

Marietta University Enhancement District Livable Centers Initiative Study Fact Sheet

STUDY PURPOSE & GOALS

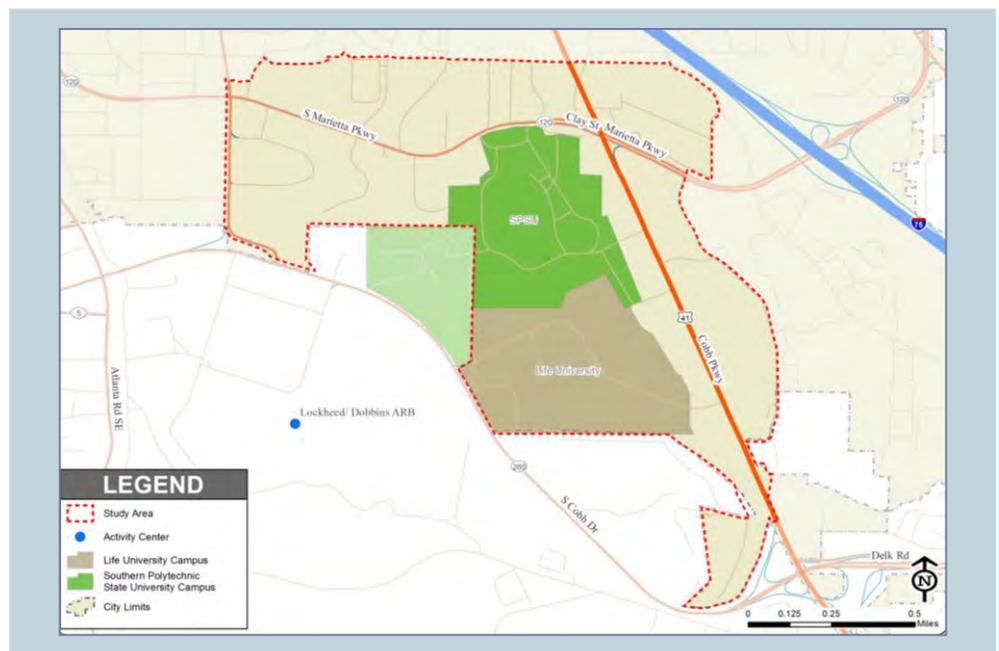
The Marietta University Enhancement District (MU²) Livable Centers Initiative (LCI) study is a collaborative, forward-looking initiative being led by the City of Marietta and its partners of Life University (Life) and Southern Polytechnic State University (SPSU) to develop a framework for redevelopment and public investment in the area in and around the two universities, just south of the city’s historic downtown core. The area has many assets, including well-revered educational institutes, the Cobb Community Transit (CCT) terminal, easy access to Interstate 75, proximity to historic downtown and Dobbins Air Reserve Base, a budding trail network, and two parks. However, the area’s commercial buildings are aging, the roads do not accommodate a diverse mix of users, and the area lacks an overall sense place.

The area surrounding the universities is in need of a joint vision that captures the unique spirit and opportunities that the two universities bring to the area. Ultimately, this study will produce an implementation roadmap that will help the area transform from a disconnected set of resources to a well-connected and integrated activity center.

The primary goal of the LCI study is to develop a joint redevelopment plan for the area, with a focus on appropriate future land uses, improved visibility of the universities along SR 120 and US 41, and strategic multi-modal transportation investments. Another primary goal of this study is to establish design solutions that will allow the populations of both universities to better interact with the community and each other. The resulting plan will be leveraged to bring private and public investment to the area.

STUDY AREA

The study area extends just east of Cobb Parkway (US 41) and just north of South Marietta Parkway (SR 120) with the southwestern boundary abutting the City’s southwestern limits. The study area includes the CCT Bus terminal and park and ride lot and parcels fronting SR 120 to the north and parcels fronting US 41 to the east.



Marietta University Enhancement District Livable Centers Initiative Study Fact Sheet

KEY PARTNERS

This study is funded by a LCI grant from the Atlanta Regional Commission (ARC) with additional matching funds provided by the City of Marietta, Life, and SPSU. The City and its partners have hired Jacobs Engineering and Huntley Partners to manage and carry-out the study.

PROJECT TIMELINE

The study process will occur over a seven month period. Study completion is targeted for April 2013.

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13
Public Meetings							
Public Kick-off Meeting			X				
Community Data Gathering Meeting				X			
Presentation of Draft Plan						X	
Public Hearing for City Council							X
Study Development							
Assessment of Baseline Conditions							
Conceptual Master Plan							
Final Report							

HOW YOU CAN GET INVOLVED

Share your vision for the area's future! A series of four public meetings will be held between now and April 2013 to gather input from community members:

Meeting 1: Public Kick-off Meeting	12/13/2012
Meeting 2: Data Gathering Meeting	01/15/2013
Meeting 3: Presentation of Draft Plan	03/21/2013
Meeting 4: Public Hearing for City Council	04/17/2013

The times and locations of these meetings will be posted on the project website (to be debuted at the December 13 Public Kick-off Meeting). These meetings will be both educational and interactive, with the primary goal of obtaining input from community members about the needs and opportunities within the study area that can be pursued moving forward.

If you cannot make any of these meetings, there will be additional opportunities for participation through an online survey anticipated for release in January 2013.

Questions or Comments? Contact Us:

- Amanda Hatton, Public Involvement Coordinator, Jacobs: amanda.hatton@jacobs.com or 678.333.0476
- Kyethea Clark, Project Manager, City of Marietta: kclark@mariettaga.gov or 770-794-5668