

Welcome to the **City of Marietta**



Business Development Guide

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205 Lawrence Street Marietta, GA 30060

www.mariettaga.gov

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WELCOME

Welcome to Marietta! We are pleased that you have chosen our city for the location of your business. Rich in diverse culture and historic charm with a pro-business climate, Marietta is a community where businesses thrive.

In this packet you will find essential City contact information and a general overview of the process for opening, relocating and/or expanding your business within Marietta.

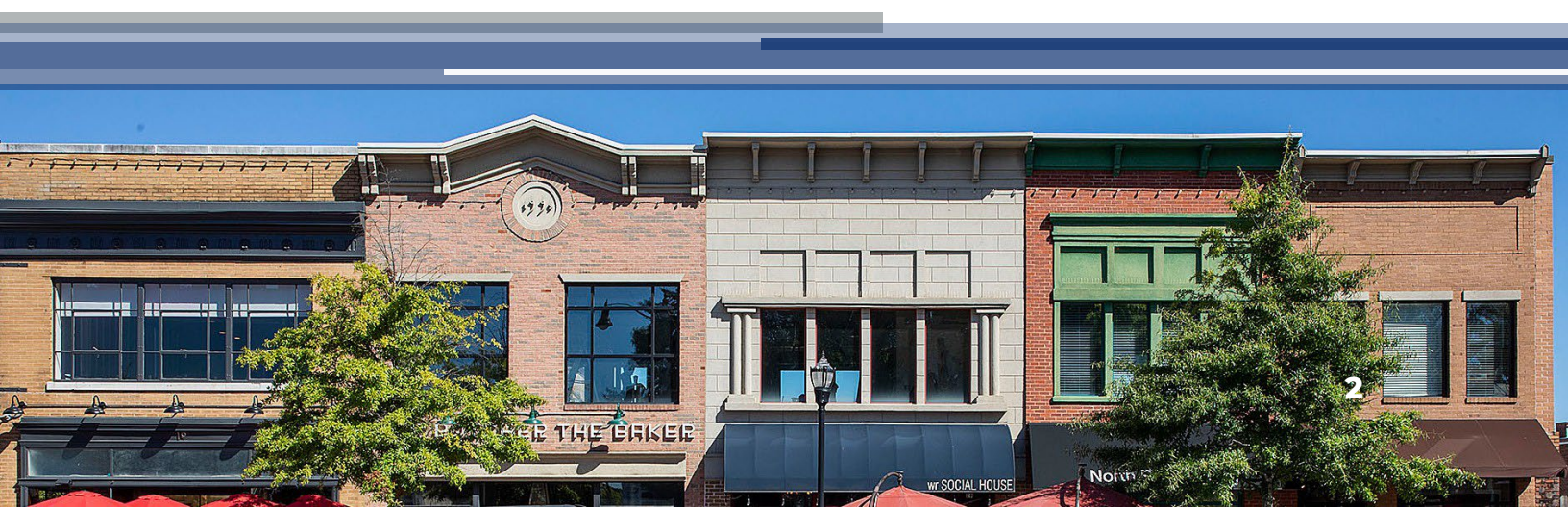
To help navigate this process successfully, the City provides business support through its Economic Development staff. Staff is eager to assist in your business needs and strive to ensure Marietta continues to be your chosen home. Should you have any questions or need additional support, please do not hesitate to contact us.

Thank you for choosing Marietta, we look forward to your success!

City of Marietta
Office of Economic
Development

(770) 794-5668

edstaff@mariettaga.gov



DOING BUSINESS WITHIN THE CITY

Step by Step

If it is your first time starting a business in the City of Marietta, you may find our [‘Starting a Business’](#) guide helpful in addition to the information included in this document. Click the link or visit <https://www.mariettaga.gov/DocumentCenter/View/14629/Starting-a-Business-Brochure> to learn more.

Applying for a Business License

Every business must obtain a business license through the Business License Division prior to opening. The Business License Division administers business/occupation taxes; regulatory fees; franchise fees from telephone, electric power, cable television, fiber-optic cable and natural gas providers; alcoholic beverage excise taxes; hotel/motel occupancy taxes; rental motor vehicle excise taxes; and insurance premium taxes. Applications must be received and processed in person at our Business License Office located on the first floor of City Hall at 205 Lawrence Street, Marietta, GA.

Contact: Kimberly Robinson, Business License Division | (770) 794-5520 | krobinson@mariettaga.gov
Website: <https://www.mariettaga.gov/312/Business-License-Division>

Applying for Permits

Prior to obtaining a business license, your project may require permits and approvals from the City. Depending upon the project’s specifics, this review process can involve one or more City Divisions including, Planning and Zoning, Engineering, Building Inspections, Fire Marshal, Marietta Water & Power, and Transportation. The application process is primarily administered through Sages. Sages is an online system through which you can apply for permits, receive updates and notes from the City and monitor your application progress. Please consult with our Building Inspections Division for all questions related to permitting and utilizing the Sages platform.

Contact: Leigh Nagy, Permit & Inspections | (770) 794-5454 | lnagy@mariettaga.gov
Websites: <https://www.sagesgov.com/marietta-ga> | <https://www.mariettaga.gov/382/Building-Inspections>

Predevelopment Review Meeting

For those with development questions, we recommend you attend a Predevelopment Review meeting. These meetings provide an opportunity for in-depth review of any project any stage. The Predevelopment Review staff meet virtually upon request every Tuesday. Representatives from each relevant City division attend in order to provide comprehensive guidance and feedback. The meeting is also an excellent opportunity for City Staff to familiarize themselves with your project, which may expedite the process overall, and allows us to better understand – and therefore better achieve – your vision.

If you are unsure if your concept or project would benefit from a meeting, we encourage you to reach out to our Economic Development team.

Contact: Economic Development | edstaff@mariettaga.gov



CITY DEPARTMENTAL OVERVIEW

Planning & Zoning Division - Development Services

The Planning and Zoning Division verifies that a property is zoned for a specific use and meets development standards, such as building setbacks, minimum lots sizes, signage, parking spaces and more.

If you desire to use a property in a manner restricted by the City's Zoning Ordinance, an application or request for approval must be submitted to this division. Following an internal review, staff guides the application to the applicable procedural board(s), which may include City Council, the Planning Commission, the Board of Zoning Appeals, the Historic Board of Review or the Historic Preservation Commission. Each approval process has a timeline with associated deadlines. Due to public hearing and notification requirements, these schedules are important to maintain. These timelines can be found on the City's Planning and Zoning website.

Contacts: Shelby Little, Planning & Zoning Manager (770) 794-5671 | slittle@mariettaga.gov
Sarah Ciccone, Planning & Zoning Administrator (770) 794-5631 | sciccone@mariettaga.gov

Website: <https://www.mariettaga.gov/283/Planning-Zoning>

Planning Commission

If a property owner seeks to change the zoning of their land, they should submit an application to Planning & Zoning, who will schedule a hearing with the Planning Commission. The Commission also hears cases related to code amendments, annexations, and special land use permits. The Planning Commission will hear the respective case and vote to make a recommendation to City Council, who will vote to approve or reject the request. All cases are subject to approval on an individual-case basis. Meetings are typically held the first Tuesday of each month at City Hall. Applicants or their representatives must be present at all meetings. Please visit <https://www.mariettaga.gov/333/Planning-Commission> for specific dates.

Board of Zoning Appeals

If there is evidence that the City's Zoning Ordinance will result in a particular hardship, property owners may appeal the restriction through the Board of Zoning Appeals (BZA) for variances. Meetings are held on the last Monday of each month at 6:00 p.m. at City Hall. Applications must be submitted six (6) weeks prior to the meeting. Please visit <https://www.mariettaga.gov/169/Board-of-Zoning-Appeals> for specific dates

Historic Preservation Commission

To preserve the historic aesthetic, building owners in any of Marietta's designated historic districts must obtain approval from the Historic Preservation Commission for façade changes, building additions, exterior renovations, or new construction. Meetings are held the first Monday prior to City Council meetings unless otherwise called by the chairperson or majority. Meetings begin immediately after Historic Board of Review meetings and no earlier than 5:45 p.m. Please visit <https://www.mariettaga.gov/331/Historic-Preservation-Commission> for the list of deadlines.

Historic Board of Review

Businesses located within the Downtown Historic District must get approval by the Historical Board of Review (HBR) for any changes to the exterior of their building. To preserve the authentic character of the Historic Marietta Square, the Central Business District (CBD) has a unique zoning category and design requirements each property/business owner in the Historic District must adhere to. Those businesses and property owners are required to have the design of proposed awnings, signs, and any exterior material changes to buildings evaluated by HBR prior to permitting and installation. Meetings are held on the first Monday prior to the City Council meeting at 5:30 p.m. at City Hall. Applications must be submitted one to two weeks prior to the meeting date, depending on the size of the project. Please visit [Historic Board of Review webpage](#) for guidelines and list of deadlines.

For a map of all historic districts visit: <https://www.mariettaga.gov/398/Historic-Districts-Local-Landmarks>

Contact: Sandra Lloyd | slloyd@mariettaga.gov | (770) 794-3950

Building Inspection Division

Prior to and during building construction, the Building Inspection Division ensures that projects conform to established building codes.

Building permits are required for all new construction, temporary buildings, and for alterations to existing construction. Building plans are submitted online via the Sages system. Following plan approval, the contractor is issued a permit to work on site. Throughout construction, Marietta's building inspectors monitor the site to ensure compliance with submitted plans and relevant codes. Once the project is complete and all fees paid, building inspectors conduct a final inspection and issue a Certificate of Occupancy.

Contacts: Jeff Duckett, Deputy Director of Public Works | jdkett@mariettaga.gov
Permit Technician | buildinginspections@mariettaga.gov | (770) 794-5454

Websites: <https://www.mariettaga.gov/382/Building-Inspections> | <http://ga-marietta.civicplus.com/400/Permits>

Engineering Division

Marietta's Engineering Division reviews site plans to verify their compliance with the City Code, the Georgia Erosion and Sedimentation Act, and the National Pollutant Discharge Elimination System (NPDES) general permit. The Engineering Division will assist in planning road closures during construction and coordinating the issuance of private utilities permits. Following plan approval, staff conducts a pre-construction meeting to clearly outline development standards. Once development begins, site inspections are performed to ensure that construction follows the approved permitted plans and that the site follows all applicable ordinances and laws.

Contact: Charles Richards, P.E., City Engineer | (770) 792-3950 | crichards@mariettaga.gov

Website: <https://www.mariettaga.gov/280/Engineering>

Fire Department

During the plan review process, Fire Marshal staff evaluate the site's accessibility for the general public, emergency vehicles and fire hydrant locations. Additionally, they review the building plans for compliance with the Life Safety Code, the Georgia Accessibility Code, the State Fire Codes, and any other applicable City ordinances. The Fire Marshal's Office also evaluates the project's needs for fire alarms, fire sprinklers, and alternative fire protection systems in commercial and residential applications. Fire protection systems are permitted separately from the main building permit. During project construction, staff conduct inspections to confirm compliance.

Contact: Fire Marshal Office | (770) 794-5458

Jason Garner, Fire Marshal | jgarner@mariettaga.gov

Richard Franklin, Deputy Fire Marshal | rfranklin@mariettaga.gov

Website: <https://www.mariettaga.gov/702/Plan-Review>

Transportation Division

For projects that impact the roadways, Marietta's Transportation Division provides input and oversight concerning the standards for the design of the roads, warning signage, traffic impact and speed limits. Depending on the type of project, Transportation will also oversee requirements regarding sidewalks, pedestrian crossings, traffic calming, streetscapes, and the trail systems.

Contact: Joe Vitale | jvitale@mariettaga.gov | (770) 794-5648

Website: <https://www.mariettaga.gov/1255/Transportation>

Marietta Water & Power

Marietta Water & Power reviews water and sewer applications, provides cost estimates, and calculates system development fees for renovation and/or new construction projects.

Contact: Sherri Rashad, Customer Services | thepower@mariettaga.gov | (770) 794-5149

Electric Engineering | (770) 794-5124

Website: <https://www.mariettaga.gov/151/Power-Water>

Police Department

The Marietta Police Department provides advice and guidance regarding security procedures and resources that can air in keeping your business safe. While they do not attend Predevelopment Review meetings, they will provide this service, and any additional consulting services upon request.

Contact: Sgt. Stephen Miller | smiller@mariettaga.gov | (770) 794 5344

Website: <https://www.mariettaga.gov/150/Police>



COMMUNITY BUSINESS PARTNERS

The City of Marietta has many community stakeholders that share in the support and success of businesses within the City.

Downtown Marietta Development Authority

The DMDA was created for the purpose of the redevelopment of the Downtown Marietta District. The DMDA is currently offering a facade matching grant for business owners located within the DMDA District.

www.marietta.gov/232/Downtown-Marietta-Development-Authority-

Contact: Asia Wilson | awilson@marietta.gov | (770) 794-5716

Cobb Chamber of Commerce

The Cobb Chamber of Commerce is a valued partner devoted to fostering strong economic development and a healthy place to do business in our community. They also provide programming, networking, and resources to their members.

(770) 980-2000 | info@cobbchamber.org |

www.cobbchamber.org

Marietta Business Association

Marietta Business Association promotes the civic, social, commercial, economic welfare and business growth of its members. Through relationship building and business growth support, the MBA adds value to the community and the economic welfare of businesses.

(770) 423-1330 | admin@mariettabusiness.org

www.mariettabusiness.org

Marietta Development Authority

The purpose of the Marietta Development Authority is to develop and promote trade, commerce, industry, and employment opportunities for the public good and general welfare in the City of Marietta.

www.marietta.gov/1065/Marietta-Development-Authority

Contact: Daniel Cummings | dcummings@marietta.gov | (770) 794-5668

Visit Marietta

The mission of Visit Marietta is to promote the City of Marietta as a tourism destination in an effort to increase visitation and economic activity.

(770) 429-1115 | info@visitmarietta.com

www.visitmarietta.com

WorkSource Cobb

WorkSource Cobb helps ensure an adequate supply of skilled workers while supporting the recruitment needs of businesses to strengthen the workforce in our community. Their Business Services Team works with employers to determine the best approach in meeting employment and training needs through a wide range of programs and services.

(770) 428-4300 | information@cobbworks.org

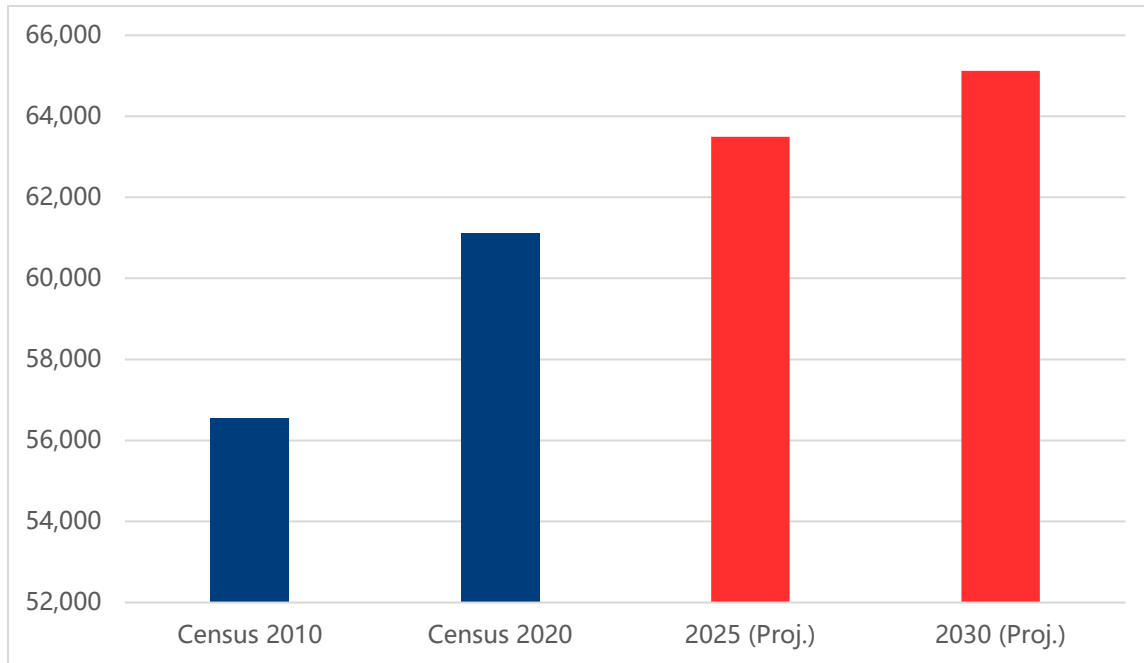
www.worksourcecobb.org

CITY DEMOGRAPHICS

Additional information is available upon request.

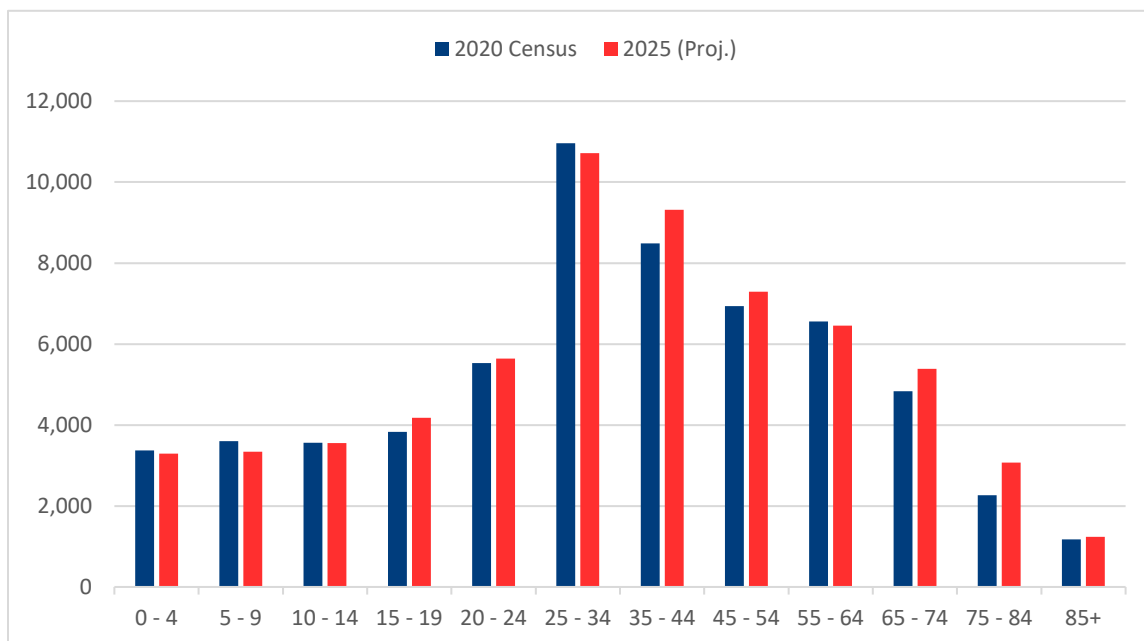
Population

US Census Bureau, Decennial Census, and ESRI projections



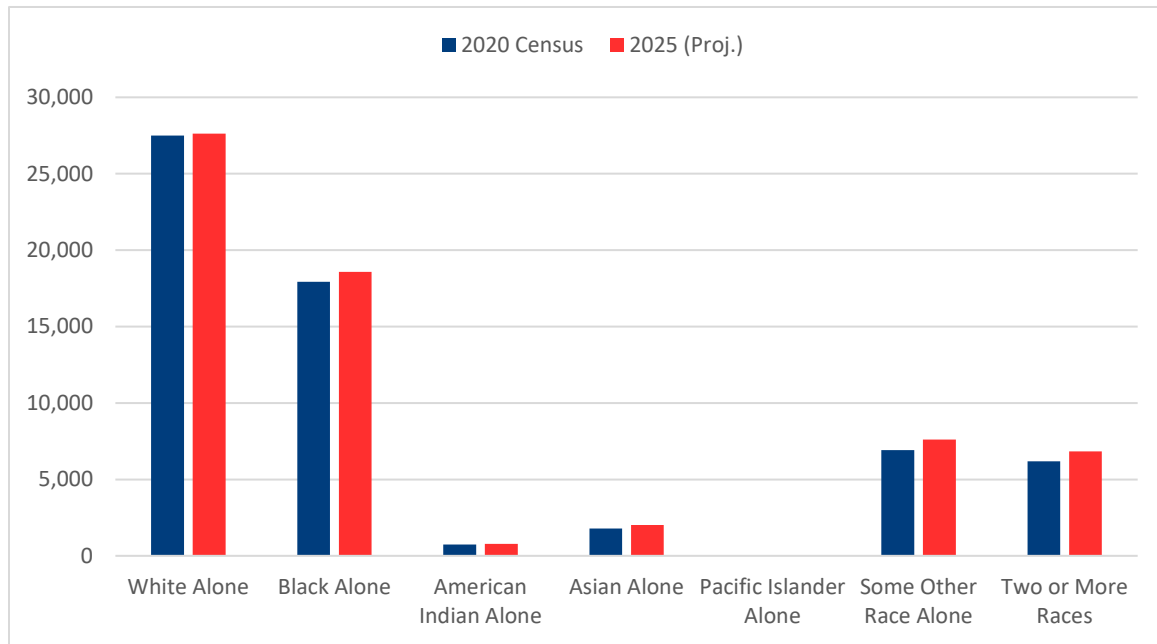
Population: Age Distribution

US Census Bureau, Decennial Census, and ESRI projections



Population: Racial Composition

US Census Bureau, Decennial Census and ESRI projections



The percentage of Hispanic, any race, is projected to increase to 23.3% in 2030 from 20.6% reported in 2020.

Household Income Distribution

US Census Bureau, Decennial Census and ESRI projections

