



COMMUNITY ASSESSMENT

The Community Assessment contains the preliminary data and analysis that was used to form the foundation of the rest of the planning document. This section is broken down into four main segments: Identification of Issues and Opportunities, Identification of Existing Development Patterns, Analysis of Consistency with Quality Community Objectives, and Analysis of Supporting Data. The assessment covers a wide variety of topics that can impact decision-making.

Issues and Opportunities

The new requirements by the Department of Community Affairs (DCA) requires that comprehensive plans focus on strengths and weaknesses in the community more than a compilation of reams of data. Given this new requirement, Planning Staff has compiled a list of issues and opportunities for Marietta. These lists were established through three separate avenues: data analysis, the Comprehensive Plan Steering Committee, and surveys that were distributed to the public. It is important to note that many of the issues listed below are not specific to Marietta, but are driven by market change, demographic shifts, or societal change that is occurring throughout the region and nation. As a way to facilitate the expression of the issues and opportunities, they were consolidated into larger subject areas. They are as follows:

Population

- Existence of an increasing percentage of elderly population due to demographic shifts and population change over time;
- Changing ethnic/racial make-up of Marietta;
- Income demographics of residents where there are a large quantity of upper and lower income individuals; but insufficient numbers of people with moderate incomes.

Economic Development

- High land costs and scarcity of undeveloped land make business location and expansion expensive;
- Health care and entertainment sectors are rapidly expanding industry clusters;
- Presence of Brownfield sites on older commercial and industrial properties;
- Marietta contains a variety of options for the transport of goods;
- Tourism is an important part of Marietta's retail base and image;
- Tax Allocation Districts help provide economic incentive for blighted areas;



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- Marietta's low tax rate encourages private sector investment;
 - More jobs are needed that assist lower income individuals to expand into the middle income brackets;
 - Communication between the public and private sectors should be improved;
 - Lack of class "A" office space.

Housing

- High percentage of renters and renter-occupied units in Marietta;
- The rental occupancy rate decreased from 1990 to 2000;
- Large number of public housing units;
- The city contains many stable single-family residential areas;
- Lack of high quality rental units;
- Assist low income individuals to become homeowners;
- Marietta has a diversity of housing options;
- Climate that is not conducive to change (NIMBY);
- Lack of "work force" housing;
- Lack of "senior" housing;
- Aged and deteriorating housing stock near the city center;
- Code enforcement.

Natural Resources

- Abandoned or contaminated properties (Brownfield sites);
- Kennesaw Mountain and the Rottenwood Creek are important natural resources;
- Non-point source pollution in our local waterways;
- "Clustering" of housing to allow development and protect sensitive habitat;
- Specimen trees exist throughout Marietta;
- Air pollution in the Atlanta Metropolitan area;
- Insufficient greenspace;
- Reductions in tree cover citywide.

Cultural Resources

- Loss of historic resources;
- Marietta has five (5) Nationally Registered Historic Districts;
- Lack of knowledge and education about local historic resources.



Community Facilities

- Lack of first class community centers;
- Glover Park is an ideal public gathering space;
- Marietta School System has a state-of-the-art high school, a new math, science, and technology magnet schools, and the International Baccalaureate program to make it competitive with other metropolitan Atlanta public school systems;
- More pleasant gathering spaces needed throughout the community;
- Public infrastructure upgrades are needed in target areas to assist redevelopment;
- Perceived need for improved facilities in specific neighborhood schools;
- Lack of recreational space and opportunities for the current population size.

Transportation

- Insufficient capacity on major corridors;
- Poor east-west connectivity;
- Lack of bicycle and pedestrian facilities in some areas of Marietta;
- Cobb County Transit is a quality mass transportation system;
- Insufficient parking in the downtown area;
- Public transit could serve more neighborhoods throughout Marietta.

Intergovernmental Coordination

- Lack of county and regional collaboration in economic and land use policy;
- Lack of coordination between the City/Board of Lights and Water, the Marietta City School System, and the Marietta Housing Authority.

Land Use/Urban Design

- Too much land dedicated to parking and impervious surface;
- Infill housing can provide more market-preferred housing in the center city;
- Unattractive and antiquated commercial centers;
- Marietta one of the best job-housing balance in metropolitan Atlanta;
- Visual clutter along roadways;
- Undeveloped land in the city center;
- Complaints about development approval processes in Marietta;
- Aging corridors could be rejuvenated with new investment and a mixture of uses;
- Neighborhood opposition to residential density and to innovative development ideas;



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- Lack of high quality commercial development in Marietta;
 - Infill housing does not blend with the existing neighborhood;
 - Development in Nationally Registered Historic Districts does not occur in a manner that is sensitive to the historic architecture of the District;
 - Marietta Square is a historic town center and an asset that creates a visual impression on residents and visitors alike;
 - Lack of a sense-of-place along major corridors;
 - Too many strip centers where parking is the only visible feature;
 - Lack of identity beyond Downtown Marietta.

Redevelopment

- High land cost for residential and non-residential properties;
- Proximity to Atlanta and major interstate highways will make Marietta an attractive location for new investment;
- Smaller house sizes in the city center do not meet market preferences;
- Better public relations will allow the public; business enterprises; and developers a better understanding of the incentives and opportunities in Marietta;
- Inadequate public facilities and utilities in areas needing redevelopment;
- Poor perceptions of neighborhoods requiring redevelopment;
- Absentee landlords;
- Many multi-family complexes are deteriorating and have high vacancy rates making them prime locations for private sector redevelopment;
- Crime has a negative impact on areas that should be stable;
- Prevalence of single-family detached housing in redevelopment areas will facilitate the redevelopment process.



Identification of Existing Development Patterns

The purpose of this section of the Community Assessment is to gain an understanding of the status of development in the community. All areas are in various stages of urbanization and each have a different set of parameters influencing when and how development occurs. This section is separated into two main segments. The first is a discussion of General Land Use in the municipality. This includes a discussion of the various categories and contains a map of the usage of land in the city. The second subsection is a discussion regarding areas requiring special attention. This includes areas that are experiencing either a lack of development or heightened development pressures.

General Land Use

The General Land Use analysis investigates general land use in the jurisdiction. General Land Use is a method to understand how individual property owners use land. The analysis contains broad categories like residential, commercial, industrial, etc., to help paint an accurate picture about the state of development in the community. This is not a zoning analysis, because many times there are non-conforming properties that may be zoned commercial or residential but used differently. The Department staff used zoning information, business license information, and the existence of homestead exemptions as a methodology to differentiate between the various general land use categories.

Marietta was founded in 1834, although the State Legislature did not grant its present municipal charter until 1904. At that time, the physical form of Marietta and many other southern cities was a one square mile area containing a centrally located town square containing employment opportunities and commercial establishments with residential dwellings emanating from this core. During the 1940's, Marietta grew rapidly due to the influx of workers who came to work at the "Bell Bomber" plant, which manufactured airplanes for the allied forces during World War II. Since that time, the pattern of municipal expansion has been occurring in a typical suburban model by annexing small contiguous areas for new residential, commercial, and industrial developments. Marietta currently has approximately 22 square miles, though this number may change due to additional annexations.

The Atlanta Region's continual growth has transformed Marietta from a small self-contained town to an integral part of one of the fastest growing metropolitan regions in the United States. Atlanta is currently the 11th largest metropolitan area in the country. As Marietta matures into a more urbanized center, more emphasis is being placed on infill development, redevelopment, and neighborhood revitalization due to the lack of land on the municipality periphery. In order for the community to continue to expand its tax base and provide a high level of service to the residents, property owners, and businesses; Marietta will need to find a balance between the need for growth through quality



redevelopment and the preservation of stable neighborhoods. This should all be done while mitigating some of the unsavory aspects of new development.

This portion of the community assessment examines existing land use patterns in the City. The analysis of existing land use patterns helps the community, staff, and elected officials gain an understanding about the current state of land use within the municipality.

In addition, another use for existing land use data is to facilitate the development of a state and regional land use database. In order for this to occur, land use categories used in local plans must be consistent with the standard land use classification system established by the Department of Community Affairs. The more detailed categories used by Marietta have been grouped together into one of the following nine standard categories:

- (i) *Residential*: The predominant use of land within the residential category is for single-family detached, single-family attached, and multi-family dwelling units.
- (ii) *Commercial*: This category is for land dedicated to non-industrial business uses, including retail sales, office, services and entertainment facilities. Commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.
- (iii) *Industrial*: This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities or other similar uses.
- (iv) *Public/Institutional*: This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc.
- (v) *Transportation/Communication/Utilities*: This category includes such uses as power generation plants, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities or other similar uses.
- (vi) *Parks/Recreation/Conservation*: This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, open space, sensitive habitat, national forests, golf courses, recreation centers and other similar uses.
- (vii) *Agriculture/Forestry*: This category is for land dedicated to farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.) aquaculture, or commercial timber or pulpwood harvest.
- (viii) *Undeveloped/Vacant*: This category is for lots or tracts of land that are served by typical urban public services (water, sewer, etc.) but have not been



developed for a specific use or were developed for a specific use that has since been abandoned.

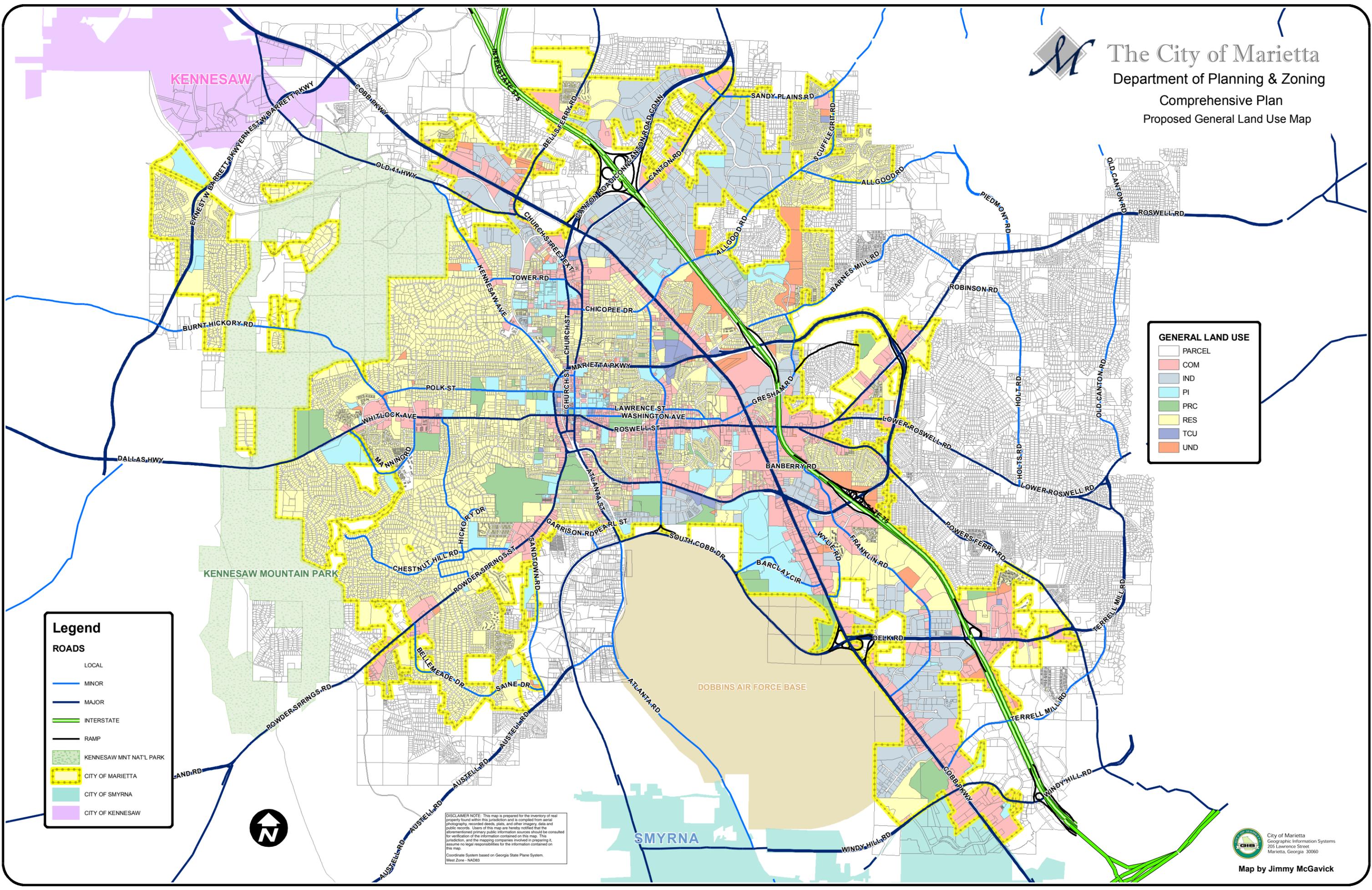
- (ix) *Mixed-Use*: This category is for detailed mixed land use, or one where land use is more evenly balanced. Within this category, the types of land uses allowed, the percentage distribution among the mix of uses (or other objective measure of the combination), and the allowable density of each use must all be clearly defined.

The General Land Use map and Table 1 display the aforementioned existing land use categories in graphic and tabular form. The General Land Use Map is located on page 10. In addition, Table 2, 1996 General Land Use Estimates, is included in this analysis in order to show land use change over time. The data indicates that over the last nine years Marietta has seen a large increase in residential land use, adding 1,900 parcels that equal almost 700 acres. On the other hand, commercial land use has been reduced by slightly over 100 acres. This places Marietta in a difficult position of trying to balance residential growth while also adding new commercial and office space.

Current market preferences dictate residential land use over commercial land use in Marietta. One of the reasons for this may be the large number of aging commercial properties that exist in this jurisdiction. There are a number of underutilized and abandoned commercial structures along Whitlock Avenue, Roswell Street, Cobb Parkway, and Powder Springs Street. The majority of the quality new commercial development in throughout Cobb County has occurred in the Cumberland Galleria Area, Town Center Area, and along Dallas Highway (SR120). As Marietta adds new investment and redevelops areas inside the “Loop” and along Franklin Road, new office and commercial investment will follow. These types of investments are greatly determined by factors such as demographics of the local area population, the cost and availability of land, and the business climate of the jurisdiction; thus public/private residential redevelopment will greatly enhance the opportunity for private sector non-residential development.



The City of Marietta
 Department of Planning & Zoning
 Comprehensive Plan
 Proposed General Land Use Map



GENERAL LAND USE

- PARCEL
- COM
- IND
- PI
- PRC
- RES
- TCU
- UND

Legend

ROADS

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



DISCLAIMER NOTE: This map is prepared for the inventory of real property found within this jurisdiction and is compiled from aerial photography, recorded deeds, plats, and other imaging, data and public records. Users of this map are hereby notified that the aforementioned primary public information sources should be consulted for verification of the information contained on this map. This jurisdiction, and the mapping companies involved in preparing it, assume no legal responsibility for the information contained on this map.
 Coordinate System based on Georgia State Plane System.
 West Zone - NAD83



Table 1			
2005 General Land Use Estimates			
	Number of Parcels	Acreage of Parcels	Percentage of Land Area
Residential	13,825	6,442	52.4
Commercial	2,056	2,175	17.7
Industrial	743	1,827	14.9
Public/Institutional	236	848	6.9
Transportation/ Communication/ Utilities	65	81	0.7
Park/Recreation /Conservation	74	557	4.5
Undeveloped	143	351	2.9
Mixed-use	21	6	0.0
Total	17,163	12,288	

Table 2			
1996 General Land Use Estimates			
	Number of Parcels	Acreage of Parcels	Percentage of Land Area
Residential	11,877	5,757	50.0
Commercial	2,176	2,281	19.8
Industrial	634	1,657	14.3
Public/Institutional	172	507	4.4
Transportation/ Communication/ Utilities	21	54	0.5
Park/Recreation/ Conservation	50	566	4.92
Undeveloped	105	688	5.97
Mixed-use	0	0	0.0
Total	15,035	11,510	



Land Demand

The Comprehensive Plan document covers over twenty years of growth and development (2006 – 2030). In order to provide flexibility in the market, this plan provides for excess capacity of developable land. This will provide an adequate degree of choice for development locations and will help to foster competition between landowners and developers, thus avoiding unnecessary cost escalations due to the scarcity of resources.

Table 3 provides a series of assumptions about the need for various types of land resources up to the year 2030. These figures provide net densities and other spatial assumptions based upon the population, household, housing unit, and economic projections. The estimates provided in Table 3 are general estimates. The actual land demand will likely be different from what is stated in this document. Also, it is unlikely that land demand will actualize in the market in a consistent five-year manner as presented. The main reason for these statistical reservations is the difficulty in preparing accurate future projections of demographic and economic information for an area the size of a city. In addition, if some of the base assumptions are changed, a new series of estimates will be generated. Nevertheless, even with the limitations of the projections, the land demand analysis provides a foundation for estimating the resources that will be needed to further growth and development in Marietta until 2030.

Land Demand Analysis, Marietta, 2000 - 2030						
	2000–2004 Acres	2005–2009 Acres	2010–2014 Acres	2015–2019 Acres	2020–2024 Acres	2025–2030 Acres
Residential single-family	70	71	195	195	171	172
Residential multi-family	22	22	60	60	53	53
Commercial Retail	15	15	54	53	59	58
Commercial office/services	69	69	86	86	72	72
Industrial	-47	-47	-10	-11	6	6
Total	129	130	385	383	361	361
Source: U.S. Census Bureau, Atlanta Regional Commission, 2030 Small Area Population and Household Forecasts, & Marietta Planning and Zoning Division						



Areas Requiring Special Attention

The analysis contained in this sub-section is an evaluation of the existing land use patterns in the city. Trends should be discovered within the jurisdiction that allow for the identification of areas of special concern or particular areas that require attention by the staff, the greater community, and decision makers. They are as follows:

Areas where rapid development or change of land uses is likely to occur

There are a few areas in Marietta that will see a rapid alteration in the land use pattern over the next decade. The first are uses along arterial and collector corridors that lead to downtown Marietta. These corridors are considered gateways into the downtown area and include Roswell Street, Powder Springs Street, Atlanta Street, Fairground Street, and the western portion of the South Marietta Parkway. These highly traveled corridors were identified in the Envision Marietta Downtown Master Plan as areas in need of new investment and redevelopment. These alterations of the land use patterns will assist in the transition of these corridors from automobile dependent and oriented strip commercial centers to mixed-use developments and neighborhood centers. The growth of these specific corridors will assist in creating a higher population density that will provide a diversity of housing options for all segments of the population.

The Franklin Road corridor will also see a change in land use as the area transitions from an area with antiquated, higher-density rental units to a regional center that contains a variety of uses including: regional scale commercial and office uses, mixed-use developments, and medium to high density owner-occupied residents. There is also the possibility that a Georgia Regional Transportation Authority (GRTA) Bus Rapid Transit (BRT) station may be placed along the corridor. This would dramatically alter the land use patterns and transportation infrastructure in this area. If the BRT station is located on Franklin Road, there is a strong likelihood that a mixed-use, mixed-income, Transit Oriented Development (TOD) would be designed and built; thus creating a new neighborhood center for this area.

The area in the vicinity of the North Marietta Parkway and Allgood Road will also see major changes in land use over the next ten years. This area is an important gateway into downtown Marietta, due to its strategic location. In addition, this area has a high number of vacant and underutilized parcels that would facilitate the redevelopment of this general area into a neighborhood center. Currently, the area contains marginal commercial uses, vacant lots, and large quantities of rental duplexes. It is anticipated that this area will convert to uses that include more owner-occupied dwelling units, mixed-use developments, and neighborhood serving commercial uses.

Finally, the area surrounding Kennestone Hospital has started to undergo substantial change and will continue to evolve as the hospital expands. The area is expected to grow into a health service cluster, which will include the transition of a declining single-family



residential neighborhood into a health services and medical support center for Kennestone Hospital.

Areas where the pace of development may outpace the availability of community facilities and services

The City of Marietta is fast becoming a landlocked community with few opportunities for expansion of the municipality through annexation. As such, the city is not aware of any areas where the pace of development would outpace our ability to provide community facilities or services to the residents. The City's Board of Lights and Water, as well as the Cobb/Marietta Water Authority, have sufficient facilities, resources, and unused capacity to accommodate all of the anticipated growth that could occur in Marietta over the next twenty years.

Areas where development is likely to intrude upon or otherwise impact significant natural or cultural resources

There are three areas of concern regarding development's impact on the city's natural or cultural resources. The first is the area surrounding the Kennesaw Mountain National Battlefield Park. This is an area that contains steep slopes, scenic visages, and cultural resources. It is important to weigh the impacts that new development will have on these varying resources.

The second area of concern is that residential and industrial areas are contained within the Etowah River Basin. The Etowah River Basin contains environmentally sensitive plant and animal habitat that has numerous endangered and threatened species. New developments within this river basin should cognizant of endangered species habitat so that it is not further deteriorated. By limiting the impacts development has on the natural ecosystem, habitats can be improved; thus allowing for the natural reintroduction of these species into this habitat. This will ensure their continued prosperity, while minimizing the loss of land use rights for the existing property owners.

The City is nearing build out; therefore, any existing environmental problems in other areas of the city are the direct result of past urbanization. In an effort to improve the quality of our natural environment, the city is considering a number of ordinances recommended by the Metropolitan North Georgia Water Planning District to improve water quality. These recently adopted environmental regulations will help alleviate future impacts during the redevelopment process.

Finally, additional impacts are likely to occur within some of the city's five Nationally Registered Historic Districts. In particular, the Atlanta/Frasier Street and Washington/Lawrence Street Historic Districts are most prone to land use changes that may result in a loss of historic resources. New development pressures have been occurring within these Districts and it is anticipated that the private sector will continue



to push for land use and development change in these areas, which could result in negative impacts to these districts.

Declining or unattractive areas, possibly in need of redevelopment (including strip commercial corridors)

There are a number of commercial and residential areas in Marietta that could be improved through new public and private sector investment into the built environment. These include residential areas that have been negatively impacted by the creation and expansion of transportation systems, an area's proximity to large quantities of public or subsidized housing, and commercial corridors that have cycled down to provide services primarily to lower income individuals and in-migrants from other countries. These areas include: residential communities inside of the "Loop", Franklin Road, Allgood Road, the West Dixie neighborhood, the northern portion of Powder Springs Street, Cobb Parkway North, Roswell Street, and portions of the South Marietta Parkway.

Large abandoned structures or sites, including those that may be environmentally contaminated

At present, there are no large abandoned structures or sites within the City; however, there are several smaller abandoned sites that are scattered throughout the City. These smaller abandoned sites need to be addressed so that they do not negatively impact other commercial properties or surrounding residential communities. Abandoned properties can lead to blight, which would have a devastating impact on the viability of many of these surrounding commercial and residential areas.

Areas with significant infill development opportunities (scattered vacant sites)

The most significant infill development opportunities are located inside the SR 120 Loop (North and South Marietta Parkway). Much of the residential development occurred during the 1940 and 1950's including the Bell Bomber housing that is in rapid decline and currently serves as transitional residences for low-income populations. As a result, renovation of these structures has not yet occurred. There are scattered vacant lots throughout this area that are currently underutilized and should be retrofitted with infill residential housing.

The Allgood Neighborhood is also a good opportunity for infill housing. There are several vacant lots within this neighborhood that could be retrofitted with new infill housing. Additional vacant lots also exist on North Marietta Parkway at Fairground Street that could be combined to create a neighborhood node that serves the needs of these residents.



Residential areas requiring protection from destabilization

There are many areas within Marietta that are stable residential neighborhoods, which contain a large number of owner-occupied single-family dwellings. These areas include White Circle & Turner Road, Barrett Parkway & Stilesboro Road, the Forest Hills neighborhood, the Church & Cherokee Street neighborhood, the East Park & Worthington subdivisions, the Freyer Avenue & Sequoia Road neighborhood, the Bellmeade area, and the neighborhoods north and south of Whitlock Avenue. These neighborhoods should be protected from development pressures and intrusion of non-residential uses established residential areas.



Analysis of Consistency with Quality Community Objectives

The purpose of this section is to analyze current development patterns and practices to ensure that the city is growing in a manner that is consistent with the Department of Community Affairs general objectives for the state.

Regional Identity

Regions should promote and preserve an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Marietta is active in trying to cultivate a regional identity by contributing to regional discourse and assisting in the implementation of policies with other members of the metropolitan Atlanta community. Actions such as preserving archeological and architectural areas and structures, collaborating on economic and transportation issues, and assisting to conserve our natural resources are helping to achieve this goal. In March of 2005, Marietta passed a Historic Preservation Ordinance that allows for the creation of a commission that will oversee historic preservation activities in the municipality. This effort will assist in preserving historic properties while expanding the shared sense of history and place in the Atlanta area. From an economic standpoint, 50% of Marietta’s population commutes to other areas in metropolitan Atlanta for business and employment. All of the cities and counties in metropolitan Atlanta are connected to one another economically. The growth and decline of various business sectors has a trickling effect on other areas of the metropolitan community. Finally, Marietta is participating in many regional efforts to improve our built environment, natural environment, and transportation system by participating in activities such as the Livable Centers Initiative, Etowah Regional Habitat Conservation Plan, and the Northwest Corridor HOV/BRT Study. Marietta will continue to work with our regional partners at all levels of government to ensure that we are actively working to improve quality-of-life in metropolitan Atlanta.

Growth Preparedness

Each community should identify and put into place the prerequisites for the type of growth it seeks to achieve. This may include housing and infrastructure to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Over the last five years, Marietta has been active in preparing itself to alter its scenario on how and where growth is to occur. In the past, annexation has been the predominant method for increasing the number of housing units and commercial establishments. Since we are quickly becoming a built-out community, Marietta took a proactive step to alter its growth scenarios. The city has established new ordinances to encourage infill



development in appropriate neighborhoods and is encouraging mixed-use developments along commercial corridors. The city has also established a Redevelopment Corporation to assist in the revitalization of many neighborhoods within the city. Three master plans have been developed over a five-year period that involved the public, elected officials, and other stakeholders in the development of plans and policies to assist in the redevelopment of specific areas of the city. The city has charted a future course and is committed to the redevelopment of blighted and underutilized properties.

Appropriate Businesses

The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

The two main business sectors being targeted for economic expansion are health services/products and entertainment/tourism. Both of these sectors had strong growth between 1990 and 2000. In addition, these two sectors have a high location quotient (over 1.25) and are therefore non-basic types of employment. Marietta is interested in leveraging the growth in these sectors as a means of creating business clusters. Marietta's high educational attainment gives it plenty of opportunity to continue to create high paying medical/office employment. The entertainment sector may pay smaller wages in comparison to the health services sector, but it is an important component in the creation of a sense-of-place and defining community character.

Education Opportunities

Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt technological advances, and to pursue entrepreneurial ambition.

The City is within the vicinity of three colleges/universities and one technical institute. The three universities include Life University, Kennesaw State University, and Southern Polytechnic State University. Chattahoochee Technical Institute is a two year technical and trade school that assists individuals in preparing for the work environment and retraining individuals that may have lost their jobs or are unemployed due to corporate downsizing, off-shoring of employment, and layoffs. Technical institutes can also be used as an economic development tool by establishing programs that will assist new and existing businesses with workforce training, skills seminars, and entrepreneurial assistance.



Employment Options

A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Marietta is dedicated to diversifying its workforce as a means of ensuring a range of employment opportunities for area residents. The clustering of employment sectors will provide a variety of job types for individuals ranging from the production and fabrication of goods to managerial professionals, service employees, and executives.

Heritage Preservation

The traditional character of the community should be maintained through the preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important in defining the community's character.

The City of Marietta is home to five historic districts and two historic sites. In March of 2005, Marietta passed a Historic Preservation Ordinance that allows for the creation of a commission that will oversee historic preservation activities. The City and commission will work to preserve and revitalize these historic areas and identify other potential sites and areas for listing on the National Register of Historic Places.

Open Space Preservation

New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors.

Marietta tries to preserve open space through the use of Planned Developments and a Conservation Subdivision Ordinance. Both of these zoning mechanisms require 25% or more minimum open space. Staff also encourages developers to create continuous open space with neighboring developments as a way of maximizing open space between lots. Marietta will continue to promote compact design and efficient land use patterns in future developments. The city currently maintains approximately 250 acres of public parks and greenspace and will work to acquire additional public greenspace as funds become available.



Environmental Protection

Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

The Atlanta metropolitan area is expected to maintain its non-conformity with EPA's Clean Air Act requirements. The City of Marietta plans to work with the region to help improve air quality and to eventually regain conformity. The city is very protective of its environmentally sensitive areas, and will continue to use buffers and development restrictions to protect such areas. Marietta will continue to work with our regional partners as part of the North Georgia Water Planning District and the Etowah Regional Habitat Conservation Plan to protect these environmentally sensitive areas. Marietta is committed to continue our collaboration with other jurisdictions and agencies in order to collectively preserve natural resources and improve the health of our natural environment.

Regional Cooperation

Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Marietta has always maintained a cooperative relationship with Cobb County and other regional jurisdictions. As stated in the Environmental Protection objective, Marietta is currently working with our regional counterparts on air quality, water quality/quantity, and the endangered species habitat protection to ensure the preservation of these natural resources. The City is currently involved with the creation of the Cobb Countywide Transportation Plan (CTP). This involves working with representatives from each of the cities within the county, representatives from the county, and a consultant to identify and respond to transportation issues throughout the county including east-west connectivity needs and the potential impacts of growth in Paulding on Cobb County among other things. The recommendations derived from the CTP will be incorporated in future updates of the City of Marietta's Comprehensive Plan. We will continue to be cooperative in the future to ensure a high quality-of-life for residents in the metropolitan Atlanta area.

Transportation Alternatives

Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternative transportation should be encouraged.



The City of Marietta is well served by Cobb Community Transit (CCT) service, has an adequate sidewalk system, and is in the process of completing the Kennesaw Mountain to Chattahoochee River Trail, a multi-use facility that is being created by Marietta, Smyrna, Cobb County, and the Cumberland Commercial Improvement District. Marietta will continue to work with CCT to ensure that residents dependent on transit have access to it. Marietta also continues to work with GRTA in planning for bus rapid transit (BRT) along the I-75 corridor. BRT provides an alternative way to relieve congestion rather than just expanding single occupancy vehicle lane capacity. The City will look for other innovative alternatives to relieve congestion throughout problem areas in the city. The City will also continue to improve its sidewalk network while looking for opportunities to construct additional multi-use trails. Finally, Marietta is dedicated to improving its pedestrian system through the use of streetscape enhancements along major arterial and collector streets.

Regional Solutions

Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Where appropriate, Marietta is interested in partnering with other regional jurisdictions to work towards solving many of the complex issues that face urban and suburban areas. Two of the most important issues to address with a regional perspective are natural resource conservation and affordable housing. There are cooperative efforts within the Atlanta region to address these concerns and Marietta will continue to participate in this discourse.

Housing Opportunities

Quality housing and a range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community.

The City of Marietta has a wide array of housing types and prices, from low-end rentals to high-end estates. Currently 63% of the housing units are rental properties. One of Marietta's primary goals is to encourage more owner-occupied housing in the City. Another goal of the city is to bring quality affordable housing into the area. Marietta's affordable housing stock is antiquated and does not meet general market demands and preferences. As such, Marietta is trying to create a diverse housing stock with multiple housing styles and options that will meet the various needs of the public.



Traditional Neighborhoods

Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity.

Developments in Marietta are starting to change due to a lack of available land and rising land costs. This is resulting in requests for more urban densities and development patterns. This presents an opportunity for Marietta to incorporate more traditional neighborhood design into our built environment. This is already being accomplished through the Commercial Corridor Design Overlay District and various streetscape projects. The Overlay District allows for owners of non-residential property to construct mixed-use “new urbanist” style developments by right of zoning. This coupled with the planned streetscape improvements along major corridors will generate a human scale environment that encourages pedestrian activity. Marietta will continue to pursue policies and developments that enhance our ability to create mixed-use developments in the appropriate areas that will generate a more human scale urban environment in the “intown” areas of the city.

Infill Development

Communities should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the downtown or traditional urban core of the community.

The objective for infill development sums up the growth strategy that is being pursued in Marietta. The city needs redevelopment on underutilized commercial properties and is actively seeking mixed-use opportunities along our commercial corridors. In addition, Marietta has passed a Residential Infill Development Ordinance, which is intended to increase new single-family residential structures in existing neighborhoods around the downtown area. Marietta, by necessity, will continue to pursue these goals and policies in an attempt to increase new development and opportunities in and around the downtown area.

Sense of Place

Traditional downtown areas should be maintained as the focal point of the community or for newer areas, where this is not possible, and the development of activity centers that serve, as community focal points, should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertaining.



The Historic Downtown Marietta Square is the heart of the City and has a unique “old town” identity. The Downtown Marietta Development Authority (DMDA) meets to ensure that all development on the Square maintains that identity. Marietta and the DMDA will work to preserve and enhance the image of the Square and will also look for additional areas within the City that have the potential to serve as community focal points and activity centers.



Analysis of Supporting Data

Contained below is a brief overview of the data contained in the attached data and map appendix. This data contains information about various aspects of the community including demographics, economics, housing, etc. Data points that are important to the community and region due to aforementioned issues and opportunities contain a verbal analysis that assist to provide more clarity about the data and how it influences Marietta.

Population

Total Population

Marietta's population, as reported in the 2000 U.S. Census, was 58,784 persons. The population is projected to approach 65,728 in 2005, 72,708 by 2010, and 93,647 by 2025. Marietta's population growth is expanding, but at a slower rate compared to past decades. This suggests that priority needs to be placed on the redevelopment of blighted and underutilized areas, as long as these areas have the infrastructure to alter the condition of housing and provide a variety of housing choices to accommodate increased growth pressures.

Group Quarters

The number of individuals living in group quarters in 2000 was approximately 1,500 persons.

Households

The number of households as reported in the 2000 U.S. Census was estimated at 23,895. Total household figures were projected to approach 26,500 in 2005 and exceed 29,000 in 2010.

Average Household Size

The average household size in 2000 was 2.46. That average decreased to 2.36 in 2005 and is expected to decrease further to 2.28 in 2010. Average household sizes in Marietta have fluctuated in the past two decades. We were following the national trend of continually decreasing household size until 2000 when we saw an increase. The reason for this is due to the increase in the Hispanic/Latino population over the past ten years. The Census data indicates that this population segment has larger household sizes compared to the Caucasian and African American populations that were the predominant demographic groups in past decades.

Age Profile

The median age for Marietta residents in 2000 was 30. Over 50% of residents are of typical working age (25-64). The largest population cohort was 25-34, accounting for almost 25% of the population. However, the 35-44 and 45-54 age cohorts experienced



the largest growth between 1990 and 2000. The Atlanta Regional Commission anticipates that the population of the Atlanta area will age significantly in upcoming decades. It is expected to have a 20% increase in the number of individuals over the age of 50 within thirty years. This is a significant increase in population and it will result in alterations to transportation networks and land use patterns.

Race/Ethnicity

The racial composition of Marietta in 2000, as reported by the U.S. Census, was 49% Caucasian; 29% African-American; 17% Hispanic/Latino; 3% Asian; and 2% for the Other category. Individuals of Hispanic/Latino ethnicity had a growth rate of 601% between 1990 and 2000. This resulted in an increase in their share of the total population of 14% over this decade.

Educational Attainment: In 2000, 39% of all Marietta residents had a degree from a higher learning institution, 22% attended some college but did not receive a degree, and 21% graduated from high school only. Of the 18% that did not graduate from high school, 6.6% were Latino, 6.2% were Caucasian, 4% were African American, and 4% were Other.

Income

Per Capita Income for the City, as reported by the U.S. Census for 2000, was \$24,409. Median Household Income for 2000 was reported at \$40,645. Median Family Income for 2000 was reported at \$47,340. Approximately 11% of families had incomes below poverty level.

Poverty Status

In 1989, Marietta had 6,079 individuals (13.7% of the total population) who were considered by the U.S. Census Bureau to have incomes below the poverty line. Of those living below the poverty line, 27% were under the age of 18 and 10% were over the age of 65. In 1999, Marietta had 9,010 individuals (15.3% of the total population) who were below the poverty line, with 31% of those individuals being under the age of 18 and 5% over the age of 65. Therefore, the number of Marietta residents living below the poverty level has increased slightly. However, the percentage elderly persons living under the poverty line has decreased.



Housing

Housing Types

Four distinct housing types, built in different phases of the City's history, characterize Marietta's housing stock: Historic colonial-style homes (pre-1930s); single-story "Bell Bomber" housing (1940s-1960s); apartments and duplexes (1970s-1980s); and planned subdivisions with single-family houses or townhouses (1980s-present). This has fueled two different movements in the city. One is historic preservation, as residents and interested individuals try to preserve a piece of Marietta's heritage. The other is redevelopment, which is a result of a deteriorating housing stock that no longer meets the needs and demands of today's population.

Housing Mix

Of the estimated 25,399 housing units in Marietta: 11,136 are single-family attached and detached (44%); 14,024 are multi-family (55%); and 239 are mobile homes (1%). The majority of new homes being built are single-family detached on the periphery of the city and small lot single-family detached and townhomes in the center city. 63% of all housing units are renter occupied, while only 37% are owner-occupied units. The 63% renter occupancy rate is the inverse of the metro region and state percentages. This single statistic exhibits the increasing need for residential redevelopment in this city. It is important to note that there has been a reversal of this negative trend over the past decade. The rental-occupancy rate in Marietta has decreased by almost 5% in the past decade. As redevelopment continues this trend will increase resulting in the stabilization of the housing stock.

Vacancy

98.2% of owner occupied units were reported occupied while only 94.2% of renter occupied units were occupied. However, some of the older apartment complexes in the city are experiencing vacancy rates as much as 25%.

Condition of Housing Stock

Over 80% of Marietta's housing stock was built prior to 1990. The homes built in the colonial style are relatively well maintained, while many "Bell Bomber" houses, apartment complexes and duplexes are in a deteriorated state.

Cost of Housing

In Marietta, the median value of owner occupied units was \$149,400. The average cost of new housing ranges from approximately \$250,000 for single-family attached to over \$350,000 for single family detached. Some new single-family detached developments in Marietta are selling for upwards of \$800,000 to one million dollars for 3,000 - 5,000 square foot homes. The median contract rent for rental properties was \$767 per month.



Cost Burden Analysis

36% of Marietta's population is burdened by their housing costs (30% or more of average household income was used to pay housing costs). In comparison to other metropolitan Atlanta communities, this is a high statistic. For instance, Cobb County's cost burden analysis indicates only 22% of the population was cost burdened; Roswell's percentage was 20%, Decatur was 24%; Atlanta was 28%, and the State of Georgia was 21%. This should raise concerns about the availability of quality affordable housing and the provision of economic development opportunities.

Special Housing Needs

Persons with special housing needs, i.e. mental health, substance abuse, or developmental disabilities, account for 2% of Marietta's population. No publicly provided housing that provides for special needs currently exists, but may be necessary in the future.

Jobs-Housing Balance

The job-housing ratio for Marietta is 1.27. This means that there are 1.27 jobs in the city for every housing unit. This statistic is slightly less than the 1.39 for Cobb County and 1.32 for the Atlanta Region as a whole. This statistic is misleading because it does not provide any information about the location of the jobs and accessibility to the job centers.

The SMARTTRAQ project, headed by Larry Frank, former professor at the Georgia Institute of Technology, analyzed the jobs-housing balance of LCI communities. In this analysis the research said, "Marietta has a better jobs-housing balance compared to other suburban municipalities in the Atlanta region." Marietta's urban nature and the city's proximity to Cobb County's three major job centers, Dobbins AFB, Cumberland, and Town Center, provide 64% of city residents with job opportunities within a close proximity to the city limits.

Due to past development patterns and inflexible zoning categories there is a large disparity between the areas where jobs and housing is located. One way to address this is by allowing for more mixed-use communities in commercial areas. Other factors that inhibit other individuals from living and working in the area include the availability of quality affordable housing, the high cost of land, and the accessibility of higher paying occupations.



Economic Development

Economic Base

In 2000, the total employment in Marietta was 32,172. Employment is projected to increase to 40,265 by 2010 and 52,403 by 2025. In 2000, the industry sectors with a substantial positive growth rate included: Services; Construction; Professional, scientific, management, administrative, and waste management; Educational, health and social services; and Arts, entertainment, recreation, accommodation and food services. Georgia, as a whole, has a large percentage of employment in the Service, Retail Trade, and Manufacturing sectors. The increase in the Service and Construction section mirrors increases in the national economy.

Location Quotient

As part of a larger economic base analysis a location quotient (LQ) analysis was performed. The location quotient tells a researcher what factors of the economy are import (non-basic) and export (basic) industries. The basic industries are those that provide service to another geographic area. It indicates that this jurisdiction has a specialization in those particular industry segments. The non-basic sectors are industries where residents of the jurisdiction must travel to the comparison geographic area to receive those goods and services. Industries that have a specialization contain LQ factors of 1.25 and up. Industries that are importing have LQ factors of 0.75 and below. The rest are self-supporting industries that meet the need of the local economy.

The LQ analysis indicated that Marietta has a specialization in the Health Service and Arts & Entertainment sectors when compared with Cobb County. Additionally, Marietta specializes in Agriculture, forestry, fishing hunting, and mining; Construction, Retail Trade, and Arts & Entertainment when compared to the Atlanta region. Finally, when compared to the larger US economy, Marietta specializes in: Retail Trade; Information; Finance, insurance, and Real Estate; Professional, scientific, management, administrative, and waste management services; Education, health, and social services; and Arts, entertainment, recreation, accommodation, and food services. The complete LQ analysis can be viewed in the data appendix.

Shift-Share Analysis

Shift-share analysis partitions local employment into three main components: a share reflecting trends in the larger national economy; a share indicating industry specific factors; and a share reflecting local influences on industry performance. These three factors can be totaled for each industry factor to determine how much influence each of these factors had on employment growth. The three largest industry sectors from 1990 – 2000 were Professional, scientific, management, administrative, and waste management services; Arts, entertainment, recreation, accommodation, and food services; and Construction. For example, Professional, scientific, etc. gained 3,053 new jobs within this time period. Of the new jobs created, 221 can be attributed to growth in the national



economy, 340 jobs are due to growth in this particular industry segment, and 2,491 jobs are a result of local factors that distinguish Marietta from other geographic areas. The complete list of tables and figures for all industry segments can be viewed in the data appendix.

Occupations

In 2000, 63% of the Marietta's workforce was in "white collar" occupations (33% of the labor force was reported in the management, professional, and related category and 30% of the labor force was in the technical, sales, and administrative support category). 23% of the labor force was reported in "blue collar" occupations and the remaining 14% were in service occupations.

Unemployment

The employment rate for Cobb County in 2000 was 2.5%. It is anticipated that Marietta has a higher unemployment rate when compared to Cobb County as a whole.

Personal Income

In 2000, Cobb County had a 54.9% increase in personal income compared to 1995. The average increase per year was 9.5% over that time period. In 2002, Cobb County's personal income increased 4.5% since 2000. The average increase over this time period was 4.0%. It is important to note that in 2001 to 2002 personal income increased by only 0.8%.

Wages

In 2003, Cobb County had a 2.5% increase in wages compared to 2002. This is a turnaround from the 2001 to 2002 time period that experienced a -1.6% growth rate. The average growth rate from 2000 to 2003 was 1.4% per year. This is only a modest increase compared to the 8% to 10% growth rates of the previous 5-year period.

Commuting Patterns

Marietta's means of transportation to work indicates that 71% drive alone, 19% carpool, 3% use public transportation, 4% use other means of transportation, and 3% worked from home. In 1990, 47.0% of Marietta residents had commute times of 20 minutes or less. In 2000 the percentage of residents with a 20 minute commute time or less dropped to 37.7%. Also in 2000, 20% of Marietta's population had a commute time of 30 to 39 minutes compared to 17% of the population in 1990. The most likely reason for this increase is due to increased traffic congestion on major arterials and Interstate systems.

Economic cluster – Dobbins AFB

The aerospace cluster is quite large, with more than 10,000 employees at significant employers such as Lockheed Martin, Dobbins Air Force Reserve Base, the Naval Air Station, and the Federal Aviation Administration (FAA). Currently there are more than 5,000 employees in support services for this sector including: trucking; warehousing and



supply chain management (logistics); and airfreight. This employment cluster may be negatively impacted if the most recent round of Pentagon base closings continues as previously indicated. This would result in a loss of 850 jobs due to the potential closing of the Naval Air Station.

Economic cluster – Health Services

Kennestone Hospital and associated health service companies are a rapidly growing segment of the local economy. The location quotient and shift-share analysis indicates that this is one of the fastest growing segments of the local economy. In addition, the hospital is undergoing a major expansion that will create new employment opportunities, which will further private sector development as this cluster expands in the local economy.

Economic cluster – Historic Downtown Marietta

There has been recent growth of the hospitality, tourism, and entertainment sectors in and around the downtown square of Marietta. A combination of annual events, outdoor concerts, special events, and other activities, such as the Marietta Museum of History and the Gone with the Wind Museum bring numerous visitors and dollars into the area. The employment in this sector reaches approximately 1,500 and will continue to grow and expand.



Natural Resources

Environmental Planning Criteria

Marietta has three local resources that would require compliance with the Department of Natural Resources Environmental Planning Criteria. These include water supply watersheds, wetlands, and groundwater recharge areas. Currently, Marietta has not adopted any locally enforceable ordinances that would bring the community into compliance with the aforementioned requirements. We anticipate compliance with the requirements as new standards become available by the Department of Natural Resources.

Environmentally Sensitive Areas

Marietta has numerous natural areas and features that are significant. These include public water supply sources, water supply watersheds, groundwater recharge areas, wetlands, floodplain, steep slopes, plant and animal habitat, and major parks, recreational, and conservation areas. Maps located in the appendix illustrate areas of concern for the abovementioned criteria.

Public Water Supply

Marietta's water supply is provided by the Cobb/Marietta Water Authority, which obtains drinking water from Lake Allatoona and the Chattahoochee River. The Wycoff Plant in Acworth and the Quarles Plant in East Cobb will supply sufficient water to allow for the continued growth and expansion of the local jurisdiction.

Water Supply Watersheds

Marietta is situated on three large watersheds, the Upper Chattahoochee, Middle Chattahoochee, and the Etowah Basins. The Etowah and Upper Chattahoochee are drinking water sources for Marietta/Cobb County residents.

Groundwater Recharge Areas

The U.S. Geological Survey and the Department of Natural Resources shows that Marietta lies on Cobb County's largest groundwater recharge area. This recharge area is classified as significant and is low in pollution susceptibility due to thick soils and relatively low slopes.

Wetlands

All wetlands in Marietta are classified as Palustrine Systems. Palustrine systems are defined as non-tidal wetlands dominated by trees, shrubs, emergent, mosses, and lichens. Water bodies less than 8 hectares in size (20 acres) are also contained within Palustrine systems. Palustrine Subsystem classifications in Marietta include open water, non-forested emergent, scrub-shrub, and forested.



Floodplains

Floodplain exists along Noses Creek, Ward Creek, Westside Branch, Olley Creek, Rottenwood Creek, Hope Creek, Sope Creek, Wildwood Branch, Elizabeth Branch, Sope Branch, Poorhouse Creek, Noonday Creek Tributary #3, and Blackjack Creek. Marietta no longer permits new construction in floodplain zones.

Steep Slopes

Marietta's topography varies from 1,200 feet above sea level around Kennesaw Mountain to 850 feet above sea level around the tributaries of the Chattahoochee River. Marietta considers steep slopes to be areas with slopes of 35% or greater. Given the hilly and rocky terrain that persists in Cobb County, there are some areas that will be affected by the 35% slope. The majority of the areas are mostly undeveloped properties surrounding Kennesaw Mountain and Blackjack Mountain. The other areas of Marietta are already urbanized; therefore the alteration of the natural terrain has occurred during the construction of prior developments. Currently, there are no regulations that constrain development on steep slopes, but it is a factor staff analyses when making development recommendations.

Plant and Animal Habitat

Marietta contains habitat that could support a surprising number of endangered, threatened, or rare plant and animal species. A full list of the species and their habitat can be found in the data appendix at the end of this assessment. Marietta is currently participating in the development of the Etowah Regional Habitat Conservation Plan, which is an effort to preserve habitat for the endangered Cherokee Darter.

Significant Natural Resources

Marietta contains numerous significant natural resources that are either in or in close proximity to the city. These include conservation areas adjacent to the Rottenwood Creek, Kennesaw Mountain Battlefield Park, and the Chattahoochee River National Recreational Area. These areas are either used by a large percentage of Marietta residents or are areas that could be impacted by development that occurs within Marietta.



Historic and Cultural Resources

Historical Significance

The City of Marietta has an enduring historic tradition. It is home to several historic properties and landmarks.

Sites listed in National Register

Five historic districts and two sites are listed in the National Register of Historic Places. They are:

- Atlanta-Frasier Street Historic District
- Church Street/Cherokee Street Historic District
- Northwest Marietta Historic District
- Washington Avenue Historic District
- Whitlock Avenue Historic District
- Zion Baptist Church (bldg)
- Brumby Hall (bldg)

Archaeological Sites

Marietta is home to four historic cemeteries: the St. James Episcopal Cemetery, the National Cemetery, the Marietta Confederate Cemetery and the Old Marietta Citizen's Cemetery. In addition, there are also remnant trenches and other artifacts that were constructed during the Civil War.



Community Facilities

Water Supply & Treatment

Drinking water for the City of Marietta is purchased from the Cobb County/Marietta Water Authority (CCMWA) and is collected at several metering points located at the boundary of and within the City's water service area. The water is then collected by Marietta Water (BLW) and distributed to its customers. In 2003, CCMWA provided 3.4 billion gallons of water, or 9.3 million gallons per day (mgd) to the City of Marietta.

CCMWA operates two water treatment plants. The James E. Quarles Water Treatment Plant (Quarles Plant) is located at 4402 Lower Roswell Road in east Cobb County and has a treatment capacity of 86 million gallons per day (mgd). The intake providing raw water to the Quarles Plant is on the Chattahoochee River adjacent to the Johnson Ferry Road Bridge. The Hugh A. Wyckoff Water Treatment Plant (Wyckoff Plant) is located on Mars Hill Road in Acworth and has a treatment plant capacity of 72 mgd. The intake providing raw water to the Wyckoff Plant is on Lake Allatoona off of Stephens Road in Bartow County. The Authority also operates a well field on an as-needed basis and has a capacity of 1 mgd. The wells are located off of Tritt Springs Trace in east Cobb County. Total Water Supply capacity of the CCMWA is 159 mgd, making it the second largest water purveyor in Georgia.

Through a Capital Improvement Program, the CCMWA extends the life of its system through planned preventive maintenance, and renewal and/or replacement projects when necessary. The Authority expects that the population served by its wholesale customers will grow by approximately 100,000 people (13%). The existing facilities and planned improvements are expected to meet or exceed all growth in demand predicted for the next 30 years.

The BLW water distribution system includes 263 miles of water lines, 2 elevated storage tanks, and 3 pump stations. A pressing issue in the upgrade of water lines is the replacement of many old two-inch lines that supply low levels of water pressure, and have the potential to hamper fire suppression. The old lines are spread throughout the city, with no area having a significant concentration of the small lines greater than anywhere else.

Sewerage & Wastewater Treatment

The Cobb County Water System manages all wastewater flows generated within the City of Marietta. It is treated at one of two Cobb County wastewater reclamation facilities (WRFs). The Noonday Creek WRF, located on Shallowford Road, provides service to northwestern Marietta, while the Sutton WRF treats flows generated in the remainder of the City.



The Noonday Creek WRF is currently being expanded from a capacity of 12 mgd to 20 mgd. Construction was completed in April of 2005. A new wet process for the Sutton WRF was completed in the 4th quarter of 2004, increasing capacity from 40 mgd to 60 mgd. The solids handling portion of the process is to be expanded to 60 mgd by the end of 2007. Once these expansions are completed, the Atlanta Regional Commission projects that no further increase in capacity will be required until after 2030.

Marietta BLW manages the sewerage collection system within its negotiated service area and transports the waste to the abovementioned WRF. The sewerage collection system includes 278 miles of sewer lines and one (1) sewage pump station. Sewer improvement funds will be concentrated on replacing piping which has surpassed its service life.

Solid Waste Facilities

In 2006, the City of Marietta updated its SWMP in accordance with Georgia's Comprehensive Solid Waste Management Act. Detailed information on solid waste management can be found in the plan. The Sanitation Division is responsible for providing solid waste collection services to over 12,000 households within the City. Services provided include twice-weekly garbage collection at the rear door and curbside, curbside recycling collection once per week, and curbside yard waste collection once per week. Garbage is delivered to a waste transfer facility operated by Waste Management. Yard waste is delivered to a private vendor that converts the material to compost for sale to others. Waste Management collects solid waste, cardboard, and glass in the Central Business District. The Sanitation Division has successfully diverted over 25% of the solid waste that was entering streams from landfills. This is due, in part, to the implementation of a volume based fee structure in 1994.

Recreational Facilities

The City of Marietta offers 249 acres of park space for its residents with parks ranging from small pocket parks to larger community parks with athletic facilities. The City also provides numerous multi-use trails, including 27 acres of greenspace that was acquired in 2004 for floodplain protection.



Transportation

The City of Marietta owns and operates approximately 497 local roads and 8 bridges (241 lane-miles of public roadway). Marietta has adequate north-south connectivity on the local street system but lacks east-west connectivity from Kennesaw Mountain to the 120 Loop. Traffic on I-75 and Cobb Parkway creates peak hour congestion due to the volume of users.

Of the roads, 21% earned a pavement condition of poor, and less than 2% earned very poor. Most of these roads were small local streets adjacent to I-75. All of the bridges are in fair to good condition. There are no issues with signalization or signage on city streets.

Marietta has vigorously pursued a policy of incorporating sidewalks into its transportation plans, resulting in an adequate network when compared to the rest of Cobb County. There are some residential areas in older subdivisions and commercial corridors, Cobb Parkway and Powder Springs Street, which lack adequate pedestrian facilities that need to be provided for pedestrian safety.

The Kennesaw Mountain to Chattahoochee River Trail is a multi-use facility that is being created by Marietta, Smyrna, Cobb County, and the Cumberland Commercial Improvement District. Marietta has completed the North Loop Bicycle Pedestrian Bridge and is in the process of constructing the South and University portion of this trail. The anticipated completion date for the Marietta portion of the multi-use trail is 2010.

Cobb Community Transit (CCT) serves most areas of Marietta. The City plays an important role in CCT's operations, as it is home to their new main operations, maintenance, and administration facilities, a major transfer station, and one of their three park-and-ride lots. If Bus Rapid Transit is incorporated along the I-75 corridor, CCT will need to alter its routes to ensure connectivity with the new regional system.

Major parking centers within the City include Kennestone Hospital, Life University, Southern Polytechnic State University, the CCT park-and-ride lot and downtown Marietta. Most lots provide adequate spaces to meet demand. However, parking improvements in the downtown area may be necessary to meet the demand.

CSX Transportation runs their rail cars through the heart of the city on two main lines, averaging 22 daily one-way trips. Given all the railroad traffic, the city has an excellent safety record at its railroad crossings.

The Dobbins Air Force Base, an exclusively military airport, is located along the southern border of Marietta. Areas within the City along Cobb Parkway and Powder Springs Street fall within Federal Air Installation Compatible Use Zone (AICUZ) restrictions for the airport.



Marietta's development patterns are closely tied to the development of its transportation network. The historic downtown district developed, in part, due to the commercial activity associated with its railroad depot.

Beyond the downtown square, most properties' land uses are dictated by a roadway or corridor's classification: Properties in proximity to I-75 are typically a mix of industrial; commercial, and multi-family residential uses; properties along major arteries are primarily commercial uses; and properties along local streets are single-family residential uses.

Future corridor plans acknowledge this separation of land uses and envision a greater mix of uses along Roswell Street, Powder Springs Street, Fairground Street and Cobb Parkway.



Intergovernmental Coordination

Intergovernmental coordination involves how the local governments of Marietta, Cobb County, Smyrna, and Kennesaw work with one another, with adjacent local governments, and with other quasi-public entities such as the Marietta School System, Cobb/Marietta Water Authority, and the Marietta Housing Authority. Adequate coordination is needed to plan for orderly growth in the community to ensure seamless service provision in each of the aforementioned public agencies and independent organizations. Marietta coordinates with all inter-jurisdictional agencies and boards during the planning and land development process in order to provide these groups with a voice in the process of developing the community. In addition, the city works with neighboring jurisdictions to ensure collaboration on local and regional issues that affect Cobb County as a whole.

Service Delivery

Cobb County and all of its municipalities updated the Service Delivery Strategy in July 2004. The Service Delivery Strategy documents the coordination and delivery of services between Cobb County and the municipalities contained therein. Collaboration between the local area cities and the county occur within many various departments depending on the issue. In general, the City Manager's office and Division of Planning and Zoning are the two main segments of government that are responsible for coordination efforts. The City is pleased with the efforts being made within Cobb County to ensure a regional mindset in tackling Marietta and Cobb County's issues.

Annexations

Cobb County and Marietta adopted a land use dispute resolution agreement as part of the Service Delivery Strategy approved in 2004. This agreement contains the process for resolving disputes over annexations. Marietta works directly with the Intergovernmental Coordinator in Cobb County to ensure coordination on land use issues. In addition, there is considerable cooperation between Marietta and Cobb County in regard to joint planning studies that cover a variety of topics including land use, transportation, and parks and open space.

Independent special authorities

Marietta collaborates with other local jurisdictions in the Cobb-Marietta Water Authority. This board is in charge of ensuring future water supply for the residents and stakeholders in Cobb County and Paulding County. Marietta has an appointed representative on the board.

School district

Marietta has its own independent school district. The Marietta City Schools works closely with the City Council on charting a direction for the city that takes both of their concerns into consideration. The City Managers Office and the School System



Administration Office are the main point of contacts between the various governments. In addition, the School System Administration Office and the Planning and Zoning Division collaborate on land use and planning issues. Recent collaborations include joint efforts on the Delk Road TOD LCI study, the Marietta School System Facilities Master Plan, and the enactment of a Tax Allocation District in some of the blighted areas of the municipality.

Downtown Development Authority

Marietta has a development authority that assists with the development and the leveraging of capital for projects in and around the downtown area. This is an independent board that elects their own members, but also includes the Mayor of Marietta as well as the County Commission Chairman of Cobb County. This ensures collaboration and coordination of efforts to ensure that downtown development is in the best interest of the property owners, business owners, Marietta, and Cobb County (downtown Marietta's largest single employer).

Other government related activities and programs

Marietta participates in other regional and statewide initiatives that assist in improving the quality-of-life for the residents of this area. These include the following: regional strategies to improve local air-quality, the North Georgia Water Planning District, the Etowah Regional Habitat Conservation Plan, State and regional greenspace and open space preservation initiatives, ARC's regional transportation plan, and ARC's regional development plan. The Planning and Zoning Division and the Public Works Department are both responsible for various aspects of these state and regional planning initiatives. We each bring our own knowledge and expertise to the table as we tackle these issues to improve conditions for the benefit of the greater Atlanta community.

Recommendations

The community would benefit from improved coordination and collaboration between local governments and authorities, such as the School Board, Water and Sewer Authority, and other public agencies and community organizations. Mechanisms for improving coordination include biannual "state of the community" meetings in which representatives from the various governments, agencies, and organizations meet informally to discuss projects of importance to the community. In addition, basic communication, collaboration on issues of importance, and coordination of tasks are methods that would assist in strengthening relationships with surrounding boards and commissions.



Report of Accomplishments

Project	Status					Explanation
	on-going	completed	currently underway	postponed	not completed	
NATURAL RESOURCES						
Use land planning to provide for compatible uses in and near wetlands that permit viable use of the property	X					
When existing habitats of sensitive plant and wildlife species are identified, protect or appropriately manage these areas through informed land use decisions	X					
Provide City representation on ARC task forces or committees to maintain close staff relationships with ARC in efforts to resolve regional issues	X					
Revise the Zoning Ordinance and development regulations to provide for open space and conservation areas. Possible development techniques include: density bonus and conservation easements		X				
Provide for landscape/ urban design criteria in Zoning Ordinance to enhance and support compatible land uses in accordance with sound planning principles with particular focus on historic areas and the Central Business District		X				
Include water resources impact analysis in land use decisions		X				
Develop a Brownfield Prevention Plan, including an awareness program and legislative plan				X		This project was postponed due to lack of available funds/ staff.
Modify open space set-aside requirements for private redevelopment projects to require permanent protection					X	This project is not feasible.
A comprehensive Water Supply Watershed Protection Ordinance. Watershed impact should be considered during future land use planning and development decision making.				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
A comprehensive groundwater recharge protection ordinance				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Work with ARC and Department of Natural Resources to identify and inventory locations of any existing habitats of sensitive plant and wildlife species		X				
Should consider suitability of soils and slope when considering land use decisions		X				
Create Floodplain Overlay District for parcels that contain or abut floodplain, wetlands, or stream basins				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.



	on-going	completed	currently underway	postponed	not completed	
NATURAL RESOURCES continued						
Develop incentives for the protection of open space			X			
Modify open space set-asides as a condition of development receiving City funding or funding from the Marietta Housing Authority					X	This project is not feasible.
Require additional mitigation for variances from open space requirements	X					
Adoption of an ordinance to prevent development on steep slopes				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Obtain conservation easements along streams	X					
Create a mechanism for accepting and maintaining open space lands and conservation easements		X				
Create incentives to encourage developers to provide open space, such as plazas and courtyards in redevelopment projects		X				
Adopt and enforce an ordinance to ensure new facilities handling hazardous materials or hazardous waste do so on impermeable surfaces with secondary containment systems				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Coordinate wetland preservation requirements with Cobb County	X					
Coordinate floodplain protection requirements with Cobb County	X					
Prepare stream buffer requirements in coordination with Cobb County and the Metro Rivers Protection Act	X					
COMMUNITY FACILITIES						
Continue to implement Marietta's Solid Waste Management Plan to reduce reliance on landfills and to achieve other goals		X				
Community Outreach Programs: DARE (Drug Awareness Resistance Education) and COPPS (Community Oriented Policing Program)	X					
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives	X					
Fleet addition and maintenance	X					
Plan with Cobb-Marietta Water Authority to maximize water supply by planning new sources, water conservation and distribution management practices		X				



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COMMUNITY FACILITIES continued						
Develop Community Facilities Master Plan to coordinate facility development for fire, police, parks and recreation, water, sewer, solid waste, schools, libraries, health, arts, senior services, emergency operations, and general government			X			
Develop or reinforce mutual aid or service agreements between different public agencies or jurisdictions, including fiber-optic lines	X					
Continue information sharing and working relationships between County and City staff	X					
Reduce sewer overloads and capacity problems	X					
Improve the ability to perform maintenance on a proactive basis. This will require a work order database, an inventory of the existing infrastructure, and accurate as-built maps of the water and sewer system. Improve reliability of pump stations and water storage tanks.				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Establish and implement with all municipalities in Cobb County a countywide Parks and Recreation Master Plan		X				
Water Line replacements	X					
School Zone Pedestrian Improvement Program				X		This project was postponed due to lack of available funds/ staff.
Sidewalk Improvement Projects			X			
Installation and Pedestrian Improvements for the Roswell St. and Atlanta St. "Gateways"			X			
Develop a strategy aimed at the identification and preservation of existing sound housing and stable residential neighborhoods			X			
Identify appropriate areas on the "Future Land Use Map" to be used as a guide in directing growth of the City and in analyzing zoning change requests		X				
New Zoning Ordinance will stress infill development in built-out areas; cluster housing; single-family, owner-occupied housing; housing needs of renters; mixed-use developments in regional activity centers to provide for integration of home and workplaces		X				
Work with the development groups to gain more understanding of the affordable housing issue as it relates to inducement and retention of business	X					
Implement strategies for stricter code enforcement			X			



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COMMUNITY FACILITIES continued						
Continue CDBG loans for home and ownership rehabilitation	X					
Make and monitor fair housing standards for housing discrimination based on race, sex, color, religion, national origin, family composition, or handicap status	X					
Break public housing cycle by encouraging families to leave system and to improve their financial means	X					
TRANSPORTATION						
Establish and use public/private partnerships for cooperation in planning, design and financing improved transportation and infrastructure facilities and services			X			
Develop a fixed-route transit system to meet mobility needs of the transit-dependent, including demand-responsive services for areas of the City not initially served by transit and those unable to access service, including elderly and handicapped					X	This project is not financially feasible.
Evaluate and update the existing development regulations to allow alternative land uses in an effort to reduce total trips and trip length			X			
Develop and implement transportation management techniques requiring small capital expenditures including variable work hours, transportation management ordinances, ridesharing, transit incentives, turning lanes, and signal optimization	X					
Develop and implement standards which address bicycle and pedestrian needs			X			
Continue participation with the State, County, and other Metro counties in ARC's transportation coordinating committees. Establish procedures for exchanging transportation planning information with surrounding counties	X					
Share land use and transportation information with County departments and with State and Federal transportation agencies	X					
Periodically review and revise the adopted Official Thoroughfare Map which classifies roadways according to demand function and access standards	X					
Support legislation funding rail projects and other alternative transportation projects	X					
Street Resurfacing	X					



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TRANSPORTATION continued						
Pavement Marking Replacement. This is an on-going program to replace pavement markings obliterated by resurfacing, traffic and other factors	X					
School Zone Pedestrian Crossing			X			
General Street and Drainage Improvements	X					
Roswell Street Corridor Streetscape			X			
East/West Alternatives Traffic Study					X	This is included as part of the Countywide Transportation Plan (CTP).
Atlanta Street Corridor Streetscape				X		Applied for TIP funds to complete this project.
Complete Kennesaw to Chattahoochee multi-use trail			X			
CCT subsidy for government employees					X	This is not financially feasible.
Fairground Street Streetscape				X		This is programmed in the SPLOST.
Powder Springs Road Streetscape (in study area)				X		Applied for TIP funds to complete this project.
Loop Corridor Streetscape				X		This project was postponed due to lack of available funds/ staff.
Powder Springs Road Streetscape (outside study area)				X		This project was postponed due to lack of available funds/ staff.
Link proposed pedestrian crossings over North Loop to walkway along rail line through urban design element			X			
Grade elevate a pedestrian crossing at Mill Street or Depot Street			X			
Cobb Parkway Corridor Streetscape				X		This project was postponed due to lack of available funds/ staff.
LAND USE						
Develop guidelines to be considered when making land use decisions involving redevelopment		X				
Use the Marietta Comprehensive Plan and the "Future Land Use Map" as a guide in managing the growth of the City and in evaluating zoning change requests	X					
Amend the Marietta Comprehensive Plan as necessary	X					
Review and revise all code sections which influence development within the city limits both quantitatively and qualitatively including a total update of the zoning regulations, with the goal of changing land use patterns away from conventional suburban strips and cul-de-sacs to more urban development styles				X		



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LAND USE continued						
Develop a Traditional Neighborhood Development zoning category		X				
Amend the existing sign ordinance to further restrict the size of signage and encourage monument or other signage that prevents visual clutter along downtown entranceways and main corridors		X				
Develop design standards for Marietta's downtown streetscapes that establishes guidelines for various types of signs appropriate to the preferred vision of the community		X				
Create Commercial Design Overlay Districts for Roswell Street, Fairground Street, the Loop, and Powder Springs Road		X				
Create design guidelines for West Dixie and Washington/ Lawrence neighborhoods			X			
Identify areas appropriate for design guidelines and develop appropriate design criteria		X				
Write and approve new zoning guidelines for "activity centers"				X		This project was postponed due to lack of available funds/ staff.
Initiate and approve rezonings in the East Dixie neighborhoods					X	This project is not feasible.
Initiate a new "residential urban infill" zoning category		X				
Create neighborhood gateways			X			
Hire economic development professional		X				
HISTORIC RESOURCES						
Identify and achieve historic status for significant buildings and/ or areas by designating them as historic landmarks			X			
Educate the community concerning the value of historic resources through heritage preservation programs for primary and secondary schools			X			
Preserve historic and cultural resources through compatible zoning and adequate buffering of historic sites from incompatible uses			X			
Contact other governmental agencies to assess the amount of grants, loans, leveraged funds and other financial assistance available to the city for preservation and tourism needs	X					
Analysis of financial impact tourism could have on the City, including a funding strategy, estimates of tourists, and analysis of increased City revenues				X		This project was postponed due to lack of available funds/ staff.



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HISTORIC RESOURCES continued						
Create a Downtown Design Overlay District					X	This project is not needed.
Promote use of tax credits to support historic home rehabilitation	X					
Create a vacant business space and underdeveloped properties inventory				X		This project was postponed due to lack of available funds/ staff.
Evaluate the provision of City services in relation to industry needs and implement a program to retain existing businesses and attract new businesses	X					
Develop a program to assess the needs businesses have for services provided by the City, the adequacy of those services, and methods to assist them in locating or expanding their operations in the City	X					
Inventory the location, type, and size of existing businesses to create and maintain an economic development database	X					
Streamline procedures and requirements, update staff skills, and improve organizational databases to enhance the City's role as a public sector economic developer	X					
Provide incentives for retention/ expansion/ development of new and existing businesses in the City	X					
Create volunteer standing committees	X					