

CITY OF MARIETTA
2040 COMPREHENSIVE PLAN
STAKEHOLDER MEETING #2
Thursday, October 27, 2016, 8:00 A.M.
Marietta Fire Department Headquarters

Meeting Summary

I. Welcome and Introductions

Courtney Verdier, Atlanta Regional Commission (ARC) staff member, thanked and welcomed the attendees. Meeting attendees then introduced themselves.

II. Review Assets and Challenges

Ms. Verdier recapped the assets, challenges, and areas of attention from the previous steering committee meeting and from the public open house. Common themes presented themselves from these meetings. Concerning challenges, it was noted that four primary challenges continued to appear including: Affordable Housing, Cobb Parkway Corridor, Transportation, and Code Enforcement (Blight). The committee was then divided into four groups in order to flesh out issues and strategies related to these groups.

- Transportation Network:
 - Autonomous Cars
 - Uber
 - No Parking Meters
 - Extend Parking Time
 - Advertise Deck Better
 - Valet Parking
 - Bypass
 - Trails
 - Mass Transit (utilization and marketing)
 - Walking City – sidewalk completion plan
 - Park-n-Ride @ Dallas Highway near Paulding County line to service express bus route into Marietta with stops at Lockheed, Wellstar, the Square, CCT bus transfer station
 - Constant route between KSU/Businesses/Wellstar
 - Challenges establishing a trolley system
 - Cobb Parkway – shared driveways (too many curb cuts); grant variances

- Express between business centers
 - More Innovative Engineering
 - Flyovers
 - Blinking yellow turn lights
 - Roundabouts and Diverging Diamonds
 - Access to Square crossing Powder Springs Street
 - Underpass from Methodist Church
 - Managed Lanes – leverage
 - Transportation to Braves Stadium
- Cobb Parkway:
 - Gateway Projects (so people know when they're in the City and when not)
 - City Council should make a “wish list” for GDOT on what they want to see
 - Encourage student housing and retail on Cobb Parkway near Life and KSU
 - Cobb Parkway Overlay District
 - Work to develop a sense of place along that corridor
 - KSU Master Plan – complete early Spring 2017
 - Gateway Marietta CID
- Affordable Housing:
 - Grant programs – Federal?
 - Rehab of owner occupied low income housing
 - Housing Education programs
 - Partnerships with development community
 - Non-profit housing assistance programs
 - Issue: high cost of land
 - What is definition of “Affordable”?
 - “Affordable” houses need work and may not be in places you want to live
 - Federal programs are helpful, but what about affordability for those that don't qualify (teachers, public safety, starter homes)
 - Connection to missing 25-44 year olds cohort
- Code Enforcement (Blight Reduction):
 - Public Education
 - Vacant Structures
 - Signage – consistency; both in design guidelines and giving of citations
 - Expansion of awning program on the Square, or similar program

- Partnerships with Marietta Beautification groups
- Partner with Arts groups to paint, etc. vacant structures
- Blighted properties
 - City incentives – variances

The committee then discussed these strategies in thorough detail marking potential work program items. This will help to prioritize, set goals, and help create action items for new STWP. Ms. Verdier mentioned that the city's current work program has more than 200 action items, many of which are policies or ongoing city functions. The new planning requirements call for only specific, actionable items with clear end dates.

III. Character Areas

The committee's attention was then turned to the current plan's character area map which highlights each area of the city in one of the following categories: City Center South Renaissance, Civic, Corridors, Downtown, Franklin Road Reorganization, Gateway, Health Services, Higher Density, Residential, Industrial, In-Town Residential, Neighborhood Center, Office/Professional, Office/Warehouse, Parks/Open Space/Conservation, Powder Springs Redevelopment, Residential Revitalization, Residential Transitional, South Marietta Parkway Activity Center, Suburban Residential, or University. Much was debated concerning the meaning and purpose of character areas, the difference between character areas and future land use, and the rationale behind the labels utilized.

IV. Conclusion

The meeting concluded with a mention that the next public meeting would likely take place following the holidays.