

***Envision Marietta Downtown Master Plan  
LCI 5-Year Implementation Plan Update***

***City of Marietta  
August 2005***

## **Executive Summary**

The 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. The study area showed strong historic character and significant potential for redevelopment and revitalization. For the past five years, City Council, the Mayor, the public, private interests, and multiple departments within the City have enthusiastically supported the plan and have been committed to its implementation. This commitment is evident from the many accomplishments to date as well as the projects and programs currently underway.

The City has completed many local actions supporting the urban design vision, residential, and land use components of this plan. The City recently completed the new Comprehensive Plan 2005-2030 incorporating recommendations from the LCI Study into the new future land use plan. Commercial Design Overlay Districts for Roswell Street, Fairground Street, Powder Springs Road, North Marietta Parkway and South Marietta Parkway (120 Loop) were all approved in 2003, and a Residential Infill Overlay District was approved in 2004. The City has also been actively using the CDBG loans and the MINT program to promote home ownership and rehabilitation. 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. Lastly, the City has presented a townhouse ordinance to City Council that supports the ideals of Envision Marietta through the requirement of four-sided architecture, recreation areas, and minimum requirements for owner-occupancy.

Many transportation projects listed on the implementation program have been completed or are currently in progress. The Roswell Street Streetscape project and the Kennesaw to Chattahoochee Multi-use Trail are both well underway and groundbreaking is set for Spring 2006. The North Loop pedestrian bridge was completed in 2003 with Transportation Enhancement funds. In addition, the City has applied for funding for other transportation projects in the study area; and even more projects could receive funding pending the approval of the Cobb County SPLOST.

Some of the greatest achievements in Marietta as a result of the Envision Marietta Study have been in the area of redevelopment. Since the adoption of this plan, the City has hired multiple professionals to create 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 the many major redevelopment projects underway including the Manget Area, Johnny Walker Homes, Clay Homes and many more.

The Envision Marietta Downtown Master Plan was one of the Atlanta Regional Commission's (ARC) first Livable Center Initiative (LCI) Studies. As many accomplishments have been made in the past five years, a 5-year implementation plan update including appropriate new projects is necessary. This 5-year update includes a Report of Accomplishments, a review of the original 5-year Implementation Plan 2001-2006, and lastly an updated Implementation Plan 2006-2011.

## Report of Accomplishments

This report summarizes the City of Marietta's main accomplishments related to the Envision Marietta Downtown Master Plan. Many of these programs and projects were recommended in the 5-year implementation program, however programs and projects not listed in the implementation program are also discussed.

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

- **Comprehensive Plan** - *The Planning and Zoning Department has recently completed the new Marietta Comprehensive Plan 2005-2030 adhering to the new DCA guidelines. The Comprehensive Plan defines character areas in the city and outlines each areas strengths and weaknesses and details how these areas should be treated in the future. The new future land use map reflects changes recommended by the Envision Marietta Downtown Master Plan.*

- **Residential Infill Development Overlay District** - *In April 2004, the City of Marietta passed the Residential Infill Development Overlay District to maximize efficiency of the utilization of public services, infrastructure, and facilities as a means to achieve balanced growth and to provide a cost-effective method for municipal service delivery. This overlay district covers the residential areas of the identified urban core of Marietta. The objective is to accommodate growth by encouraging and facilitating new development on vacant and underutilized land in areas that already have infrastructure, utilities, and public facilities; provide flexibility in development standards to facilitate infill development and redevelopment; encourage construction of housing in close proximity to employment and services; and to promote neighborhood preservation and enhancement through redevelopment of blighted, distressed and underutilized properties.*

- **Tax Allocation District Implementation** - *The Marietta Redevelopment Corporation has created the Central City South Renaissance tax allocation district within the City to help provide financing incentives to implement recommendations contained in the Envision Marietta Downtown Master Plan. The development of this TAD has been a catalyst for redevelopment and reinvestment in the City. The MRC has also formulated a new redevelopment plan to establish a second tax allocation district in the vicinity of Franklin Road and the South Loop. This second redevelopment area has been named the Franklin/Gateway TAD and will provide financing incentives to help implement recommendations contained in a recently completed Livable Centers Initiative (LCI) funded Master Plan for that area.*

- **Townhouse Ordinance** - *The Planning and Zoning Department has proposed a Townhouse Ordinance to the Mayor and City Council. This ordinance is currently under review by the City Council, and once input is received back, a final draft will be completed. This ordinance amends the zoning code classifications that allow townhouse or condominium developments. It requires that the townhouses have four-sided architecture, 2-car parking garages, additional guest parking, recreation areas of minimum size, homeowners associations to be responsible for maintenance of front yards and common areas, only 5% of the homes can be for rental at any time, etc.*

- **Redevelopment Projects** - *There are many redevelopment projects currently planned or underway in or adjacent to the Envision Marietta Study Area. One project, Clay Homes, is the site of a former public*

housing residence. Bids from four developers for residential, retail and office space one block south of the Marietta Square are under consideration by the Marietta Housing Authority, and city officials could select one by the end of the year. Myrick Company is redeveloping the former site of Johnny Walker Homes in a mixed-use fashion to include single-family homes, townhouses and retail with condominiums above. There is also a proposed condominium project on the run-down Wynhaven Apartment site. Marietta Mill Lofts redevelopment includes a condominium tower and office space at the South Loop. Hedgewood Development LLC is building single-family homes and townhouses on the site of several run-down apartment complexes on Manget Street. On Frasier Circle, duplex-style refurbished residences are being built on the site of a formerly run-down block of apartments. Many of these projects are being constructed with the assistance of the aforementioned TADs.

- **Kennestone Hospital Area Land Use and Transportation Master Plan** - *The City of Marietta is working in collaboration with Kennestone Hospital to develop a land use and transportation plan that will address the challenges in that area including traffic circulation issues, appropriate housing options, and availability of services for employees of the hospital. Currently, the City is reviewing the proposals received and will make an offer to the best candidate in the near future.*

- **BRT Station Area Planning** - *The City of Marietta has been very involved in GRTA's Station Area Planning process involving attending public meetings and workshops and working with the community to develop ideas and plans for proposed bus-rapid transit stations along Interstate 75. The City supports the addition of transportation options and accessibility as well as the linking of multiple modes. Once stations are determined, the City will work with GRTA in developing land use plans around the stations.*

- **Strategic Plan for the City** - *The Mayor and City Council created a Strategic Plan for the City that included a vision statement and 38 goals. This fall, the Mayor and City Council will re-visit this Strategic Plan and make amendments as necessary.*

- **Historic Preservation Ordinance** - *In March 2005, the Marietta City Council passed a Historic Preservation Ordinance. The purpose of creating this Historic Preservation Ordinance is to protect and enhance the historical and aesthetic attraction to tourists and visitors and thereby promote and stimulate business, and to provide for the protection, enhancement, perpetuation, and use of places, districts, sites, buildings, structures, and works of art having a special historic, architectural, cultural, or aesthetic interest or value. The ordinance also provides guidelines for the creation and composition of the Marietta Historic Preservation Commission. Once City Council nominates members for the Commission, we will be able to hold the first meeting of the Commission. This first meeting will be more of an introductory meeting that will help to establish various aspects of the Board's purview. Also, this kick-off meeting will start efforts to delineate Historic Districts and designate Historic Properties.*

- **Created Redevelopment Task Force** - *The City of Marietta created the Redevelopment Task Force in to serve as a community recommending body on issues of redevelopment.*

- **Tree Replacement Fund** - *The Tree Replacement Fund is an alternative to complying with the tree and landscape ordinance. In cases where it is not feasible or possible to meet the City's tree and landscape ordinance, the tree replacement fund provides another means for compliance. The tree replacement fund allows donations to be made to the City of Marietta for the purpose of planting trees on public property. Calculations for donations are based on 2-inch caliper replacement trees, the value of which is identified in the City's Fee Schedule. The hundreds of thousands of dollars in this fund has and will continue to enable the City to add trees in public area, right-of way, and gateways to enhance the public realm.*

- **Powder Springs Master Plan** - *The Marietta Housing Authority and the City of Marietta worked together to create the Powder Springs Street Master Plan, which was completed in November 2002. This plan was centered on community workshops that identified issues and opportunities along the corridor. The*

*recommendations of this study are all connected by the theme of place-making. The recommendations cover four basic elements including land-use, transportation, urban design, and economics.*

- **CDBG & Marietta Initiative for Neighborhood Transformation (MINT) Program** – *The City of Marietta has been active in the CDBG program because of the deteriorating quality of our housing stock. The majority of the funds are spent on new homes for first time homebuyers, and a smaller revolving loan fund is spent on home repairs. With the help of the Housing & Urban Development (HUD), the City began the MINT program. Twelve homes have been constructed so far, and the goal is to do 12-20 more homes each year.*

**Updated 5-Year Implementation Plan  
2006-2011**

**Transportation Projects**

<b>Description</b>	<b>Engineering Year</b>	<b>Engineering Cost</b>	<b>ROW Year</b>	<b>ROW cost</b>	<b>Construction Year</b>	<b>Construction Cost</b>	<b>Total Project Costs</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Roswell St. Corridor Streetscape b/w Alexander and Fairground St	2005	\$446,738	2006	\$227,200	2006-2007	\$3,998,000	\$4,671,938	City	LCI
Roswell St. Corridor Streetscape b/w Fairground St and Cobb Pkwy.	2006-2007	\$175,500	2008	\$58,500	2009	\$1,170,000	\$1,404,000	City	TIP
East/West Alternatives Traffic Study	N/A	N/A	N/A	N/A	N/A	N/A	\$1,250,000	County DOT	STP
Atlanta St. Corridor Streetscape	2008	\$367,500	2009	\$845,000	2010	\$2,450,000	\$3,662,500	City	TIP
Kennesaw to Chattahoochee multi-use trail (South Segment)	2004-2005	\$119,000	2005	\$30,000	2006	\$223,468	\$372,468	City	TIP/ CMAQ
Kennesaw to Chattahoochee multi-use trail (North and Intown Segment)	2006	\$300,000	2007	\$200,000	2008-2009	\$3,328,000	\$3,828,000	City	TIP
Powder Springs Street Streetscape from Chestnut Hill Rd to S Marietta Pkwy	2008	\$435,000	2009-2010	\$647,500	2010	\$3,612,000	\$4,694,500	City	TIP
Complete disjointed sidewalk networks in neighborhoods	2008	\$120,000	2008	\$80,000	2009	\$800,000	\$1,000,000	City	TIP/LCI
Historic Walk through Cemetery	2009	\$150,000	2010	N/A	2011	\$850,000	\$1,000,000	City	TIP/LCI/ Other
12' greenway/ Multi-Use Trail around periphery of golf course	2008	\$117,000	N/A	N/A	2009	\$900,000	\$1,017,000	City	TIP/LCI/ Other
Shuttle circulator	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City	Congress
Lake Drive at South Marietta Parkway Intersection Improvements		N/A		N/A		N/A	\$300,000	City	SPLOST
Gramling St. at Powder Springs Rd. Right turn lane		N/A		N/A		N/A	\$110,000	City	SPLOST
Powder Springs Rd. Right Turn Lane at S. Marietta Pkwy		N/A		N/A		N/A	\$240,000	City	SPLOST
Roswell St. Capacity Improvements (4 lanes b/w Waddell to Lakewood Drive)		N/A		N/A		N/A	\$600,000	City	SPLOST

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Roswell St. Capacity Improvements (4 lanes b/w Olive St and Fairground St)		N/A		N/A		N/A	\$2,060,000	City	SPLOST
Roswell St. Capacity Improvements (4 lanes w/median b/w Victory Dr and Cobb Pkwy)		N/A		N/A		N/A	\$9,000,000	City	SPLOST
Atlanta St. northbound through lanes (Waterman St. to Waverly Way) including Waterman St turn lanes to Atlanta St		N/A		N/A		N/A	\$340,000	City	SPLOST
Addition of median, turn lanes, & sidewalks along Fairground St b/w N Marietta Pkwy and S Marietta Pkwy		N/A		N/A		N/A	\$9,256,721	City	SPLOST
Shoulder widening on Lawrence St b/w Cole St and Fairground St		N/A		N/A		N/A	\$1,530,000	City	SPLOST
Powder Springs Rd median & sidewalks b/w S. Marietta Pkwy and proposed connector		N/A		N/A		N/A	\$1,000,000	City	SPLOST
S Marietta Pkwy median & sidewalks b/w Powder Springs St and the Kennesaw Ave overpass		N/A		N/A		N/A	\$1,420,000	City	SPLOST

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**Local Initiatives**

<b>Description/ Action</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Create neighborhood gateways	2006	City	N/A
Continue CDBG loans for home ownership and rehabilitation	2006-2011	City	CDBG & MINT
Promote use of tax credits to support historic home restoration	2006	City	N/A
Audit Zoning Code and determine appropriateness of a form-based code	2007	City	LCI
Site Design Criteria Audit	2007	City	N/A
General Design Review of Zoning Code to determine if it promotes lasting architectural style	2006	City	N/A