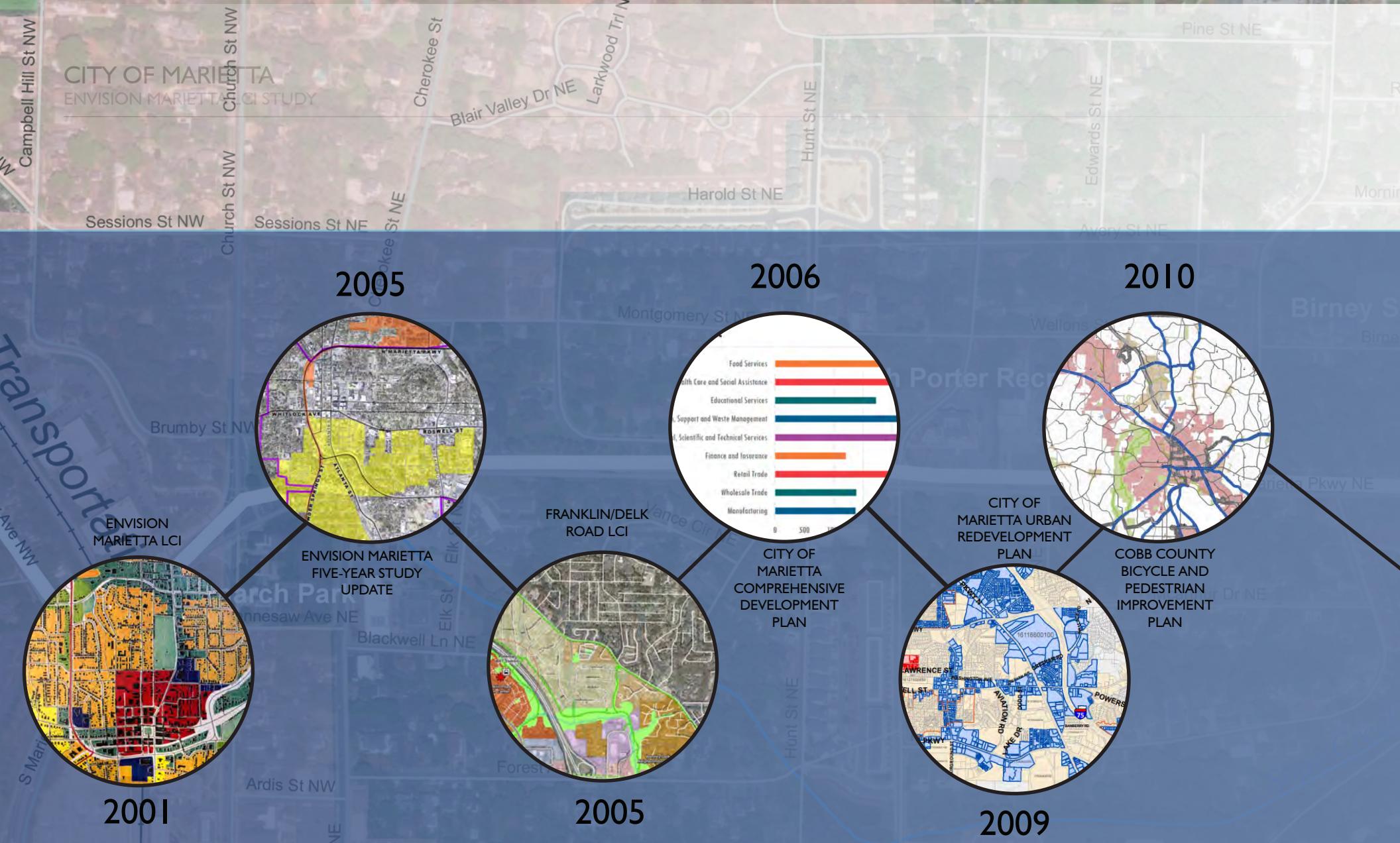
### **COBB COUNTY CONSOLIDATED PLAN (2016)**

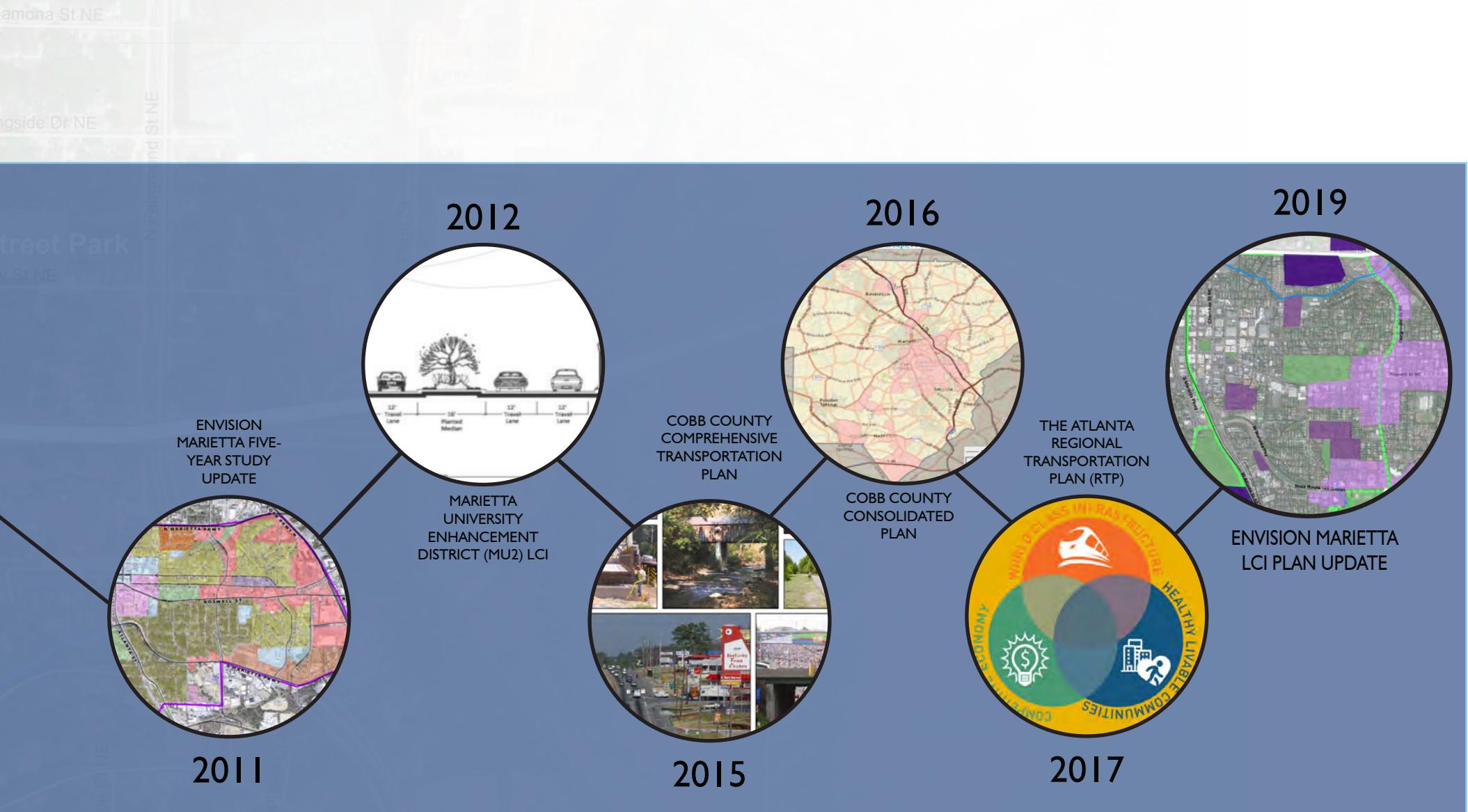
Cobb County's 2016-2020 Consolidated Plan outlines county-wide initiatives addressing housing and community development issues. Specifically noted in the 2016 Annual Action Plan is an allocation of \$488,026 for the City of Marietta to provide funding to support public service programs, acquire/construct/rehabilitate public facilities and to provide administrative structure. The Consolidated Plan's Annual Action Plan will guide the City and County's housing initiatives and

priorities.

### **THE ATLANTA REGIONAL TRANSPORTATION PLAN (RTP) (2016)**

The ARC's Regional Transportation Plan (RTP) is the transportation element of The Atlanta Region's Plan, the region's long-range comprehensive plan. The RTP outlines and prioritizes federal transportation spending for a 20-year planning horizon. The City of Marietta, Cobb County and the ARC work together to develop a project list for the plan. Examples of Marietta projects include intersection improvements at SR 5 (Atlanta Street) at South Marietta Parkway/South 120 Loop and intersection improvements at US 41/Cobb Parkway and North Marietta Parkway/North 120 Loop.





Covenant Christian  
Ministries Preschool/Academy

Drop Site

## 1.6 Project Accomplishments

This Envision Marietta LCI Study reviewed the 2001 Envision Marietta LCI and the two subsequent Five Year Study Updates to develop a list of proposed projects and their statuses. The SPLOST funded projects for the area were also reviewed for completion status. Figures 1.6a-c illustrate the LCI and SPLOST projects completed in the study area up until the beginning of 2019. The adjoining tables list all the projects, no matter its status. Numbers on the map (Figure 1.6b) align with numbers in the tables.

## Envision Marietta LCI Study -Project Accomplishments List

Transportation Initiatives					STATUS			
Proj No.	Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant
1	Roswell Street Streetscape Phase 1	Streetscape project to enhance Roswell Street; from Waddell Street to Rock Street and Waddell Street to Lakewood Drive.	2003	2011	X			
2	Roswell Street Streetscape Phase 2	Streetscape project to enhance Roswell Street from Rock Street to Park Street and Lakewood Drive to Park Street.	2003	2011	X			
3	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	2005	2011	X			
4	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	2006	2013	X			
5	Roswell Street Phase 1 (widening)	4 lanes b/w Waddell Street to Lakewood Drive	N/A	N/A	X			
6	Roswell Street Phase 2 (widening)	4 lanes b/w Olive Street to Fairground Street	N/A	N/A	X			
7	Cemetery Multi-Use Trail	Multi-use trail from Powder Springs Street to West Atlanta Street	2012	2014	X			
8	Link proposed pedestrian crossing over North Loop to walkway along rail line through urban design elements			2006	X			
Other Local Initiatives					STATUS			
9	Site Design Criteria Audit		2012	X				
10	General Design Review of Zoning Code to determine if it promotes lasting architectural style		2013	X				

# Project Accomplishments Map

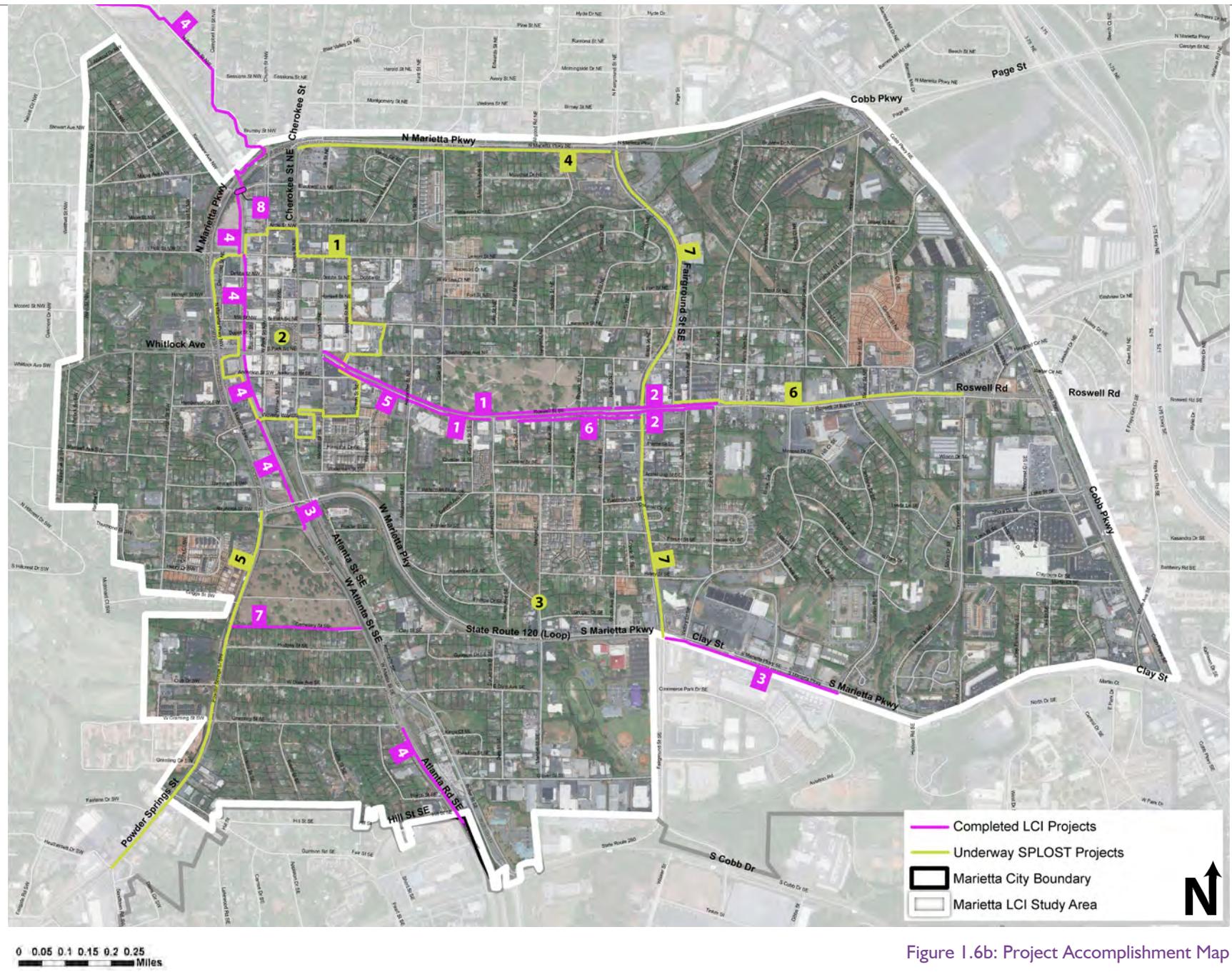


Figure 1.6b: Project Accomplishment Map

## Envision Marietta LCI Study -Project Accomplishments List (SPLOST)

SPLOST				STATUS			
Proj No.	Project	Description	Construction Complete	Complete	Underway	Not Started	Not Relevant
1	CBD Bricks Sidewalks - Downtown	Continuation of plan for conversion to brick sidewalks within the CBD (Central Business District)	TBD		X		
2	Glover Park Improvements - Downtown	Pedestrian and revitalization improvements	2020		X		
3	Manget at Lakewood Intersection Improvements	Intersection improvements and sight distance improvmeents aproaching the intersection	2020		X		
4	North Loop Pedestrian Improvements - North Loop and Cole Street from Fairground St. to Cherokee St.	Pedestrian and streetscape imrpovements along North Loop from Fairground to Cherokee and additional sidewalks along Cole Street	2025		X		
5	Powder Springs Street Streetscape - South Loop to Sandtown Rd.	2-11' travel lanes, protective left turn lanes, Intersection improvements, 14' planted area in medians, 6' sidewalk upgrades, decorative lighting, landscaping.	2021		X		
6	Roswell Street Improvements - Barnes St to Dodd St	2-11' travel lanes, protective left turn lanes, Intersection improvements, 14' planted area in medians, 6' sidewalk upgrades, decorative lighting, landscaping.	2019		X		
7	Addition of median, turn lanes, & sidewalks along Fairground St. b/w N Marietta Pkwy and S Marietta Pkwy		2020		X		



CITY OF MARIETTA  
ENVISION MARIETTA LGI STUDY

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# Facts and Analysis



## 2.0 Facts and Analysis

This section identifies existing study area conditions, including assets and opportunities; existing land use, zoning and land conditions; existing economic development tools; transportation conditions and a market and demographic summary.

### 2.1 Assets, Opportunities, and Development Potential

#### Assets and Opportunities

#### SCHOOLS, COLLEGES, COMMUNITY FACILITIES, & PARKS

Schools, colleges, community facilities, and parks are identified in Figure 2.1a. The Envision Marietta LCI study area contains three Marietta City schools (one is just west of the boundary), including one magnet school, and multiple universities immediately to the south.

**1. Kennesaw State University - Marietta Campus (KSU)** houses the Southern Polytechnic College of Engineering and Engineering Technology (SPCEET), which was consolidated into Kennesaw State University in 2015.

**2. Life University** is a private health and wellness-oriented university. It is known for its chiropractic program and is the largest single campus chiropractic college in the world. Currently (2018-19) almost 2,700 students are enrolled at the university.

**3. Marietta Center for Advanced Academics** serves over three hundred students in grades 3-5. It is the first public magnet school in Marietta and received an A Letter Grade from the Governor's Office of Student Achievement (GOSA).

**4. Marietta Sixth Grade Academy** is a public school serving almost seven hundred sixth graders.

**5. Park Street Elementary** is a public school serving more than six hundred Pre-K through Fifth graders.

**6. Marietta Middle School** is just outside the boundary.

**7. The Stonehaven School** is a private, K-8 Christian, coeducational school.

**8. Marietta Performance Learning Center** is a small, non-traditional Marietta High School program geared towards students who are not succeeding in the traditional school setting and for those who are desirous of a smaller, blended computer-based learning environment.

**9. Marietta Community School** is the continuing education arm of the Marietta City School system. It provides job training, camps, driver's education, and adult education classes, among other classes.

**10. Switzer Library** houses not only the main library for the Cobb County Public Library System, but also the Library System's administration and support services. The library has over 300,000 items, with over 15,000 of them in the local history and genealogy collection known as the Georgia Room.

**11. Lawrence Street Recreation Center** is run by the Marietta Police Athletic/Activities League (PAL). Marietta PAL is a nonprofit organization working to prevent juvenile crime and violence by providing civic, athletic, recreational and educational opportunities which create trust and build understanding between law enforcement and youth.

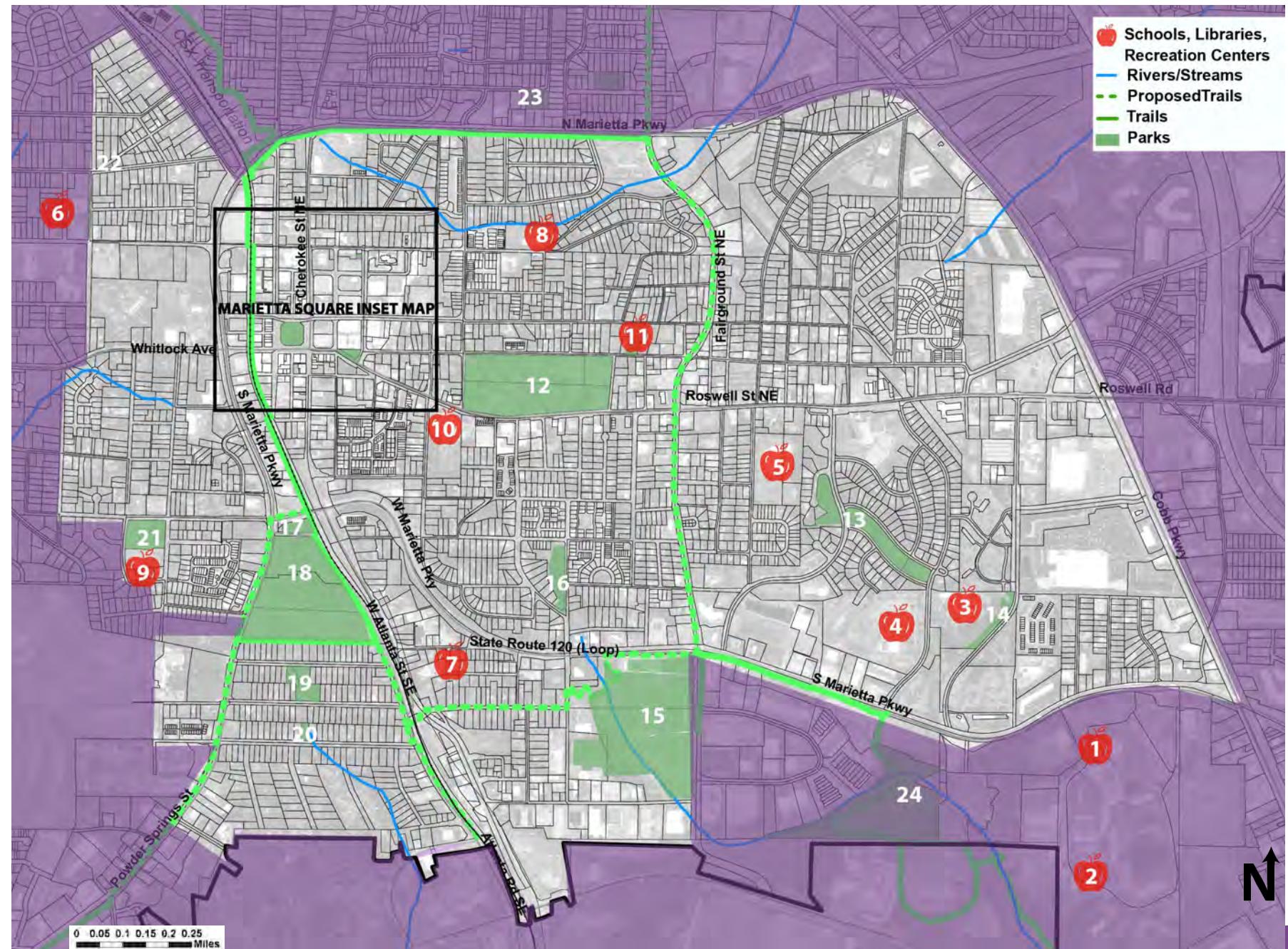
**12. Marietta National Cemetery** began as a cemetery for fallen Union soldiers and is on the National Register of Historic Places. It serves as a cemetery for United States service members.

**13. Victory Park** is a 6.7-acre park with playgrounds, multipurpose fields, and a large picnic pavilion.

**14. Lake Park** is a half-acre neighborhood park with a picnic area and swinging seat.

**15. Cobb County Perry Parham Park** contains the Cobb County Gymnastics Center, the Cobb County Aquatic Center, and baseball/softball fields. It is located south of the Cobb County Civic Center.

## Assets and Opportunities



**16. Kirby Park** is a 3.37-acre park between Frasier and Manget streets and Lakewood Drive featuring a covered bridge, a pedestrian bridge, bench swings, bocce court, and nature trail.

**17. Brown Park** consists of 2.2 acres, directly north of the City/Confederate Cemeteries. The park contains a gazebo and parking.

**18. Marietta City and Confederate Cemeteries** holds the graves of many early Marietta residents and Confederate soldiers from many states.

**19. West Dixie Park** is a 2.2-acre park with a picnic pavilion, playground, and parking.

**20. Gramling Street Park** is a small 0.35-acre neighborhood park with a playground and benches.

**21. Henry Memorial Park** is a large 3.5-acre park on the west side of the study area. Amenities include two outdoor basketball courts, playground, walking trail, gazebo, and restrooms.

**22. Gantt Park** is a neighborhood pocket park totaling 0.1 acres. Residents can find a dog waste bag station at Gantt Park.

**23. Elizabeth Porter Park** was recently renovated and includes brand new amenities such as: splash pad, playground, walking track, and pavilion. It lies just north of the study area.

**24. Aviation Sports Complex** is home to

6-4-3 DP The Aviation Sports Complex. It draws baseball players from all over the state and hosts tournaments. It is just south of the study area.

### POINTS OF INTEREST

Figure 2.1b contains points of interest, economic drivers, parks, and churches.

**25. Cobb County Civic Center** contains Hudgins Hall and Jennie T. Anderson Theatre. It regularly hosts collector shows, graduations, performing arts shows, and sporting events.

**26. The Big Chicken** is a seven-story structure originally built in 1963 for a restaurant named Johnny Reb's Chick-Chuck-'N'-Shake, which then became a Kentucky Fried Chicken.

**27. Six Flags White Water** is a sixty-nine-acre water park as part of Six Flags Over Georgia. In 2012, the park hosted 505,000 visitors, ranking it the 12th most popular water park in North America.

**28. Mansour Conference Center** is an event and meeting venue. It is owned and operated by The Center for Family Resources (CFR). Revenue earned through the conference center services provides financial support for CFR's programs, which strive to stabilize and empower families to become financially self-sufficient.

**29. Brumby Hall** is a historic revival-style house built in 1851. It is a museum and special events facility that houses the Gone with the Wind Museum.

**30. Hilton Atlanta/Marietta Hotel and Conference Center** is a hotel with event spaces and a golf course.

**31. Lemon Street Elementary** is now an unused historic building. It previously housed the Lemon Street Elementary School, which was an all-black school prior to the desegregation of schools. It closed its doors in 1971. The building is owned by Marietta City Schools.

**32. Marietta Park and Ride/Transfer Center** provides transfer access to 9 CobbLinc bus routes.

### ECONOMIC DRIVERS

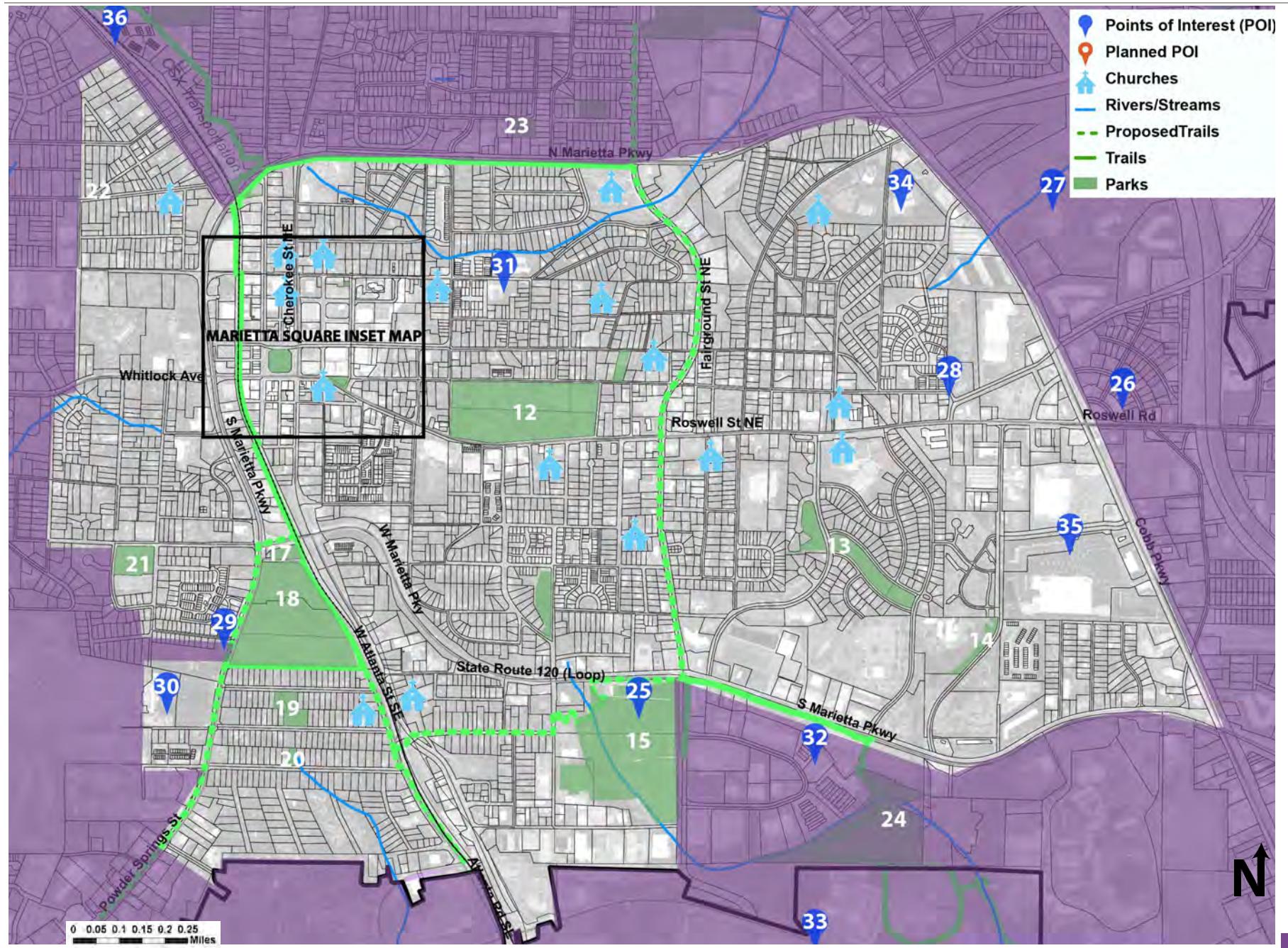
**33. Dobbins Air Reserve Base** is a United States Air Force reserve air base and a large employer in the area.

**34. Marietta City Schools** is a large employer in the area - its headquarters, multiple schools, and bus yards are all located within the study area.

**35. Marietta Trade Center** is a more than 300,000 square foot retail center that is currently 98% occupied. Walmart Supercenter anchors the strip mall, along with a Sam's Club.

**36. Wellstar Kennestone Hospital** is a part of a five-hospital network and is one of the largest employers in the area.

## Assets and Opportunities



## CHURCHES & RELIGIOUS ORGANIZATIONS

Over a dozen churches and other places of worship lie inside the Envision Marietta LCI study area's boundaries. They provide a wide range of community services.

For example, residents can find education services, youth activities, food pantries, and support groups through: **First Baptist Church of Marietta**, **Zion Baptist Church**, **First Christian Church of Marietta**, **Bridge Pointe Church**, and **Maple Avenue United Methodist Church**. **St. James Episcopal Church** runs a thrift store with proceeds going towards their charitable work. **First Presbyterian Church** sponsors a weekday preschool. **North River Church of Christ** provides a homeless ministry.

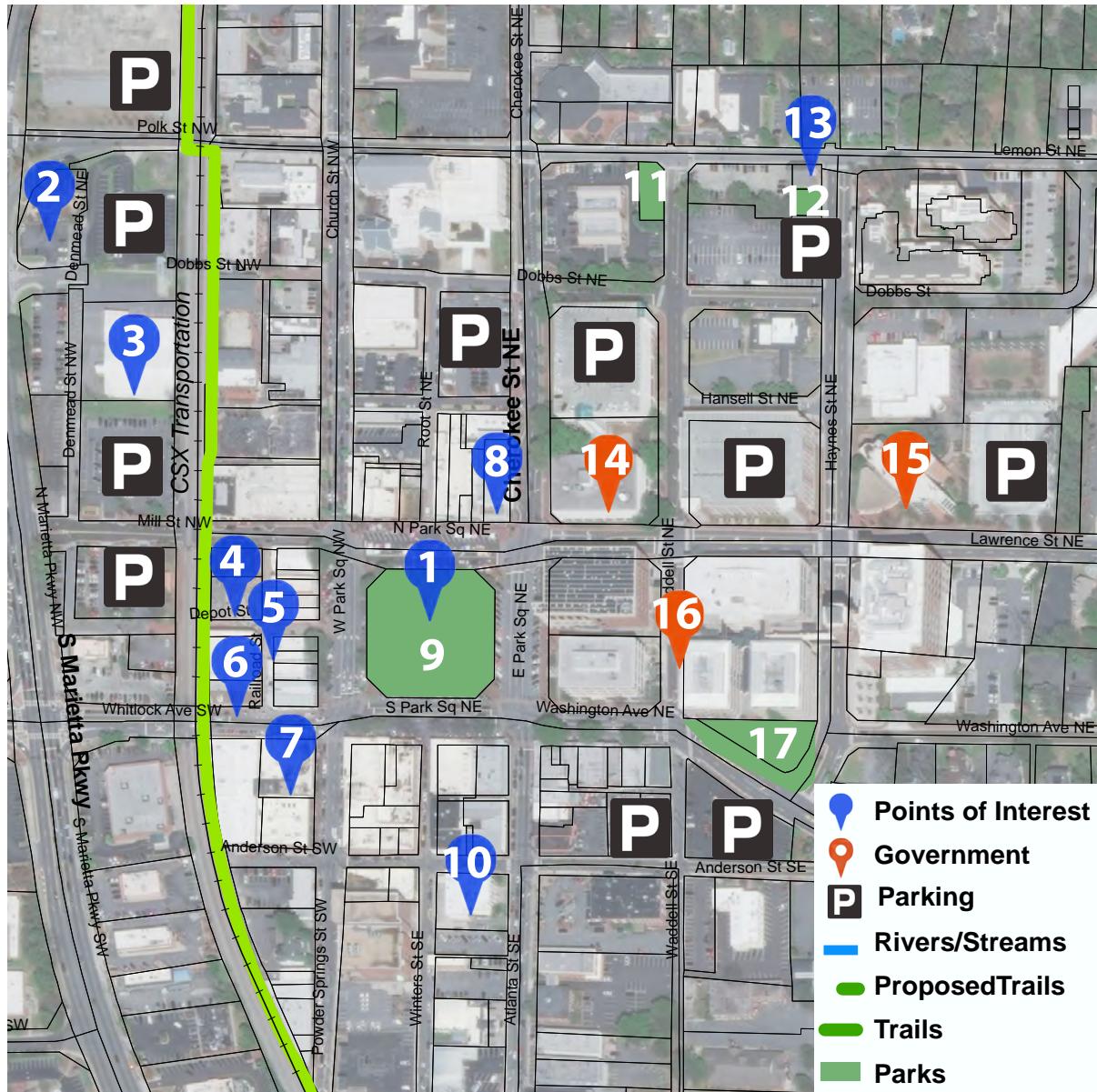
Also historic congregations, such as **Turner Chapel AME Church**, can be found within the study area. It was established in 1865, making it the second oldest African Methodist Episcopal church in Georgia and one of the oldest churches in Marietta. **Roswell Street Baptist Church** first opened its doors in 1943. The church provides English classes and services in English, Spanish, Portuguese, and Lao.

Religious services can also be found at **Greater Community Church of God in Christ**, **Saint Stephen United Methodist Church**, **Grace Pointe Marietta Church**, **Mount Sinai Baptist Church**, and **St. Basil's Orthodox Mission**, among others.

## DOWNTOWN MARIETTA

Marietta Square points of interest can be found in Figure 2.1c.

- 1. Marietta Square** is the heart of the City of Marietta. It consists of the commercial area surrounding Glover Park. Historic buildings line the Square with local stores, bars, restaurants, coffee shops, and entertainment options.
- 2. William Root House Museum and Garden**, built in 1860, is one of the oldest homes in the Atlanta region. It is now a history museum, educating visitors on the life of the Root family and the history of slavery.
- 3. Marietta Square Market** is a brand-new food hall featuring 20 restaurants and retail options. It opened March 2019.
- 4. Marietta Welcome Center** houses the Marietta Visitors Bureau which provides information and maps on things to do and see in Marietta.
- 5. Atherton Square** is a public courtyard surrounded by businesses along Marietta Square. It is a landscaped, brick-paved area with tables and seating.
- 6. Marietta Museum of History** is located in the Kennesaw House, which is one of the City's oldest buildings.
- 7. Marietta's New Theater in the Square** hosts theater, comedy, musical, and other performances.
- 8. Earl and Rachel Smith Strand Theatre** is the last remaining historic theatre in Cobb County. It is a venue for films, concerts, plays, community gatherings, and educational programming.
- 9. Glover Park** is the 1.35-acre park at the center of Marietta Square. Festivals, concerts, weddings, and special events all take place at the gazebo, fountain, stage, and playground that can be found in the park.
- 10. Marietta/Cobb Museum of Art** is a small art museum hosting exhibitions and arts classes.
- 11. Hill Park** is a 0.12-acre pocket park with benches and a picnic table.
- 12. Woods Park** lies next to Zion Baptist Church and contains a picnic table and park bench. It is only 0.3 acres.
- 13. Old Zion Baptist Church** was built in 1888 to replace the first structure which was built some time between 1866 and 1888. In 1978, the congregation relocated across the street to a new, larger church.
- 14. Cobb County Government** is based near the Marietta Square and operates a large parking deck.
- 15. Marietta City Hall** lies next to the Marietta Square and the Cobb County Government buildings.
- 16. Cobb County Courts** are also located adjacent to the Square, which brings large amounts of activity during working hours.
- 17. Flournoy Park** is a pocket park with a fountain and benches adjacent to the Cobb County Courthouse. It lies on a 0.25-acre lot.



2.1c: Marietta Square Area



2.1d: West Park Square



2.1e: Strand Theatre



2.1f: Glover Park

### Development Potential

Figure 2.Ik identifies opportunities for redevelopment and reinvestment as identified through stakeholder interviews and Core Team input.

The blue covers residential neighborhoods whose housing stock and commercial nodes have deteriorated as a result of disinvestment. These areas are prime for reinvestment to improve housing options, while also creating affordable rental and homeownership opportunities.

The purple spots are current commercial or industrial areas that may not be the highest and best uses for their respective locations. This includes outdated strip malls, clusters of car shops, and underutilized spaces along high trafficked areas. Neighborhood commercial nodes nestled amongst residential lots that do not serve neighborhood needs will also be targeted for improvement.

Recent or planned residential development are also highlighted on this map with the yellow. It is important to understand the current housing and commercial markets so as to choose the most viable redevelopment options in each community.



2.Ig: S Marietta Parkway Across from KSU



2.Ih: Intersection of Roswell St & Cobb Parkway SE

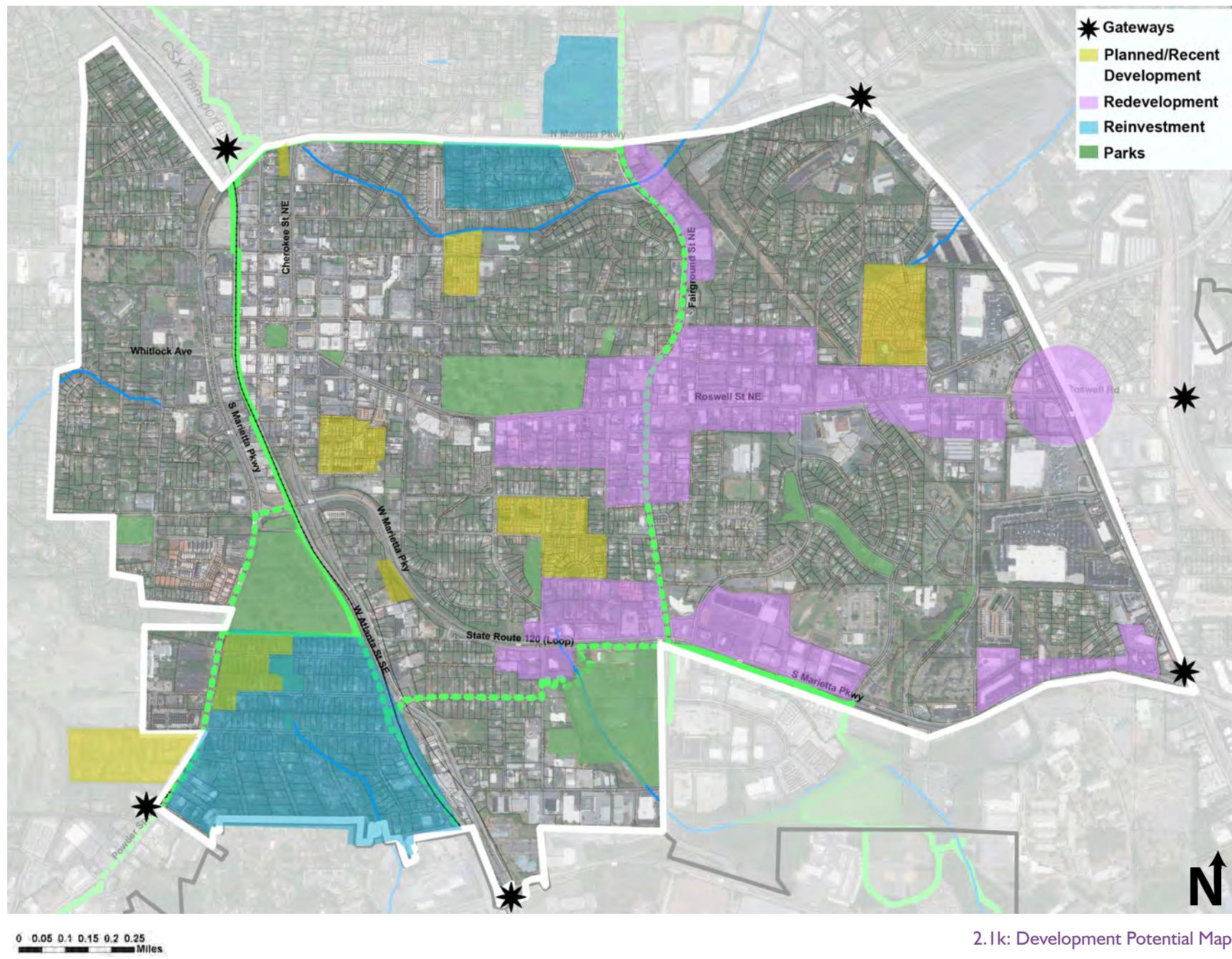


2.Ii: Fairground St NE



2.Ij: Parkway Plaza

## Development Potential



## **2.2 Land Use, Zoning and Land Conditions**

This section describes existing conditions and understandings of the study area, including: City Council Ward Boundaries, land uses designations, zoning, land conditions, and the available economic tools.

### **City Council Wards and Neighborhoods**

The City of Marietta is governed by a Mayor and seven City Council members, having seven corresponding wards. The City Council is the elected body responsible for providing effective municipal government consistent with the needs of the City and the City budget. Development that occurs in the study area will be located in portions of Wards 1,3,4,5, and 7, as seen in Figure 2.2a.

## **Study Area City Council Members**

Ward 1 - Cheryl Richardson  
Ward 2 - Griffin L. Chalfant  
Ward 3 - Johnny Walker  
Ward 4 - G. A. (Andy) Morris  
Ward 5 - Reggie Copeland  
Ward 6 - Michelle Cooper Kelly  
Ward 7 - Joseph R. Goldstein

Study Area Political Districts:  
**City of Marietta Council**  
**Wards: 1, 3, 4, 5, 7**

**Commission District: 3**

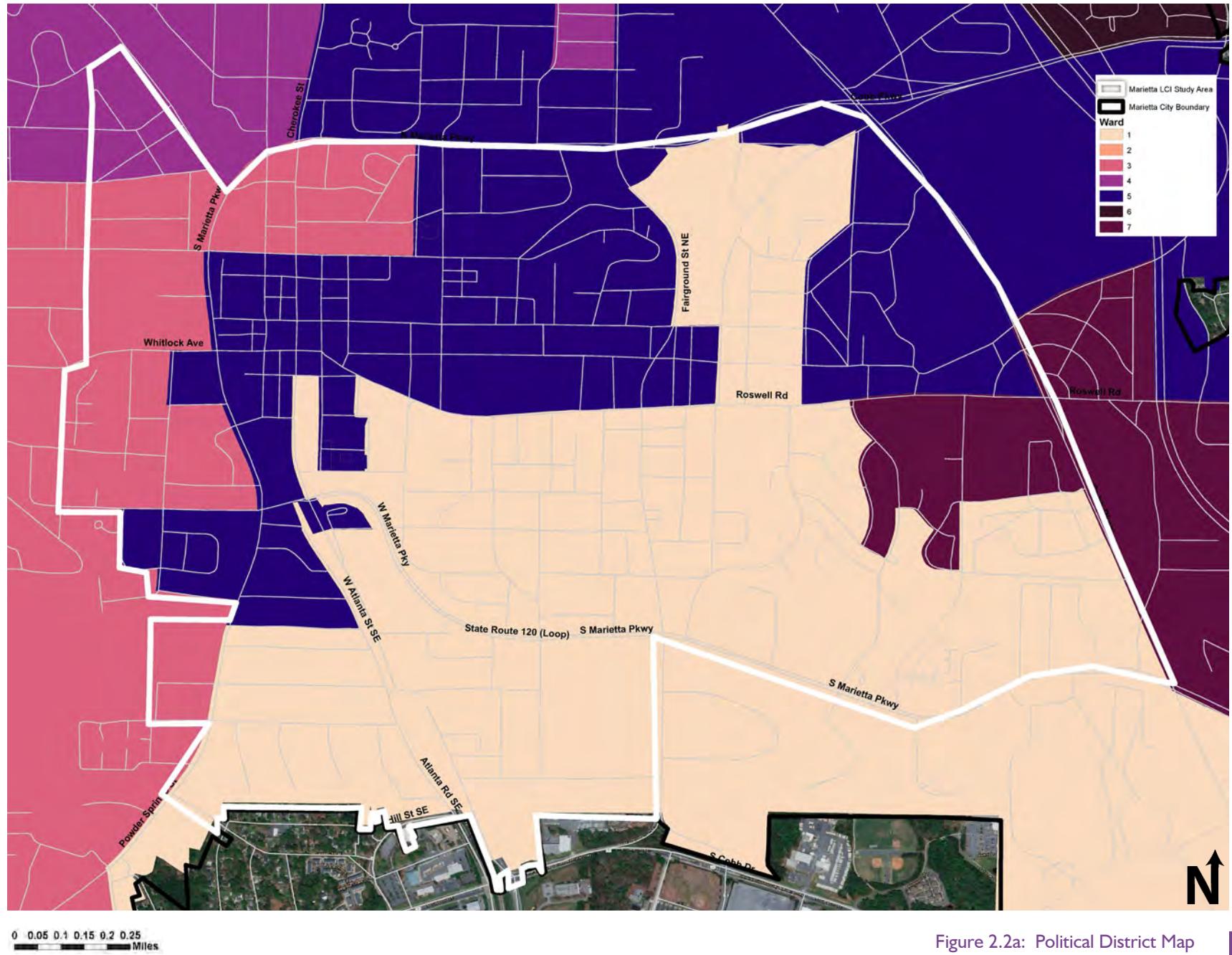
**Georgia Senate**  
**District: 6, 33**

**Georgia House District:**  
**34, 37, 42**

**US Congressional District:**  
**11**

Neighboring Cities:  
**Smyrna, Sandy Springs,**  
**Kennesaw**

## Political Districts Map



### Existing Land Use

The Envision LCI study area encompasses approximately 1,610 acres. The area is primarily residential surrounded by commercial uses along main corridors. Public/Institutional uses are scattered over the entire study area with smaller parcels in and around the Historic Downtown Marietta Square (Refer to Figure 2.2c). The 1,610 acre breakdown can be seen as follows:

Land Use	Acres
Residential	670.92
Commercial	443.66
Mixed Use	4.24
Industrial	50.25
Public/Institutional	183.45
Parks/Recreation/Conservation	220.07
Undeveloped	5.09
Transportation/Communication/Utility	32.15

#### Residential

Residential uses comprise approximately 42% of the land in the study area. Most of these residential uses are made up of single family homes. The residential uses south of Roswell Street between Alexander Street and Fairground Street are mostly two storied while the study area constitutes single story homes elsewhere. There are a few apartment complexes along Lake Drive SE, between the Walmart Supercenter and South Marietta Parkway SE.

#### Commercial

Commercial land use makes up 28% of the study area. Commercial land uses are primarily found along major corridors, including: Roswell Street, Fairground Street, North and South Marietta Parkways, as well as at the Marietta Square. Most of

these uses are retail, auto dealerships and services, gas stations, and banks. There are also two major commercial areas in the form of strip shopping centers: Parkway Plaza Shopping Center along South Marietta Parkway and Walmart Supercenter along Cobb Parkway SE.

#### Mixed Use

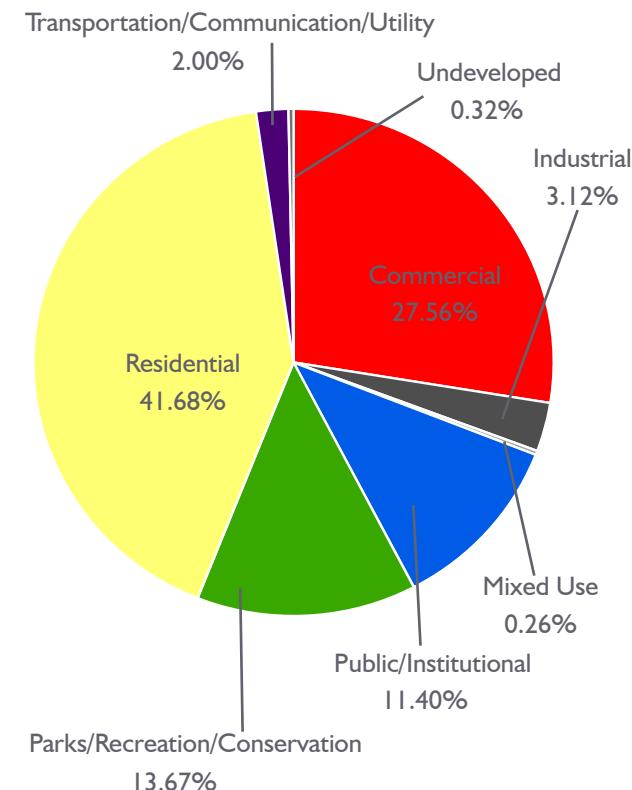
Two developments primarily make up the Mixed Use land use category - Emerson Court and Emerson Overlook. They are mixed residential and office developments along Roswell Street at the southern end of the National Cemetery. There is also one parcel on the eastern edge of the Cemetery that is a mixed office and residential lot.

#### Vacant/Undeveloped

A very small amount of land in the study area is undeveloped, as can be seen in Figure 2.2b-c. These small, undeveloped parcels are scattered throughout the area with many being undevelopable land within residential neighborhoods.

#### Public/Institutional

Public/Institutional land use accounts for about 11% of the total land area. There is a concentration of public/institutional parcels close to the northwest portion of the study area near Marietta Square, including several churches, public parking, the City of Marietta Civic Center and the Cobb County Government Center. Other Public/Institutional land throughout the study area includes Marietta Community Schools, the Marietta Hotel & Conference Center, Brumby Hall, Cobb County Civic Center and Cobb County Police Headquarters.

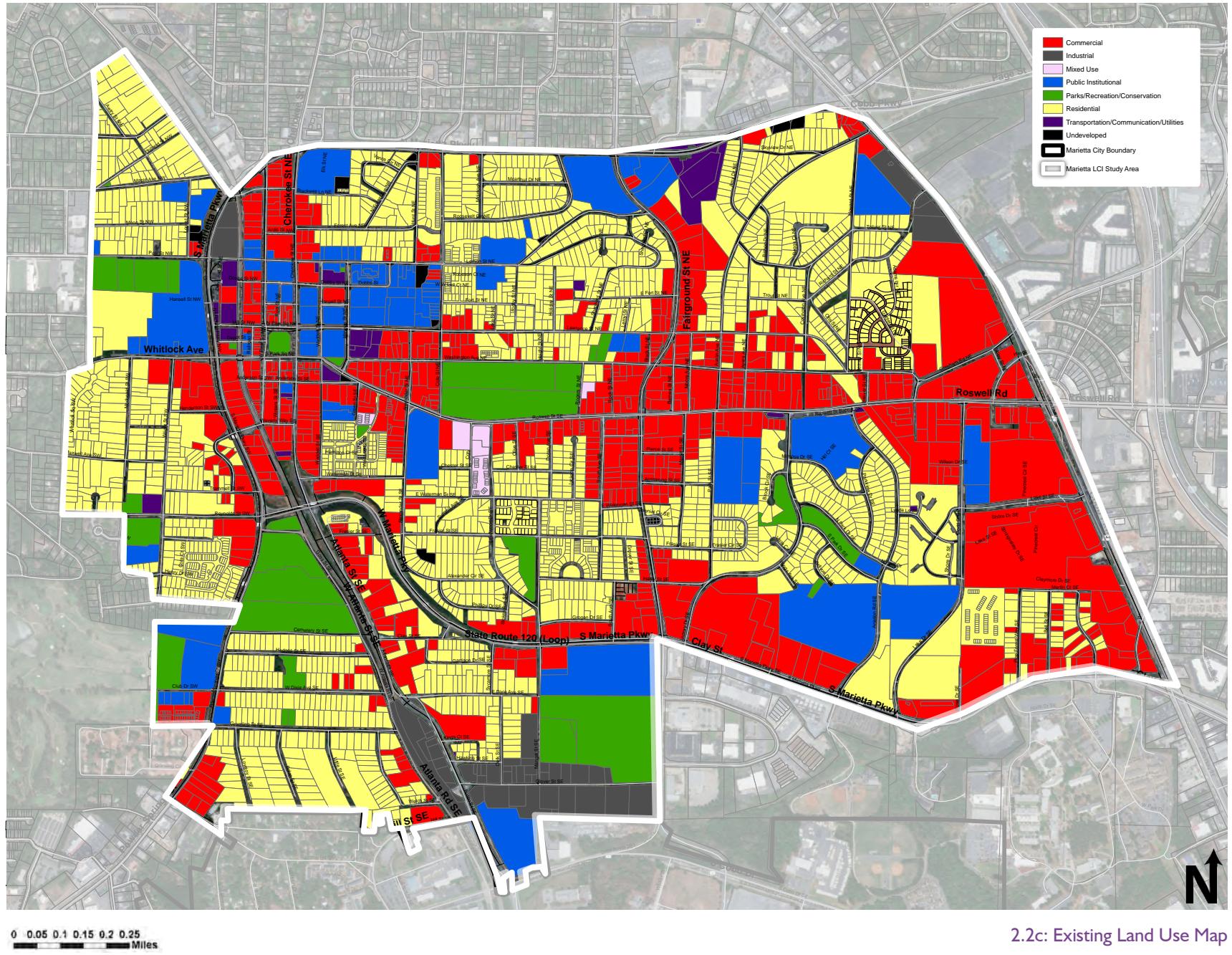


2.2b: Existing Land Use Percentage Distribution

#### Parks/Recreation/Conservation

Parks/Recreation/Conservation accounts for the third largest land use designation in the study area (13.67%). The majority of this land is covered by the three cemeteries; Marietta Confederate Cemetery, Marietta National Cemetery, and the Mountain View Park Cemetery. Other parcels include Larry Bell Park, Cobb County Perry Parham Park, Joe Kirby Park, Victory Park, Henry Memorial Park, and the Golf course for Marietta City Club.

## Existing Land Use Map



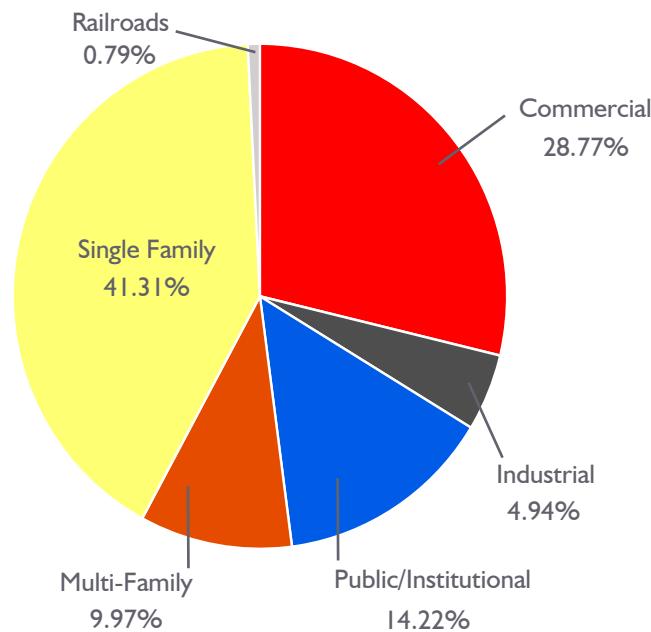
### Existing Zoning - Consolidated

Figures 2.2d and 2.2e provide an overview of the currently adopted zoning categories in the Marietta LCI study area combining uses, such as all single-family residential zoning categories consolidated into one zoning category. The following section shows a full breakdown of categories according to the Marietta zoning ordinance.

Residential (single and multi-family) zoning makes up about 50% of the land area. Commercial zoning follows at 30%, followed by public/institutional zoned property at 14%.

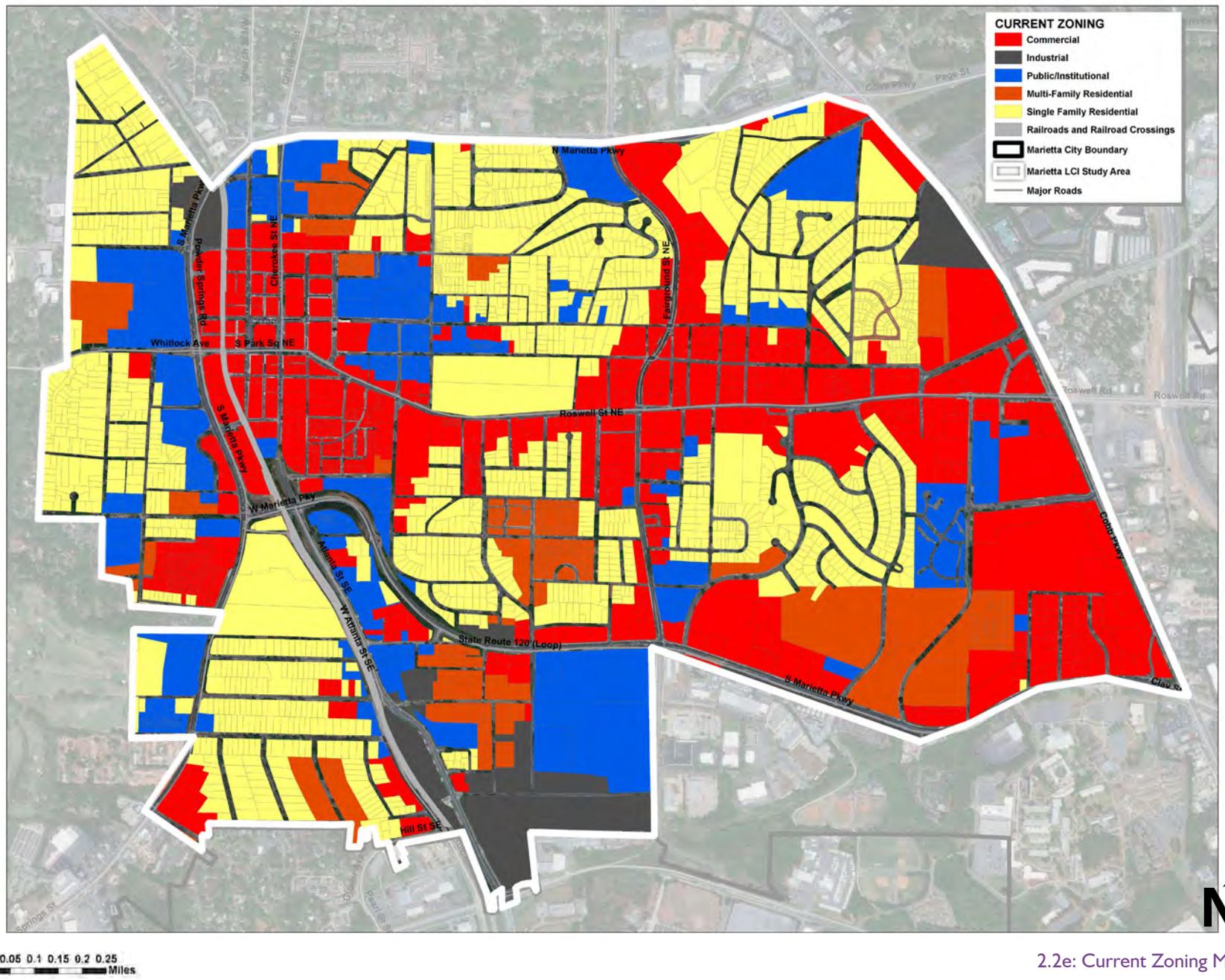
This similarly follows the existing land use analysis, in the previous section, with Residential at 42%, Commercial at 28%, and Public/Institutional at 11%. The difference in zoning and land use Residential percentages may be due to the fact that there does not exist a zoning category for Parks/Recreation/Conservation. These land uses are primarily zoned Residential in the City's current zoning ordinance.

### Zoning Land Area Percentage Breakdown



2.2d: Zoning Percentage Breakdown

## Current Zoning Map

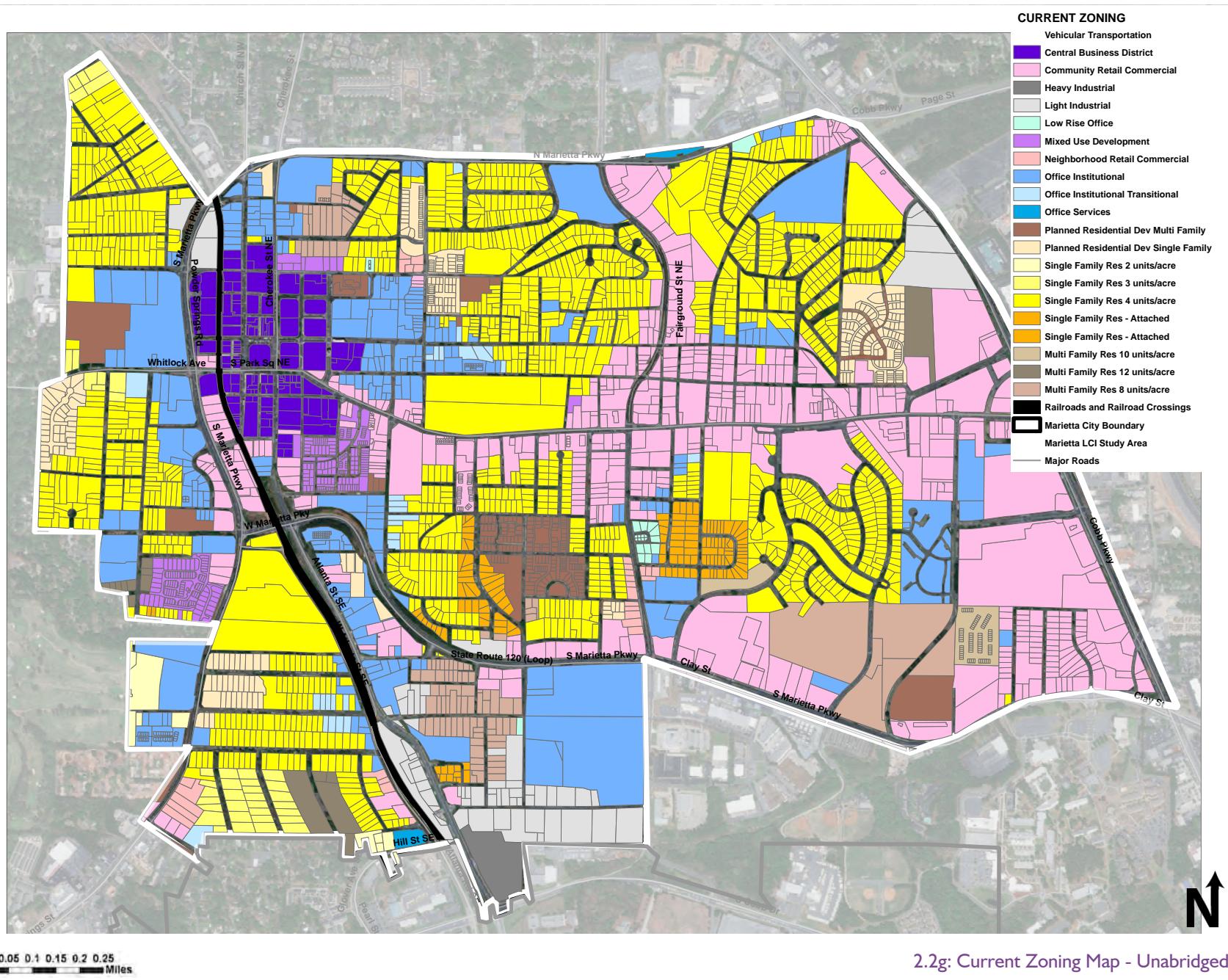


### Existing Zoning

Figures 2.2f and 2.2g provide the unabridged zoning in the study area for a detailed understanding of the development typology. Figure 2.2g lists all of the zoning categories with descriptions.

Zoning Description	Zoning Name
Central Business District - Maximum Building Height: 85 feet	CBD
Community Retail Commercial - Minimum Lot Size: 20,000 sq. ft., Maximum FAR: 0.50	CRC
Heavy Industrial - Minimum Lot Size: 40,000 sq. ft., Maximum FAR: 1.0	HI
Light Industrial - Minimum Lot Size: 20,000 sq. ft., Maximum FAR: 0.50	LI
Low Rise Office - Minimum Lot Size: 15,000 sq. ft., Maximum FAR: 0.50	LRO
Mixed Use Development - Minimum Tract Size: 5 acres	MXD
Neighborhood Retail Commercial - Minimum Lot Size: 10,000 sq. ft., Maximum FAR: 0.30	NRC
Office Institutional - Minimum Lot Size: 20,000 sq. ft., Maximum FAR: 0.75	OI
Office Institutional Transitional - Minimum Lot Size: 10,000 sq. ft., Maximum FAR: 0.30	OIT
Office Services - Minimum Lot Size: 40,000 sq. ft., Maximum FAR: 0.75	OS
Planned Residential Development Multi-Family - Minimum Tract Size: 5 acres	PRD (MF)
Planned Residential Development Single Family - Minimum Tract Size: 3 acres	PRD (SF)
Single Family Residential - 2 units/acre	R-2
Single Family Residential - 3 units/acre	R-3
Single Family Residential - 4 units/acre	R-4
Single Family Residential - Attached	RA-4, RA-6, RA-8
Multi-Family Residential - 10 units/acre	RM-10
Multi-Family Residential - 12 units/acre	RM-12
Multi-Family Residential - 8 units/acre	RM-8
Railroads and Railroad Crossings	RRX

## Current Zoning Map - Unabridged



### Future Land Use Map

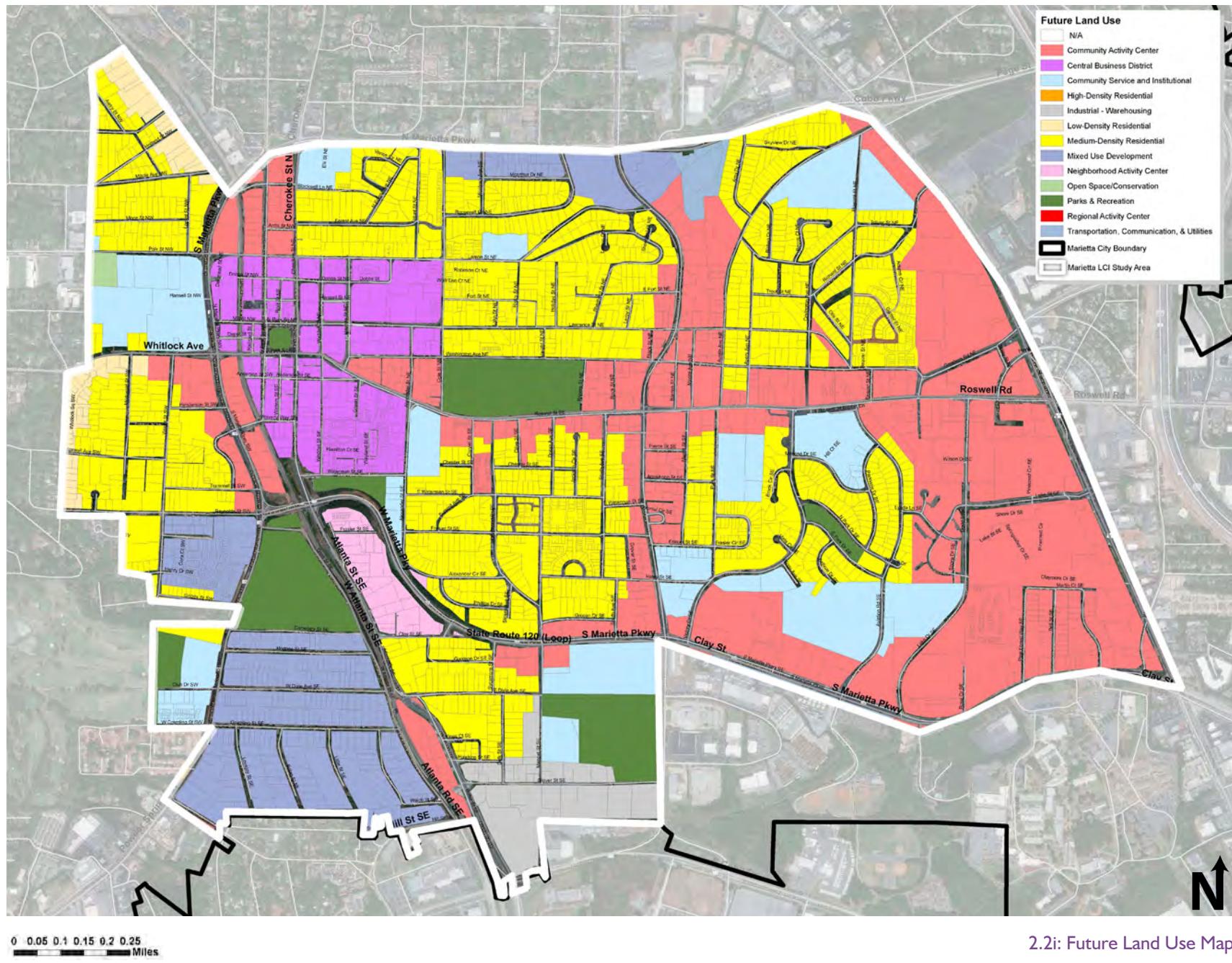
The City of Marietta adopted their Comprehensive Plan Update in October 2017. Figures 2.2h-i illustrate the future land uses presented in the comprehensive update. Figure 2.2h provides a summary of the future land uses along with a list of complementary zoning categories.

Prominent land uses in the study area include Central Business District, Community Activity Center, and Mixed Use Development.

### Future Land Use Description

Land Use Code	Description	Appropriate Land Uses	Corresponding Zoning District
Community Activity Center	Purpose is to provide for areas that can meet the retail and service needs of several neighborhoods and offices	Low to medium intensity office, retail and commercial; limited residential	CRC, LRO, OI, OS, PCD, and MXD
Community Service and Institutional	Primary uses should be oriented toward the provision of public, quasi-public, or non-profit services and supporting features	Local, state, or federal government uses; institutional land uses	OI, OIT
High-Density Residential	9 to 12 dwelling units/acre	Apartments and Condominiums	RA-6, RA-8, RM-8, RM-10, RM-12, and PRD (MF)
Industrial Warehousing	Should be located close to major arterials, and interstate-75; not to be located immediately next to residential	Office warehouse and distribution uses	LI, OS, PID
Low-Density Residential	Maximum 4 dwelling units/acre	Single Family Detached Housing	R-1, R-2, R-3, and PRD (SF)
Medium-Density Residential	5 to 8 dwelling units/acre	Single Family Detached Housing, Clustered Housing, and/or Town Homes	R-4, RA-4, RA-6, PRD (SF)
Mixed Use Development	Planned development with compatible mix of uses, well-designed buildings, pedestrian-oriented amenities	Both residential and non-residential uses catered towards building activity centers	PRD, MXD
Neighborhood Activity Center	Small scale commercial establishments with buildings less than 10,000 sq. ft. in size	Low Intensity Office and Retail	NRC, OIT, PCD, and MXD
Open Space/Conservation	Purpose is to identify existing greenspace, to preserve suitable areas, and to protect environmentally sensitive lands	Environmentally sensitive lands, existing and potential wildlife habitats, floodplains, stream buffers, greenways, or green pockets within the community	-
Parks & Recreation	Accessible to nearby residential units, scale and use to be compatible with surrounding residential units	Public parks and recreational facilities	-
Regional Activity Center	Purpose is to provide for areas that can support high intensity of development serving regional markets and trade areas	Medium to high intensity office/or retail; limited residential; TOD encouraged when located near mass transit	RRC, OHR, RHR, PCD, and MXD
Transportation, Communication & Utilities	Purpose is to provide for airports, rail, and bus facilities, power substations, radio and television facilities, and other utility land uses	Public and quasi-public infrastructure facilities	LI, HI, PID

# Future Land Use Map



## Facts and Analysis

## 2.2i: Future Land Use Map

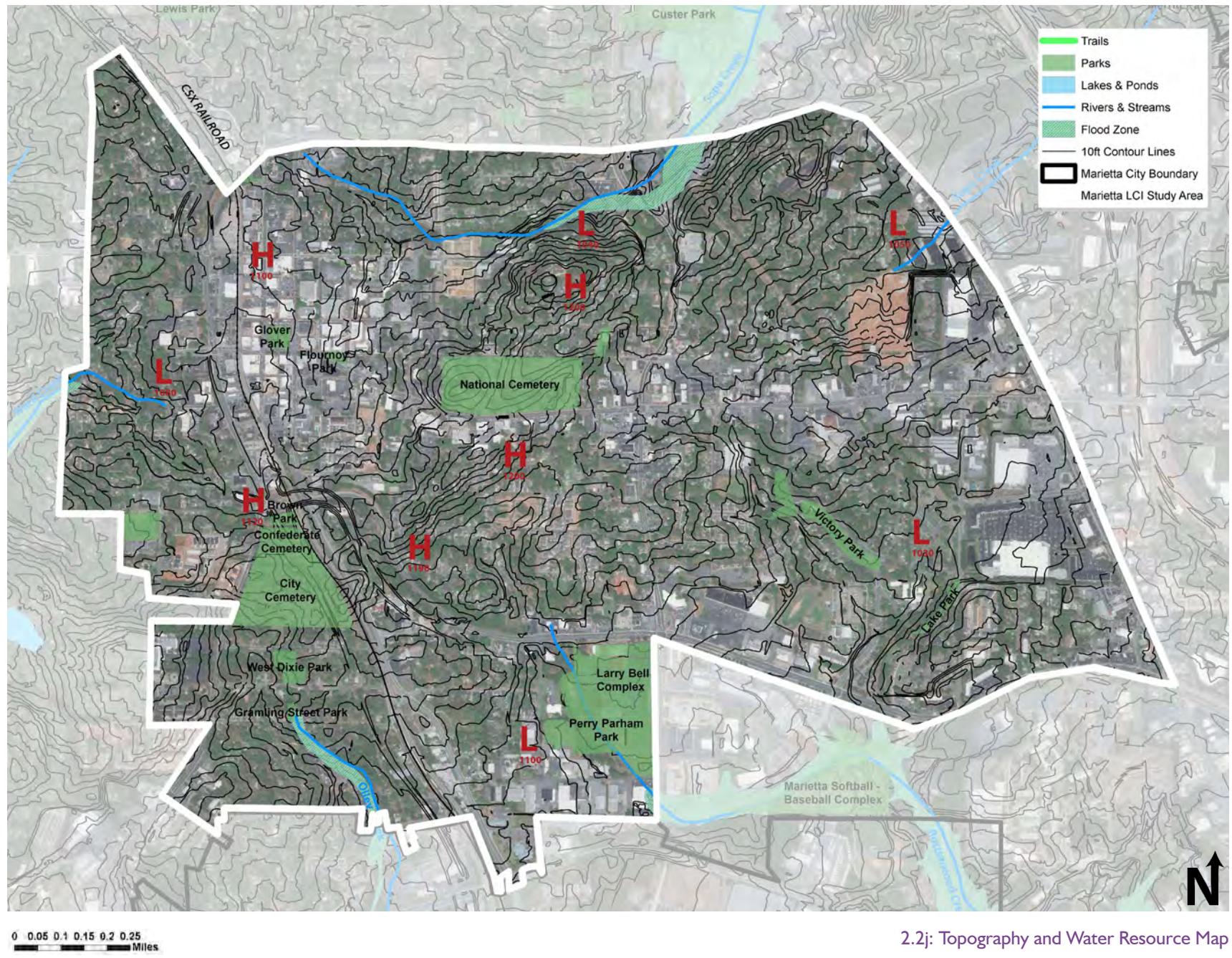
## Land Conditions

### Topography

Figure 2.2j illustrates the topography and hydrology features of the study area. The highest points are located at the CSX Railroad ridge on the west side of the study area.

The lowest points align with creeks in the study area. To the north and northeast is Sope Creek, and its branches. Rottenwood Creek lines the southern portion of the study area and Ward Creek at the southwestern.

## Topography and Water Resource Map



## Economic Development - Tax Allocation Districts

Figure 2.2k identifies economic development tools that have been used in and near the study area. Identified in this map are the boundaries of the Downtown Marietta Development Authority, the City Center South Renaissance Tax Allocation District (TAD), and the City Center Perimeter TAD.

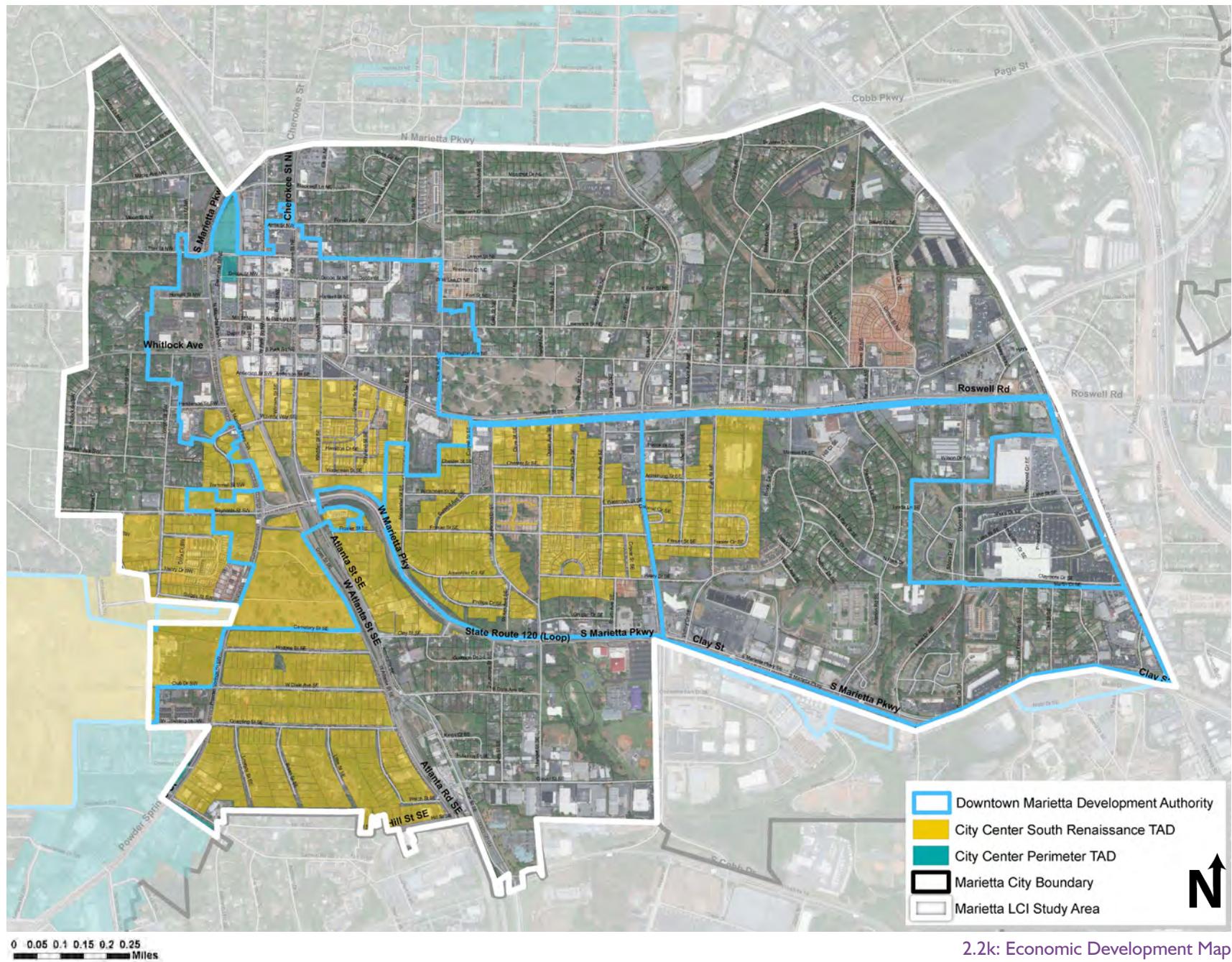
**Tax Allocation Districts**, or TADs, are specially designated areas where local governments can finance infrastructure and other redevelopment initiatives by selling bonds. The resulting property tax revenues from the redevelopment activities, which is known as the “tax allocation increment”, go back to the local government. The cities or counties can then take this revenue towards paying off the bonds.

The City of Marietta contains multiple TADs, but the primary TAD in the study area is the City Center South Renaissance TAD.

The **Downtown Marietta Development Authority** is a committee established by the General Assembly to work on the redevelopment of private property projects in the Downtown Marietta District. The Authority may levy and collect taxes and exercise eminent domain in the defined district (as shown in Figure 2.2k). It has the power to: buy, acquire, develop, improve, own, operate, mortgage, etc. land, buildings and property of all kinds, to employ engineers and planners, contract for construction of buildings and roads, issue bonds and/or revenue certificates.

If a project lies outside of the DMDA's boundaries, the **Marietta Development Authority** has jurisdiction and can be used in manners similar to the DMDA. The Marietta Development Authority is a seven member committee elected by City Council. Its goal is to develop and promote for the public good and general welfare trade, commerce, industry, and employment opportunities in the City of Marietta.

## Economic Development Opportunities



### Economic Development - Opportunity Zones

Figure 2.2I illustrates the location of both federal and state Opportunity Zones in the study area.

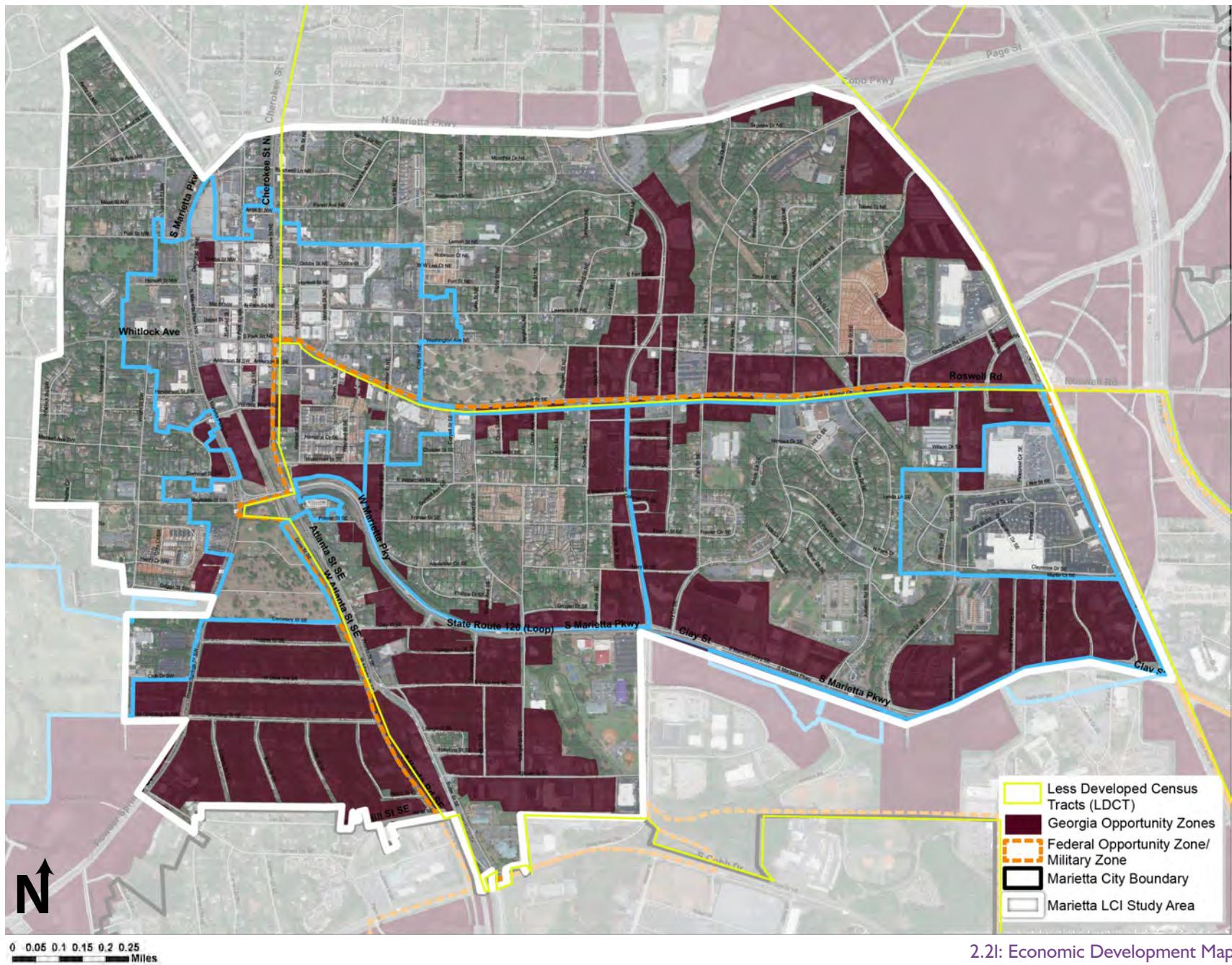
**Federal Opportunity Zones (FOZ)** are economically-distressed communities where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as Opportunity Zones if they have been nominated for that designation by the state and that nomination has been certified by the Secretary of the U.S. Treasury via his delegation of authority to the Internal Revenue Service. They are designed to spur economic development and job creation.

**State Opportunity Zones (SOZ)** are districts designated by the Georgia Department of Community Affairs (DCA) that are within or adjacent to a census block group with 15% or greater poverty where an enterprise zone or urban redevelopment plan exists. Local governments which undertake redevelopment and revitalization efforts in certain older commercial and industrial areas can now qualify those areas for the State's maximum job tax credit of \$3,500 per job. The incentive, which is available for new or existing businesses that create two or more jobs, is a Job Tax Credit which can be taken against the business's Georgia income tax liability and payroll withholding tax.

A **Military Zone** lies within the Federal Opportunity Zone in the study area, covering the same area as the Federal OZ, because of the Dobbins Air Reserve Base. The DCA also determines Military Zones and they receive the same tax credits as Opportunity Zones. A Military Zone can be applied to census tracts that are located adjacent to a military base and have pervasive poverty of at least a 15 percent poverty rate, as reflected in the most recent decennial census, to receive the highest benefit level allowed under the Job Tax Credit Program. Military Zones also provide for the credit to be available to any business of any nature, as long as all other program requirements are met.

In addition to being eligible for the Georgia Job Tax Credit Program through the SOZs and the Military Zone, the study area lies inside multiple **Less Developed Census Tracts (LDCTs)**. Eligible Business Enterprises in LDCTs must create at least five net new jobs in a tax year and those jobs must be full-time, permanent, and at least 35 hours/week. The average wage of each of the new jobs must pay at least the average between the lowest wage of the county and the lowest average wage in the state. Each job created can qualify for \$3,500 in tax credits and may be applied against corporate income tax liability.

# Economic Development Opportunities



## 2.2I: Economic Development Map

## 2.3 Transportation & Infrastructure Analysis

This section describes existing conditions and understanding of the transportation network and operations within the study area. This includes traffic operations, bicycle and pedestrian facilities, street networks, and access to public transit. It also includes a summary of ongoing initiatives focused on improving the regional and local transportation system and potential opportunities for Marietta.

### Neighborhood Travel Profile

Based on data from the 2017 and 2010 American Community Survey (ACS) on journey-to-work patterns (itself based on US Census tract data) automobile use is predominant in the transportation system, much as it is throughout

MEANS OF TRANSPORTATION TO WORK	2010	2017
Public transportation (excluding taxicab)	4%	3%
Bicycle	0%	0%
Taxicab, motorcycle, or other means	4%	4%
Walked	6%	5%
Worked at home	3%	5%
Carpooled	17%	16%
Drove alone	63%	67%

Figure 2.3a: Modeshare Change (2010-2017)  
Source: ACS Data, Commuting Characteristics

the Atlanta region. Over half of residents predominantly depend on their cars to get to work, with around 70 percent of the local population driving alone. 16 percent carpool, five percent work at home, and only three percent take public transportation. Four percent of residents take a taxicab or other similar means of travel to get to work—although the Census and American Community Survey have not defined a specific category of travel mode for transportation network companies (TNCs, or ride-hail services such as Uber and Lyft that have come to prominence since 2010), it is generally assumed that ACS respondents who use these modes select taxis as their preferred travel option. Since 2010, these modeshare trends have remained consistent, the most notable change being in the share of workers who work at home. This is indicative of another growing trend in the American economy affecting transportation, and it suggests that the balance of transportation throughout a typical day may be changing away from the typical peak hours of work commuting (albeit to a small degree).

Although the LCI Study Area only comprises relatively four small portions of four separate Census tracts, data reflects a larger community travel profile reflecting more of Marietta. Nonetheless, it is still a useful metric to better understand travel trends and mode shares of all trips being made, both locally and within the surrounding community.

### Street Network

As the LCI study area includes Marietta's historic downtown and adjacent neighborhoods, its street

network is highly connected and features many different travel routes, a human-scale spacing of blocks and intersections, and a mix of different street types. With a high degree of sidewalk coverage throughout the area, as discussed in the following section on the walking and bicycle network, central Marietta is a walkable district that offers strong potential for reducing short trips by driving, one of the core tenets of the LCI program.

Nonetheless, changes to the street network since its original platting and development have introduced more auto-oriented travel patterns, especially the Marietta Loop (North and South Marietta Parkways) first planned in the 1960s and constructed in segments through the end of the 1980s. In addition, two key streets in downtown Marietta—Church and Cherokee Streets—were converted to one-way traffic operations to facilitate flow in and out of downtown.

Marietta Parkway circles downtown Marietta and offers a higher-capacity set of travel options from the City's central government business district to Interstate 75, though its five-lane typical street section is notably larger than many of the neighborhood streets immediately around the downtown square. It also carries the highest traffic volumes in the overall study area, with over 40,000 vehicles per day in the sections west of the downtown square.

Streets such as Marietta Parkway create challenges for downtowns by introducing a different set of travel speeds and traffic characteristics from what is typical in downtown environments, where streets serve a broad set of users and tend to carry

lower speeds. Furthermore, the spacing of traffic signals and protected crossings on streets like Marietta Parkway limit the natural connectivity that the rest of Marietta's street network provides.

### Crash Locations

Figure 2.3b illustrates crash locations based on crash data from 2014 through 2018, collected by public safety agencies and made available through the Georgia Department of Transportation. High concentrations of crashes are located around Marietta Square, Brown Park and the Marietta Confederate Cemetery, around the Roswell/Fairground intersection, around the South Marietta Parkway/Fairground intersection, and along Cobb Parkway south of Roswell Street.

Crashes occur most frequently on Tuesdays, Fridays, and Wednesdays, though the peaks of crash occurrence vary by location. For example, Marietta Square experiences the highest amount of crashes on a Tuesday, whereas the commercial district with the Trade Center experiences high crashes on a Friday.

During the five-year period of crashes analyzed in the LCI study area, 64 crashes involved pedestrians, around one quarter of which occurred on or within a block of Marietta Square. This is a striking concentration given the much larger size of the study area and the generally low vehicle speeds expected on and around the square. However, as with any corridor or intersection, higher volumes of travelers (whatever their travel mode) are usually accompanied by higher numbers of crashes, and Marietta Square is one of the study area's most active pedestrian districts.

### Marietta Square crashes

Marietta Square in particular has a high number of crashes—including pedestrian crashes—that belie its street character of slow speeds and a walkable environment. Further analysis of crash data, while not providing detail to understand each individual incident, suggests that driver confusion, unconventional intersection designs, and a high demand for parking (especially on-street parking) are likely factors.

Nearly 250 crashes occurred on or on streets approaching Marietta Square during the study period, and very few of these (33 crashes, or 13 percent of the total number) involved an injury. This is generally due to these crashes occurring at low speeds. However, it points to challenges with traffic operations and potentially even driver attention in a high-activity area where pedestrians, parking access, and intersection layout add complexity to motorist circulation.

### Crash Severity

Of particular note in the study area are the crashes involving injuries or fatalities. Four crashes in the study area resulted in fatalities, and three of these were pedestrians killed by vehicles, with two of these occurring on the Marietta Parkway loop. In all, there were over 900 reported crashes that can be categorized as most severe (resulting in injuries or fatalities). Twenty-two percent of the most severe crashes occurred near the Trade Center and along Cobb Parkway, and over one-third of these occurred on the Marietta Parkway loop.

The maps on the following pages illustrate the

locations of crashes as well as their severity and whether they involved bicyclists or pedestrians. The table that follows them (in Figure 2.3e) provides detail of selected high-crash locations and outlines potential factors that may be contributing to crash severity or frequency.

### Roadway Capacity & Volumes

The map on the following page illustrates major streets by their number of travel lanes, underscoring the strength of the local street network in meeting travel demand but also the difference between major thoroughfares such as Cobb Parkway and Marietta Parkway and the local streets making up much of the study area. These larger streets have capacity for higher traffic volumes, but they also have fewer signalized intersections and other forms of traffic control that constrain their capacity.

Daily traffic volumes collected and reported by the Georgia Department of Transportation are available for major streets in the study area, including Marietta and Cobb Parkways, Roswell Street and Fairground Street. Figure 2.3g provide detail on daily traffic volumes on these streets. Overall, the same bifurcation of street types between local streets and major thoroughfares like the Marietta Parkway loop is reflected in traffic volumes; streets such as Marietta Parkway, Powder Springs Street, and Cobb Parkway carry substantially higher traffic volumes than the local streets that make up the majority of Marietta's street network.

## All Crashes Within LCI Study Area

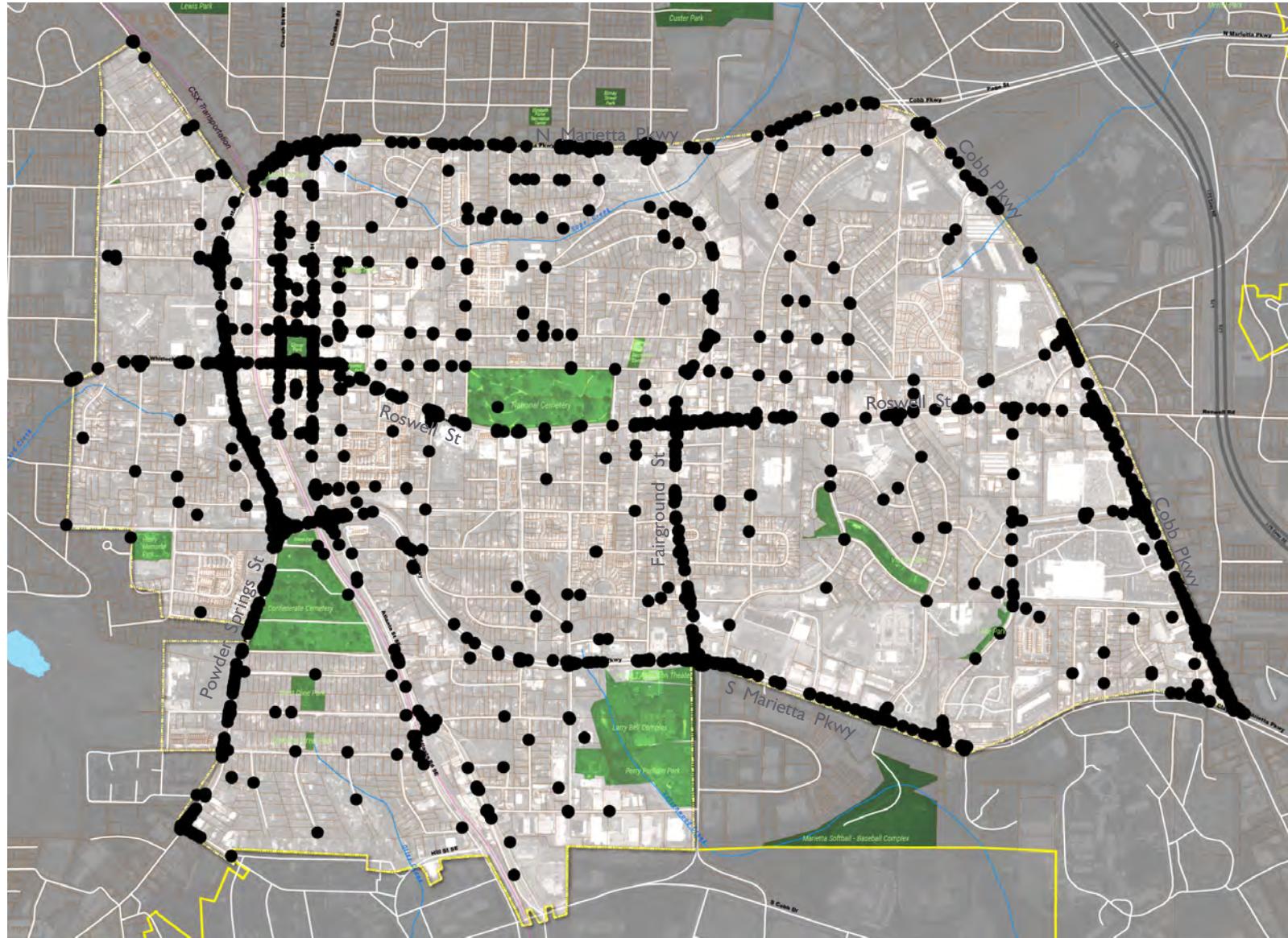


Figure 2.3b: Locations of all Crashes, 2014-18

## Crashes by Severity

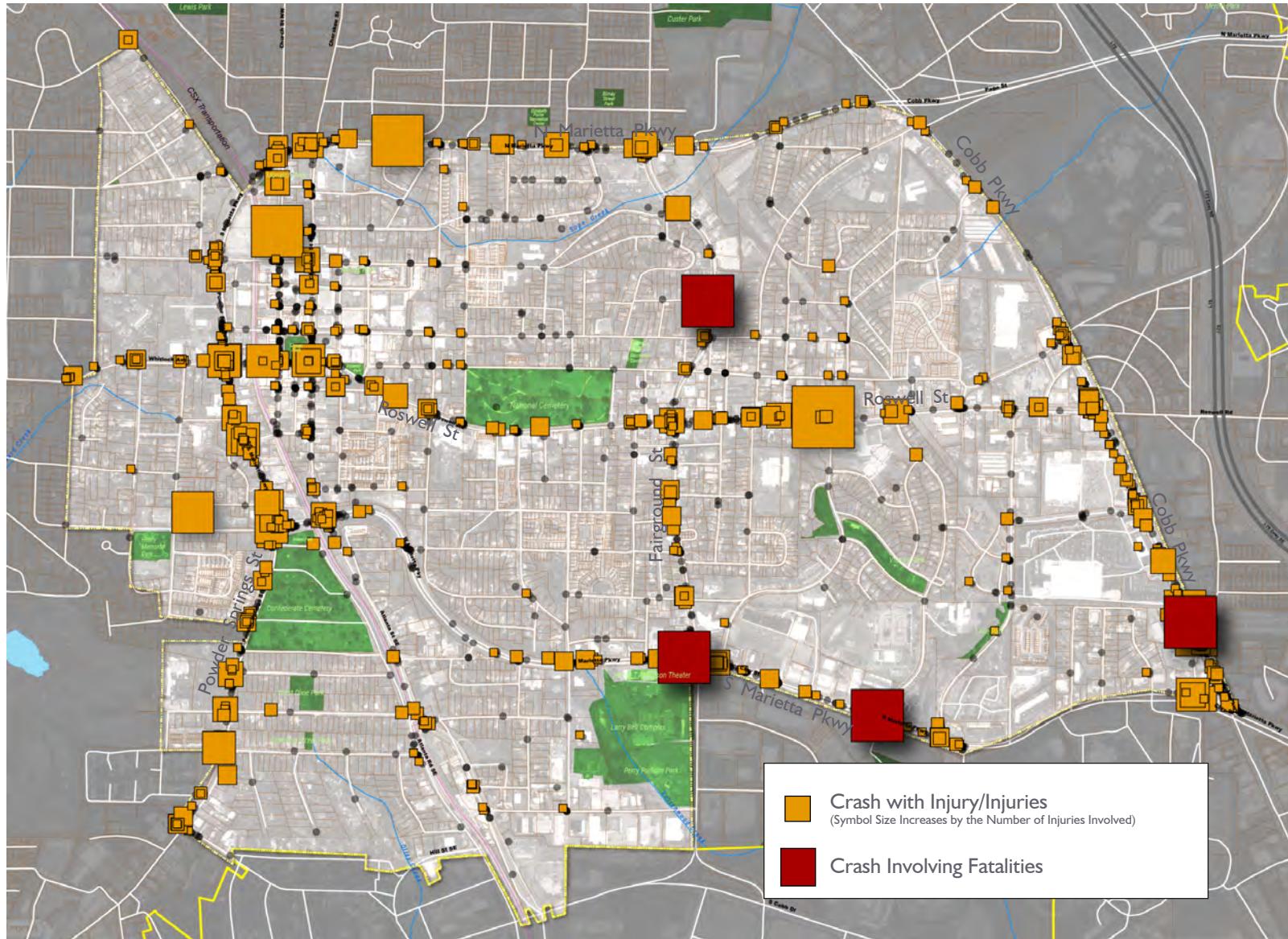


Figure 2.3c: Crashes by Severity

## Bicycle and Pedestrian Crashes

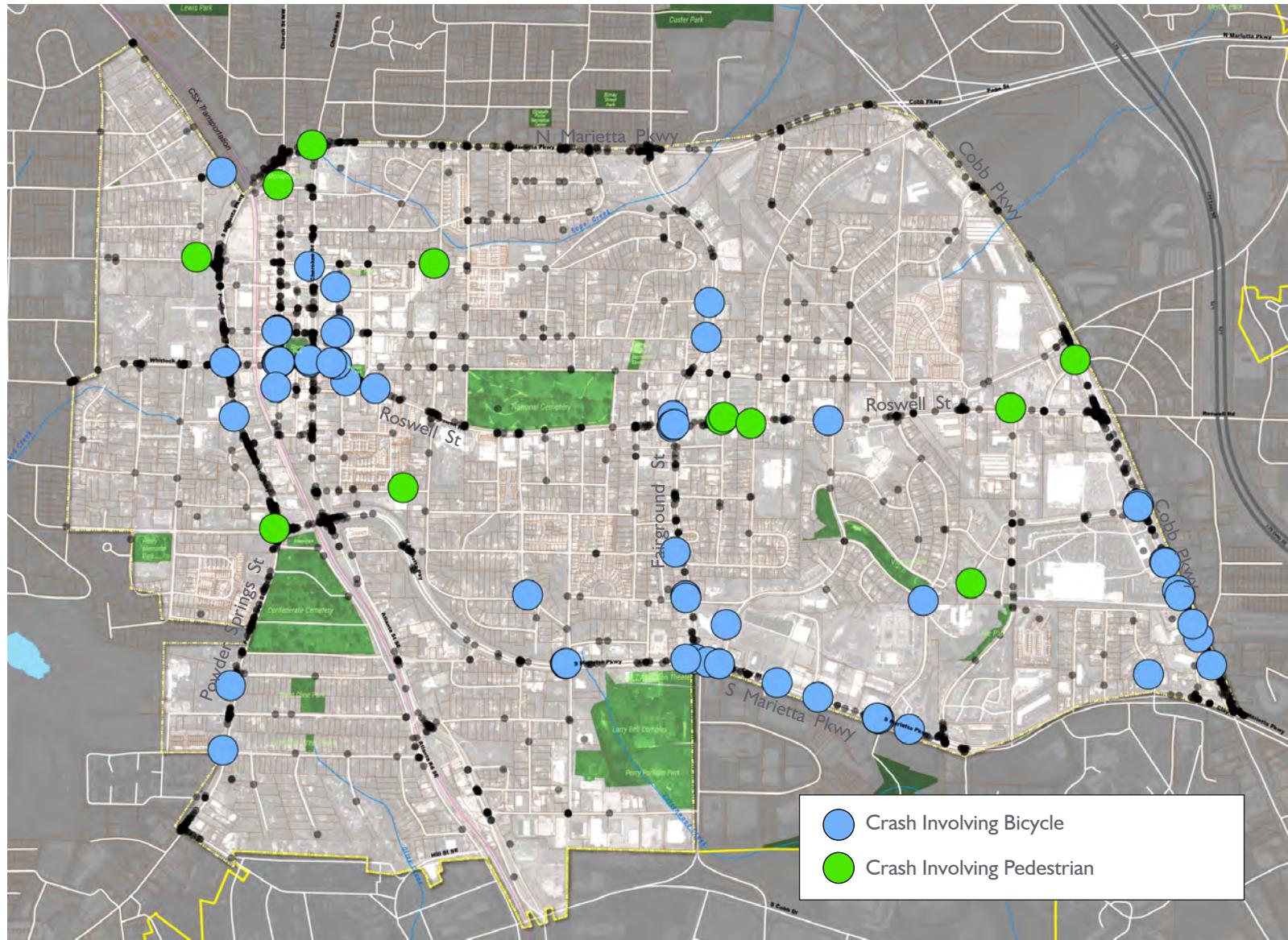


Figure 2.3d: Crashes involving Bicycles and Pedestrians

INTERSECTION	NUMBER OF CRASHES	INTERSECTION DESIGN ISSUES & OPPORTUNITIES
Whitlock Avenue Southwest at North Marietta Parkway Northwest	413	<ul style="list-style-type: none"> <li>Raise pedestrian refuge islands</li> <li>Corner radii designed for high-speed turns</li> </ul>
Marietta Square & Roswell Street Northeast at East Park Square	62	<ul style="list-style-type: none"> <li>Angle parking could be one of the causes of increased crashes as cars backup into oncoming ped &amp; bike traffic. Potential to remove on-street parking around the square and increase the park/square</li> <li>Westbound right-turn on Roswell Street Northeast cuts into handicapped parking on the northeast corner of East Park Square. A curb extension (bulb-out) or planting could be implemented to improve the right-turn angle</li> <li>Potential for more traffic calming infrastructure around the square (planting, bulb-outs, narrow corner radii, gateway treatments, speed tables)</li> <li>Consider changing East and West Park Square to two-way streets to help calm traffic</li> <li>Streets around square are too wide, potential to remove certain travel lanes and convert to dedicated bicycle or transit lanes</li> <li>Certain crosswalks are long (+80-feet), potential to add pedestrian refuge or speed table to improve walking conditions</li> <li>Corner radii designed for high-speed turns</li> </ul>
Fairground Street Southeast at Roswell Street Northeast	85	<ul style="list-style-type: none"> <li>No bicycle amenities for Roswell Street Northeast shared lane. Potential to paint bicycle lanes or sharrows</li> <li>Expand bulb-out at northeast corner to slow right-hand turn from Roswell Street Northeast</li> <li>No pedestrian refuge for 80-feet crosswalks. Potential to implement refuge or tighten crosswalks</li> <li>Corner radii designed for high-speed turns</li> </ul>
Fairground Street Southeast at South Marietta Parkway Southeast	203	<ul style="list-style-type: none"> <li>No conflicting turning movements removes pedestrians from high-speed turns</li> <li>Potential for another median or pedestrian refuge at 90-foot western crosswalk on Fairground Street Southeast</li> <li>Corner radii designed for high-speed turns</li> </ul>
Cobb Parkway Southeast at White Avenue South and Freys Ginn Road Southeast	227	<ul style="list-style-type: none"> <li>Crosswalks are not designed up to NACTO design guidelines. Potential to upgrade crosswalks</li> <li>No pedestrian refuge for the +100-feet crosswalks. Potential to implement refuge or median</li> <li>Limited to no sidewalks at intersection corners. Potential to continue sidewalks from crosswalk ramps to further down Cobb Parkway Southeast and Freys Ginn Road Southeast</li> </ul>

Figure 2.3e: Study Area Key Intersections with Bicycle & Pedestrian Crash Clusters

### Parking System

The LCI study area contains a high amount of parking, owing primarily to the presence of major City of Marietta and Cobb County government facilities near the Marietta Square. Although neighborhood streets mostly do not park on-street, as most residences have private driveways or garages. Within Downtown Marietta, on-and off-street parking facilities are under private, City, County, or Downtown Marietta Development Authority (DMDA) control. As the Cobb County parking decks (with a total inventory of 1,383 spaces) are changing from public to private control, deck arm gate times, rate structure, and monthly/reserved parking management will be adjusted to better reflect demand and increase parking revenue by approximately \$420,000. Instead of a flat rate of \$5, parkers will have the first 30 minutes free then fees kick in at \$1/hour with incremental increases to \$7/day for those who exceed two hours.

Within Downtown Marietta, surface lots are to be restructured to shift from public to private control, and from no restrictions to a 2-hour parking restriction for curbside parking.

Progressive parking best practices for private parking facilities such as in Marietta Square Market (MSM) are currently in place, as spaces are reserved for rideshare, shared parking for MSM visitors in office use “shoulder hours”, and shared parking agreements between neighboring companies and institutions.

## Selected Roads by Travel Lane Capacity

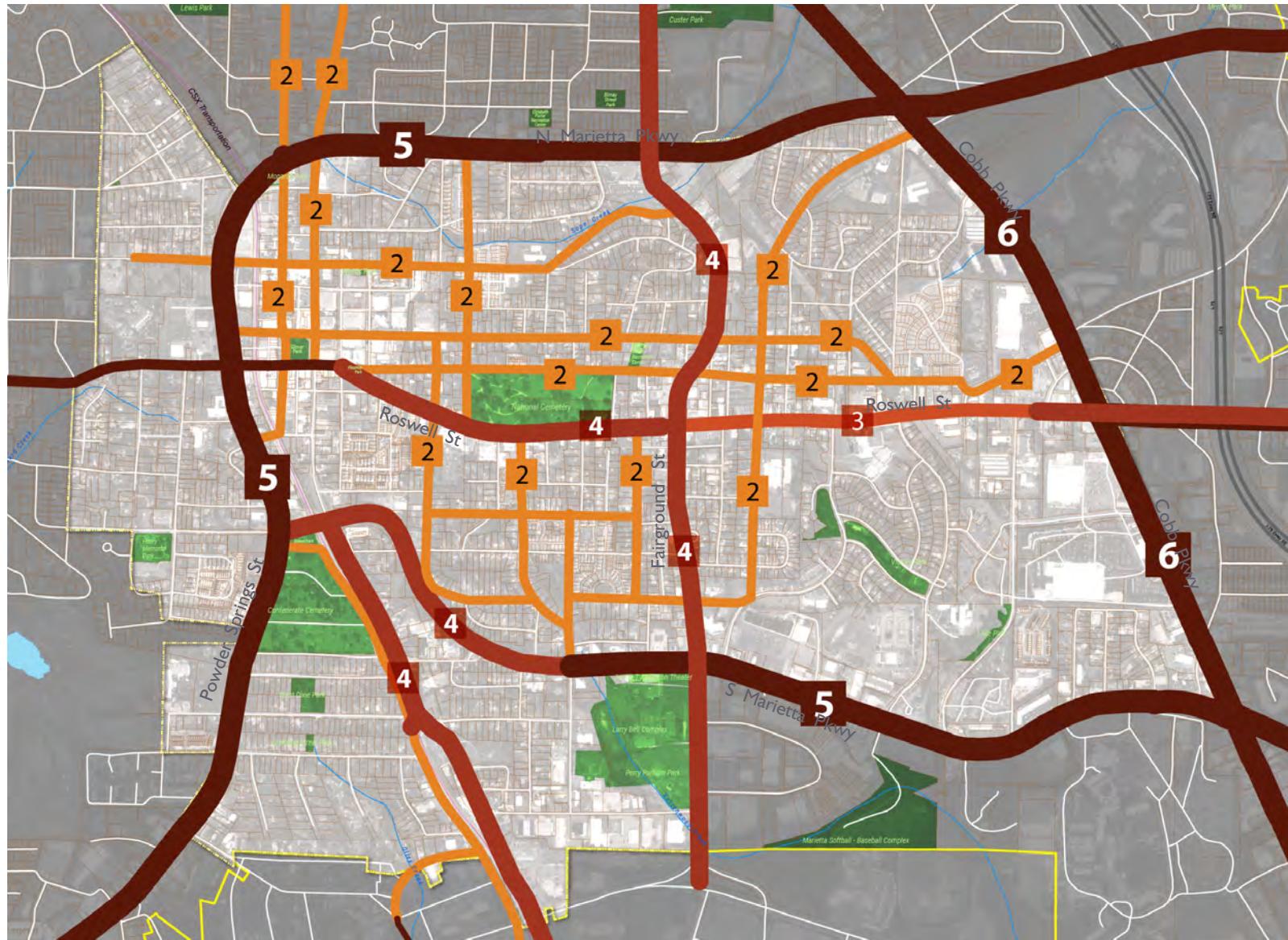


Figure 2.3f: Roads shown by number of lanes (including two-way left turn lanes)

## Major Roads by Daily Traffic Volume



Figure 2.3g: Roads by average daily traffic volume (GDOT Geocounts)

## Walking and Bicycle Network

The Study Area contains an adequate sidewalk network within Marietta Square and along major corridors near the CobbLinc Transfer Station. However; even for an older residential neighborhood, the residential area east of Fairground Street Northeast of the Study Area lacks pedestrian infrastructure to connect residents and visitors to Marietta Square. Other major thoroughfares, most notably Cobb Parkway, have no sidewalk infrastructure at all.

Crash cluster locations near Marietta Square, Cobb County Civic Center/Transfer Center, Trade Center/Greyhound Bus Station, and at Roswell Street and Fairground Street all have adequate pedestrian infrastructure, including newly designed curb cuts, ladder-style crosswalks, and pedestrian activated crosswalk systems. However, the Marietta Square angled parking, various medians, and long crosswalks might cause the concentrated bicycle and pedestrian crashes in the Study Area.

The study area is notable for its trail network, with three major regional trail systems connecting to central Marietta:

Kennesaw Mountain-Chattahoochee River Trail (the Mountain-to-River Trail), connecting Kennesaw Mountain with the Chattahoochee River. This trail also connects along Atlanta Road to the Silver Comet Trail, a long-distance regional trail connecting to Alabama.

Kennesaw Mountain Loop Trail, with implementation currently in progress and portions

existing along Powder Springs Street southwest of downtown Marietta.

The Rottenwood Creek Trail, currently in progress, connects to South Marietta Parkway through a series of connecting trail extents. This links the Marietta Loop to the City's higher education campuses southeast of downtown (KSU and Life University), and once completed will connect to the Cumberland employment district and SunTrust Park.

The Study Area consists of approximately three miles of dedicated bicycle lanes and bicycle-friendly roads along major corridors such as Roswell Street Northeast, South Marietta Parkway Southeast, and the Mountain-to-River Trail. The dedicated bicycle lane along the trail has adequate safety infrastructure such as fencing and lighting, however it lacks proper signage, sharrows or lane markings. Although it connects bikers from the eastern side of the Study Area across Marietta Square, the Roswell Street shared lane lacks sharrows or pavement markings to increase cyclist safety.

The Study Area does not offer a local bikeshare service, however there is potential to expand the Zagster bikeshare service that currently exists in Town Center CID, Smyrna, and KSU.

## Public Transit

### COBBLINC/COBB COMMUNITY TRANSIT (CCT) BUS SERVICE

The Cobb Community Transit Bus Service or CobbLinc, provides service across Cobb County and connects residents and visitors to Midtown and Downtown Atlanta. The 10 bus routes within

the Study Area include Routes 10, 10C, 15, 20, 30, 40, 45, 50, 100, and 101 all providing connections to popular destinations like Atlanta, Emory Hospital, Kennesaw Marietta Campus, Marietta Trade Center, Wellstar Cobb Hospital, and the Cumberland Mall. Bus stops are around 0.25 miles apart along major corridors within the Study Area, which is approximately a 5-minute walk. Headway during peak hour for routes servicing the Transfer Station range between 15-30 minutes.

Overall, despite the relatively high degree of transit coverage in the study area due to the CobbLinc Transfer Center on South Marietta Parkway, transit ridership is low. The Transfer Center has by far the highest ridership in the study area, and among the highest in the entire CobbLinc system, with over 3,000 daily boardings and alightings. However, the next most heavily-used stops within the Study Area average around 70 boardings and alightings per day. As seen in the table on page 60, the busiest stops by ridership primarily service routes 10 and 50, which connect riders to the Cumberland Mall. Existing bus stop amenities are limited, with bus shelters for weather protection located only at select stops such as the South Marietta Parkway/Fairground Street stop.

As with all public transit providers, CobbLinc also provides a Paratransit service Mondays through Saturdays. This allows eligible riders (typically persons with physical mobility limitations) access to a curbside, shared-ride service within a  $\frac{3}{4}$ -mile area surrounding local bus routes.

### REGIONAL AND NATIONAL BUS SERVICES

The Georgia Regional Transportation Authority

## Current Bicycle-Pedestrian Trail Network

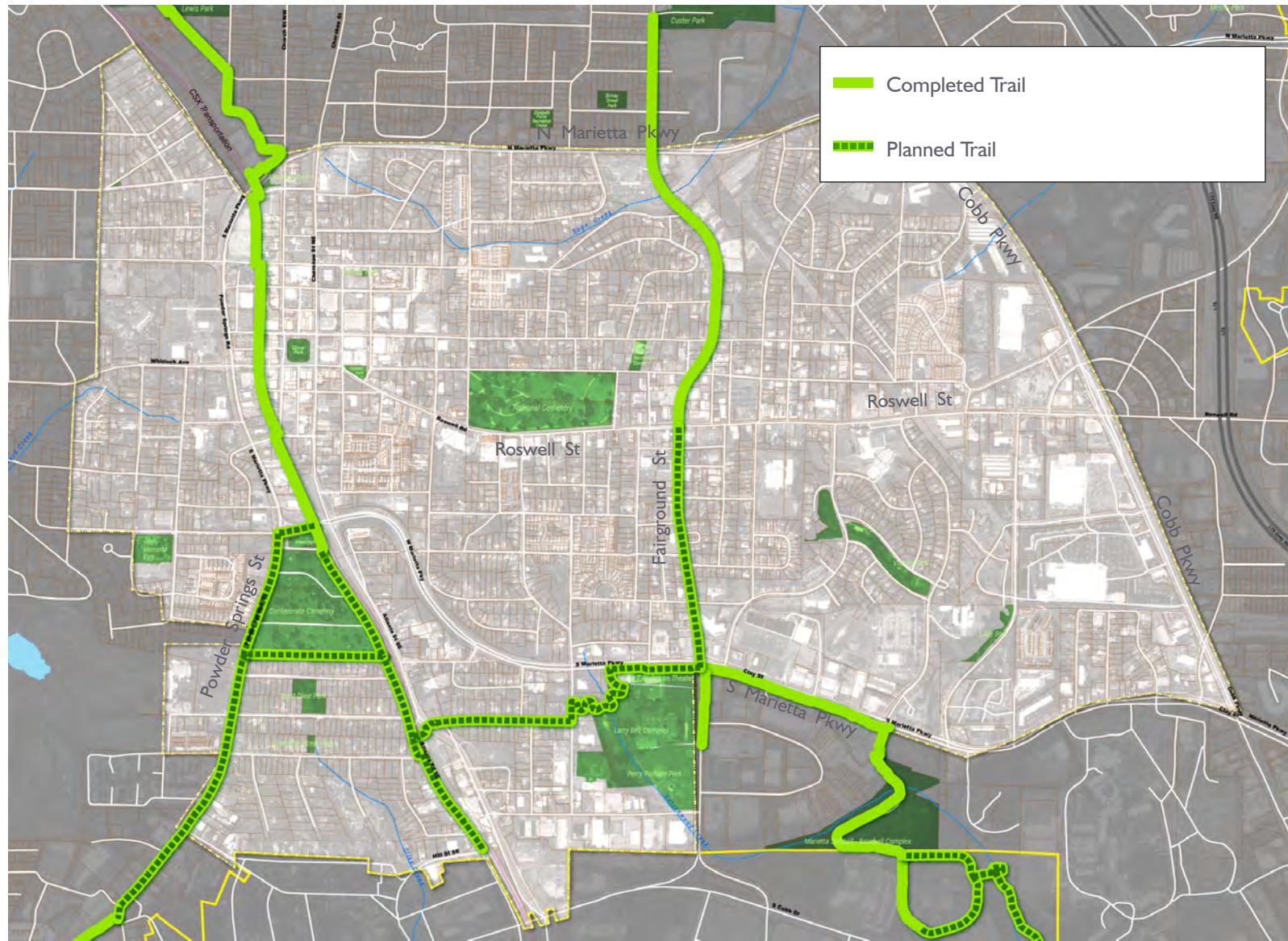


Figure 2.3h: Current trail network with status of completion

(GRTA) and Greyhound Bus provide regional and national bus service within the Study Area, located along South Marietta Parkway Southeast. Adjacent to Kennesaw State University, the Greyhound Bus station provides service to cities such as Atlanta, Cincinnati, and Chicago. The station has little amenities other than a holding room and parking spaces. The Marietta Transfer Station (Park & Ride Lot), which serves the GRTA Xpress regional bus connections through collaboration with CobbLinc bus routes 10, 10C, 15, 20, 30, 40, 45, 50, and 101, is located at South Marietta Parkway Southeast and Aviation Road Southeast. The Park & Ride lot provides bike racks and accessibility to a Blink Electric Vehicle Charging Station, and the Transfer Station has bus shelters.

### Rail Transit and Railroad Service

Although the Metropolitan Atlanta Rapid Transit

Authority (MARTA) is not located within the Study Area, residents and visitors can connect to MARTA rail stations such as the Arts Center Station and Hamilton E. Homes Station through CobbLinc Routes 10, 10C, 30, 100, and 101.

However, the LCI study area does include one of the Atlanta region's major freight rail corridors, the CSX line connecting Atlanta and Chattanooga (historically the Western and Atlantic Railroad first chartered by Georgia's General Assembly in the 1830s, giving rise to the settlement and growth of Atlanta). This is the busiest freight rail corridor in the Atlanta area, with multiple trains per hour and typically over 60 trains per day. Because of the early establishment of Marietta's central business district along this railroad, downtown Marietta includes a significantly higher number of grade crossings than what may be found in other parts of the region. This is also a much higher number of crossings than what most freight railroad

companies would allow or agree to today; and many peer communities in the Atlanta region (such as Chamblee and Doraville) have many more grade-separated rail crossings.

The high daily number of train movements through downtown Marietta means that streets and sidewalks are closed for movement while trains are passing, which was a key design feature in the creation of the Marietta Parkway loop, where both crossings of the railroad (both north and south of downtown Marietta) are grade-separated.

### Smart Technologies & Mobility Innovation

As the demand for residences, retail, and office space is growing within the Study Area, the City has the potential to leverage these development opportunities to enhance its smart mobility infrastructure. Creating a mobility safety application, implementing electric vehicle charging stations, promoting carshare to access popular destinations and local events and using Verizon smart city equipment for parking lots are all current measures the City has taken to connect modes and accommodate for new ones. In March 2018, Smart Cities Connect recognized the City of Marietta for the "Marietta "TravelSafely" cellular app, which helps decrease first responder response time, improve traffic flow, and better connect multimodal users. Using this momentum to create more dedicated bicycle paths and bikeshare connections, electric vehicle amenities, carshare facilities, and improved bus stop infrastructure will boost Marietta to become an innovative City and accommodate for future growth and development.

BUS STOP	ROUTES SERVED	AVERAGE WEEKDAY RIDERSHIP
S MARIETTA PKWY/FAIRGROUND ST (Part of the CobbLinc Transfer Center)	15, 30, 40, 45, 50	138
COBB PKWY/HOMELAND SELF STORAGE	10, 50	68
S MARIETTA PKWY/MARTIN CT	10	54
S MARIETTA PKWY/TECHNOLOGY PKWY	10	50
COBB PKWY/MARIETTA TRADE CENTER	50	48

Figure 2.3i: Top 5 CobbLinc Bus Stops by Ridership in the Study Area  
Source: Cobb County DOT

## Public Transit Route Network and Stops by Ridership

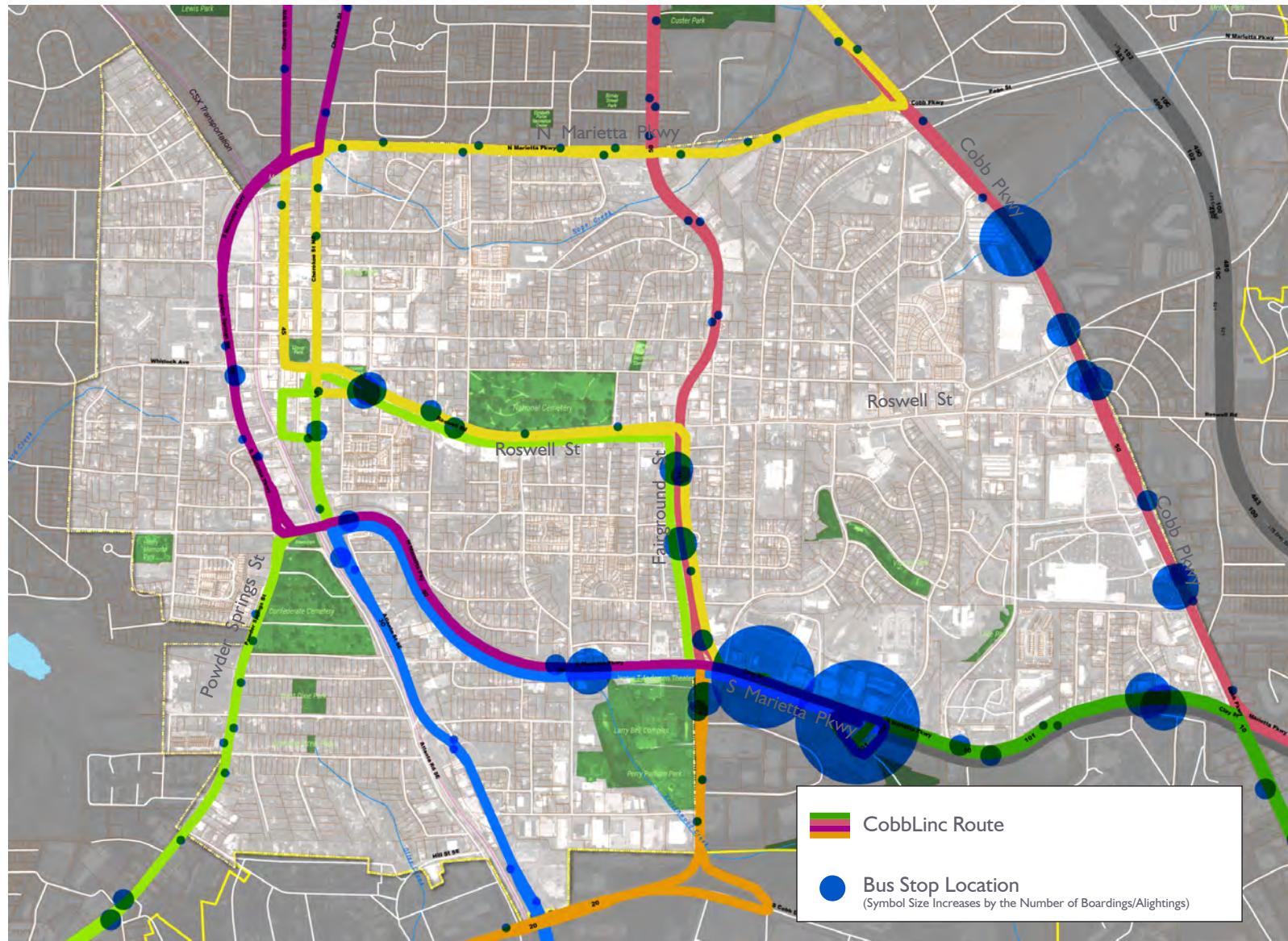


Figure 2.3j: CobbLinc Transit Routes

## 2.4 Market Analysis

### Background

As part of the larger Sizemore Group team, Noell Consulting Group (NCG) was retained to conduct a market analysis for the Marietta LCI Study Area; an area that includes Marietta's historic Downtown and is largely defined as that area within the Marietta Loop and Highway 41, and including some areas west of the loop and southwest as well. The area is largely developed, with a number of significant redevelopment efforts underway within the study area, and other areas well-positioned for redevelopment. Given this, value creation and justifying the lease rates, rents and home prices needed to support redevelopment will be critical to satisfying demand potential.

### Economics

The study area and environs close by are rich in jobs having more than 40,000 higher-paying (\$40k+) jobs within three miles of downtown. Included in this are jobs with Cobb County, the City of Marietta, Life University, WellStar Health System, First Data, Lockheed Martin Aeronautical and the Dobbins Air Reserve Base. These jobs create significant opportunities for a number of land uses, including housing (rental and for-sale), retail, lodging and office uses. As can be seen in Figure 2.4a, when compared to other peer downtowns in the Atlanta area, Marietta boasts the second highest job totals of the set.

Marietta's walkability (Downtown Marietta being the most walkable location in Cobb County, as shown in Figure 2.4b) will further enhance its opportunities

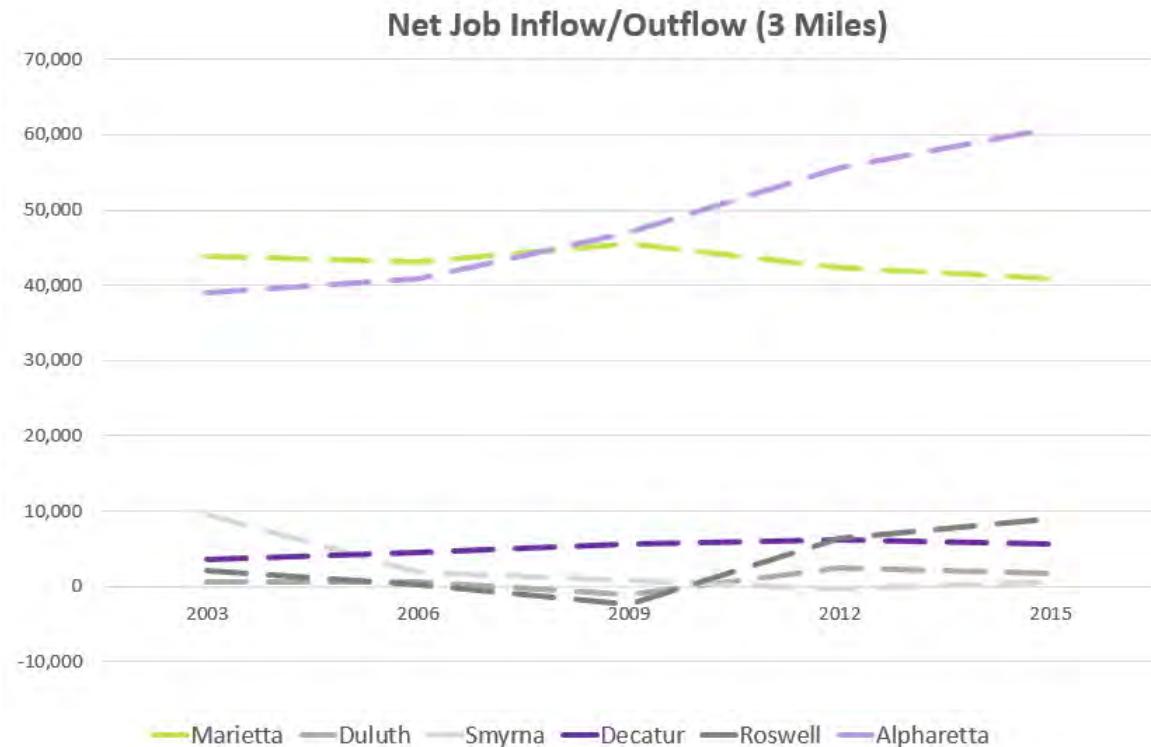


Figure 2.4a Net Job Inflow/Outflow (3 Miles)

to appeal to office and employment growth in the coming years. It will also enhance residential opportunities from move-down audiences to younger renters and buyers seeking a more lifestyle-driven location.

### Demographics

Marietta's increased level of walkable and small town charm have significantly ramped up interest in new residential development in the study area and

around Downtown. The City's ability to appeal to both move-down empty nesters from East and West Cobb, as well as its walkable appeal to Millennials and young families, has resulted in significantly changing demographics over the last few decades.

As can be seen in Figure 2.4c, while the Study Area demographics still lag Cobb and Metro Atlanta in key metrics, the area is gaining ground rapidly, with median household incomes increasing by 21% from 2010 to 2016, educational attainment

(% of population w/ Bachelor's degrees or more) up 17.6% over the period, and homeownership holding steady while Cobb and Atlanta (and the nation) surrendered more ground. These statistics, combined with strong growth in the 55+ population, point to significant housing and related retail and employment opportunities going forward in the area. Indeed, one challenge facing Marietta, and much of Metro Atlanta, will be providing moderately-priced for-sale and rental housing in the coming years, as more affluent populations command more highly walkable and convenient locations such as Downtown Marietta.

### Strengths and Challenges

As referenced, the Study Area represents the most walkable core in Cobb County with a downtown serving as an entertainment destination for the county and beyond, with theater and dining establishments that are regional draws. In addition to this high level of walkability, the area enjoys a number of other key strengths:

- The area is highly accessible to several major employers and demand generators including the Cobb County Government, WellStar Kennestone Hospital, Kennesaw State University, Life University, and Dobbins Air Force Base.
- Regular events and farmer's markets in the Square that provide a high sense of lifestyle to the study area;
- A number of reinvestment and redevelopment efforts bringing new housing and residents into Marietta; and

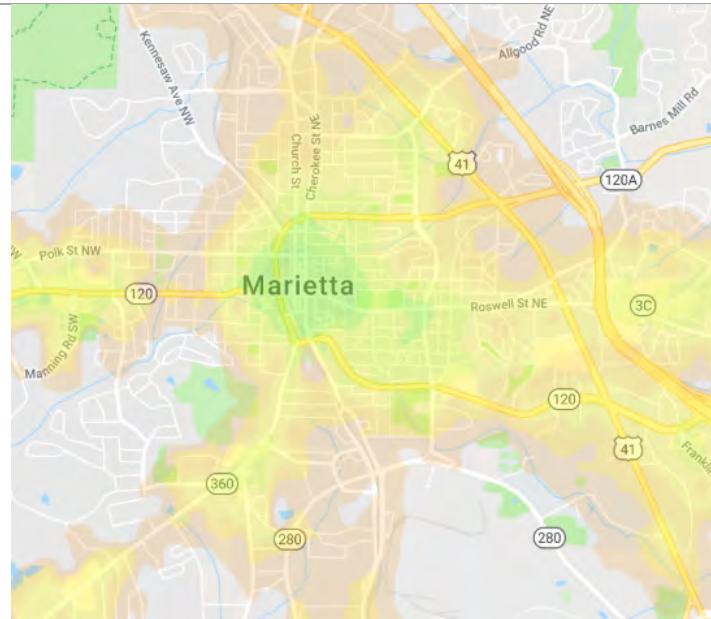


Figure 2.4b Walkability Map

	<b>Median HH Income</b>	<b>2010</b>	<b>2016</b>	<b>Change (%)</b>
	<b>Study Area</b>	<b>\$31,646</b>	<b>\$38,361</b>	<b>21.2%</b>
	<b>Cobb County</b>	<b>\$65,552</b>	<b>\$68,818</b>	<b>5%</b>
	<b>Atlanta Metro</b>	<b>\$57,550</b>	<b>\$59,183</b>	<b>2.8%</b>
	<b>Educational Attainment</b>	<b>2010</b>	<b>2016</b>	<b>Change (%)</b>
	<b>Study Area</b>	<b>20.5%</b>	<b>24.1%</b>	<b>17.6%</b>
	<b>Cobb County</b>	<b>43.8%</b>	<b>44.9%</b>	<b>2.5%</b>
	<b>Atlanta Metro</b>	<b>35.2%</b>	<b>36.5%</b>	<b>3.7%</b>
	<b>% Owner</b>	<b>2010</b>	<b>2016</b>	<b>Change (%)</b>
	<b>Study Area</b>	<b>35%</b>	<b>34%</b>	<b>-3.0%</b>
	<b>Cobb County</b>	<b>68%</b>	<b>64%</b>	<b>-5.5%</b>
	<b>Atlanta Metro</b>	<b>66%</b>	<b>63%</b>	<b>-5.2%</b>

Figure 2.4c Study Area Statistics

- Trail systems/cemeteries providing exercise and open space opportunities.

Against this there are some challenges that temper redevelopment and reinvestment in the Study Area, including:

- Existing perceptions of modest demographics and some areas where housing suffers from disinvestment;
- More moderate levels of walkability further from the Square, particularly in areas along the Marietta Loop and Highway 41;
- Much of the retail and dining in the study area is either commodity brands (mostly moderate) or lack in overall quality or uniqueness;
- Furthermore, much of the retail, office, and rental product in the Study Area is dated and is unappealing to many of today's tenants and users;
- Finally, oversized roads and aging properties temper connections to adjacent institutional users, employers, and even parks.

Building on these strengths and identifying the means by which these challenges can be minimized and/or removed will be critical to long-term development efforts in the Study Area.

#### Market Conditions

##### For Sale Residential

New for-sale product (single-family homes, townhomes) are selling well in communities within

the with Manget, Quad Meeting Park, Marietta Walk, and North Square all bringing product to the market. Developed on old Housing Authority sites, these communities offer detached homes up to \$650k and townhouses up to \$550k and have sold very well. Buyers are largely move-down empty nesters from East and West Cobb, as well-as move-outs/move-ups from Buckhead and Atlanta. Walkability (particularly to the Square) is the major driver for these buyers, who are also buying existing housing. To this, Study Area overall median resale values increased by 35% since 2008 to \$202,000, furthering questions regarding housing affordability and long-term strategies there.

Over time, as Housing Authority land diminishes, the pace of single-family will be forced to moderate while attached product, including townhouses and condos, should continue to represent opportunities over time.

##### Rental Residential

The Study Area has seen very little modern multifamily product in spite of the now 10-year run of strong multifamily development regionally throughout Atlanta. As noted, Downtown Marietta and the Study Area are strong in work access and, combined with the strong lifestyle play offered by The Square, represent a solid proposition for new rental product in the market. Indeed, similar locations in Roswell, Alpharetta, and Kennesaw have seen strong demand for new housing, from not only area employees but move-down empty nesters as well. We believe new rental product represents a strong opportunity in the study area, from areas around The Square, along Roswell Street, and proximate to Life University and area regional thoroughfares.

Below is a matrix summarizing residential demand potential in the Study Area through 2040 for for-sale and rental attached and detached product. Of note:

Land Use	2019-2023	2030	2040	Total
<b>Residential: For-Sale Detached</b>	116	47	77	240
<b>Residential: For-Sale Attached</b>	143	229	378	749
<b>Residential: Multifamily Rental/Active Adult/Senior</b>	272	703	1161	2136

Figure 2.4d Estimated Demand Potential by Time Period (in units) for the Study Area

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age-restricted active-adult community apartments (AACs) are supportable in the area and will represent a growing opportunity in the coming years within the Study Area.

### Retail

Much of the retail stock in the Study Area is older and of varying quality, with little new modern space in the area. Indeed, aging and tired retail centers can be found along the Marietta Loop and Cobb Parkway and largely function as value plays in today's market. Retail space is tight around the Square and west toward Whitlock, with entertainment venues and a thriving dining scene propelling demand for space. Outside of this, availability is more abundant in the Study Area, although space quality is relatively modest and thus rents are cheap.

Given the abundance of regional-serving retail uses along I-75 and in East and West Cobb (e.g. The Avenues), and the road network and chopped up trade area from which the Study Area could draw. Regardless, we estimate demand exists for additional space in the Study Area, much of it first floor space and/or redeveloped retail centers into mixed-use projects. Included in our demand estimates are support for a grocery store in the area as well as additional full-service and casual dining. Creating the locations in which this retail can be captured and focused will need to be a key part of this planning process.

### Commercial Office

Office demand in the Study Area is strong overall, with areas around The Square, around the hospital, and on I-75 being most in demand. As with retail,



Figure 2.4e Commercial Office Example

office space is largely dated and somewhat tired, with most property owners being local "mom-and-pop" owners with limited ability to make significant investments in existing and/or new properties. Unlike areas like Cumberland-Galleria, tenants in Marietta can best be typified as firms having 2–3 employees (attorneys, accountants, architects, etc.) serving the local population. As referenced earlier, office uses formally solely driven by "where the boss lives" (i.e. executive housing corridors) are now more heavily driven by lifestyle and convenience factors and where the employees want to be. Included in this are more walkable locations and older downtowns, such as the Study Area. To this, we believe solid opportunities exist for new, more mixed-use product in the area, largely appealing to smaller and more creative-type firms.

### Lodging

Lodging demand in the Marietta area has been largely flat in the current cycle, tempered by strong development in and around The Battery (Braves Stadium) and the lack of any creative, destination-type hotels in Marietta. Extensive development to the south has resulted in lower occupancy rates and ADRs (Average Daily Rates), tempering interest and demand potential for new hotels in the coming years. This said, we believe a smaller boutique-type hotel in or adjacent to Downtown Marietta would likely be met with demand from those seeking more than just a highway orientation at the cheapest price and thus represents an opportunity for Marietta. Development of such a hotel, however, would likely require a public-private venture to be realized.



Figure 2.4f Lodging Example

Demand numbers are summarized in the graph on the following page, with retail and office being provided in square feet supportable, and lodging in rooms supportable.

### Recommendations

There are a number of steps Marietta can undertake to enhance redevelopment potential in the Study Area, including:

- Improving walkability throughout the study area via more sidewalks, bike trails, taming large streets and adding new parks;
- Creating further residential opportunities to capture a greater share of employees working in the area;
- Preserving historical aspects of the town and maintain authentic environment while also creating new focal points in the area for potential redevelopment of retail, office, and residential product;
- Pursuing redevelopment of larger properties along Marietta Loop for mixed-use, focusing on aging retail centers in strategic locations;
- Enhancing connections to Downtown will be important to further its draw and impact on the Study Area;
- Seeking opportunities to broaden new residential product to include a variety of rental and for-sale residential, including workforce and more affordable product.

Land Use	2019-2023	2030	2040	Total
Retail	258,667 SF	NA	80,896 SF	339,563 SF
Office	39,796 SF	96,625 SF	159,621 SF	293,042 SF
Lodging	0 rooms	9 rooms	174 rooms	183 rooms

Figure 2.4g Estimated Commercial Demand Potential by Time Period for the Study Area





# Community Participation



## 3.0 Community Participation

### 3.1 Community Participation

Engaging with the public through the sharing of information and the collection of feedback were essential components of this Envision Marietta planning process. Public involvement is a key component of the LCI program and is critical for an in depth understanding of the vision, goals and needs of the Marietta community. As such, all LCI studies must involve the public in a meaningful way and at key study milestones. Establishing various ways for people to engage in the planning process helps to ensure that local knowledge is accessed and used in developing master plan recommendations. It also maximizes the opportunities for the public to become involved in the overall process. A combination of tools and techniques ranging from traditional community meetings and presentations to online surveys were used, and allowed broad public engagement opportunities that promoted inclusion.

#### Core Team Engagement

The Envision Marietta Core Team was formed to help guide the process and provide input and strategic planning milestones. The Core Team was committed to providing guidance, assisting in advertising public meetings, distributing information to the larger community, and providing feedback on materials to be presented to the public prior to each public meeting/workshop. The following organizations were represented as members of the Core Team:

- Marietta City Public Schools
- Roswell Street Baptist Church
- Marietta Visitors Bureau
- The Social Class
- Browning and Smith
- O'Dell and O'Neal
- The Branding Project
- Theatre in the Square
- Marietta Housing Authority
- Synovus Bank
- Center for Family Resources
- T. Lee Associates
- Community Leaders

The Core Team was engaged in three meetings throughout the study process. The initial meeting was held on November 13, 2018 and served as the official kickoff. The purpose of the study and how the public would be engaged throughout the process was outlined. The majority of the discussion focused on the broad vision for the community; community assets and strengths that should be preserved; areas of potential improvement; and, creating new opportunities for other land uses and assets within the study area.

The second Core Team meeting was held on January 17, 2019. At this second Core Team meeting, upcoming community engagement strategies were discussed. Additionally, study area analysis, including assets and opportunities,

redevelopment areas of focus, market analysis, and transportation understandings were presented to the Core Team for feedback and discussion.

The third Core Team meeting was held on March 7, 2019. Community Survey results and Design Workshop outcomes were presented to the Core Team members for their input. The third, and final, Community Meeting was also discussed.

#### Community Engagement

The general public, which includes the study area community, at large, was engaged at four opportunities: at the Marietta Square Farmers Market community kick-off session, via the online Community Survey, a community design workshop, and a draft master plan review session. All outreach opportunities were designed to inform, invite and communicate with stakeholders about the LCI study.

The public involvement process included a variety of outreach tools including key stakeholder interviews; an online project website; public meetings; a design workshop for stakeholders; and an online community survey. Focusing on multiple means of collection and distribution of information, along with careful timing of activities to tie them directly to the anticipated completion of technical tasks and key milestones of the project allowed public input to be incorporated into the technical process in a meaningful way. Refer to Figure 3.1a-b for images of the community process.



3.1a: First Community Meeting at Marietta Square Farmers Market

## Stakeholder Interviews

Beginning in November, 2018, the consultant team conducted Stakeholder Interviews with local government officials and key stakeholders in the study area. These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities and socioeconomic characteristics of the study area. The interviews also provided insight into the overall vision for the study area from those living and/or working within the study area. Interviews were consistent in format utilizing a prepared questionnaire that included a range of discussion points.

Each interview began with an introduction to the study followed by background information prior to beginning the interview. From the interviews, stakeholders provided insight into their overall vision for the study area. Major transportation and land use needs and concerns were also discussed. Suggestions for how best to involve and inform the public concluded the interviews. A total of 14 stakeholder interviews were conducted.

Key stakeholder interviews were completed with the following entities:

- City of Marietta Community Development Division
- City of Marietta Parks, Recreation, and Facilities
- City of Marietta Police Department
- City of Marietta Public Works
- City of Marietta Information Technology
- City of Marietta Economic Development Division
- Marietta Power and Water
- Councilmember Michelle Cooper Kelly

- Councilmember Reggie Copeland
- Councilmember Cheryl Richardson
- Councilmember Joseph Goldstein
- Caroline Whaley, Gateway Marietta CID
- Bryan Musoff, Inline Communities
- Sawyer Williamson, Williamson Bros. BBQ

A number of common themes were heard throughout the interviews including preservation of the community's history while preparing for growth in the future; improvement of walking and biking infrastructure; diversity of commercial uses; collaboration with local colleges and universities; strategic parking management; and policies that protect longtime, elderly, and low income residents from displacement. Interview outcomes were used to validate what was heard during public meetings and also helped to confirm community survey input.

## Public Meetings & Design Workshop

The general public was engaged at three points during the planning process. A summary of each outreach event is included below.

1. Marietta Square Farmers Market, January 26, 2019: The first community meeting for Marietta LCI Study was an open house style input gathering session conducted at the Marietta Farmers Market from 10:00 am to 12:00 pm on Saturday, January 26. The team set up in a booth at the corner of Mill Street and W Park Square/Church Street and presented boards that asked the following four questions to the public.

- "What do you want to PRESERVE in the Downtown Marietta Study Area?"
- "What do you want to CHANGE in the Downtown Marietta Study Area?"
- "What do you want CREATE in the

Downtown Marietta Study Area?"

- "What do you want to CONNECT in the Downtown Marietta Study Area?"

The input for these questions was collected on four individual boards. Figures 3.1c and d provide word clouds of the community meeting responses to these questions. A word cloud shows the most common words as the largest in the cloud. The team also had available a study area base map and transportation maps for more detailed conversation. The community was given a chance to enter a raffle for two tickets to Cotton Club Revue at The Theater in the Square upon signing in at the booth. The team also handed out flyers with survey and project website information to get more directed input from the community. Refer to Figure 3.1a.

2. A Design Workshop was held on February 21, 2019 from 9 am to 6 pm: The design workshop was an opportunity for key stakeholders and Project Management Team Members to provide their vision for the Envision Marietta LCI study in a workshop setting. Refer to Figure 3.1b. The workshop began with a welcome and overview of the LCI study and objectives of the day. The consultant team then gave presentations on community input results (including the survey results and the first public meeting) and land use, transportation and market analysis. Throughout the day, stakeholders provided feedback to the consultant team.

During the afternoon, an intensive work session was conducted, where consultants and attendees joined a table of interest to develop ideas and solutions as related to following topics:

- Placemaking
- Development Opportunities
- Transportation
- Greenspace and Trails

3. Community Meeting 2 took place after the Design Workshop on February 21 from 6pm to 7:30pm. Almost 30 people attended the event. The purpose of this meeting was to review outcomes from the Design Workshop and to present draft concepts for the study area for input. Figure 3.1b shows images from Community Meeting 2. Project Management Team Members invited participants to review the ideas and drawings in the four different areas: Placemaking, Development Opportunities, Transportation, and Greenspace and Trails. Visitors stopped by each table to share their own ideas for the study area and to review the results of the Design Workshop.

4. The final public opportunity for feedback, Public Meeting 3, was held on April 26, 2019. The final community event was held at The Glover Park Concert Series. A table was set up outside the event so that people attending the concert could stop by on their way into the park. A presentation of master

plan concepts ran continuously on a computer screen and boards with the Master Plan concepts were placed on view for an Open House session. Feedback was received and incorporated into this report.



3.1b: Stakeholder Workshop and Work Session.

## Community Meeting I Results

What should be PRESERVED in the study area?

StreetTrees  
NostalgicAtmosphere  
LocalBusinesses  
FarmersMarket  
HistoricPlaces  
MariettaSquare  
Library

MountainToRiverTrail  
Playground/Fountain/Stage  
CommunityActivities  
Residences  
SidewalkCafes  
OutdoorSeating  
ChristmasInTheSquare  
Parks  
GoodFood/Drinks  
NoParkingMeters  
FamilyFriendlyFeel  
FewerTownhomes  
IndieRestaurants

What should be CHANGED in the study area?

AdditionalFreeParking  
NoSmokingInPublicPlaces  
CommuterRail  
BikeShareService  
MorePublicArtSpaces

SilentRailCrossings  
SignalVisibility  
FreeParkingForVendors  
MoreApartments  
BetterSpaceUtilization  
PermanentFarmersMarketInfrastructure  
MoreCondos  
WorkWithChurchesOnParking  
FreeParkingTillNoon  
LessShops

BetterSignalTimings  
MoreRestaurants

## Community Meeting | Results

What should be **CREATED** in the study area?



What should be **CONNECTED** in the study area?



### Online Engagement

A project website was developed to supply information about the Envision Marietta Master Plan and to provide a place where updates and future documents could be posted for the public. Information such as the project fact sheet, meeting flyers, and project contacts was made available.

### Community Survey

An online and paper community survey was launched on January 7, 2019. The purpose of the online survey was to collect input from the community and stakeholders to help understand the needs of the Marietta community, and to help craft a vision that will establish quality growth, improve mobility, and promote economic development for the years to come. The survey included a combination of 35 open ended, multiple choice, and rating style questions.

While not a statistically valid survey, the tool proved to be an effective way to reach the community. A total of 621 individuals completed the survey. Most respondents were residents of Marietta. The majority of respondents were split almost evenly between three groups: about 22% were 36-45 years old, 27% were 46-55 years old, and 21% were 56-65 years old. The next two largest groups were 66-75 years old and 26-35 years old both at about 13%.

The biggest takeaway from the community survey is that there is a parking management issue. Respondents expressed a clear concern for free parking access around the Square.

It is clear residents appreciate the unique character of Marietta Square, but wish to see more diverse uses in the area. Many respondents asked for more restaurants and late night options. For example, the need for a grocery store came up hundreds of times in the survey. They also greatly value the current arts scene, but would like to see it grow to include more music venues, public art, and options for young people and kids. Large numbers of respondents wish to see Marietta build on the strong arts activity in the area to make the City an arts center in the region.

Along with these varying uses, respondents wanted attractions to bring in more diversity in terms of age and race. Roswell and Woodstock were cited multiple times as an example of what Downtown Marietta could strive to be. As they attract a young, diverse population with restaurants, housing, and entertainment options in a walkable proximity.

Another primary complaint was pedestrian access across The Loop and throughout the study area. Many residents avoid walking because it is so dangerous to cross South Marietta Parkway, Powder Springs Street, or North Marietta Parkway. Many people also wanted more bike access in terms of bike lanes, sharrows, and trails. There were numerous examples of people feeling unsafe being on sidewalks - whether on foot or bike - and wishing to have safe options for their children to bike around the area.

Similarly, residents pointed out the issues with the main gateways into the City: Roswell Road, Powder Springs Street, Atlanta Street, and The Loop. They would like to see more beautification and signage, especially to help visitors.

# Community Goals

1. **Preserve** and enhance historic character and small town feel
2. **Activate** the Square for 18-hour downtown
  - Entertainment: art and culture
  - Restaurants
  - Boutique hotel
  - Housing options
  - Safety
  - Parking
3. Establish **Roswell Street as a gateway** into downtown
  - Entertainment
  - Housing options
  - Transited Oriented Development
  - Walkability
4. Make **South Marietta Parkway's uses compatible** with existing assets
  - KSU District
  - Civic Center District – Restaurants
  - Neighborhood Services
5. **Increase affordable housing** options for people of all ages and needs
  - Reinvest in neglected residential neighborhoods
6. Add **neighborhood serving** commercial options – grocery store
7. Create a **walkable and bikeable** environment which connects to the existing and future trail systems
  - Improve access across major roadways
8. **Transform rail crossings** from impediments to connections with pedestrian bridges and silent crossings

# Community Survey Results

## Survey Question 5

## **What is GREAT about the Downtown Marietta Study Area - what would you tell a visitor to go and see?**



## Survey Question 6

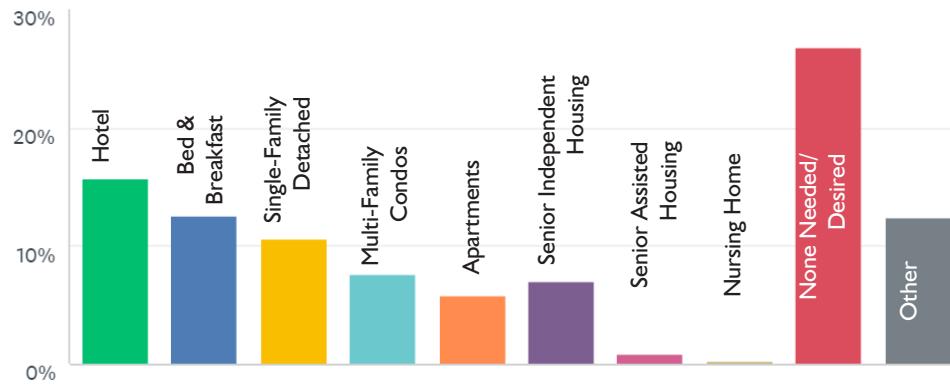
## Which single IMPROVEMENT would you make to attract people to this area?



## Community Survey Results

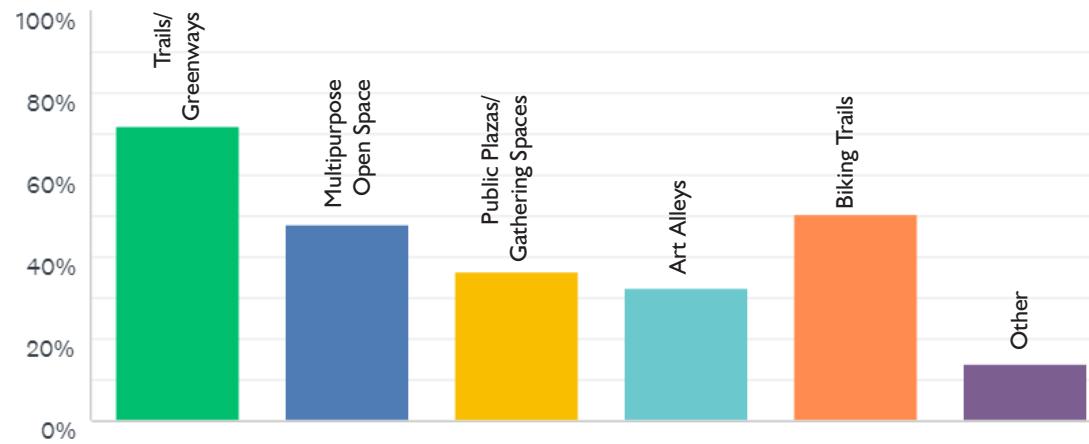
### Survey Question 10

Thinking of all the Housing resources available within the Downtown Marietta Study Area today, what do you think is missing that you would like to see?



### Survey Question 23

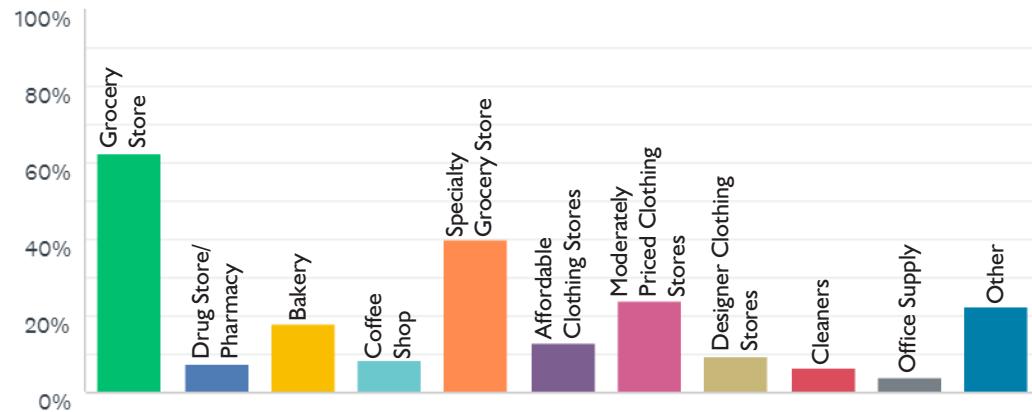
What types of parks, green space, and/or recreational facilities are most needed in Downtown Marietta (Please select all that apply)?



## Community Survey Results

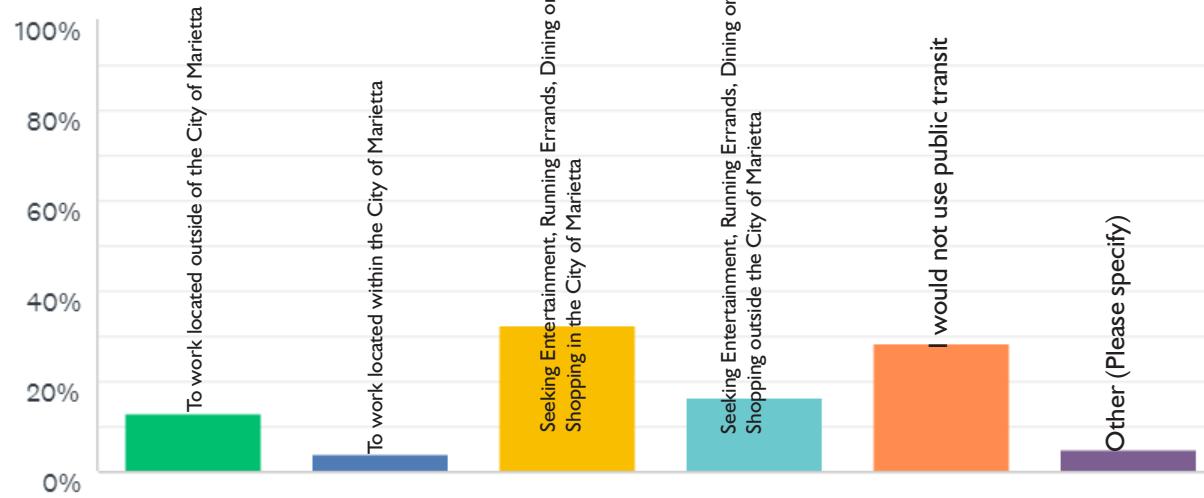
### Survey Question 12

Thinking of all the Retail resources available within the Downtown Marietta Study Area today, what do you think is missing that you would like to see (Please select all that apply)?



### Survey Question 26

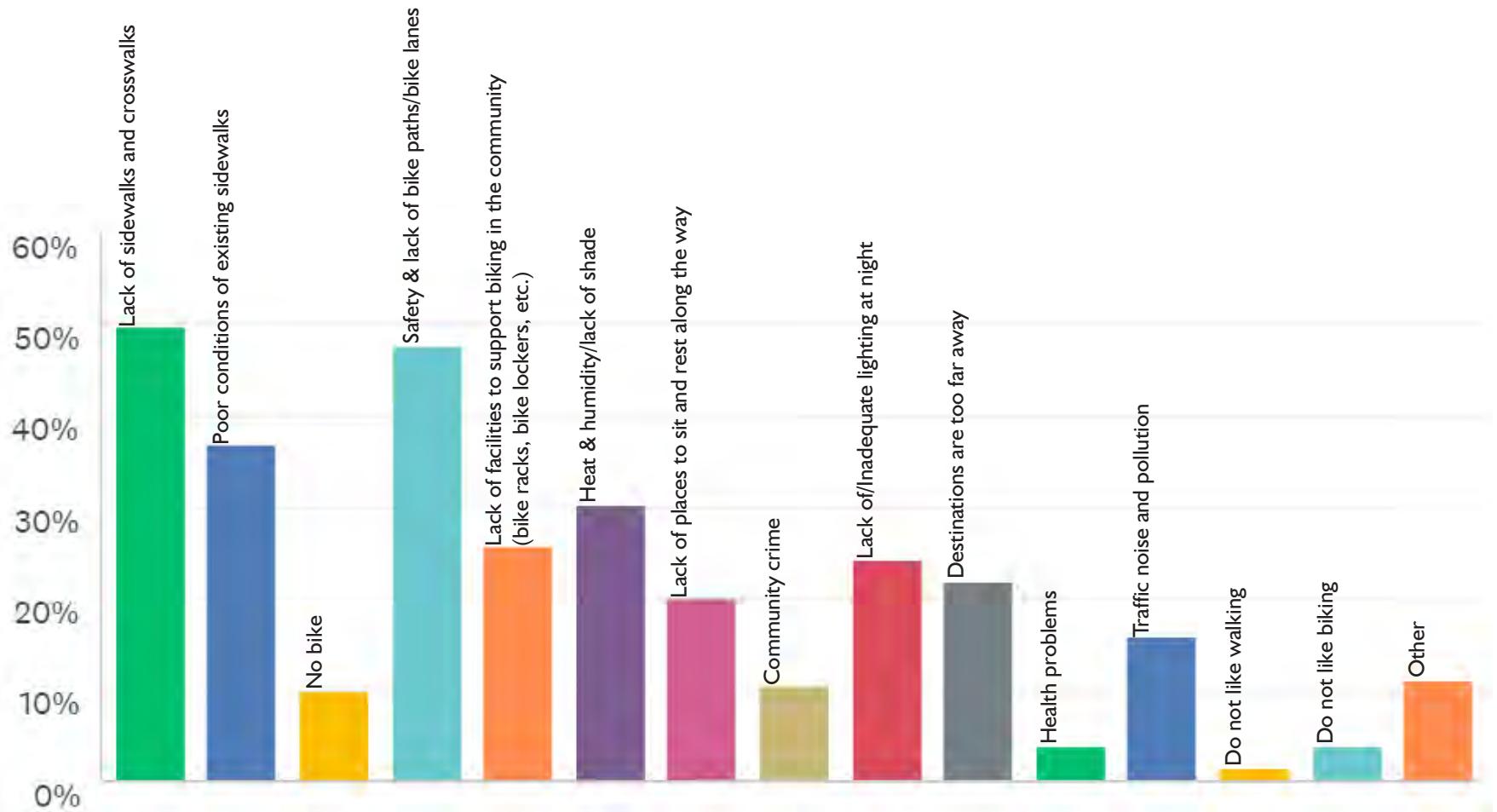
If Public Transit facilities (such as shuttles, buses, etc.) were made more accessible, what would your main purpose or destination?



## Community Survey Results

### Survey Question 3I

What most often stops you and your family from walking or biking? Select all that apply.





# Recommendations



## 4.0 Recommendations

### 4.1 Concept Plan Overview

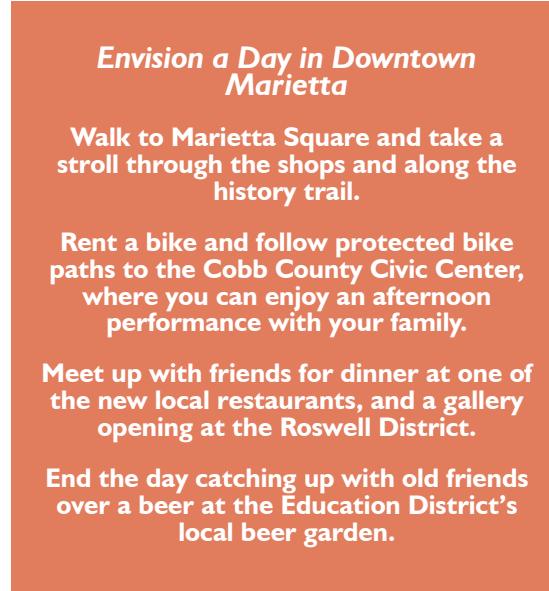
This section provides an overview of the proposed master plan recommendations for the Envision Marietta LCI study area.

Recommendations aim to address project goals, while creating a realistic and implementable plan. The major emphasis of the plan is to capitalize on the success of Downtown Marietta to encourage growth and vitality along major entry-way corridors, including Roswell Street, North Marietta Parkway, and South Marietta Parkway. This plan recommends focusing on strengthening multimodal access along these major corridors and ensuring new development provides compatible uses to the surrounding neighborhoods.

#### Master Plan Goals

Master Plan recommendations address project goals, key corridor issues, and visions as identified through an existing conditions analysis, a thorough understanding of the area market dynamics (strengths and weaknesses), and the needs, aspirations and desires of the community. Key issues addressed in this master plan include:

- Creating a sense of arrival to the Marietta study area.
- Capturing and showcasing the history of the study area.
- Reinvesting in residential neighborhoods and preserving affordability.
- Creating community connectivity with enhanced sidewalks, purposeful trails, and well designed and strategically located pocket parks.



- Enhancing existing corridors with the highest and best uses to complement surrounding neighborhoods and community assets.

- Incorporating trails and greenspace throughout the study area to better connect the community.

- Encouraging a diversity of uses.

- Developing a vision for future growth.

These issues are addressed with recommendations focused on:

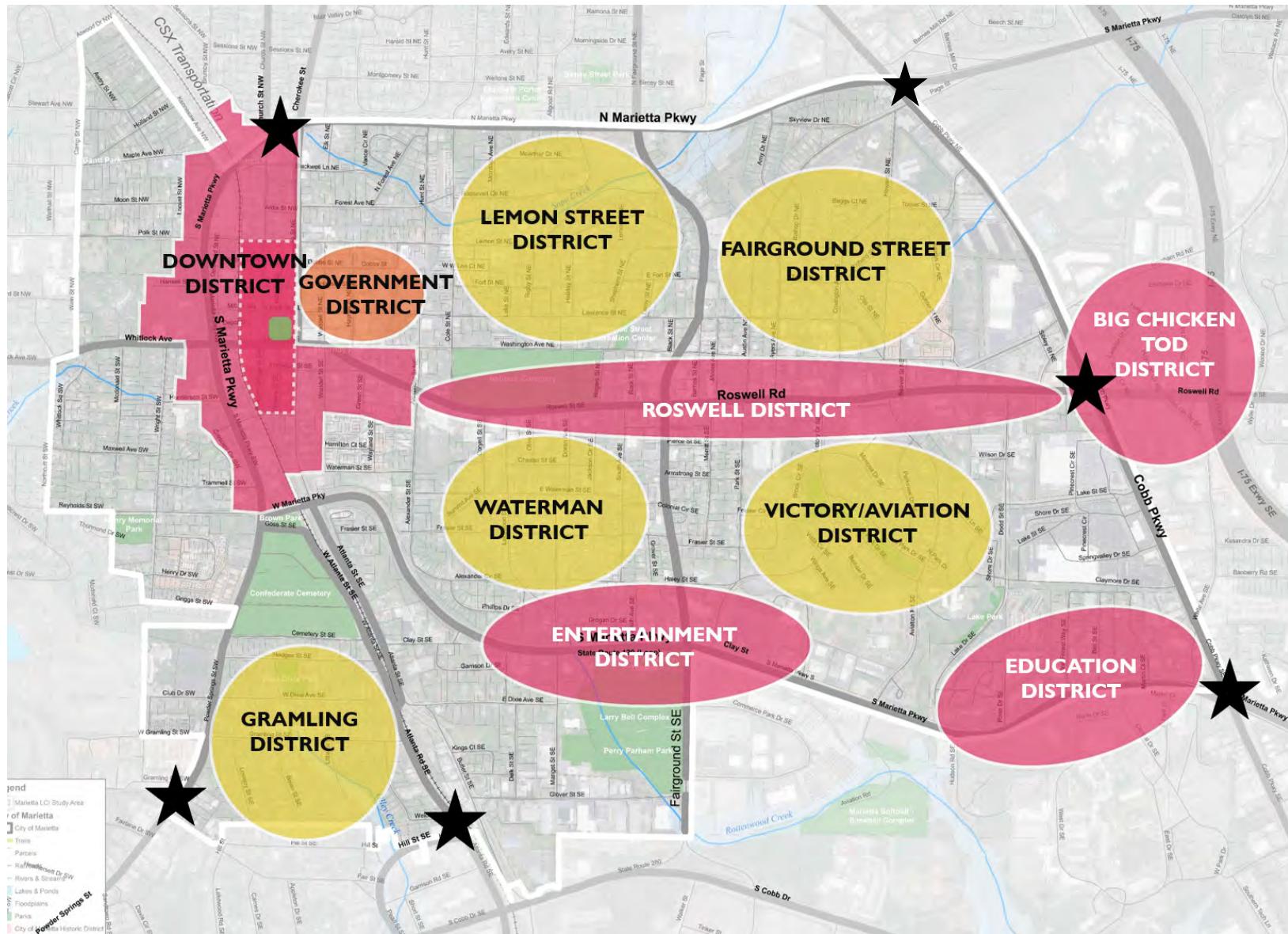
- Placemaking and Greenspace
- Development Opportunities

- Zoning
- Multi-modal Connectivity

The remainder of this report describes these recommendations in more detail. Section 4.2 identifies placemaking strategies, Section 4.3 describes development opportunities, Section 4.4 proposes zoning updates, and Section 4.5 provides recommendations on multi-modal connectivity for all users.

Figure 4.1a provides an overview of the Envision Marietta LCI concept master plan broken down into districts with major gateways. The study area is composed of several unique neighborhoods, many of which have a historic character, such as the Bell Bomber homes in the Victory/Aviation District. To emphasize these unique neighborhoods and provide targeted development proposals, the study area was divided into districts. The yellow circles show the residential neighborhoods and the red illustrate the commercial corridors. For example, Gramling, Victory/Aviation, and Fairground Street districts are historic residential communities where this study focuses on preserving and reinvesting in affordable housing. The Roswell District, Entertainment District, and Education District are key commercial gateway corridors ripe for redevelopment, and therefore are the focus of redevelopment strategies. The Downtown District is an active, successful community center, so recommendations focus on placemaking interventions and infill opportunities, particularly along North and South Marietta Parkway. Lastly, the Big Chicken Transit Oriented Development District was identified as a future mixed use, higher density development area to support existing and future transit access on the recently completed I-75 managed lanes.

## Master Plan Concept Map



Recommendations

Figure 4.1a: Master Plan Concept Map

\*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.

### Master Plan Development Process

The following steps summarize the process that led to the identification of key nodes for the study and where development recommendations were focused.

1. Development projects that are currently underway were identified (in figure 4.1a in yellow) to understand current investment in the study area. Community greenspace and trail assets were also labeled in green, as these provide value to the community and are catalysts for investment.
2. The primary access points, or gateways, were determined because these are visitors' and residents' first views into Marietta and can be utilized to define the area's character. The Gateways include: Cobb Parkway and North Marietta Parkway; Cobb Parkway and South Marietta Parkway; Powder Springs Street; Atlanta Street SE; and Church Street/Cherokee Street. Signage and art can be incorporated at these gateways to welcome travelers, help direct them to area amenities, and identify a sense of place. This is further described in Section 4.2 Placemaking.



Figure 4.1b: Planned/Recent Developments and Parks/Trails

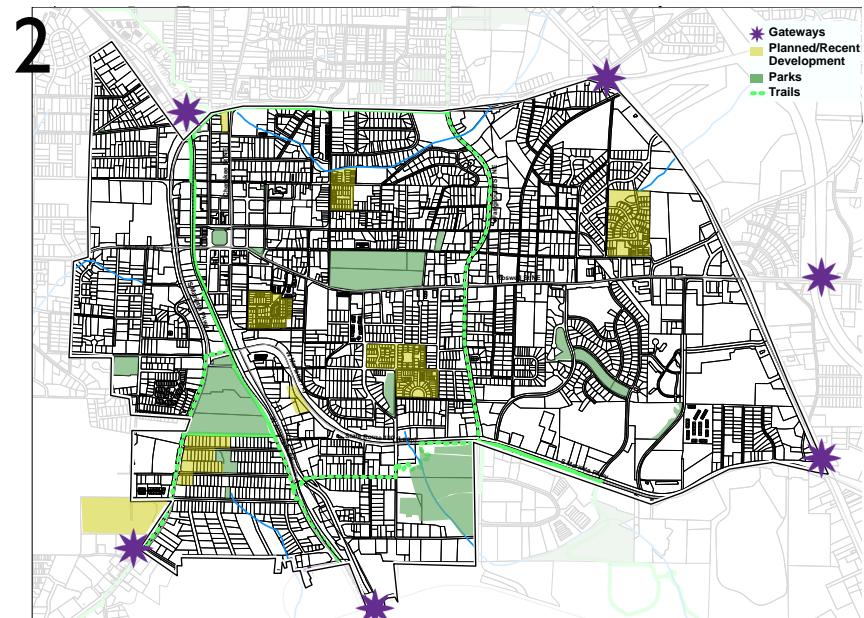


Figure 4.1c: Gateways

## Development Process

3. Areas ripe for commercial investment are highlighted in purple. These areas were identified due to their visibility and access to major corridors; adjacency to amenities; and proximity to recent area investment, making them potential for successful redevelopment. These also follow the key gateway corridors - Roswell Street, South Marietta Parkway, Powder Springs Street, and Fairground Street. Likewise, reinvestment areas were designated in blue. These residential districts provide naturally occurring affordable housing. The community expressed a strong desire to

preserve affordability, while enhancing the character, health, and safety of the existing homes and neighborhoods.

4. Lastly, within the redevelopment areas, specific redevelopment districts were identified. The three districts are located at highly trafficked intersections, which are prime for redevelopment and close to existing community assets. They are: the Roswell Street District, the Education District, and the Entertainment District. These are further described in Section 4.3 Development.

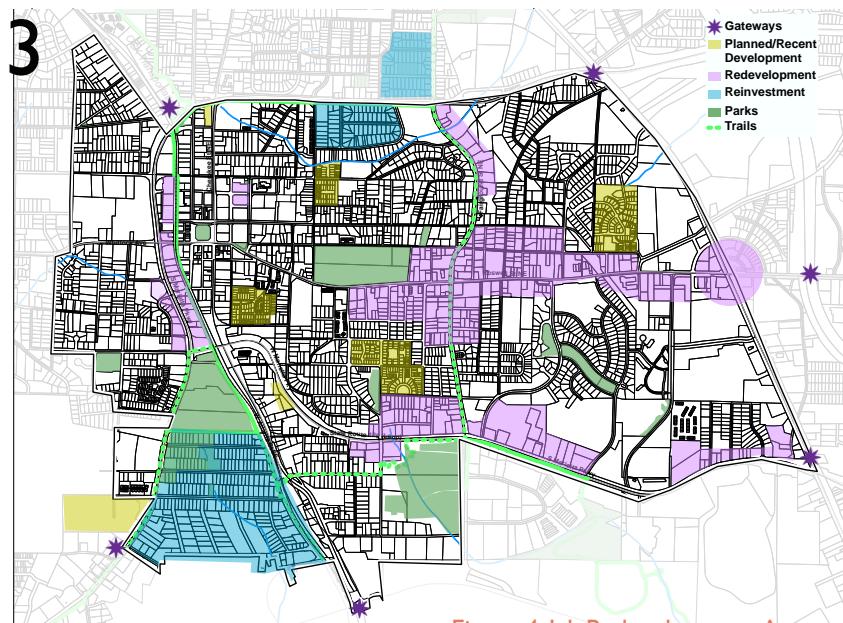


Figure 4.1d: Redevelopment Areas

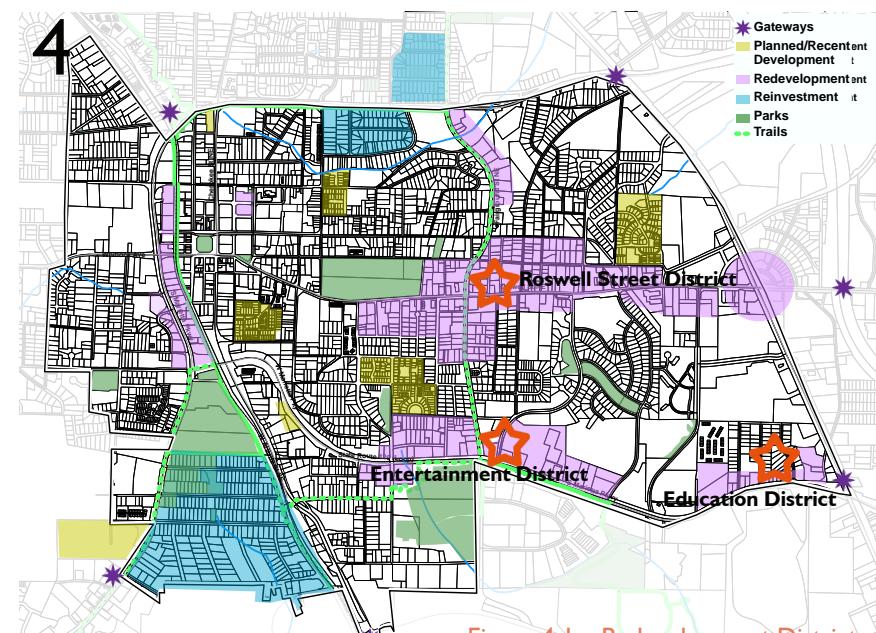


Figure 4.1e: Redevelopment Districts

## 4.2 Placemaking

Placemaking is a key step to identifying and enhancing the character of Marietta and its unique districts. Placemaking capitalizes on the existing assets of the community to create public spaces that promote community well-being and branding. Building from the unique neighborhood attributes, placemaking recommendations were developed for the Marietta study area. Placemaking preserves and enhances a community's sense of identity. It is a community-led process that results in physical or programmatic interventions, such as painted crosswalks, signage, and art.

For the Marietta study area, placemaking recommendations focus on enhancing greenspace, highlighting history, and incorporating art to create more inviting and interesting spaces.

Following are some recommended placemaking strategies for the Marietta study area:

### History Walk

The historic buildings and street grid are crucial parts of what make Marietta Square/Downtown Marietta so unique. In addition to the buildings directly facing the square, historic spaces and places can be found throughout downtown. For example, The William Root House Museum and Garden is only a five-minute walk from Glover Park. This plan proposes highlighting Marietta's history with a walking trail, tour, and signage, similar to Boston's Freedom Trail shown in Figure 4.2c. The Freedom Trail uses signs and wayfinding on the sidewalks, building facades, and places of interest to display the history of Boston and the American Revolution. Marietta has a rich history that could be beautifully showcased with the addition of art, improved signs, and, perhaps, even an interactive

web app. In fact, the City of Marietta already has a brochure of a Marietta Black Heritage Walking Tour. Engaging murals and plaques commemorating the Black history of Marietta would entice visitors and enhance the streetscape.

Figure 4.2c proposes a trail and locations for informational plaques in Downtown Marietta. While this map only shows the downtown, signage can be used all over Marietta to tell the stories of its neighborhoods past and present. Understanding Marietta's past is critical to preserving its future. Plaques, signs, murals, and artwork could highlight local landmarks and influential residents. Historical elements could be incorporated into proposed trail extensions, further described in Section 4.5.

### Neighborhood Districts

Similar to the proposed history walk, placemaking can be utilized to spotlight the historic residential neighborhoods in the study area. Telling the stories of these special places gives them unique character and illustrates their importance in the history of Marietta, the State of Georgia, and even, the Country. For example, the Bell Aircraft Corporation (known as Bell Bomber) transformed Marietta during World War II with the construction of the B-29 bomber plant and subsequent residences built to house the more than twenty thousand employees. The Bomber Plant became what is now the Dobbins Air Reserve Base in 1951. Many of these homes are located in the proposed Victory/Aviation District. Using signage, art, and public spaces to tell these kinds of stories will help preserve the character of the residential areas and display the pride of Marietta residents past and present.



Figure 4.2a: Freedom Trail Medallion



Figure 4.2b: Lemon Street Plaque

# Marietta Heritage & Historic Sites Proposed Walking Trail

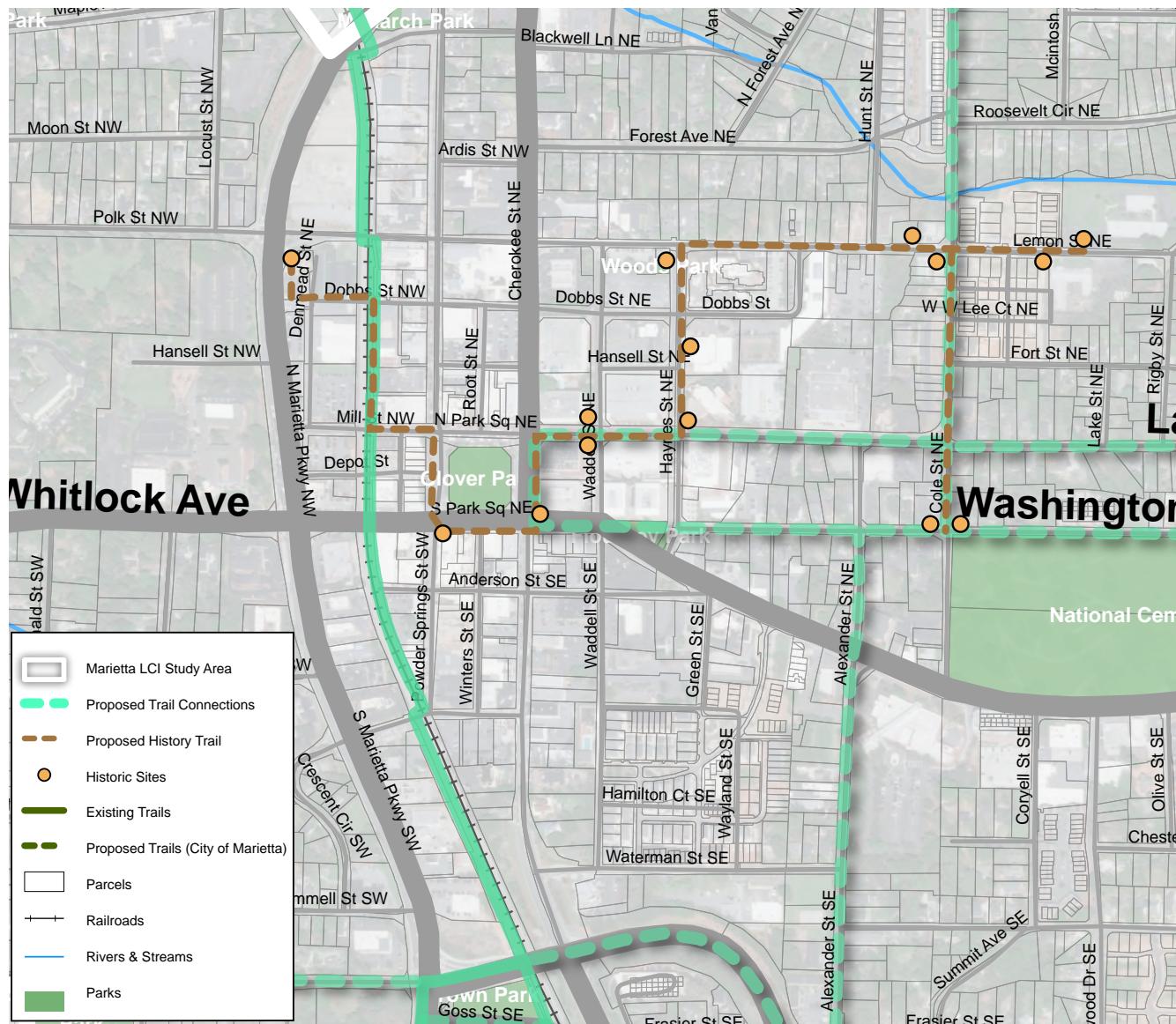


Figure 4.2c: Proposed History Trail in Downtown Marietta

### **Gateway Signage and Wayfinding**

A critical placemaking element identified through stakeholder and community input was the need for improved wayfinding at the gateways into and around the study area. In addition to more efficiently directing visitors, signage and wayfinding can be a visual branding mechanism for Marietta. Gateway arches, information boards, neighborhood street toppers, and seasonal decorations would delineate Marietta and its neighborhoods and add to its charm. This is especially critical at major intersections around North and South Marietta Parkway, or “The Loop”. Improved signage would help passersby and visitors more easily locate the amenities Marietta has to offer.

### **Art**

To spotlight Marietta’s amenities and further promote branding efforts for the area, it is recommended to coordinate with area artists and art organizations to promote and host art and cultural events throughout the community. Marietta already has an engaged artist community and an Arts Council. On top of this, it is home to multiple theaters and arts spaces. Amplify these existing assets by including them in marketing and branding material for the City. Consider a Marietta arts newsletter that provides upcoming performances and events and new art shows.

Throughout the community engagement process, many respondents emphasized their appreciation for and the value of the arts community of Marietta. The area has the potential to be more inviting and engaging by creatively utilizing artistic murals and lighting on building facades, sidewalks, crosswalks, parks, utility structures, and trails. To accomplish these goals, the study recommends considering a 1% voluntary art program, where 1% of construction or project cost for a new development in the study area is given towards the arts on site or to the City’s arts programs.

### **Safe Streetscapes**

Safety and beauty are not mutually exclusive. Beautification efforts can make streets and sidewalks safer for all modes of transportation, addressing serious safety concerns along major intersections and corridors throughout the study area. Colorful crosswalks improve visibility for both drivers and pedestrians. Street trees and planters add buffers from cars and shade for people on the sidewalk, while also creating visual cues for drivers to slow down. For example, one community member spoke wistfully of the time when the Glover Park trees were uplit at night. Uplighting trees, especially in Glover Park, would support the City’s efforts to beautify and improve safety. Beautifying the right of ways will enhance Marietta’s character and enrich travel throughout the area.

### **Greenspace**

Greenspace, along with safe streetscapes, is essential to the vitality of cities and their inhabitants. It is a great asset to any community, providing mental and physical health benefits with increased access to nature and activity. This study seeks to increase the amount of greenspace, with plazas and pocket parks, in all developments, along the major corridors, and residential neighborhoods. The Marietta study area is home to many parks, but there are still areas lacking in greenspace, such as the Roswell Street District. Creating pocket parks along this commercial corridor can bring the ambiance of The Square to Roswell Street and its surrounding neighborhoods - creating a value add to attract redevelopment. The trail plan, as described in Section 4.5, would further add greenspaces and safe connections throughout the entire study area enhancing quality of life for current and future residents.



Gateway Signage and Wayfinding



Safe Streetscapes



Public Artwork and Murals



Figure 4.2d: Placemaking Examples

## 4.3 Development Opportunities

This section discusses redevelopment opportunities in the study area.

Key redevelopment nodes include:

- Roswell Street District
- Education District
- Entertainment District
- Neighborhood Reinvestment
- Downtown Infill

Each node is described in further detail below.

### 4.2a Roswell Street District

Roswell Street NE is a major gateway into Downtown Marietta. I-75's managed lanes feed right into Roswell Road, which turns into Roswell Street at Cobb Parkway. It runs the length of the study area from the east, at the Big Chicken, to the west, through Marietta Square. As it stands, Roswell Street effectively serves as an offshoot of I-75 and Cobb Parkway by continuing the car-centric environment with fast food drive-thrus, auto services, and parking lots fronting the right of way.

Everyday, thousands of people exit the expressway and enter Downtown Marietta along Roswell Street. The City of Marietta has an excellent opportunity to welcome these drivers into their downtown with signage, landscaping, and redevelopment along this corridor. This plan proposes extending the pedestrian-friendly and inviting atmosphere of Marietta Square out along Roswell Street and creating a Roswell Street District.

One method for bringing "The Square" activity to Roswell Street is enhancing the streetscape with pocket parks, landscaping, and sidewalks, where appropriate. This would be especially helpful in beautifying parcels where parking lots front the corridor. Some parts of Roswell Street have already received streetscaping and beautification work which is a helpful step in enhancing the right of way. To give the building frontage back to the pedestrians, a shared parking strategy is proposed for Roswell, including: moving parking to the rear of buildings; fostering shared parking arrangements; and even establishing a parking authority. Creating communal plazas and pocket parks would also increase the value of surrounding property and bring the magic of the Square to this district.

The chief objective of this district is to create a welcoming front door into Marietta. Along with making Roswell a more attractive street, strategies can be implemented to make the commercial and industrial uses along the corridor more harmonious with the nearby residences. It is important to note that residential is mixed in with commercial uses along Roswell Street particularly to the north. While a mix of uses is supported, this plan aims to focus the commercial and retail market along the corridor and emphasize residential north of Washington Avenue NE. More households means more support for the existing retail and future commercial growth along the corridor. It is recommended that the City consider rezoning the Lawrence Street and Washington Avenue area to support majority residential uses.

To support residential to the north, on Washington

Street and Lawrence Street, this plan recommends making these streets more pedestrian and bike friendly. Roswell will remain a major car thoroughfare, but Washington and Lawrence have the potential to be turned into an East-West pedestrian and bike-centered loop to safely connect riders and walkers to the Square. Both have lower traffic counts and narrower widths. Section 4.5 will go into further detail regarding this transportation proposal.

## Roswell Street District

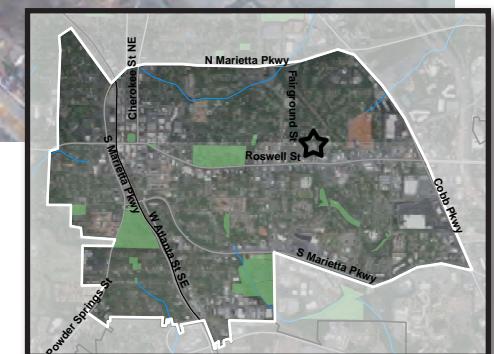


Figure 4.3a: Roswell Street District with Inset Map

Recommendations



**Bringing The Square to Roswell with pocket parks,  
landscaping, public art, and safe sidewalks.**



Figure 4.3b: Roswell Street District Street View

#### 4.3b Education District

Kennesaw State University - Marietta Campus (KSU) and Life University lie just across the street from the southeast corner of the study area. The goal of the Education District is to cater to the needs of faculty, staff, students, and visitors at these two universities, while also transforming the intersection of Cobb Parkway and South Marietta Parkway into an attractive gateway into the community.

This proposal looks to Georgia Tech's redevelopment of Tech Square as a model. The City of Marietta could work with KSU and the KSU Foundation to look at expanding development like Georgia Tech and the Georgia Tech Foundation did across 5th Street, over the I-75/85 Connector. Development could include student housing, educational offices, classrooms, a bookstore, a grocery store, and commercial options. Mixed use redevelopment in the Education District would also help draw businesses targeted towards students like cafes and restaurants.

Another key part of the Education District development will be making KSU and Life University more accessible to the rest of Marietta. South Marietta Parkway is currently dangerous for biking and unfriendly to pedestrians. Crosswalks are limited and often perilous. Safe crossings would need to be created to both allow pedestrian access to future development and to connect to proposed trail systems. The City of Marietta has already proposed and programmed trails to the west and south of KSU. The southern portion connects to Life University. A pedestrian bridge across South Marietta Parkway connecting KSU's developments could provide a longer term solution to safe pedestrian access, while providing a place for signage and art in this district.

Along with the possibility for smart, new development across South Marietta Parkway, the City and KSU have the opportunity to create strategic regional water retention near Rottenwood Creek. The topography along the creek is too steep for development, making it an ideal spot for water retention. Plus, it would

address stormwater management issues, facilitating development on the north side of South Marietta Parkway.



Figure 4.3c: Tech Square



Figure 4.3d: Tech Square



Figure 4.3e: Old Fourth Ward Park



Figure 4.3f: Mill River Park and Greenway  
Stamford, CT

## Education District

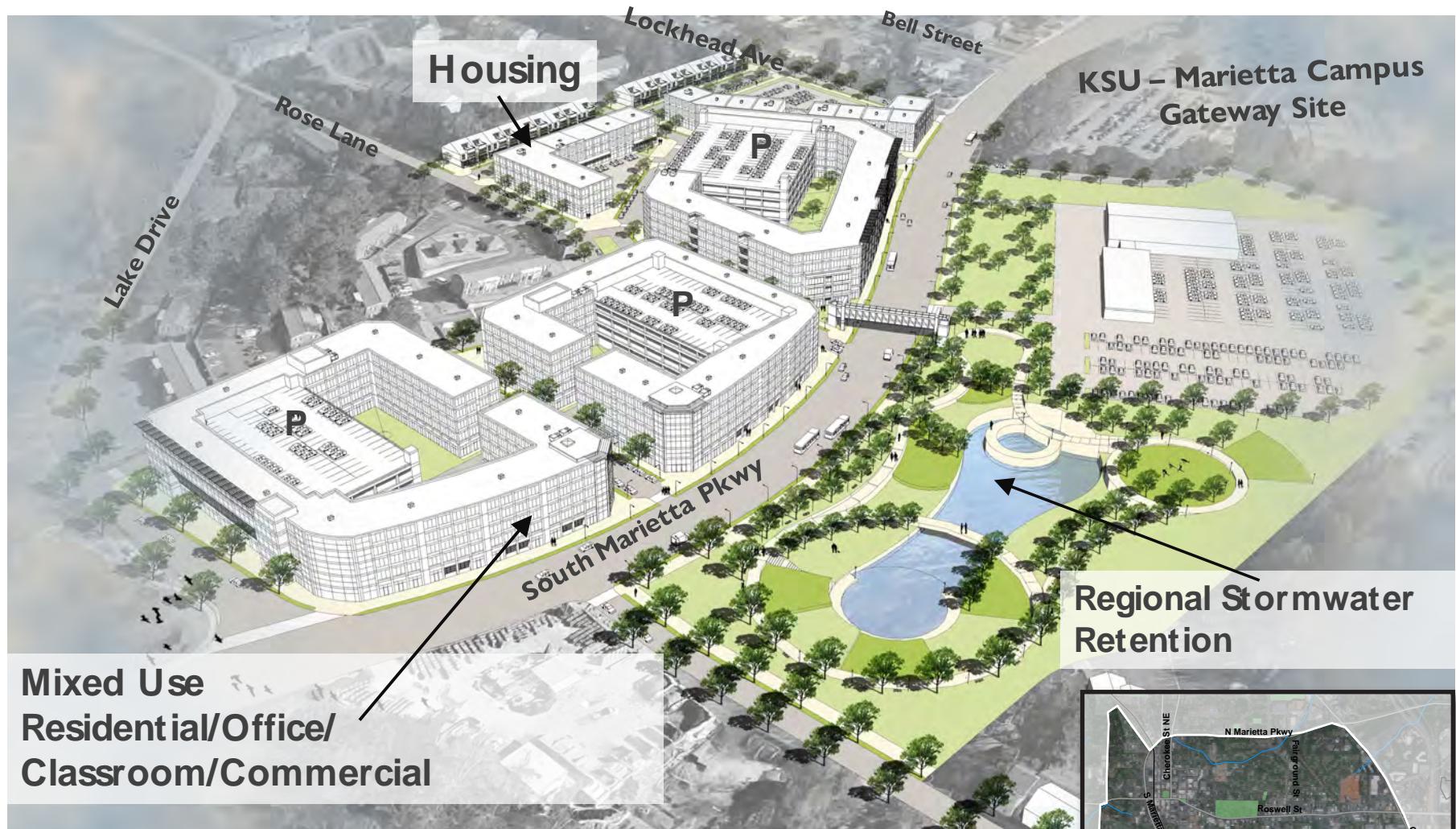


Figure 4.2g: Education District with Inset Map



**Creating safe, beautiful spaces and amenities to serve both the local universities and greater community.**



Figure 4.3h: Education District Street View



### 4.3c Entertainment District

At the intersection of Fairground Street and South Marietta Parkway lies the Cobb County Civic Center, Larry Bell Sports Complex, and Perry Parham Park. Cobb County Civic Center regularly hosts collector shows, graduations, performing arts shows, and sporting events. Cobb County Perry Parham Park contains the Cobb County Gymnastics Center, the Cobb County Aquatic Center, and baseball/softball fields. Just southeast, visitors can find the Aviation Park softball and baseball diamonds, which host regional tournaments.

Thousands of people come for the various events at these activity centers. Redeveloping this area into an Entertainment District would allow the City of Marietta to capitalize on these regional attractions and provide more amenities to keep the men and women attending trade shows or the parents watching softball tournaments entertained, well fed, and investing in local businesses and restaurants.

The Entertainment District would build off of the popular Red Eyed Mule by converting underutilized parking lots and under performing shopping centers into destinations for shopping, dining, and entertainment. Redevelopment could also bring much needed neighborhood services, including a grocery store. In smaller commercial areas in this district, such as at Williamson Brothers Catering, smaller neighborhood serving infill is encouraged, including restaurants, coffee shops, and dry cleaners.

Similar to the Education District discussed above, access is critical to this area. The park and athletic centers are open to the public and surrounded by residential neighborhoods. However, the barrier of South Marietta Parkway keeps many people

from walking to these public resources. Necessary to this entire master plan is safe accessibility to current and future developments. Improving trail and sidewalk connections and crosswalks on South Marietta Parkway would also make it easier for visitors to access the amenities in other parts of the study area.

Tied into the Entertainment District is the potential mixed use development detailed in Figure 4.3k. The consultant team examined the possibility of a Super Block based on case studies in Barcelona, Spain and Savannah, Georgia. Shown in Figures 4.3i and j. The idea behind the Super Block is to transform traffic patterns around and through a 9-block area. The inner streets are all one-way loops, which limit car access to the interior plaza, creating streets that are primarily for pedestrians. The exterior streets remain two-way and allow for through traffic.

The goal of this development is to address many of the concerns expressed by community members during the master planning process. It could include neighborhood retail, multifamily housing, senior housing, and makerspaces. The anchor feature of the development would be a grocery store, which many residents said was lacking in the area. This is further supported by the market study, which states there is demand for a 25,000-30,000 square foot grocery store. While aiming to serve the residents of Downtown Marietta, it could benefit visitors, as well.

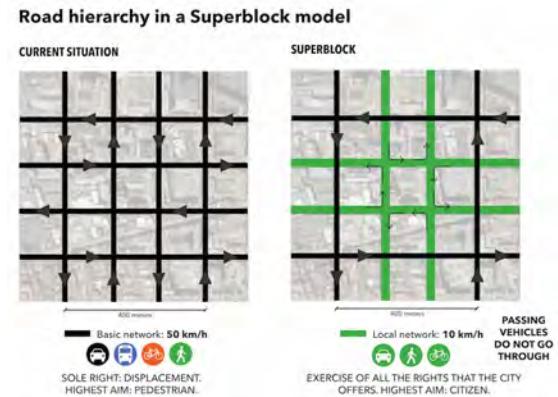


Figure 4.3i: Barcelona Super Block Diagram



Figure 4.3j: Barcelona Aerial Image

## Entertainment District

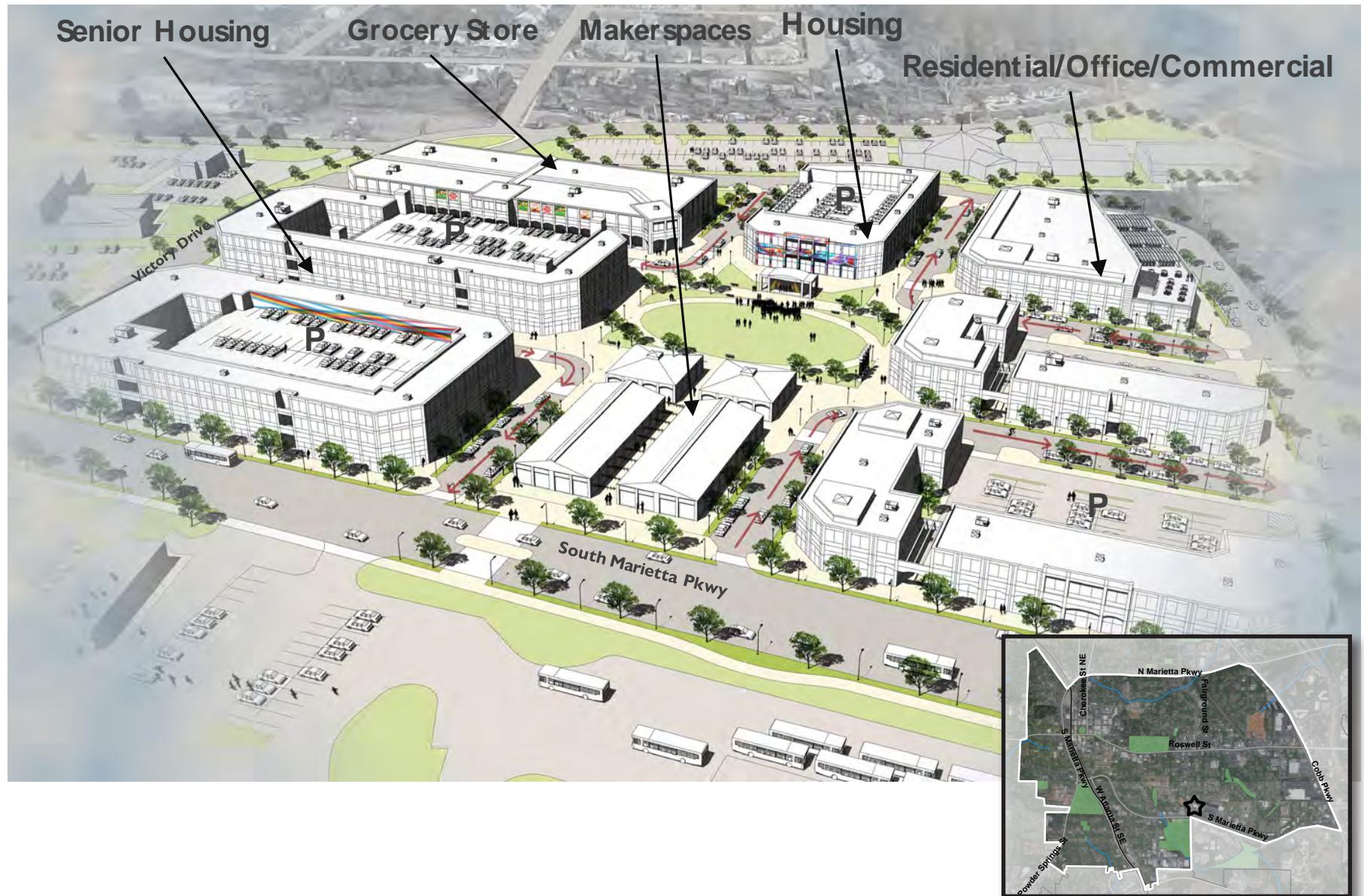


Figure 4.3k: Entertainment District with Inset Map



**Providing neighborhood services, housing, and entertainment options to the study area.**



Figure 4.3l: Entertainment District Street View



#### 4.3d Neighborhood Reinvestment

With growth and new development, comes the risk of loss of affordability and displacement. Marietta is currently a welcoming community for a diverse population and with strategic policymaking, has the potential to continue providing housing for its diversity of residents.

Many of the homes in the study area are smaller, historic homes that are naturally more affordable. Policies should be put into place to make sure that the naturally occurring affordable housing can remain. The residential neighborhoods to be specifically targeted can be found in Figure 4.3q in the yellow circles. This study focuses on affordability in Fairground Street District, Victory/Aviation District, and Gramling District.

Areas within the Gramling District and the neighborhood on Roosevelt Circle in Lemon Street District have many rental units, some of which are run by absentee landlords. As a result, upkeep is lacking and the quality of housing stock is deteriorating.

Recommendations for neighborhood reinvestment include:

To support housing options, consider a pilot program in study area corridors that allows for mixed use with multi-family housing at the discretion of the City Council and City Staff. Incorporate this into the existing Commercial Corridor Design Overlay District.

To enhance housing options and to preserve the historic character of the residential districts in the Envision Marietta LCI Study Area, consider the following edits/additions to the existing Residential Infill Development Overlay District. This can be tested at pilot locations within the study area.

a. Decrease the minimum unit size from 1800 square feet.

b. Include missing middle housing typologies: townhomes, bungalow courts, mansion-plex, live/work. Consider allowing rental if property owner lives in one unit.

c. Allow rental in Accessory Dwelling Units if the property owner lives on site.

To consider creating some type of incentive program that encourages employees in Marietta to also reside within the City. These incentives could be reduced property taxes for both owners and landlords (multifamily owners) and/or employer-based incentives.

To utilize funds (federal) to assist in affordable housing in the vein of the previously utilized Marietta Investing in Neighborhood Transformation (MINT) programming.



Figure 4.3m: Marietta Home



Figure 4.3n: Marietta Home

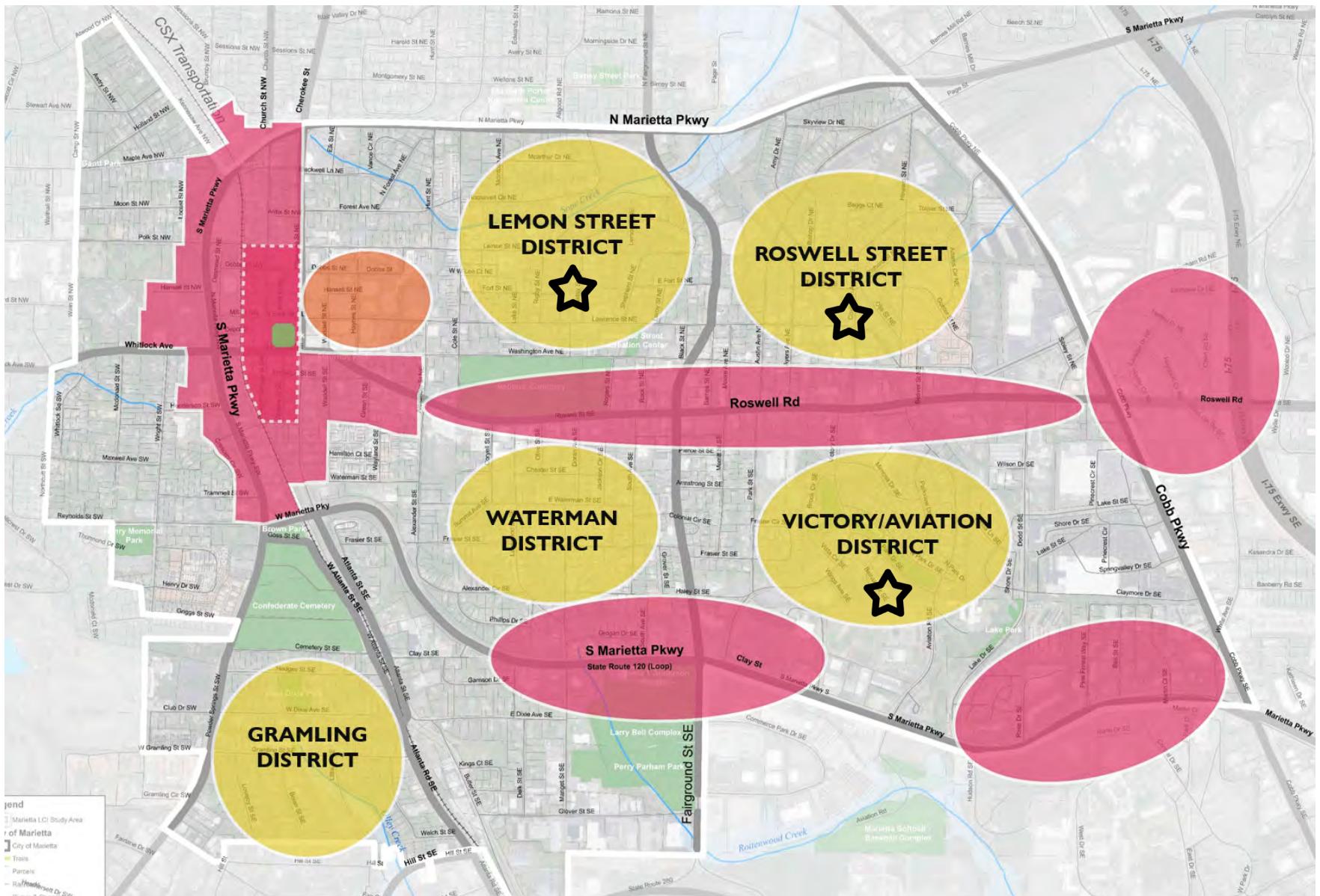


Figure 4.3o: Example ADU



Figure 4.3p: Example ADU

## Neighborhood Reinvestment Map



Recommendations

Figure 4.3q: Districts Map

#### 4.3e Square Infill

The core of Downtown Marietta is The Square, a historic and vibrant restaurant and retail district. This walkable downtown center gives Marietta its small town charm and unique character. The streets on Glover Park, North, West, South, and East Park Square, and the secondary row of streets, contain a thriving mix of commercial on the ground floor with residential and office in the second stories.

This successful economic center could be further bolstered by strategic infill development along the streets leading into the Square, particularly along North and South Marietta Parkway, a major gateway corridor. Figure 4.3s illustrates Opportunity Sites and Activation Areas that could be better activated to support the Square.

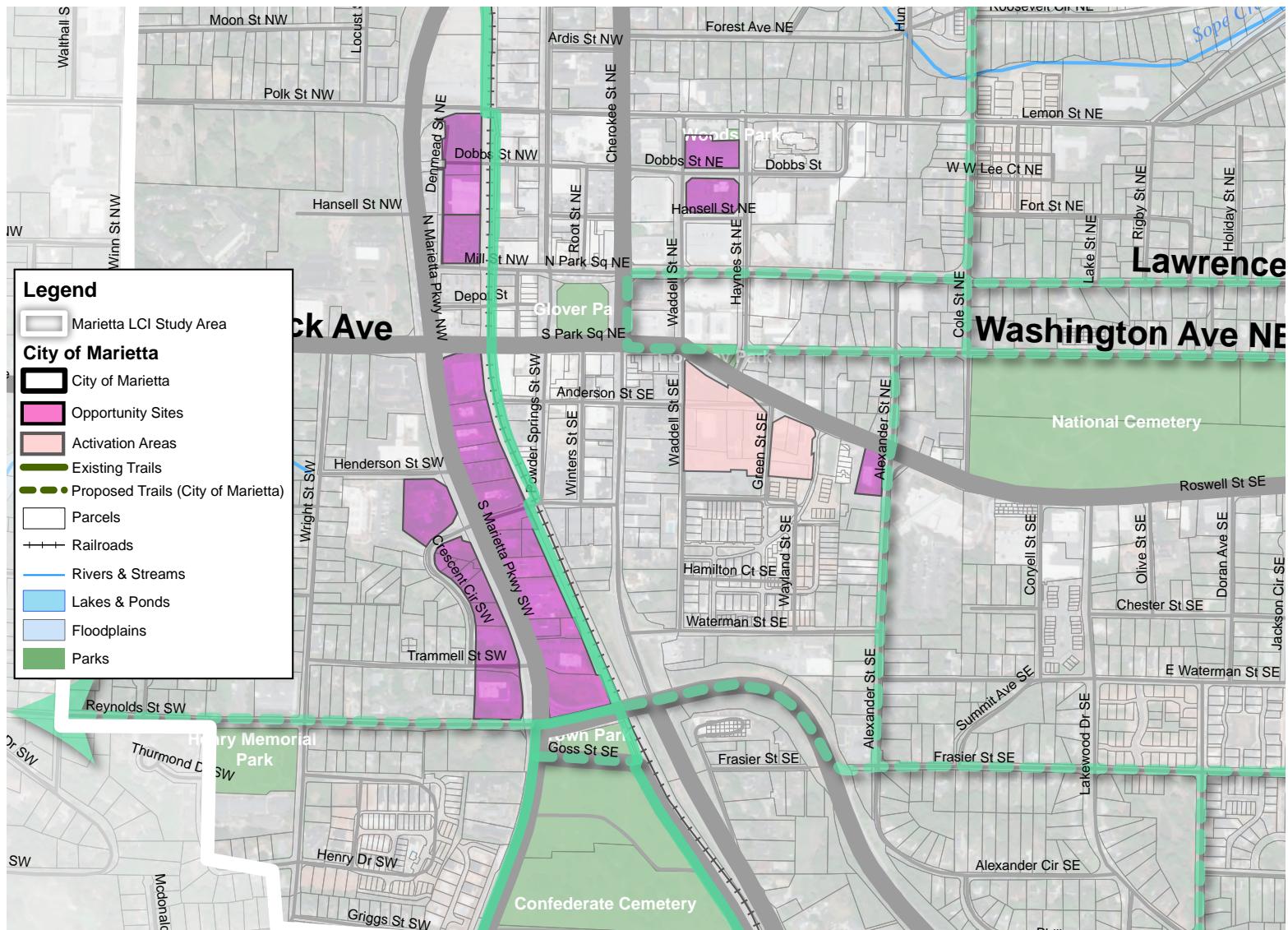
The Opportunity Sites are highlighted in purple in Figure 4.3s. These are locations that could be enhanced with mixed use infill. The primary target for such development is the strip on South Marietta Parkway, between Whitlock Avenue and Reynolds Street. Local and beloved businesses, such as Douceur de France can be found in this commercial block. It is not recommended to necessarily replace the uses, but rather to improve the design and maximize this desirable location with higher density and mix of uses. Hotel, office, or residential could be built on top of restaurants or retail on the ground floor. Addressing the design of these areas surrounding the Square will also help in improving the pedestrian access and safety. Another major asset at the rear of this strip of properties is the Mountain to River Trail (M2R), which could spur development in the area.

The government buildings and businesses with large parking lots on the edges of the Downtown District are bustling during the day. However, at night there are opportunities to better utilize these otherwise underutilized parking lots. The areas highlighted in pink in Figure 4.3s are examples of Activation Areas. These are parking lots along Roswell Street, a major thoroughfare into the Square, that could be transformed outside of business hours into community assets. Parking lots could be used for food trucks, public events, or sports leagues.



Figure 4.3r: Marietta Square

## Square Infill Map



Recommendations

Figure 4.3s: Districts Map

#### 4.4 Zoning Recommendations

Effective zoning is critical to furthering the City of Marietta's development goals and the proposals laid out in this study. It can be used to create walkable streets, reinforce affordability, and protect and grow greenspace. The City of Marietta's zoning ordinance already contains overlay districts, that cover the LCI study area, which can be utilized to accomplish the development recommendations. This study proposes additions to these overlays, the Commercial Corridor Design Overlay District and the Residential Infill Development Overlay District , to encourage smart and sustainable growth.

At their core, the overlays promote the kind of development described in this study. This study lays out recommendations for the overlays to be more effective in fostering mixed use developments and infill residential areas.

The primary goals of the zoning overlay recommendations include:

- Compatibility of uses with adjacent areas
- Improving/increasing neighborhood services
- Increasing greenspace/open space
- Creating safe and desirable pedestrian environments
- Affordable housing options
- Incentivizing overlay districts

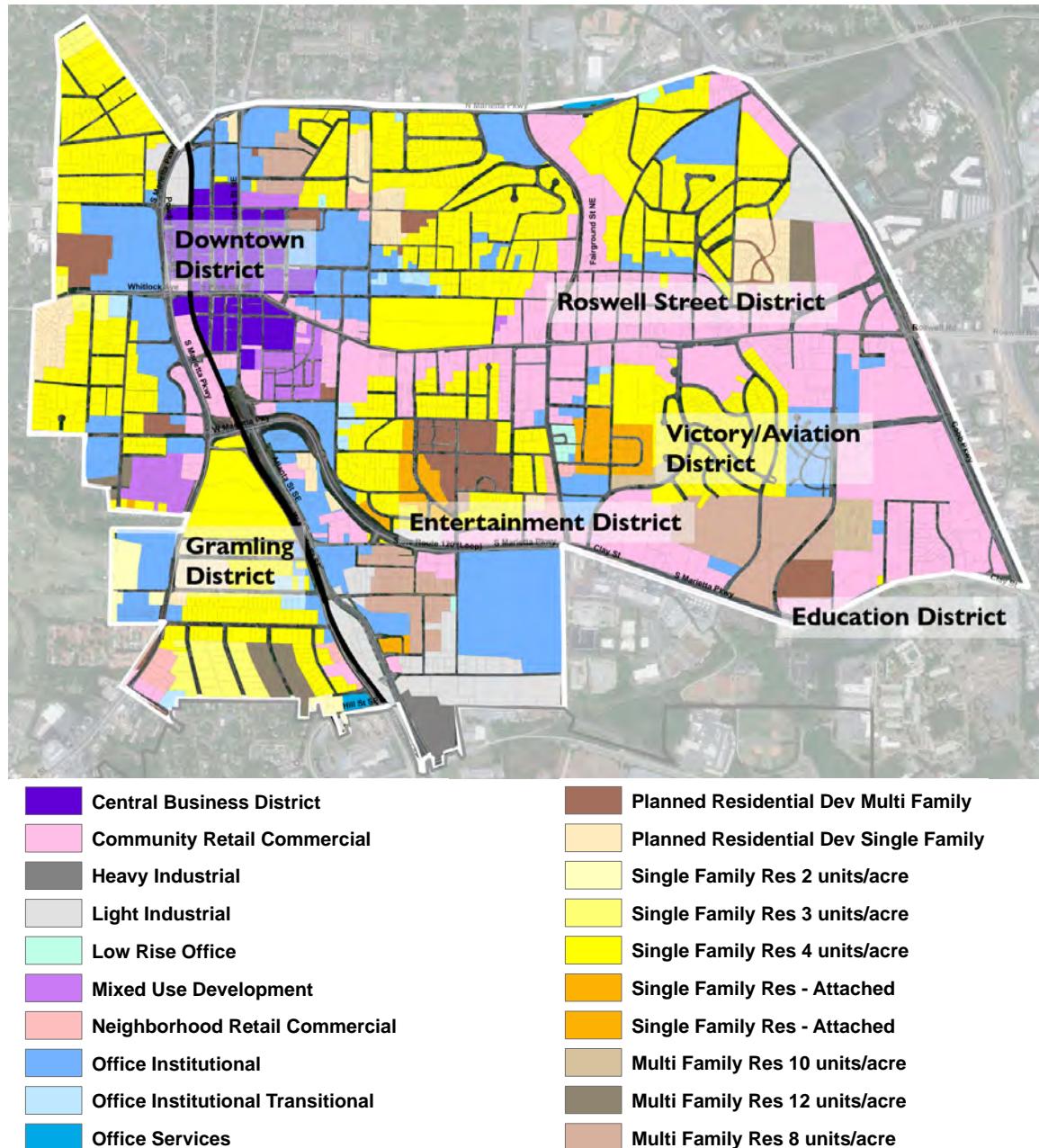


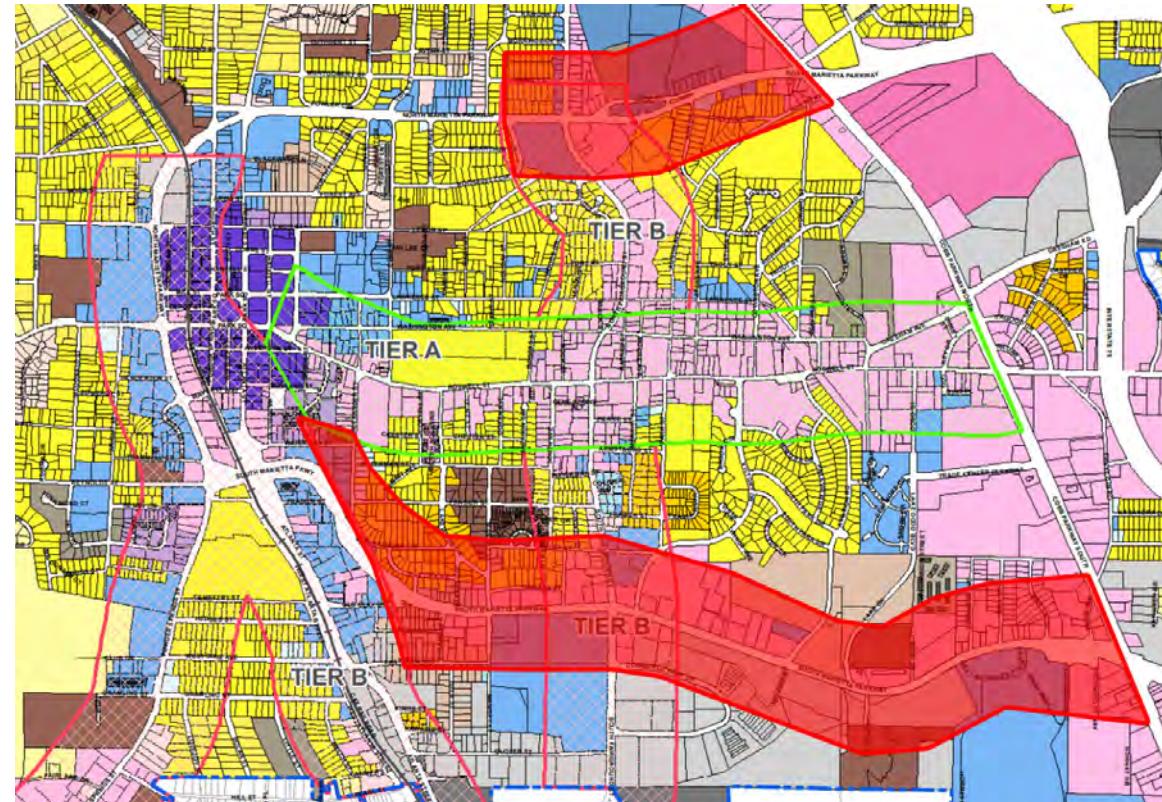
Figure 4.4a: Zoning Map

## Commercial Corridor Design Overlay District

### Commercial Corridor Design Overlay District

The Commercial Corridor Design Overlay District aims to create mixed use, pedestrian friendly environments. In order to better meet the development goals described above, this study recommends the following:

- Incorporate South Marietta Parkway and North Marietta Parkway from Cobb Parkway to Fairground Street into the overlay district.
- Increase public greenspace or “open space” requirement from 5% to at least 10%, which can be found in Tier B of the overlay district. The standard set by the American Planning Associations is for cities to aim for 10 acres of greenspace per 1,000 people. Ways to increase/encourage greenspace could be:
  - Joint greenspace for districts/blocks
  - Payment in lieu to fund an open space or plaza area for the districts/blocks
- Decrease maximum impervious surface area from 95% (A) and 90% (B) to 80% (CRC) or 70% (NRC).
- Allow for mixed use development with multi-family, which would be at the discretion of and to be approved by Council and Staff.
  - Consider pilot districts.
- Incorporate a list of prohibited land uses, such as car-oriented services. Provide incentives for changing from prohibited land uses.
- Include incentives:
  - Consider density and/or height bonuses
- Make the current shared parking agreement bonus mandatory and enforced by a newly established parking management authority. Properties with shared parking agreement



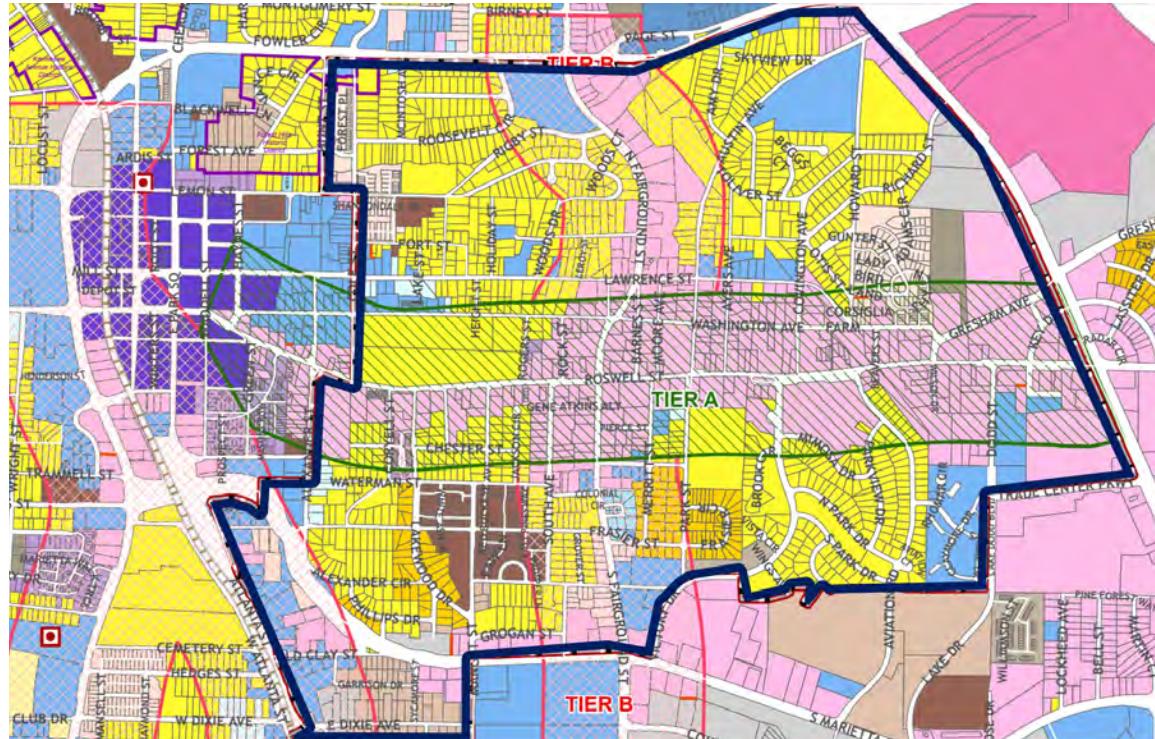
- receive a 10% reduction in the required number of parking spaces.
- Establish public art/amenities requirements for all developments.
  - Encourage voluntary allocation of 1% of construction/renovation costs towards arts or to City arts programs.

## Residential Infill Development Overlay District

### Residential Infill Development Overlay District

The Residential Infill Development Overlay District encourages infill housing on smaller lots. This study seeks to utilize this overlay to preserve and promote affordable housing. In order to do so, it is suggested to:

- Decrease minimum unit size from 1800sf.
  - “Historic” square footage is 700-1100sf; new square footage is at least 2500sf.
- Include Missing Middle Housing typologies, such as: townhomes, bungalow courts, mansion-plex, live/work.
  - Consider allowing rental if property owner lives in one unit.
  - Consider a pilot program to test.
- Accessory Dwelling Units: Consider allowing rental ADUs if property owner lives on site. Consider a pilot program to test.
- Utilize funds (federal) to assist in affordable housing in the vein of the previously utilized Marietta Investing in Neighborhood Transformation (MINT) programming.



## 4.5 Transportation Recommendations

As discussed in the Findings and Analysis, the street network of central Marietta is well connected with multiple travel options between destinations. However, several streets in this network create barriers for travel, especially Marietta Parkway loop surrounding downtown and its adjacent neighborhoods. In addition, the street network currently offers little connection for pedestrians and cyclists. Many streets lack sidewalks, at least of a width to offer a clear and accessible path for pedestrians, and the study area has no bicycle facilities other than the multi-use paths and trails along major corridors.

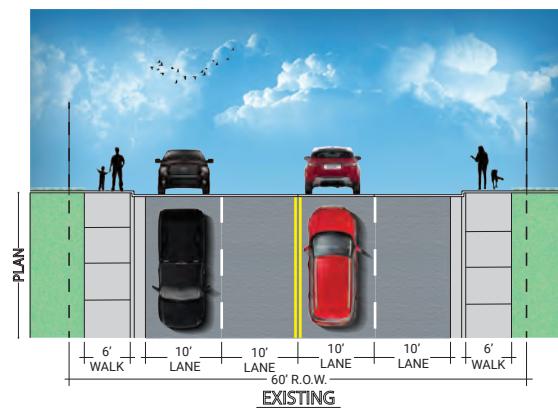
For these reasons, the study recommends a series of projects and policies focused on using the existing street network to create a stronger network for active transportation (walking and biking). This takes advantage of the completeness of the street network but introduces innovative approaches to achieve high-quality designs within the narrow and constrained rights-of-way of individual streets.

The City's expansion of Roswell Street to four lanes from Cobb Parkway into downtown Marietta has established a priority for vehicle movement on that street, but also adds vehicle-carrying capacity that lessens the need for parallel east-west streets to carry traffic. It is for these reasons that the study recommends taking such an extensive approach to increasing bicycle and pedestrian options in the network, especially east to west: the street capacity is not as essential for vehicular mobility, but the main east-west corridor through this part

of the City has also been designated with a priority for vehicular mobility. Other streets in the network should be used in a similar manner to prioritize other travel modes.

### Projects T-02/T-03/T-04/T-05/T-06: Lawrence/Washington East-West Corridor

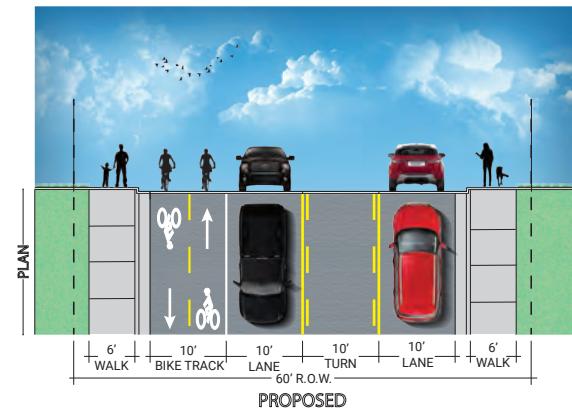
Current plans for the bicycle network in central Marietta do not include a continuous east-west corridor inside the Marietta Loop. This series of projects, separated into individual components to allow phasing and programming of small sections at a time, would create such a connection from the downtown Marietta business district east to the Mansour Conference Center. It is organized into the following sections.



### Project T-02: Lawrence Street Repurposing

A short extent of Lawrence Street from Haynes Street to Cole Street currently consists of a four-lane undivided cross section. This project would repurpose this section into three lanes (two travel lanes and a two-way left turn lane allowing left-turn storage at intersections) and repurposing one lane as a two-way bicycle track. The two-way track is recommended for consistency with other sections of the corridor, where it is the most practical design treatment for bicycles given constraints of the existing right-of-way and street design (see Figure 4.5a below).

This project would also remove the southbound right-turn slip lane from Cole Street to Lawrence Street, reducing the footprint of the intersection and making pedestrian crossings safer (see Figure 4.5c).



**Figure 4.5a: Project T-02 Conceptual Cross-sections**

\*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.

## Recommendations

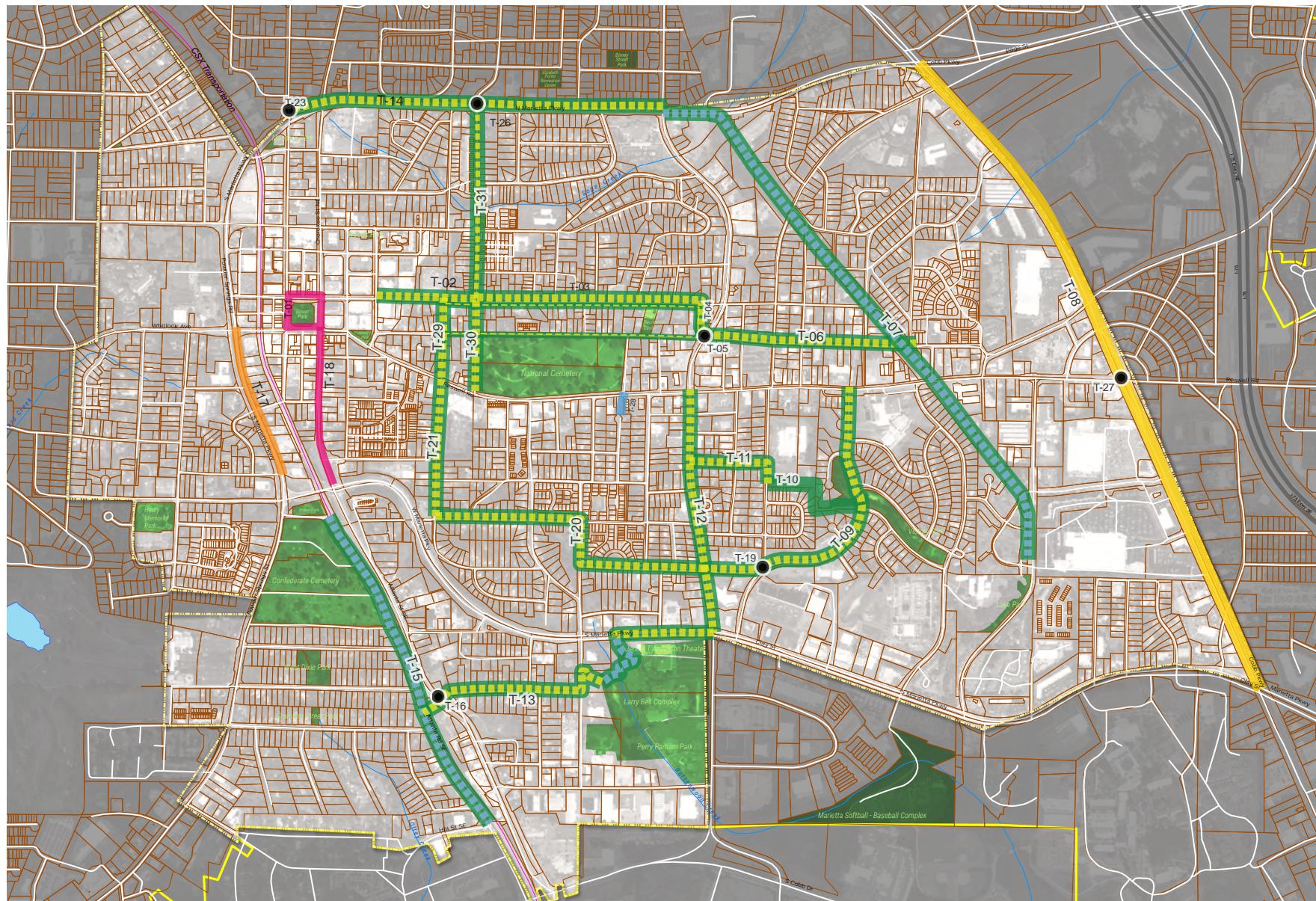


Figure 4.5b: Map of Recommended Projects

**Projects T-03 or T-04:** Intended as alternatives to achieve the same outcome of an east-west bicycle route, these two projects use the Washington Street and Lawrence Street corridors in different ways to connect a bicycle facility through the neighborhoods east of downtown Marietta. Project T-03 adds a two-way bicycle facility only to Lawrence Street and accomplishes this through expanding a sidewalk on one side of the street into a ten-foot multi-use path along the street. Even though Lawrence Street features narrow curb-to-curb dimensions (typically 18 or 20 feet) and narrow sidewalks attached directly to the curb, the street's right-of-way is larger, with up to ten feet on each side of the existing sidewalk edge. Completion of this recommended design should require no significant right-of-way acquisition.

However, there are physical obstacles just outside of the right-of-way to a full completion of the multi-use path aligned away from existing curbs, such as buildings, steep slopes, or retaining walls between private property lots. For this reason, the design of this multi-use path will be combined with horizontal diversions to the existing curb lines allowing the path to use current street dimensions, as illustrated in Figure execs below. This is effectively a form of traffic calming, referred to in traffic calming parlance as chicanes, that preserves two-way traffic flow but requires occasional yield of vehicles for the short distances the chicanes are in place.

Implementing this project requires a reconstruction of curbs and potentially relocation of drainage, increasing its cost beyond working within the existing curb-to-curb dimensions of

Lawrence Street. As an alternative, Project T-04 would convert both Lawrence and Washington Streets to one-way traffic flow to repurpose one of the two travel lanes on each into a buffered bicycle facility, either a single-direction bicycle lane or a pair of two-way cycle tracks. Implementing this project would be considerably less expensive than T-03, although it would require significant lengths of both streets to adapt to one-way traffic. With regular network street connections this is not a major disruption to traffic flow on the overall network; however, it is nonetheless a change for local residents and service and delivery providers.

**Project T-05: Fairground Street Crossing.** Regardless of the alternative the City selects for this east-west corridor, it should enhance the corridor's crossing of Fairground Street. The study recommends using the former right-of-way of Black Street as it approaches Washington Street to create a short off-street multi-use path and connecting this to the existing signalized intersection at Washington and Fairground Streets. This would involve enhancements to the north leg crossing of Fairground.

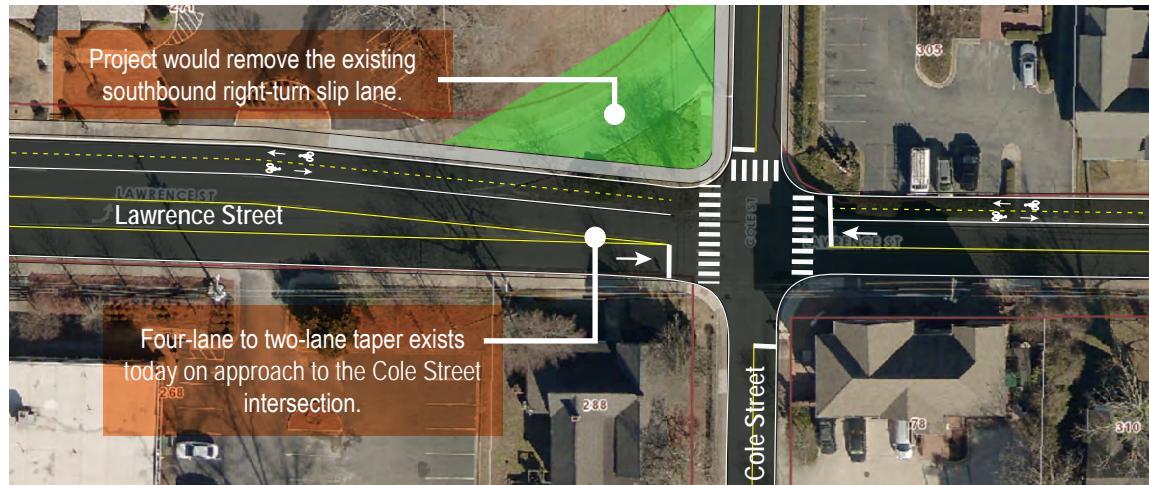


Figure 4.5c: Lawrence Street Transition at Cole Street

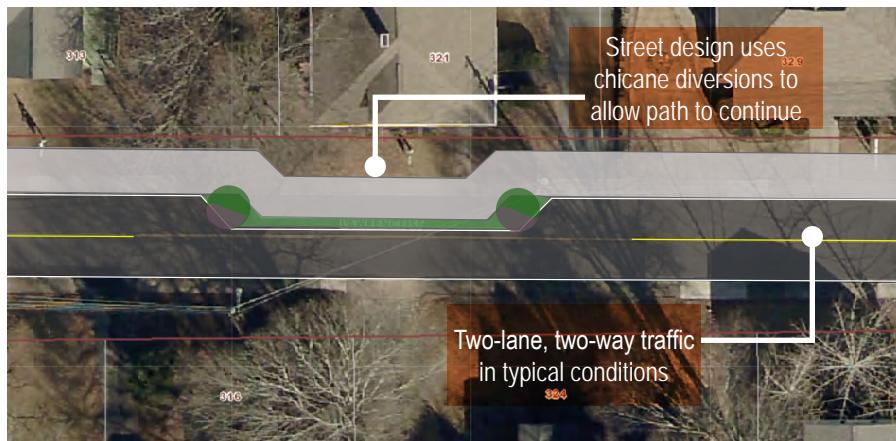
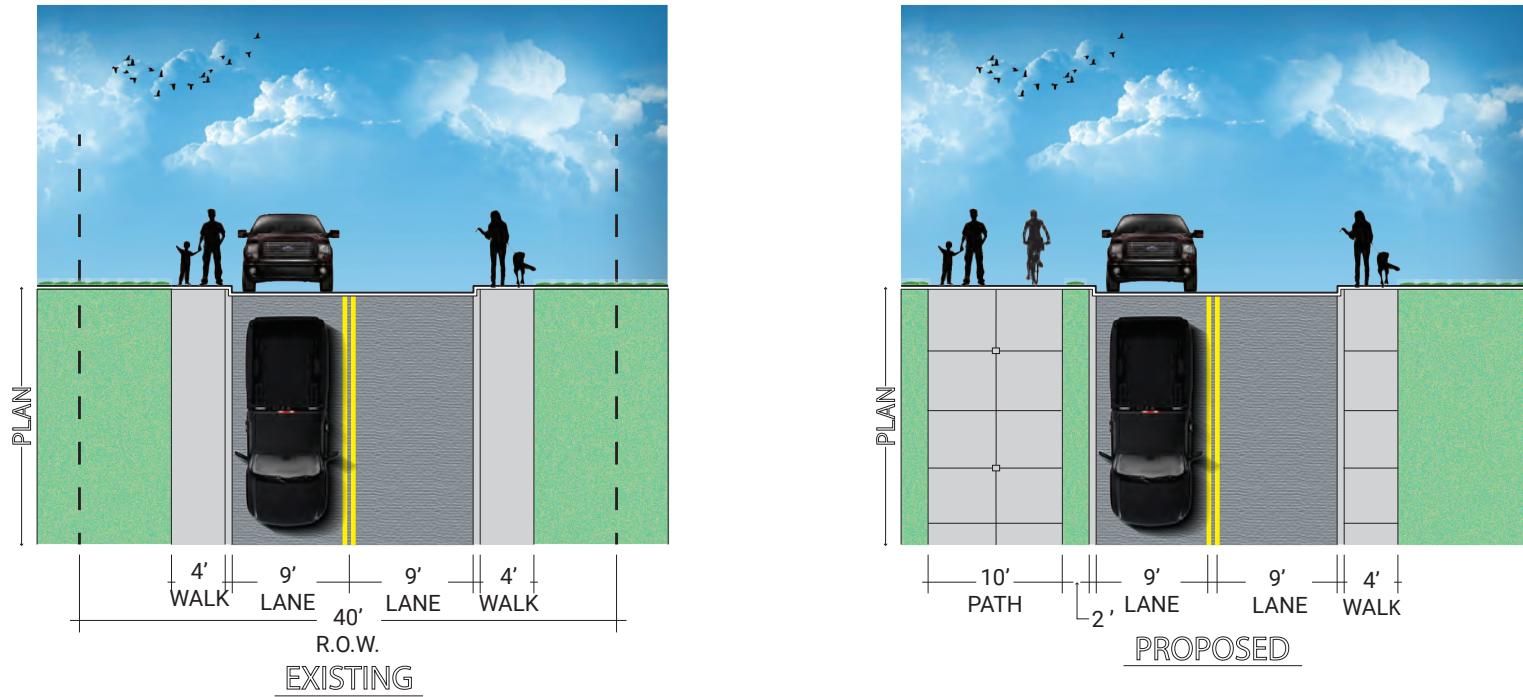


Figure 4.5d: Project T-03, Lawrence Street Two-Way Street with Diversions. Clockwise from upper left: existing typical section, proposed typical section, sample plan-view diagram of chicane diversion to allow multi-use path to continue in constrained areas.

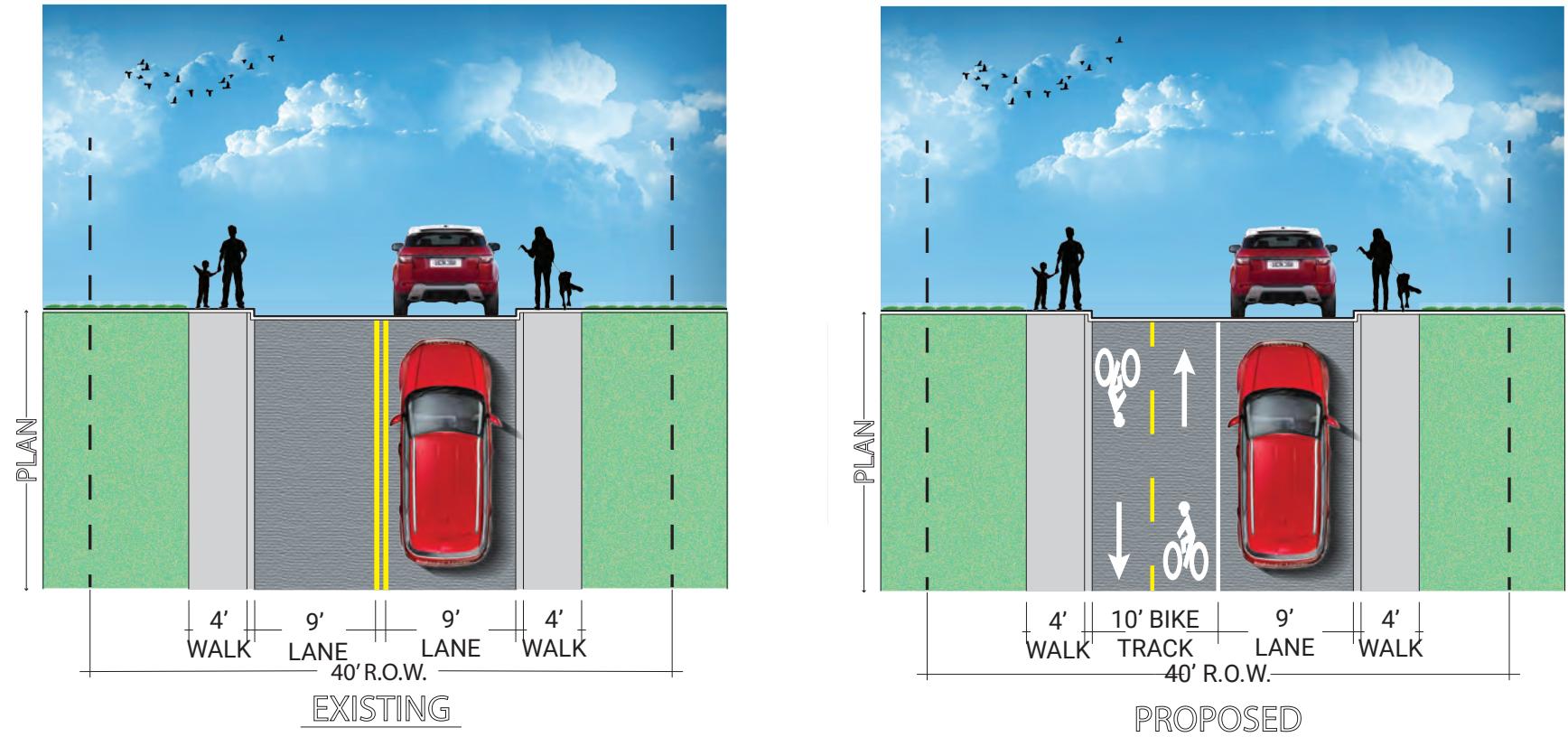


Figure 4.5e: Project T-04, Washington-Lawrence One-Way Conversion Option Typical Section.

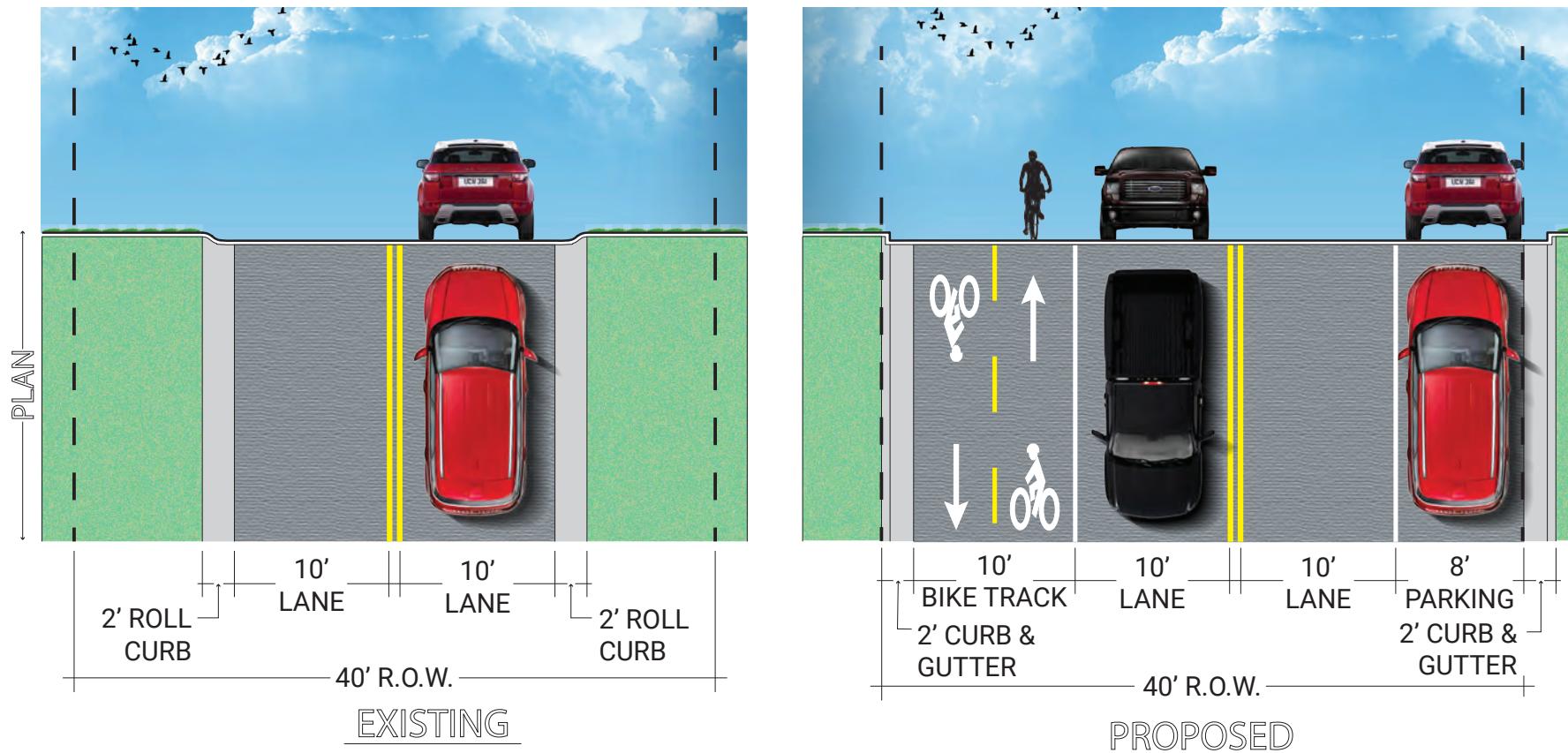
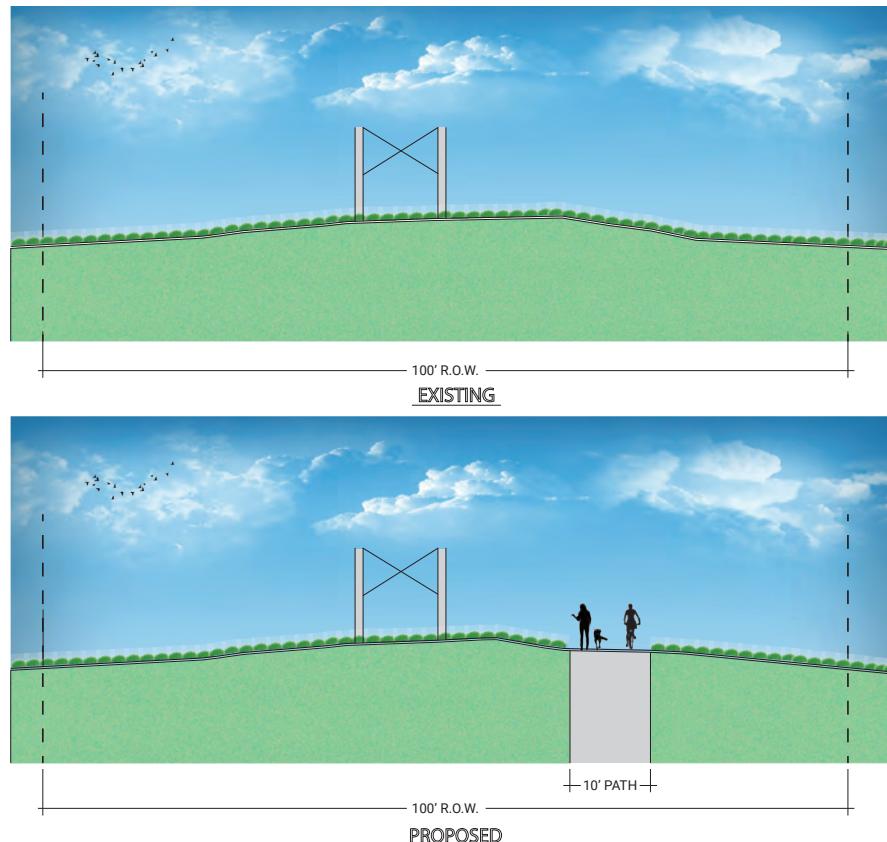


Figure 4.5f: Project T-06, Washington Street East reconstruction for cycle track and neighborhood parking.

This is identified as a separate project because the City could implement it independently of the rest of this east-west bicycle and pedestrian corridor, and would represent improvements to a crossing of a major barrier street where a high concentration of crashes has been identified.

**Project T-06:** Washington Street Extension. East of Fairground Street, the Washington Street corridor has a greater amount of right-of-

way and, in some sections, of existing curb-to-curb dimensions to carry the bicycle corridor. This project would extend the corridor along Washington from Fairground to Howard Streets, allowing the multi-use path to connect to a proposed utility corridor easement trail (Project T-07). The project envisions a continued multi-use path along the north side of Washington Street for its length.



### Project T-07: Marietta Utility Corridor Trail

In an existing utility easement, the study proposes an off-street, multi-use path connecting the North Marietta Parkway multi-use path to Lake Drive Park and eventually to South Marietta Parkway. The land is almost entirely within Georgia Power's ownership from Roswell Street north to North



Figure 4.5g: Project T-07, Marietta Utility Corridor Trail. Counter-clockwise from upper left: existing typical section, proposed typical section, sample plan-view diagram of trail terminus if a pedestrian hybrid beacon were used to cross North Marietta Parkway.

Marietta Parkway, and other parcels along the trail's path are currently vacant. South of Roswell Street, the corridor properties are owned by private owners, although parcels are relatively large and held by only three different entities.

At Lake Street, the Dodd Street right-of-way expands from 50 to 90 feet in width, allowing for significant expansion of existing sidewalks into a multi-use path without a need for right-of-way acquisition, and south of Claymore Drive to South Marietta Parkway, all land on the west side of Lake Drive is owned by a City of Marietta agency, consolidating property ownership.

In addition to connecting to the east-west trail system described in the previous sections, This

trail project would provide a significant link to existing trail investments the City has made along the Rottenwood Creek corridor. This is a major corridor connecting to other regional trail systems and allowing central Marietta's neighborhoods to have a direct walking or bicycling link to the Kennesaw State University Marietta campus, Life University, and the Franklin Gateway corridor.

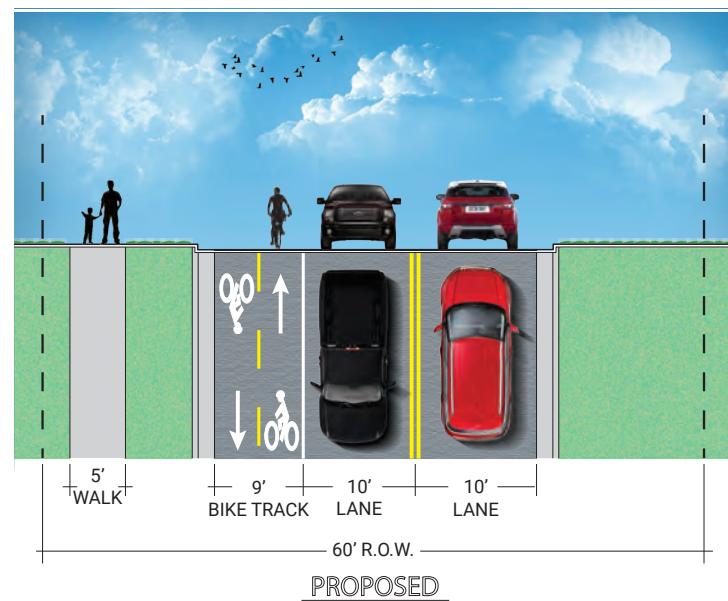
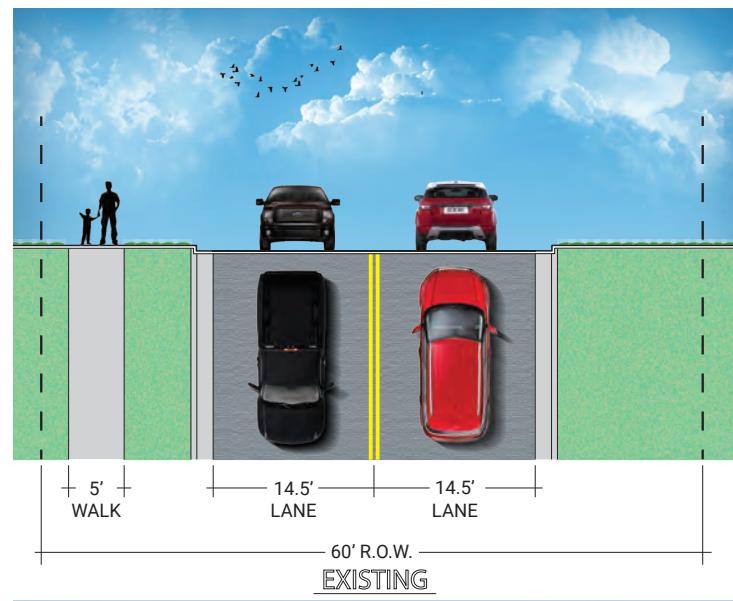
### Projects T-09/T-10/T-11: Eastside Connecting Corridors

These projects use a combination of existing easements (Project T-10) and innovative street design with traffic calming (T-11) to connect the

Utility Corridor Trail to Roswell Street and the southeast quadrant of the study area.

In addition to these projects, several other bicycle-pedestrian links south of Roswell Street provide connections from these neighborhoods, described as follows:

- **Project T-12**, continuing the Fairground Street streetscape project south of Roswell Street to South Marietta Parkway and adding a ten-foot multi-use path suitable for bicycles and pedestrians;
- **Project T-13**, an on-street protected multi-use path on Dixie Avenue combined with an off-street path around the athletic facilities at Larry Bell Park and an expanded multi-



**Figure 4.5h:**  
**Project T-09,**  
**Victory Drive Two-Way Cycle Track.**  
This project takes advantage of an existing wide curb-to-curb dimension to achieve a two-way cycle track through simple restriping.

use sidepath along South Marietta Parkway, to connect West Atlanta Road to South Fairground Street; and

- **Project T-16**, which would use existing right-of-way and enhance sidewalks on the north side of Dixie Avenue, along with crossings of Atlanta Road and the CSX railroad, to connect Project T-13 to the Mountain-to-River Trail on West Atlanta Street.

#### Project T-14: North Marietta Parkway Streetscape

The City has already developed conceptual designs for a streetscape project on the North Marietta Parkway loop between Fairground and Church Streets that would add a multi-use sidepath on the north side of the street. The study recommends creating a formal connection between this project and T-07, either through an extension of the trail along Marietta Parkway and a pedestrian-

activated signal crossing at the utility corridor, or enhancements to the Fairground/Marietta Parkway intersection to allow the multi-use path to move to the south side of North Marietta Parkway and connect to Project T-07 along the south side.

Since these bicycle-pedestrian enhancements would only be on one side of North Marietta Parkway, they are recommended to be supported with other projects that improve pedestrian safety and comfort crossing the Loop, listed as follows:

- **Project T-26**, enhancing the intersection of Cole Street and North Marietta Parkway to reduce turning radii and realign the east and north leg crosswalks; and
- **Project T-31**, reconstructing Cole Street to add a raised curb and a grade-separated two-way cycle track from the Loop south to Lawrence Street. This allows a full connection for pedestrians on protected facilities between

the north Loop and the proposed east-west cycle track on Lawrence (and potentially Washington) Street.

#### Projects T-20/T-21/T-29: South Cemetery Neighborhood Connections

These three projects provide a link between Fairground Street and the Lawrence-Washington east-west corridor using similar designs combining traffic calming and curb relocations to fit two-way protected bicycle facilities on existing streets. The individual project components recommended to make this connection include:

- **Project T-20**, using the traffic calming/hybrid design of Project T-03, to connect Fairground Street along Haley Street from Fairground to Manget Streets, Manget Street from Haley to Frasier Streets, and Frasier Street from



Figure 4.5i: City-led design concept for North Marietta Parkway Streetscape Project, from Cherokee Street to Fairground Street.

- Manget to Alexander Streets.
- **Project T-21**, using a similar design on Alexander Street from Frasier to Roswell Streets. Because of narrow right-of-way, additional right-of-way may be needed to complete this connection.

### Managing Traffic Operations and Flow in Downtown

Marietta's downtown business district is anchored by the Marietta Square as a cultural and business destination. However, as discussed in the Findings and Analysis section of the report, it is also a location for complicated traffic operations. This is due largely to traffic patterns that do not continue in straight lines through intersections, requiring motorists to shift horizontally around corners and adding to the distractions they face in an already active area; it is also due to motorists' search for on-street parking as a major reason for traffic circulating around and near the Square.

The City has begun designing a series of improvements to operations around the Square, based on improved signal designs and lane configurations, and these are retained in the LCI study as **Project T-01**. In addition, the study recommends **Project T-18**, which balances the existing cross-section of Atlanta Street from South Marietta Parkway to Washington Street (at the Square) by reducing two northbound travel lanes to a single lane. This would be achieved by removing the outer northbound lane through a required right turn (or 'dropping' the lane) at Waterman Street, with only a single lane continuing northbound. Existing space could be converted to on-street parking and curb extensions for

landscaping. North of Waverly Way, where Atlanta Street becomes a one-way northbound street, the right turn lane leading to Anderson Street would also be converted to parking and curb extensions.

### The West Loop: Access Management and Pedestrian Enhancements

Along Powder Springs Street from South Marietta Parkway to Church Street, the Marietta Parkway Loop carries its highest traffic volumes and is one of the most challenging and uncomfortable locations for pedestrians to cross in the entire study area. Although this extent of the Loop has a greater density of traffic signals than the North and South Marietta Parkway extents, it still allows high travel speeds due to its design. South of Whitlock Avenue, where the road serves commercial land uses, there is direct driveway access to individual commercial properties. Although the road has fewer driveways than other comparable commercial corridors, some parcels feature multiple driveway access points per parcel and the frequent spacing of driveways complicates operations and safety on the corridor.

The study recommends establishing a proactive access management program through **Project T-17** that would consolidate duplicate driveway points (especially south of Waverly Way on the east side of Powder Springs Street) and begin to establish a cross-parcel access corridor, potentially at the backs of properties adjacent to the Mountain-to-River Trail.

On the west side of Powder Springs, where the street already features fewer curb cuts, the study recommends extending the North Loop multi-use

path of Project T-14 south along Powder Springs. Because T-14 connects to the existing Mountain-to-River Trail at Church Street and that trail crosses the Loop via a pedestrian bridge adjacent to the CSX railroad corridor, another crossing of the Loop would be needed.

This is recommended as **Project T-32**, extending from the southwest corner of Powder Springs Street to Polk Street south to the northwest corner of Powder Springs Street and Crescent Circle. The project would include upgrades to the intersection of Crescent Circle-Waverly Way and Powder Springs Street to continue the trail across the north leg of this intersection; it would connect to the existing Mountain-to-River Trail just west of the Waverly Way railroad crossing.

### Projects T-22/T-28: Connectivity Along Roswell Street

The Roswell Street redevelopment district identified in the study is one of the key commercial districts in the entire study area and the most immediately accessible to many central Marietta neighborhoods. The study recommends two projects that will help to make crossing of the new four-lane section safer: a supplemental study and project to install pedestrian-activated crossings along Roswell Street in the general vicinity of the National Cemetery (**Project T-22**), and a project to extend Jackson Circle from its current dead-end to Roswell Street, likely through redevelopment. This street extension should align the new Jackson Circle extension with Rogers Street NE on the north side of Roswell Street.

### **Policy Recommendation: Priority of Treatments for Crossing Arterials**

Throughout the LCI study process, the study team discussed the possibility of adding pedestrian bridges, especially over the Marietta Parkway loop, with numerous stakeholders. Although the grade separation of pedestrians and cyclists from major traffic thoroughfares brings a heightened level of safety and comfort, these structures represent major construction and maintenance costs for the City and its partners, require certain vertical clearances under the bridge span, and may require added right-of-way to fit the approach structures and/or elevators.

The study recommends that the City first consider a grade-crossing treatment for any desired thoroughfare crossing locations and demonstrate that such treatments are not feasible or do not adequately address safety problems before considering bridge or tunnel crossings. If bridge or tunnel crossings are to be explored, the City should identify potential public-private partnership opportunities, especially with private landowners or developers, to allow private property to be used for at least some of the supporting and approach infrastructure (such as ramps or elevators) used to access the bridge.

### **Policy Recommendation: Advancing Marietta's Traffic Calming Program**

Marietta currently has a traffic calming program that, as in many cities, is based on neighborhood petitions and requests and supporting traffic studies performed by the City, and does not

allow a broad range of traffic calming devices to be used—it relies almost entirely on speed tables (speed humps) to achieve traffic calming.

The LCI recommends that Marietta use a broader approach to traffic calming and establish criteria for appropriate use of different design tools. Traffic calming has become increasingly important as cities strive to become safer, sustainable, and more livable. Traffic calming measures can include both policy and physical roadway measures. Policy strategies include educational elements (policy outreach, community newsletters, policing), and physical measures (horizontal and physical changes to the street, such as mini-traffic circles, bulbouts, and raised intersections). The current City program focuses on physical measures on local access roads within residential neighborhoods. Physical measures can also be applied to other street types and in other contexts within the City.

The table shown on the following page provides a suggested policy framework for how and where traffic calming can be applied, so that any of these design tools may be considered part of a larger policy. In this recommended approach, there are two categories of streets where physical measures can be applied: Framework and Non-Framework. Framework Streets are Marietta's arterial streets (such as Fairground Street and the Marietta Parkway Loop). These streets carry large volumes of traffic and have a design speed of between 25 to 40 miles per hour. Road diets, street trees, and medians are the types of physical measures that can be applied to Framework Streets.

Non-Framework Streets are local and collector streets. These streets can use a variety of traffic calming measures to alter driver behavior. Although speed tables would be part of this, other examples include neckdowns, chicanes, and traffic diversions.

Following Table 4.5a is a multi-page figure providing best practices guidance on how different traffic calming designs generally fit within a street or intersection and what the impacts of each might be.

Recommendations

	Classification	Regional Arterial	Community Arterial	Community Collector	Neighborhood Collector	Local Street
Appropriate	Design speed range (mph)	30-45	25-45	25-30	25-30	20-25
Appropriate in Special Circumstances	Traffic calmed category	Framework Street		Non-Framework Street		
Not Appropriate	Transition zone to traffic calmed segment					
Cross Section Measures	Gateway (landscaping, archway, signs, etc.)					
	Reduction in number of lanes					
	Reduction in width of lanes					
	Long median					
	Short median/refuge					
	Bulbouts					
	Curb and gutter					
	Pedestrian-scale lighting					
	Street trees					
	Lateral shifts					
On-Street parking	Parallel					
	Back-in-angle					
	Front-in-angle					
	90 degrees					
Horizontal Measures	Roundabouts					
	Mini-traffic circles					
	Chicanes					
	Short medians					
Periodic Measures	Narrowings	Pinch points				
	Vertical Measures	Raised intersections				
		Raised crosswalks				
		Flat-top speed humps				
		Speed cushions				
		Speed humps				

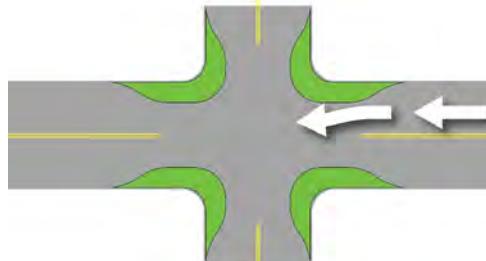
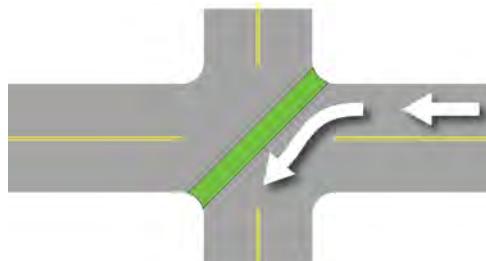
Table 4.5a:  
Appropriateness  
of traffic calming  
treatments on different  
types of streets in  
Marietta.

Adapted from  
the New Jersey  
Department of  
Transportation/  
Pennsylvania  
Department of  
Transportation  
*Smart Transportation  
Guidebook*.

## Traffic Calming Prototypes

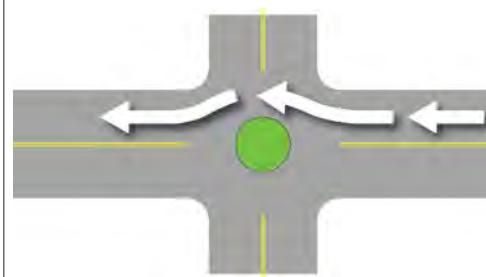
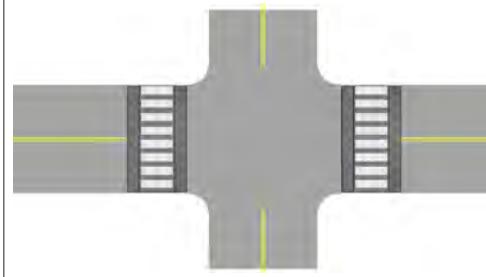
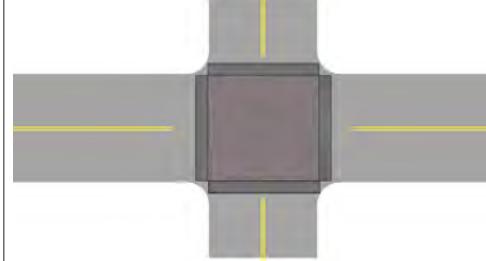
The matrix of options on the following pages describes multiple traffic calming treatments commonly used throughout the United States, Canada and Europe. It describes where they are appropriate—at intersections or in mid-block locations—and gives guidance on the types of conditions they can help to address (speed, increase in volumes, etc.) as well as the neighborhood elements with which they may conflict or have impacts (such as driveways, narrow

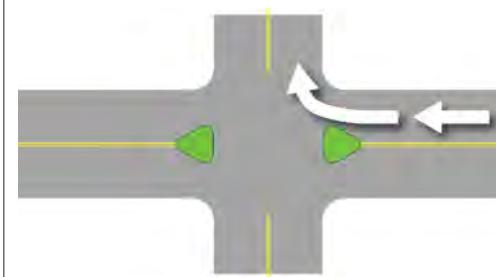
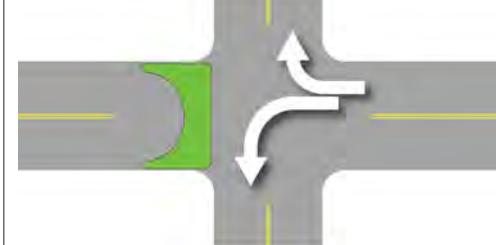
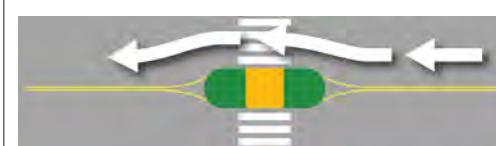
streets, and streets with transit vehicles or school buses). Once neighborhood residents have an understanding of the problem(s) they face, this guidance may be used to help focus discussions on which traffic calming measures may be appropriate.

Traffic Calming Device	General Design <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		this device affects...			use caution with...			costs/benefits			
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes
Curb extensions		X	X	X	X	X						..	• high, • medium, • low
Diagonal diverter		X		X	X	X				X	X	..	• high, • medium, • low

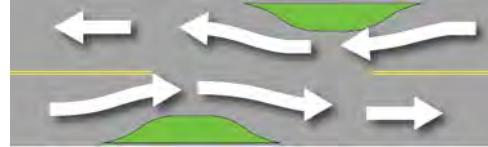
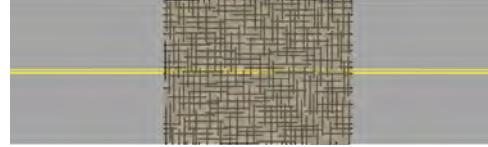
Recommendations

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Traffic Calming Device	General Design <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		this device affects...			use caution with...			costs/benefits					
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs	
Mini-roundabout		X		X		X				X			• •	•	• • •
Raised crosswalk		X	X	X							X	• •	•	• • •	
Raised intersection		X		X						X	• •	•	• • •		

Traffic Calming Device	<b>General Design</b> <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		this device affects...			use caution with...			costs/benefits				
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs
		X		X	X	X	X						•	• high, • medium, • low
Full closure		X	X				X	X		X			•	• high, • medium, • low
Pedestrian crossing island		X	X			X	X						•	• high, • medium, • low

Traffic Calming Device	General Design <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		this device affects...			use caution with...			costs/benefits				
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs
Speed hump or table		X		X					X		X		•	• high, • medium, • low
Center island narrowing		X		X				X	X				•	• high, • medium, • low
Half closure		X	X			X	X			X	•	•	•	safety benefits/impact • high, • medium, • low

Traffic Calming Device	<b>General Design</b> <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		this device affects...			use caution with...			costs/benefits			
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes
Lateral shift & chicane		X	X							X			• •
Midblock narrowing (choker)		X	X		X				X			•	•
Pavement treatment		X	X			X							• •

### Designation of a Railroad Crossing Quiet Zone

The active status of the CSX railroad corridor through the study area, especially through downtown Marietta, brings regular interruptions of traffic due to the high number of grade crossings. The existing built environment patterns, with buildings relying on adjacent streets for access, mean that constructing grade-separated crossings is highly unlikely without major changes to the building fabric and character of downtown Marietta.

With the grade crossings likely to remain, the City should pursue efforts to reduce other impacts of railroad crossings, especially noise. Federal regulations require train operators to begin sounding horns 15 to 20 seconds before entering public street-rail grade crossings, with horns sounding no more than one-quarter mile in advance. However, given the number of crossings in downtown Marietta and the larger LCI study area, this is still a lengthy buffer of time in which horns could be sounding.

The Federal Railroad Administration (FRA) defines ‘quiet zones’ as a section of a railroad corridor at least a half-mile in length with one or more grade crossings where trains do not routinely sound horns (although horns may still be sounded in emergency events). FRA regulations require the public authority responsible for traffic control and traffic law enforcement, which in the entirety of the LCI study area is the City, to establish these zones and enforce traffic rules and regulations created around them.

However, even with the City responsible for administering the zone, certain FRA requirements must be met. A major factor in satisfying these requirements is the installation of supplemental safety measures (SSMs), or design and engineering-based treatments intended to maximize safety and minimize risk of train collisions. These include a series of specific design tools, such as medians, channelization devices, or four-quadrant gate systems.

Each crossing within the quiet zone must have gates, flashing lights, constant warning time devices, and power-out indicators. The quiet zone can include one crossing or multiple crossings, but must be at least a half-mile in total length. If the City is to establish a quiet zone in downtown Marietta, it may not allow any other non-quiet zone crossings within a quarter-mile before the first crossing in the zone or after the last crossing in the zone. In addition, the City must notify CSX Transportation, the main freight rail operator using the rail corridor through downtown, of its intent to establish a zone.

The following are recommended improvements for Marietta to establish a quiet zone generally from (and including) Kennesaw Avenue south to South Marietta Parkway, included in the overall project list as Project T-35.

- on its west side).
- Install wayfinding and dynamic signage along the trail approaches to Kennesaw Avenue to indicate when trains are approaching and the Kennesaw Avenue gate arms are lowered at its crossing.
- Install a four-quadrant crossing at Polk Street.
- Install a four-quadrant crossing at Mill Street.
- Install a four-quadrant crossing at Whitlock Avenue.
- Install dynamic signage on southbound Powder Springs Street, which can be a simple diamond warning sign with a flashing beacon indicating that the Waverly Way crossing is closed when the beacon is flashing.



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# Implementation Plan



# 5.0 Implementation

## 5.1 Implementation Strategies

This section provides key next steps necessary for implementation of this plan. While implementation of this visionary plan is long range in nature, a schedule of projects and programs is laid out that focus on the first five years. A 100 day action plan is also provided to give community leaders a series of actions that are immediately implementable and provide some short term “wins” to establish momentum for future efforts and initiatives. Implementation priorities focus on public sector improvements, including regulatory and policy recommendations, infrastructure improvements and economic development strategies to prepare the area for proposed and future development, which will have to be initiated by the private sector. Following are implementation strategies for organizational structure and funding strategies, followed by the 100 day and 5 year action plans.

### Organizational

To implement this plan, key public and private partnerships will be necessary. The City of Marietta can lead efforts as defined in the plan, however, it will take additional partners, land owners, developers, and community members to realize a true and sustainable transformation of the Marietta study area. Key partners include:

- Marietta City Council
- Cobb County
- Atlanta Regional Commission
- Marietta Gateway CID

- Marietta Arts Council
- Kennesaw State University
- Life University
- Marietta Power and Water
- Georgia Department of Community Affairs
- Downtown Marietta Development Authority
- Marietta Development Authority
- Cobb Chamber of Commerce
- Marietta Housing Authority
- Cobb County Housing Authority
- Georgia Department of Transportation

Potential funding partners are included in the 5 year action plan, however, strategic implementation partners may be needed to address regulatory requirements and move projects forward into feasible implementation.

### Funding Strategies

Funding will need to be generated from a variety of sources, including private development, Atlanta Regional Commission (ARC) LCI Supplemental funds, Cobb County, Georgia Department of Transportation, and grants. The 5 year action plan provides planning level cost estimates for projects along with potential funding partners.

Once this LCI study is adopted by The City of Marietta, projects are eligible for competitive transportation funding grants through the ARC. Additionally, the ARC offers the Community Development Assistance Program (CDAP), an initiative that provides cities and counties with the tools, technical assistance, and resources to

implement officially adopted community visions. CDAP is an annual, competitive solicitation open to jurisdictions in the 10-county Atlanta region.

## 5.2 Work Program and Five Year Schedule

The following charts summarize the project list, as described above by topic, land use/zoning, economic development, and transportation. Time frame, responsible party, funding opportunities and costs are included. A 100 day priority list is incorporated to guide immediate actions and efforts.

## FIVE YEAR IMPLEMENTATION PLAN

### Priority Projects - 100 Day Action Plan

1. Submit LCI Plan for Adoption by the Marietta City Council (L1)				
2. Update Overlay Zoning per recommendations in items L2-L6				
3. Incorporate traffic calming policies into city ordinances per recommendations in report				
4. Conduct a more detailed parking study with data collected from City's current efforts				
5. Select Projects to Apply for Supplemental LCI Study Funding:				
a. Lawrence Street and Washington Street Cycleway and intersection design, further study of T-02 to T-06				
b. South Loop Access Management and South Atlanta Street Repurposing (T-17 and T-18)				
6. Attract Implementation Project LCI Funding for the following:				
a. North Marietta Parkway Trail (T-14)				
b. Atlanta Road-Fairground Street Connector (T-13)				
c. Atlanta Road Multi-Use Path (T-15)				

## ***Other Local Initiatives***

### ***Land Use & Zoning***

	<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
L1	Adoption/Approval: The Marietta City Council to formally approve this LCI study and adopt this LCI study as amendments to the Comprehensive Plan.	N/A	2019	City of Marietta	N/A
L2	To enhance open space and pervious surfaces, consider the following additions/edits to the existing Commercial Corridor Design Overlay District: a. Increase greenspace or "open space" from 5% to at least 10% (Tier B) b. Allow for payment in lieu of providing greenspace/open space on site to fund district greenspaces. c. For residential mixed use, require a minimum of 10 acres per 1,000 residents d. Decrease maximum impervious surfaces from 95% (Tier A) and 90% (Tier B) to 80% and 70%, respectively.	\$50,000 or complete in-house	2019-2020	City of Marietta	Marietta / ARC / ARC CDAP
L3	To support housing options, consider a pilot program in study area corridors that allows for mixed use with multi-family housing at the discretion of the City Council and City Staff. Incorporate this into the existing Commercial Corridor Design Overlay District.	N/A	2019	City of Marietta	N/A
L4	To encourage compatible land uses to the surrounding neighborhoods (neighborhood serving retail and residential, consider incorporating a list of prohibited land uses, such as car-oriented service, to the existing Commercial Corridor Design Overlay District. Tie the change from these prohibited land uses to incentives. Incentives may include: density and height bonuses.	Cost included in L3	2019-2020	City of Marietta	Marietta / ARC / ARC CDAP

L5	To enhance housing options and to preserve the historic character of the residential districts in the Envision Marietta LCI Study Area, consider the following edits/additions to the existing Residential Infill Development Overlay District. This can be tested at pilot locations within the study area. a. Decrease the minimum unit size of 1800sf b. Include missing middle housing typologies: townhomes, bungalow courts, mansion-plex, live/work. Consider allowing rental if property owner lives in one unit. c. Allow rental in Accessory Dwelling Units if the property owner lives on site.	Cost included in L3	2019-2020	City of Marietta	Marietta / ARC / ARC CDAP
L6	Consider including a requirement or incentive in the existing Commercial Corridor Design Overlay District, that any redevelopment projects incorporate trail connections per the trail master plan, included within this report.	Cost included in L3	2019-2020	City of Marietta	Marietta / ARC / ARC CDAP
L7	Consider a 1% voluntary art program, where 1% of new development in the study area is given towards the arts on site or to the City's arts programs.	N/A	2019-2020	City of Marietta	Marietta / ARC
L8	Consider a shared parking management program at key redevelopment locations, including Roswell at Fairground and development sites along South Marietta Parkway.	N/A	2020-2021	City of Marietta	Marietta / ARC / ARC CDAP

### *Economic Development*

	Description/Action	Cost	Year	Responsible Party	Funding Source
E1	Take steps to create a residential and neighborhood destination around Roswell, Washington and Lawrence Streets in the vicinity of Fairground Street. Included in this should be the rezoning of industrial properties on Washington and Lawrence to residential and the identification of how value creation (e.g. parks, trails, etc.) can occur to facilitate this effort.	N/A	2019-2020	City of Marietta	City of Marietta
E2	Work with property owners along South Marietta Parkway to facilitate redevelopment of large or contiguous parcels into mixed-use projects with retail, multifamily residential, and potentially office. Included in this should be provision of the proper zoning, potential City investment in parks and/or other infrastructure, and identification of other potential incentives to encourage that site's redevelopment into a more walkable, mixed-use project.	N/A	Ongoing	City of Marietta	City of Marietta
E3	Re-examine existing ordinances and policies relative to office development in the study area and identify means by which office development can be enhanced in the study area. These enhancements could include tax abatement policies and/or employer incentives to encourage both office development and company relocations into the area.	N/A	2019-2021	City of Marietta	City of Marietta
E4	Focus on enhancing walkability throughout the study area via new pathways/bike lanes, traffic calming, pedestrian enhancements, etc. Increased walk scores directly relate to stronger property values and home prices and will enhance the area's attractiveness for further investment.	N/A	Ongoing	City of Marietta	City of Marietta
E5	Work with developers to enhance opportunities for new market-rate mixed use multifamily development in the area, identifying targeted locations and ensuring zoning categories and development processes simplify and shorten multifamily development timelines and costs.	N/A	2019-2024	City of Marietta	City of Marietta

### *Housing Projects/Initiatives*

	<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
H1	Consider incentives for workforce housing in the LCI study area. Incentives may include: tax credits and matching funds from County and/or State housing departments.	N/A	Ongoing	City of Marietta	City of Marietta
H2	Identify key pilot neighborhoods where redevelopment pressures are threatening moderately-priced housing stock and initiate means by which these homes and neighborhoods can be protected with incentives or policy. Consider incentives such as smaller unit size, missing middle typologies, accessory dwelling units, and rental allowance if the property owner lives on-site. Policy strategies may include adjusted/new zoning or overlays that limit house size and allow for intensification of sites.	N/A	2020-2022	City of Marietta	City of Marietta
H3	Consider creating some type of incentive program that encourages employees in Marietta to also reside within the City. These incentives could be reduced property taxes for both owners and landlords (multifamily owners) and/or employer-based incentives.	N/A	2020-2021	City of Marietta	City of Marietta
H4	Provide incentives, such as density bonuses, for developments that meet green building standards. Green building standards lead to lower overall maintenance and energy costs. These lower costs can help financially support mixed-income/inclusionary housing.	N/A	2019-2020	City of Marietta	City of Marietta
H5	As with office and retail development, focus on creating locations in the market that create "premium" locations in which higher rents, prices, etc. can be achieved. These locations, be they free-standing or mixed-use in nature, will be critical to allowing for more feasible higher-density and more dynamic environments.	N/A	Ongoing	City of Marietta	City of Marietta
H6	Utilize funds (federal) to assist in affordable housing in vein of the previously utilized Marietta Investing in Neighborhood Transformation (MINT) programming.	N/A	2020-2021	City of Marietta	City of Marietta

### *Additional Items*

Description/Action	Cost	Year	Responsible Party	Funding Source
Attract Supplemental LCI Funds: Complete ARC requirements to apply for LCI funds to plan priority projects, as listed in "Priority Projects".	N/A	2019-2024	City of Marietta	City of Marietta



## ENVISION MARIETTA LCI - DRAFT RECOMMENDED TRANSPORTATION PROJECTS LIST WITH FIVE-YEAR ACTION PLAN

Projects noted as '5 YEAR' in the Priority/Year column to be included in a five-year short-term action plan

Project ID	Project Name	Project Description	Assumed Lead Agency	Project Type	Estimated Cost	Potential Funding Sources*	Priority/Year	Design Year	ROW/UT Year	CONST Year
T-01	Marietta Square Operations Enhancements	Signal design and operations enhancements to optimize traffic flow and movements and reduce turn-related crashes and vehicle-pedestrian conflicts; potential changes to lane markings and configurations around the square.	City of Marietta	Operations	\$ 1,500,000	Local Funds	5 YEAR: 2020	2019	2019	2020
T-02	Lawrence Street Cycleway/Multi-Use Trail - Phase 1	Repurpose right-of-way to reduce four travel lanes to three (one lane per direction plus two-way left turn lane), converting one lane to a two-way cycle track/multi-use trail. Reconfigure the intersection of Lawrence and Cole to remove slip lane.	City of Marietta	Street Repurposing	\$ 125,000	LCI, Local Funds	5 YEAR: 2021	2020	2020	2021
T-03	Lawrence Street Cycleway/Multi-Use Trail - Phase 2	Reconfigure street to include a 10-foot, two-way multi-use path along one side of the street, extending current sidewalk width into remaining right-of-way and relocating utilities as needed. Project combines traffic calming (ex. chicanes) to allow path to avoid built objects where ROW is not available.	City of Marietta	Street Repurposing	\$ 423,000	LCI, Local Funds	5 YEAR: 2021	2020	2020	2021
T-04	Lawrence-Washington Cycleway/Multi-Use Trail Pair	As an alternative to T-02 and T-03, convert Lawrence and Washington Streets to one-way operations (one lane) with a protected bicycle facility following the direction of travel on each.	City of Marietta	Street Repurposing	\$ 111,000	LCI, Local Funds	5 YEAR: 2021	2020	2020	2021
T-05	Fairground/Washington Intersection Design	Use abandoned Black Street right-of-way south of current intersection to continue bicycle facility; enhance crossing at Fairground Street for a wider crosswalk across north leg.	City of Marietta	Intersection Design	\$ 200,000	LCI, Local Funds	5 YEAR: 2021	2020	2020	2021
T-06	Washington Street Cycleway/Multi-Use Trail	Continue Lawrence (or Lawrence/Washington corridor) east to Utility Trail (T-07)	City of Marietta	Street Repurposing	\$ 1,720,000	LCI, Local Funds	2024-2026	2024	2025	2026
T-07	Crosstown Utility Corridor Trail	Use existing utility easement corridor to construct a trail connection between the North Loop (North Marietta Parkway) and Lake Drive Park	City of Marietta	Off-Street Multi-Use Path	\$ 1,137,000	LCI, Local Funds	5 YEAR: 2023	2021	2022	2023
T-08	Cobb Parkway Sidewalks	Add sidewalks to Cobb Parkway between North and South Marietta Parkway intersections	City of Marietta	Pedestrian Enhancement	\$ 3,651,000	LCI, TAP, Local Funds	2025-2028	2025	2026-27	2028
T-09	Victory Drive Multi-Use Path	Convert existing sidewalk on north/west sides into a 10-foot multi-use path between Roswell Street and Fairground Street.	City of Marietta	Off-Street Multi-Use Path	\$ 631,000	LCI, TAP, Local Funds	2025-2026	2025	2025	2026
T-10	Park Street Elementary Easement Connector	Use existing easement to connect an off-street multi-use path from Victory Drive to Park Street.	City of Marietta	Off-Street Multi-Use Path	\$ 243,000	LCI, TAP, Local Funds	2025-2026	2025	2025	2026
T-11	Armstrong Connector	Connect the multi-use path on the south side of Park Street Elementary (T-10) to Fairground Street (T-12)	City of Marietta	Street Repurposing	\$ 161,000	Local Funds	2025-2026	2025	2025	2026
T-12	Fairground Street South Multi-Use Path	Continue Fairground Street path from north side of Roswell Street south to South Marietta Parkway.	City of Marietta	Off-Street Multi-Use Path	\$ 398,000	LCI, TAP, Local Funds	5 YEAR: 2022	2020	2021	2022
T-13	Atlanta Road - Fairground Street Connector	Continue the South Fairground multi-use path along the south side of South Marietta Parkway around the Larry Bell Recreation Complex, using on-street sections of Manget Street and Dixie Avenue to connect to Atlanta Road	City of Marietta/GDOT	Multi-Use Trail/Path and Street Repurposing	\$ 788,000	LCI, TAP, Local Funds	5 YEAR: 2023	2021	2022	2023
T-14	North Marietta Parkway Trail	Multi-use trail along the north side of North Marietta Parkway, from the Utility Corridor Trail (T-07) to Church Street NE and connection to existing M2R Trail.	City of Marietta/GDOT	Multi-Use Trail/Path	\$ 872,000	LCI, TAP, Local Funds	5 YEAR: 2021	2019-20	2020	2021
T-15	Atlanta Road Multi-Use Path	Continue Mountain-to-River Trail network along Atlanta Road, adjacent to CSX Railroad right-of-way	City of Marietta	Multi-Use Trail/Path	\$ 3,000,000	LCI, TAP, Local Funds	5 YEAR: 2023	2021	2022	2023
T-16	Atlanta/Dixie Intersection Pedestrian Enhancements	Pedestrian enhancements at the intersection of Atlanta Street and Dixie Avenue to facilitate trail connection from M2R trail (T-15) via connector to South Fairground (T-13)	City of Marietta	Pedestrian Enhancement	\$ 750,000	LCI, TAP, Local Funds	5 YEAR: 2023	2021	2022	2023
T-17	South Loop Access Management	Access management program to consolidate and reduce driveways along South Marietta Parkway from Reynolds Street intersection to Whitlock Avenue	City of Marietta	Access Management	\$ 1,000,000	Local Funds; GDOT	5 YEAR: 2021	2019	2020	2021 - ongoing



## ENVISION MARIETTA LCI - DRAFT RECOMMENDED TRANSPORTATION PROJECTS LIST WITH FIVE-YEAR ACTION PLAN

Projects noted as '5 YEAR' in the Priority/Year column to be included in a five-year short-term action plan

Project ID	Project Name	Project Description	Assumed Lead Agency	Project Type	Estimated Cost	Potential Funding Sources*	Priority/Year	Design Year	ROW/UT Year	CONST Year
T-18	South Atlanta Street Repurposing	Convert existing cross-section to remove second northbound travel lane, converting this to on-street parking delineated by curb extensions	City of Marietta	Street Repurposing/Road Diet	\$ 811,000	Local Funds	2026-2028	2026	2027	2028
T-19	Park Street-Victory Drive Intersection	Reconfigure intersection to reduce turning radii and pedestrian crossing distances for multi-use path added with T-09 and T-20	City of Marietta	Pedestrian Enhancement/Intersection Reconfiguration	\$ 1,000,000	Local Funds	2025-2026	2025	2025	2026
T-20	Haley-Frasier Cycleway/Multi-Use Trail	Introduce two-way multi-use path, using traffic calming (ex. chicanes) to narrow roadway width in locations where right-of-way is insufficient for expanding existing sidewalks	City of Marietta	Supplemental Study	\$ 511,000	Local Funds	2025-2026	2025	2025	2026
T-21	Alexander Street Cycleway/Multi-Use Trail	Introduce two-way multi-use path, using traffic calming (ex. chicanes) to narrow roadway width in locations where right-of-way is insufficient for expanding existing sidewalks	City of Marietta	Street Repurposing	\$ 226,000	Local Funds	2025-2026	2025	2025	2026
T-22	Roswell Street Protected Pedestrian Crossings	Install Pedestrian Hybrid Beacons on Roswell Street at Lakewood Drive and Doran Avenue	City of Marietta	Pedestrian Enhancement	\$ 400,000	LCI, TAP, Local Funds	5 YEAR: 2022	2021	2021	2022
T-23	North Marietta/Church Street Trail Connections	Enhance intersection for trail connection between North Marietta Trail (T-14) and M2R Trail	City of Marietta/GDOT	Pedestrian Enhancement	\$ 600,000	LCI, TAP, Local Funds	5 YEAR: 2022	2021	2021	2022
T-26	Cole Street/North Marietta Parkway Intersection Enhancements	Redesign intersection to reduce turning radii and realign east leg and north leg crosswalks	City of Marietta/GDOT	Pedestrian Enhancement	\$ 800,000	LCI, TAP, Local Funds	5 YEAR: 2022	2020	2021	2022
T-27	Cobb Parkway Transit Enhancements	Station/stop enhancements, along with needed space for vehicle operations, at or near Cobb Parkway/Roswell Street intersection	Cobb DOT/GDOT	Transit Enhancement	\$ 500,000	LCI, FTA, County Funds	2025-2026	2025	2025	2026
T-28	Jackson Circle Extension	Extend Jackson Circle when redevelopment occurs along Roswell Street, aligning with existing Rogers Street intersection	City of Marietta	New Street Extension	\$ 237,000	Local funds; private developer contribution	2025-2026, or with redevelopment	2025	2025	2026
T-29	Alexander St Cycleway/Multi-Use Trail Extension	Introduce two-way multi-use path, using traffic calming (ex. chicanes) to narrow roadway width in locations where right-of-way is insufficient for expanding existing sidewalks	City of Marietta	Street Repurposing	\$ 134,000	Local funds	2025-2026	2025	2025	2026
T-30	Cole St Cycleway/Multi-Use Trail - Cemetery Phase	Convert to one-way to fit a protected cycle track or multi-use trail along cemetery side of street	City of Marietta	Street Repurposing	\$ 152,000	Local funds	2024-2025	2024	2025	2025
T-31	Cole Street Cycleway/Multi-Use Trail - Lawrence to Loop Phase	Reconstruct existing street to add raised curb and grade-separated two-way cycle track or multi-use trail from Lawrence Street to North Marietta Parkway	City of Marietta	Street Repurposing/Reconstruction	\$ 995,000	Local funds	5 YEAR: 2023	2021	2022	2023
T-32	Powder Springs/West Loop Trail	Continue the North Marietta Parkway and M2R Trail corridors along the west side of Powder Springs Street (West Loop) from Polk Street to Waverly Way; this includes connecting segments	City of Marietta	Street Repurposing/Reconstruction	\$ 1,200,000	LCI, TAP, Local Funds	2025-2026	2025	2025	2026
T-33	South Loop Pedestrian Bridge	To be coordinated with redevelopment of the Education District, this project adds a pedestrian bridge over South Marietta Parkway.	City of Marietta/GDOT	Street Repurposing/Reconstruction	\$ 3,000,000	Local funds	2025-2026, or with redevelopment	2025	2025	2026
T-35	Railroad Quiet Zone Crossing Enhancements	Install four-quadrant gate systems and other needed Supplemental Safety Measures at grade crossings between (and including) Kennesaw Avenue and Waverly Way	City of Marietta/CSX Transportation	Railroad Crossing Safety Enhancements	\$ 2,000,000	Local funds	5 YEAR: 2023	2022	2022	2023



