



712.09 Commercial Corridor Design Overlay District

A. *Intent and Purpose.*

The Commercial Corridor Design Overlay District is established to enhance the quality and compatibility of development, to establish consistent architectural and design guidelines, to encourage the most appropriate use of land, and to promote safe and efficient movement of traffic. The district is deemed necessary to enhance the aesthetic and visual character of lands adjacent to main commercial corridors in and around Downtown Marietta. All applicable developments proposed within this District shall be subject to procedures, standards, and guidelines specified in the following sections, in addition to those standards pertaining to the particular zoning district in which the development occurs. In particular, the purpose of the Commercial Corridor Design Overlay District is to better articulate positive visual experiences in Marietta's downtown area; to provide for the continued safe and efficient utilization of roads; to promote pedestrian mobility and safety; and to provide for the preservation of historically significant structures. This will be accomplished through evaluation of all applicable developments within the districts by City staff. Staff shall use the point system of specific criteria as described later in this section. It is the purpose of such review to determine whether the proposed plan meets the guidelines and other criteria of this ordinance.

B. *Delineation of District.*

1. The Commercial Corridor Design Overlay District shall include:
 - a) The rights-of-way and all parcels lying in whole or in part within 750 feet of rights-of-way line of any road designated as part of the Commercial Corridor Design Overlay District. The boundary of the Commercial Corridor Design Overlay District shall not project beyond the designated terminating point.
 - b) Roads that are designated as part of the Commercial Corridor Design Overlay District include Whitlock Avenue from Lindley Avenue to the westernmost intersection of Manning Road, Fairground Street from Birney Street to South Cobb Drive, Powder Springs Road from the South Marietta Parkway to the intersection of Laurel Springs Lane and Longwood Drive, Roswell Street from Haynes Street to US 41, Atlanta Street from Waverly Way to South Cobb Drive, and the North Marietta Parkway from Kennesaw Avenue to Whitlock Avenue, and South Marietta Parkway from Whitlock Avenue to Powder Springs Street.
2. The boundary of this district shall be shown on the Official Zoning Map of the City of Marietta.
3. If the proposed development will not be visible from the principal thoroughfare of the overlay district once the project is completed, the Director of Development Services has the administrative authority to waive the design review of the development. Parcels of land directly abutting roads designated as part of the Commercial Corridor Design Overlay Ordinance listed in subsection 712.09.B.1.b and development that incorporate mixed-use components listed in subsections 712.09.F.1 and 712.09.G.1 are not eligible for waiver of design review.

C. *Relationship to existing zoning districts.*

In all existing zoning districts located within the Commercial Corridor Design Overlay District the regulations for the zoning district, other zoning codes, and the overlay district shall apply. In cases where there is a conflict between the regulations of the Commercial Corridor Design Overlay District and other sections of the zoning ordinance the Commercial Corridor Design Overlay District shall take precedence.



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D. Developments exempt from the commercial corridor design overlay district.

The following activities or uses shall be exempt from the Commercial Corridor Design Overlay requirements and development review, although they may be reviewed under separate administrative procedures where noted in this section or in other sections of the Marietta Municipal Code.

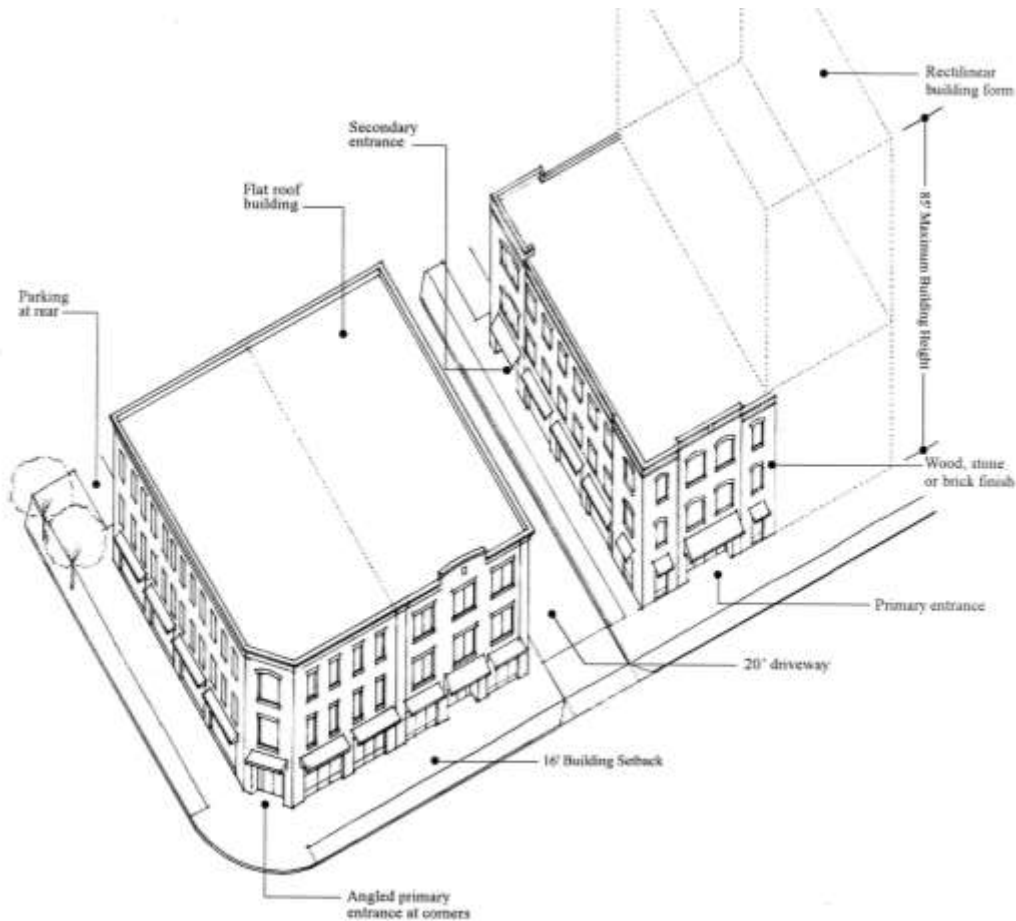
1. Nonconforming Structures. If a nonconforming structure is to be retained then the structure shall not be rebuilt, altered, or repaired if such construction would exceed 50% of its replacement cost. If rebuilding, alteration, or repair of a nonconforming structure exceeds 50% of the replacement cost then the building shall be required to conform to all provisions of the Commercial Corridor Design Overlay District Ordinance.
2. Single Family Residences on Individual Lots. All single-family structures located on single-family detached residentially zoned lots are exempt from this ordinance but shall comply with the provisions set forth in other sections of the Marietta Municipal Code. Compliance with these provisions shall be verified through the building permit process. Any single-family residential structure that is altered for commercial use shall comply with the provisions set-forth in this ordinance.
3. Downtown Marietta Historic District. Properties that are contained within the Marietta Historic District as identified on the Official Historic Map of Marietta are exempt from this ordinance but shall comply with Article 7-8-8 of the Marietta Municipal Code.

E. Design Plan Administrative Review.

1. As part of the site planning process, administrative design review by staff is required to confirm that submitted documents conform to the requirements of this article. A checklist containing mandatory and optional elements of sections 712.09.F.1, 712.09.F.2, 712.09.F.3, 712.09.G.1, 712.09.G.2, and 712.09.G.3 shall be used with a minimum score required to determine compliance with the code.
2. The design review plan must contain the mandatory elements located in each subsection of the Design and Development Guidelines listed below. In addition, developments shall attain 50% of the possible point totals located in the Optional Elements categories of the Design and Development Guidelines listed below. Within the Optional Elements categories, items that are not applicable to a particular application shall not be considered in the base points for calculating percentages.

F. Design and development guidelines – Tier A.

The general purpose of the Tier A design overlay is to encourage private development to display some of the basic features of a pedestrian-oriented downtown commercial corridor. Overlay conditions are intended to promote a continuous street front experience that engages the pedestrian and generates visual interest.



1. Land use patterns

- a) Optional Elements: 30 points maximum/15 points for approval (Note: These optional standards in Section 712.09 F.1.a. only apply for developments which incorporate mixed uses. This section is not applicable to single use developments).
 - i) Provide for a mix of uses and pedestrian oriented uses within each development or building. Store front shops, retail, office, professional services, townhomes, and condominiums are permitted uses within the Commercial Corridor Design Overlay District when they are mixed together within a building or development. (+10)
 - ii) Within a mixed-use building the ground level of buildings facing a right-of-way shall have a mix of the following uses: (+10)
 - (1) Retail;
 - (2) Restaurants;
 - (3) Cultural Activities;
 - (4) Entertainment;
 - (5) Other service establishment similar to those listed above
 - iii) Within a mixed-use building all floors, excluding the ground floor of buildings facing a right-of-way, shall have a mix of the following uses: (+10)
 - (1) Office uses;
 - (2) Residential units.

- iv) Auto oriented developments are discouraged including the following:
 - (-10)
 - (1) Gas station;
 - (2) Vehicle rental and/or sales;
 - (3) Title pawn;
 - (4) Uses similar in nature to those listed above.
- b) Mandatory Elements
 - i) The maximum floor area ratio for developments that do not include residential components is the standard stipulated in the underlying zoning district.
 - ii) The maximum floor area ratio for mixed-use developments containing residential and commercial or office components within the same development is 2.0. In order for a development to be considered a mixed-use project it must meet all provisions set forth in the Commercial Corridor Design Overlay District Ordinance Section F.1.
 - iii) Projects that do not meet the abovementioned criteria for mixed-use developments shall be allowed only the permitted uses stipulated in the underlying zoning district. For example, individuals cannot build an exclusively residential development on a parcel zoned for commercial or office use.
 - iv) Developments that incorporate a mixture of residential and commercial or office uses shall have at least 30% of the floor area dedicated to residential use.
 - v) Developments that incorporate a mixture of residential and commercial or office uses shall have at least 20% of the floor area dedicated to commercial or office use.
 - vi) Residential units are not allowed on the ground floor of any mixed-use development in a building that is fronting any streets listed in subsection 712.09.B.1.b. The intent of this is to ensure the commercial character of the corridors.
 - vii) The maximum number of residential units on a lot shall be one unit for each 1,742 square feet of lot area.
 - viii) Ninety-five percent of all residential units within a development shall be owner-occupied units.
 - ix) The minimum floor area for individual residential units shall be as follows:
 - (1) Nine hundred (900) square feet for one (1) bedroom units.
 - (2) One thousand-one hundred (1100) square feet for two (2) bedroom units.
 - (3) One thousand four hundred (1400) square feet for three (3) bedroom units.
 - x) When fronting a street listed in subsection 712.09.B.1.b, the frontage of the first floor of parking structures or garages shall be dedicated to commercial use, excluding ingress and egress. Also, when the upper stories of parking garages are visible from streets listed in subsection 712.09.B.1.b techniques and designs shall be used that disguise the appearance of the parking garage or structure and the have an exterior finish and facades shall be made of wood, masonry, stone, or a combination of these.
 - xi) Commercial and office uses shall be designed and operated so that neighboring residents are not exposed to offensive noise, especially from late-night activity. No amplified music shall be audible to neighboring residents. Common walls between residential and non-residential uses shall be constructed to minimize the transmission of noise and vibration.



- xii) All outdoor lighting associated with commercial uses shall be designed so as not to adversely impact surrounding residential uses, while also providing a sufficient level of illumination for access and security purposes. Such lighting shall not blink, flash, oscillate, or be of unusually high brightness. Also, parking areas shall be illuminated so as to provide appropriate visibility and security during hours of darkness.
- xiii) All storage and work performed within the overlay district shall be conducted within a permanent opaque building that needs to conform to all provisions of the building design section of the commercial Corridor Design Overlay Ordinance.
- xiv) Loading or service areas including refuse and recycling must be out of public view and must not front onto the primary street.
- xv) No commercial use shall be designated or operated so as to expose residents to offensive odors, dust, electrical interference, and/or vibration.
- xvi) Residential, commercial, and office uses in a mixed-use development shall provide combined and private bulk sanitation service for the entire development.
- xvii) Electric and communications transformers shall be screened from public view through below grade installation, a hedge, or similar measure.
- xviii) All other mechanical equipment must be behind or on top of the building and screened from public view through use of a parapet wall or through landscaping.

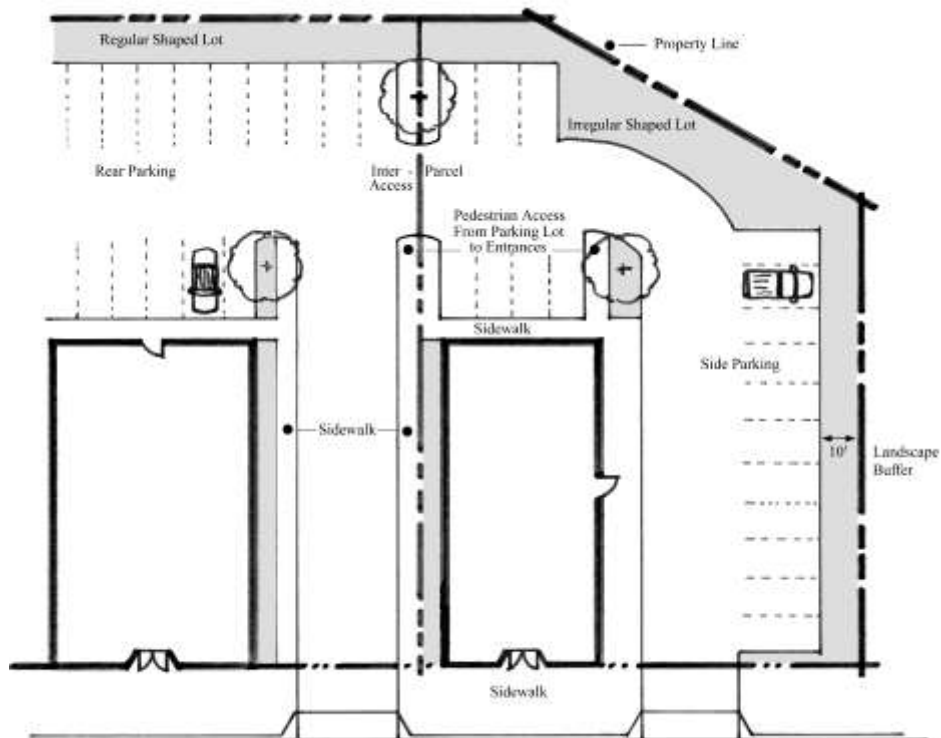
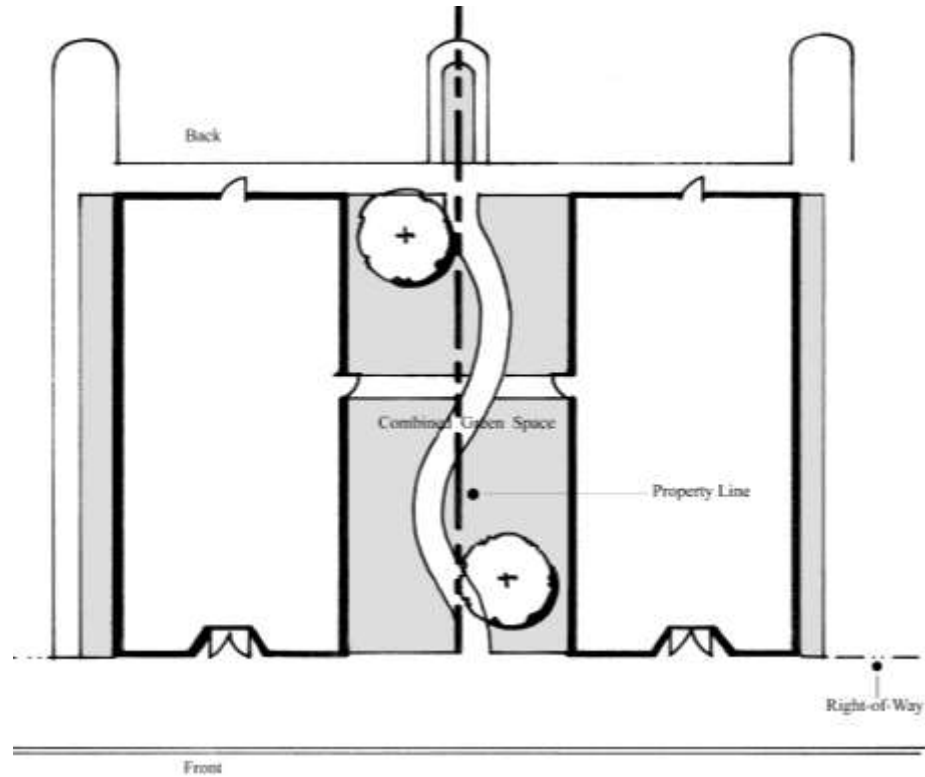
2. Site design

a) Optional Elements: 245 points maximum/ 123 points for approval

- i) Where a building is on a corner lot or has frontage on two abutting streets, the design of the structure should have an angled entrance located at the street corner. (+15)

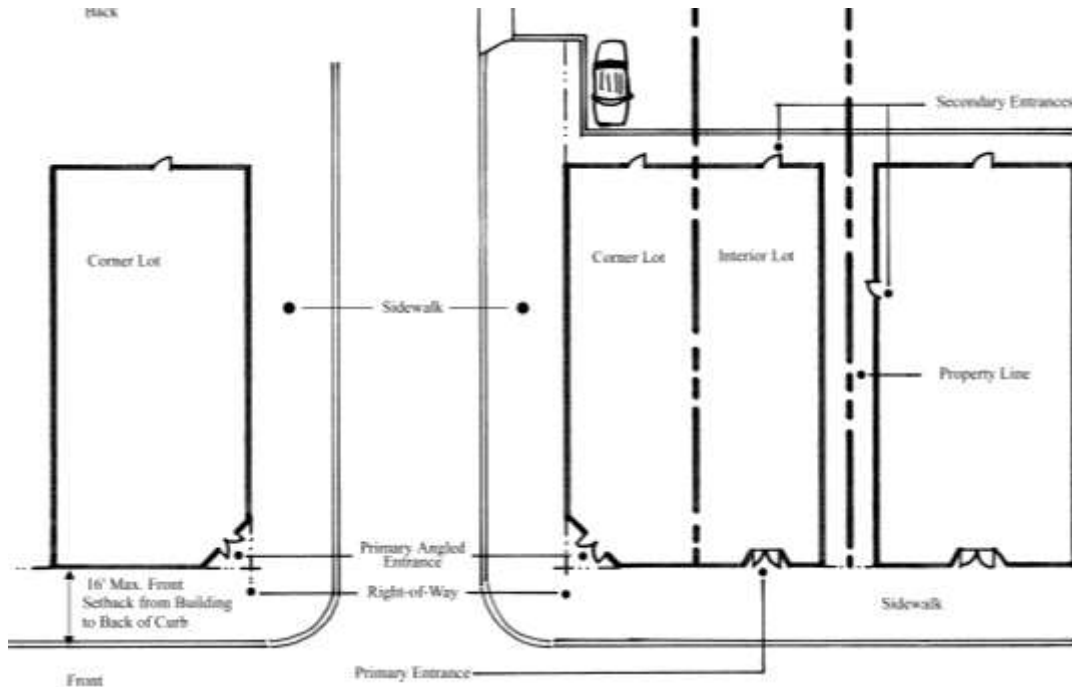


- ii) In order to create a sense of enclosure and defined space, buildings shall be arranged so that they frame and define the fronting streets giving deliberate form to streets and sidewalk areas. Defining the street is done by ensuring that neighboring buildings, when the neighboring building meets the standards set forth in the Commercial Corridor Design Overlay District, are setback a similar distance visually from the right-of-way, where applicable. (+15)
- iii) As a method to maximize greenspace in the corridor, adjacent property owners should coordinate greenspace between lots so that smaller segments of greenspace can be combined to create large open space areas. (+30)



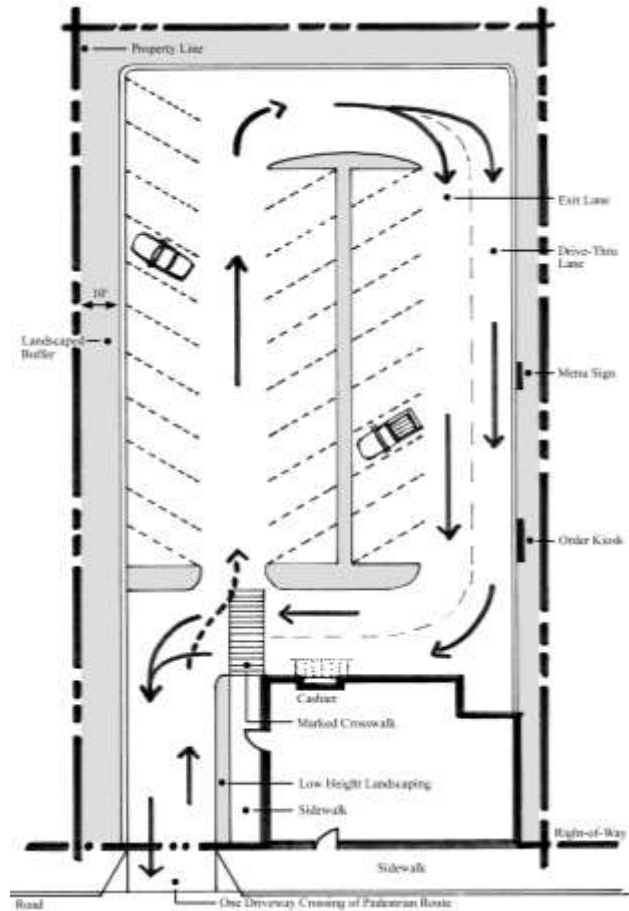
- iv) Preserve specimen trees and/or significant tree stands as a method to produce shade and reduce the heat island effect. (+15)
 - v) One curb cut is allowed per property. For every five hundred (500) feet of road frontage an additional curb cut is allowed. The purpose of this provision is to ensure efficient and effective traffic flow. The Director of the Public Works Department may waive this condition based on site conditions. (+30)
 - vi) Developments with more than one curb cut per property. (-30)
 - vii) Parking shall be located in the rear yard of properties. If rear yard parking is not possible due to irregularly shaped parcels then parking in the side yard shall also be permitted. (+20)
 - viii) Parking in the front yard of properties or directly between a building and the primary public right-of-way. (-20)
 - ix) Access parking through rear of the property (alleys), where possible. (+5)
 - x) One (1) non-pine shade tree shall be planted every 10 parking spaces. The planter islands shall have a minimum of a one hundred and twenty five (125) square foot planter island. (+15)
 - xi) Driveway width of twenty feet (not including curb and gutter) as a way to create a safe environment for both vehicles and pedestrians. (+5)
 - xii) Provide pedestrian walkways through parking areas to the sidewalk/main entrance. (+15)
 - xiii) Create inter-parcel access between adjacent lots to increase mobility options for vehicles and pedestrians. (In some cases the ability to provide interparcel access may not be successfully achieved due to conflicts with the neighboring property or property owner, and not by physical or topographical issues. In such cases, installing a driveway to the neighboring property and providing a recorded easement that will allow interparcel access to the neighboring property in the future is sufficient to achieve the points. (+30)
 - xiv) Enter into a shared parking agreement (access easement) with adjacent uses. In addition, properties with shared parking agreement receive a ten percent (10%) reduction in the required number of parking spaces. (+30)
 - xv) Provide bicycle parking facilities. (+5)
 - xvi) Outdoor dining areas and public art are encouraged at building fronts, where applicable. Outdoor dining facilities are to be located on private property except for those properly licensed in accordance with the “Outdoor Café Ordinance,” Marietta Code Chapter 8-39. (+15)
- b) Mandatory Elements
- i) Sixteen-foot (16’) maximum front setback from the building to the property line along any public street. If part of the building must be setback from the sidewalk, treat these portions of the building as a plaza or courtyard. No more than twenty-five (25) percent of a building frontage may be designed as a plaza or courtyard.





- ii) Twenty-five foot (25') setback is required where the rear property line directly abuts a single-family residential district. Parking may occur within the required 25' setback as long as a screening fence or wall not less than six (6) feet in height and made of wood, stone, brick is installed within the required buffer.
- iii) Six (6) foot minimum side setback is required between a building and the side property lines and between the building and a public right-of-way. No side setbacks are required for buildings within the same development.
- iv) If parking occurs within the side yard of a property, a landscaped buffer of ten (10) feet shall be required to separate the parking facility from the adjacent parcel. Landscaping shall not be required in the areas designated for inter-parcel access when a shared parking agreement is in effect between adjacent property owners.
- v) 5% minimum open space per lot if the property is a mixed-use development.
- vi) 95% maximum impervious surface per lot if the property is a mixed-use development
- vii) Drive-through uses shall comply with the following design standards:
 - (1) A drive-through facility shall be limited to one driveway crossing of a pedestrian route, but shall not be limited in the number of service windows, bays, or lanes within the site provided the minimum floor area ratio of the district is met. However, if an applicant can demonstrate that construction of a single joint use driveway is constrained by the size of the parcel, by unusual topographic or otherwise site considerations such that the project as a whole would be uneconomic and would otherwise be built, or if the return routing to such a joint use driveway would require drive lane to be constructed parallel to and within fifteen (15) feet of a major pedestrian route that could otherwise be avoided, then a drive-through use may have separate ingress and egress driveways crossing a pedestrian route.

- (2) The drive-through service window, bay, or lane and all queuing lanes shall be located as far as practicable from any right-of-way, or pedestrian route.
- (3) If a drive-through facility is within fifty (50) feet of a pedestrian route and queuing lanes and service windows, bays, or lanes would otherwise be visible from the pedestrian route, landscaping shall be installed to screen the service windows, bays, or lanes from.
- (4) Pedestrian circulation within the site shall be well marked, both for the operator of a vehicle and for the pedestrian, and shall comply with the requirements of the American with Disabilities Act.
- viii) Parking facing a right-of-way or improved accessway shall meet the requirements of section 712.08.G of the Tree Protection and Landscaping Ordinance.
- ix) Any building abutting a public right-of-way shall be oriented to the street. The primary entry or entries for all ground-floor units abutting the street shall open directly onto the street right-of-way, not to the interior of the site or to a parking lot. Secondary entrances may face parking lots or other interior site areas.



3. Building design

- a) Optional Elements (185 points maximum/93 points needed for approval)
 - i) Roofs should reflect the traditional character of Marietta and provide visual interest for pedestrians, which involve the following:
 - (1) Flat roof styles are preferred because it is the traditional style of Marietta buildings. (+25)
 - (2) Shed roofs (single pitch) are not preferred because they do not fit the predominant architectural style of the City. (-25)
 - (3) Decorative cornice lines shall be incorporated to clearly identify the top of the building. (+15)
 - (4) Occupied roofs, such as roof gardens, terraces, decks and balconies are encouraged. (+10)
 - ii) Building facades should reflect traditional patterns and provide visual interest for the community.

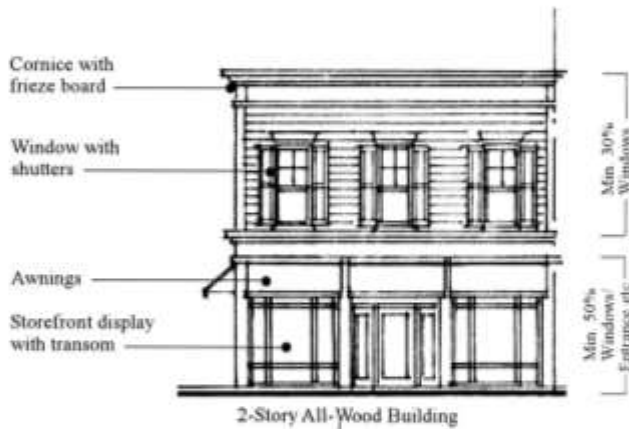
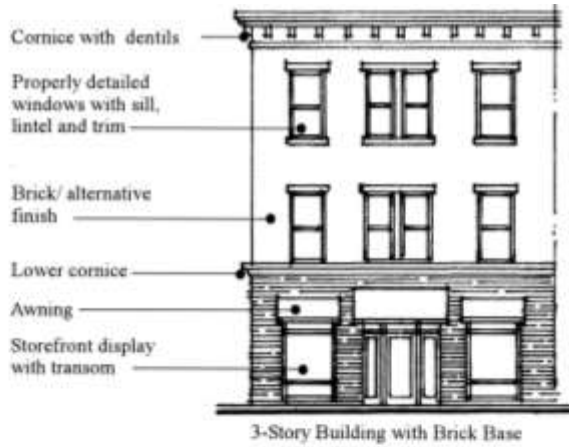
- (1) Clearly delineate upper and lower facades by using cornice lines, stringcourses, canopies, awnings, fenestration, and other architectural elements to create a recognizable base, middle, and top of buildings. (+25)
- (2) Entryways are important to a pedestrian environment and provide a special opportunity to make a building unique while at the same time providing a highly visible customer entrance and identifiable public address. Awnings or a change in the roofline shall be used as a way to define the entry of buildings facing right-of-ways. (+15)
- (3) Recessed doorways are encouraged. Doorways should not be recessed more than five (5) feet from the front façade unless a courtyard, café, window display, or similar space is provided between the doorway and the sidewalk. (+5)
- (4) Street facades shall incorporate visual interest. Developers should use bays, storefronts, entrances, columns, and other vertical elements to “break-up” the building façade. (+15)
- (5) Long, monotonous, or uninterrupted horizontal stretches of street-facing building facades shall be avoided. (-15)
- (6) Storefronts shall incorporate display windows, transoms, and/or entrances that account for fifty (50) percent of the ground level of building. (+10)
- (7) The upper stories of all street-facing facades shall contain at least thirty (30) percent opening through the use of windows, bays, porches, or other similar architectural elements. The aforementioned openings shall not to exceed seventy-five (75) percent of the street-facing facades. (+10)
- (8) Pedestrian lighting shall be used for entryways at a height of ten (10) feet or less. The pedestrian lighting shall also use techniques and mechanisms to reduce the glare caused by the lighting fixtures. (+5)
- (9) Heavily tinted windows are discouraged. The maximum reflexivity of any window shall not exceed thirteen (13) percent (-10)
- (10) Windows shall incorporate decorative architectural designs including the following:
 - (a) Sills (+10)





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- (b) Trim (+10)
- (c) Lintels (+10)
- (11) Windows that do not incorporate any abovementioned design features are discouraged. (-10)
- iii) Buildings of historic significance should be retained or preserved.
 - (1) New additions or alterations to historically significant buildings shall be compatible with the massing, size, scale, rooflines, materials, colors, and architectural features of the original building. (+10)
 - (2) New additions or alterations shall not cover, remove, or damage significant architectural elements of historically important buildings that are visible from the street such as decorative cornices, windows, doors, trim around openings, railing, storefronts, and any other historically decorative feature or façade. (+10)
 - (3) Demolition of historically significant buildings is strongly discouraged, where applicable. (-10)
- b) Mandatory Elements
 - i) Mechanical equipment located on rooftops shall be completely screened so no portion of the equipment is visible from the street.
 - ii) Minimum building height of two stories or eighteen feet (18’).
 - iii) Maximum building height of eighty-five (85) feet.
 - iv) Awnings shall be made of fabric, canvas, or fixed metal, or similar materials. Canvas or similar materials are not permitted materials to be used for awnings.
 - v) Blank, windowless walls are prohibited when facing a public street.
 - vi) Window frames (except glass block) shall be recessed at least 2 inches from the exterior building face.
 - vii) Exterior window trim shall not be flush with the exterior wall. The window trim shall have a minimum relief of ¼ inch from the exterior wall.
 - viii) Exterior finishes shall be primarily wood, masonry, stone, or a combination of these. Exterior finishes that are plain concrete block, plain concrete, corrugated predominantly metal, plywood, and sheet pressboard, and other similar materials are not allowed. as exterior finish material.
 - ix) All garages, detached and attached, shall reflect the architectural style and building materials that are used for the dwelling structure and shall not front onto the primary right-of-way. Alleys shall be used to provide adequate parking and vehicular access for the dwelling units, where possible.





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4. Streetscape Design

a) Mandatory Elements

- i) A six (6) foot brick sidewalk shall be constructed that will allow for safe and efficient pedestrian flow in front of all development projects in the Tier A zone. This is imperative to ensure pedestrians feel comfortable on the sidewalk as well as important to meet the current American with Disabilities Act standards. Where applicable, a two (2) foot grass separation between the curb and the sidewalk shall be installed.
- ii) Eight (8) foot wide private landscape zone is required to be installed along property between the sidewalk and the building face. The landscape zone proposal shall be reviewed for compliance during the design review/site plan approval process. All properties zoned as CBD are exempt from the eight (8) foot wide private landscape zone requirement.
 - (1) Trees shall be placed in the landscape zone using the following specifications:
 - (a) Trees shall be placed not more than thirty (30) feet apart within the landscape zone;
 - (b) Where there are physical restrictions spacing of street trees shall be adjusted, provided the adjustment is the minimum needed to avoid the obstruction;
 - (c) Tree spacing can be adjusted so as not to block, obscure, or interfere with the operation of traffic signals, utilities, or any existing marquee, overhanging sign, awning, or other public infrastructure that was placed prior to the planting of the landscape zone, provided the adjustment is the minimum required for such avoidance;
 - (d) Street trees shall not be planted in a manner that will diminish adequate sight distance.
 - (e) No street tree shall be planted within ten (10) feet of a light standard or utility pole;
 - (2) Tree species should be selected with root growth habits that will not cause damage to sidewalks or anything contained within the public right-of-way, or such tree species should be sited away from such hard-surfaced areas. Appropriate tree species are as follows:
 - (a) Hornbeam, Eastern (M)
 - (b) Maple, Red (M)
 - (c) Maple, Southern Sugar (M)
 - (d) Oak, Willow (L)
 - (e) Other tree similar in nature to those listed above that is suitable to be placed in urban and pedestrian environments.
 - (3) Street trees shall have a DBH of three (3) inches
 - (4) Tree protection techniques and protective barriers shall be done in accordance with the Tree protection and landscaping, Section 712.08 of the Marietta Zoning Ordinance.
 - (5) Landscaping plans shall show all obstructions that may affect plant placement and installation limitations including all underground utilities.
 - (6) All exposed dirt areas shall be covered with bark, mulch, or other weed control measures included as part of the final landscape plan.
 - (7) The property owner shall ensure the upkeep, health, and aesthetics of the landscape zone through the use of proper irrigation of plant species in the landscape zone,

regular maintenance of the landscape zone and replacement of items located within the landscape zone.

- (8) Within the landscape zone on the main commercial corridor the developer shall provide at least two (2) of the following pedestrian amenities that shall be accessible to the sidewalk:

- (a) Benches;
- (b) Trash receptacles;
- (c) Public art;
- (d) Or other similar design feature integrated into the overall design of the building or portion of the landscape zone in order to enhance the pedestrian environment.

- (9) Pedestrian lighting fixtures are required every sixty (60) feet on the main commercial corridor within the landscape/pedestrian zone. Where there are physical restrictions spacing of lighting standards shall be adjusted, provided the adjustment is the minimum needed to avoid the obstruction. The lighting shall be a style approved by the City of Marietta staff. In addition to supplying the pedestrian lighting a two-foot by two-foot (2' x 2') dedicated easement adjacent to the public right-of-way shall be required so City staff can provide adequate upkeep to the pedestrian lighting fixtures.

- iii) Acceleration and deceleration lanes will not be required for properties on Roswell Street.



G. Design and development guidelines – Tier B.

The general purpose of the Tier B design overlay is to encourage private development to integrate some pedestrian design features and aesthetic improvements into automobile-oriented corridors, without diminishing the automobile-orientation of the corridors. Overlay conditions are intended to generate visual interest for both pedestrians and the operators of vehicles along the corridors.

1. Land use patterns

- a) Optional Elements – 30 points max/15 points for approval (Note: These optional standards in Section 712.09 G.1.a. only apply for developments which incorporate mixed uses. This section is not applicable to single use developments).

- i) Provide for a mix of uses within each development or building. Store front shops, retail, office, professional services, townhomes, and condominiums are permitted uses within the Commercial Corridor Design Overlay District. (+10)
- ii) Within a development or building the ground level of the buildings shall have a mix of the following uses: (+10)
 - (1) Retail;
 - (2) Restaurants;
 - (3) Cultural Activities;
 - (4) Entertainment;
 - (5) Other service establishment similar to those listed above
- iii) Within a development or building the upper floor of the buildings shall have a mix of the following uses: (+10)
 - (1) Office uses;
 - (2) Residential units



- b) Mandatory Elements

- i) The maximum floor area ratio for developments that do not include residential components is the standard stipulated in the underlying zoning district.
- ii) The maximum floor area ratio for mixed-use developments containing residential and commercial or office components within the same development is 2.0. In order for a development to be considered a mixed-use project it must meet all provisions set forth in the Commercial Corridor Design Overlay District Ordinance Section G.1.
- iii) Projects that do not meet the abovementioned criteria for mixed-use developments shall be allowed only the permitted uses stipulated in the underlying zoning district. For example, individuals cannot build an exclusively residential development on a parcel zoned for commercial or office use.
- iv) Development shall that incorporate a mixture of residential and commercial or office uses shall have at least 30% of the floor area dedicated to residential use.
- v) Developments shall that incorporate a mixture of residential and commercial or office uses shall have at least 20% of the floor area dedicated to commercial or office use.



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- vi) Residential units are not allowed on the ground floor of any mixed-use development in a building that is fronting any streets listed in subsection 712.09.B.1.b. The intent of this is to ensure the commercial character of the corridors.
- vii) The maximum number of residential units for on a lot shall be one unit for each 1,742 square feet of lot area.
- viii) Ninety-five percent of all residential units within a development shall be owner-occupied units.
- ix) The minimum floor area for individual residential units shall be as follows:
 - (1) Nine hundred (900) square feet for one bedroom units.
 - (2) One thousand-one hundred (1,100) square feet for two bedroom units.
 - (3) One thousand-four hundred (1,400) square feet for three bedroom units.
- x) When fronting a street listed in subsection 712.09.B.1.b, the frontage of the first floor of parking structures or garages shall be dedicated to commercial use, excluding ingress and egress. Also, when the upper stories of parking garages are visible from streets listed in subsection 712.09.B.1.b techniques and designs shall be used that disguise the appearance of the parking garage or structure and the have an exterior finish and facades shall be made of wood, masonry, stone, or a combination of these.
- xi) Commercial and office uses shall be designed and operated so that neighboring residents are not exposed to offensive noise, especially from late-night activity. No amplified music shall be audible to neighboring residents. Common walls between residential and non-residential uses shall be constructed to minimize the transmission of noise and vibration.
- xii) All outdoor lighting associated with commercial uses shall be designed so as not to adversely impact surrounding residential uses, while also providing a sufficient level of illumination for access and security purposes. Such lighting shall not blink, flash, oscillate, or be of unusually high brightness. Also, parking areas shall be illuminated so as to provide appropriate visibility and security during hours of darkness.
- xiii) All storage and work performed within the overlay district shall be conducted within a permanent opaque building that needs to conform to all provisions of the building design section of the Commercial Corridor Design Overlay Ordinance.
- xiv) Loading or service areas including refuse and recycling must be out of public view and must not front onto the primary street.
- xv) No commercial use shall be designated or operated so as to expose residents to offensive odors, dust, electrical interference, and/or vibration.
- xvi) Residential, commercial, and office uses in a mixed-use development shall provide combined and private bulk sanitation service for the entire development.
- xvii) Electric and communications transformers shall be screened from public view through below grade installation, a hedge, or similar measure.
- xviii) All other mechanical equipment must be behind or on top of the building and screened from public view through use of a parapet wall or through landscaping.

2. Site design

a) Optional Elements

- i) Where a building is on a corner lot or has frontage on two abutting streets, the design of the structure should have an angled entrance located at the street corner. (+15)



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- ii) As a method to maximize greenspace in the corridor, adjacent property owners should coordinate greenspace between lots so that smaller segments of greenspace can be combined to create large open space areas. (+30)
- iii) Preserve specimen trees and/or significant tree stands as a method to produce shade and reduce the heat island effect. (+15)
- iv) One curb cut is allowed per property. For every five hundred (500) feet of road frontage an additional curb cut is allowed. The purpose of this provision is to ensure efficient and effective traffic flow. The Director of the Public Works Department may waive this condition based on site conditions. (+30)
 - v) Developments with more than one curb cut per property. (-30)
 - vi) Parking shall be located in the rear or side yard of properties. (+15)
- vii) Driveway width of twenty (20) feet (not including curb and gutter) as a way to create a safe environment for both vehicles and pedestrians. (+5)
- viii) Provide pedestrian walkways through parking areas to the sidewalk/main entrance. (+15)
- ix) Create inter-parcel access between adjacent lots to increase mobility options for vehicles and pedestrians. (In some cases the ability to provide interparcel access may not be successfully achieved due to conflicts with the neighboring property or property owner, and not by physical or topographical issues. In such cases, installing a driveway to the neighboring property and providing a recorded easement that will allow interparcel access to the neighboring property in the future is sufficient to achieve the points.) (+35)
- x) Enter into a shared parking agreement (access easement) with adjacent uses. In addition, properties with shared parking agreement receive a ten percent (10%) reduction in the required number of parking spaces. (+30)
- xi) Provide bicycle parking facilities. (+5)
- xii) Outdoor dining areas and public art are encouraged at building fronts, where applicable. Outdoor dining facilities are to be located on private property except for those properly licensed in accordance with the "Outdoor Café Ordinance," Marietta Code Chapter 8-39. (+15)
- xiii) Any building abutting a public right-of-way shall be oriented to the street. The primary entry or entries for all ground-floor units abutting the street shall open directly onto the street right-of-way, not to the interior of the site or to a parking lot. Secondary entrances may face parking lots or other interior site areas. (+15)



- xiv) If parking occurs within the side yard of a property, a landscaped buffer of ten (10) feet shall be required to separate the parking facility from the adjacent parcel. Landscaping shall not be required in the areas designated for inter-parcel access when a shared parking agreement is in effect between adjacent property owners. (+10)
 - xv) Developments with a 35-foot maximum setback from the building to the property line along any public street. (+15 Bonus points – not to be included in calculation for total maximum points).
 - xvi) Developments with a 10-foot maximum setback from the building to the property line along any public street. (+30 Bonus points – not to be included in calculation for total maximum points).
 - xvii) Developments with a 20-foot landscape strip measured from the building or curb of the parking area to the property line along any public street, and in which large canopy street trees are to be planted. Such trees shall be planted to the specifications set forth in Section 712.09 G.4.ii. When the landscape strip is increased by 10 feet or more, i.e. from 10 feet to 20 feet, the maximum front building setback may be increased and the rear building setback may be reduced by a distance equal to the amount of increase. (+10 Bonus points – not to be included in calculation for total maximum points).
- b) Mandatory Elements
- i) A 75-foot maximum front setback from the building to the property line along any public street. If part of the building must be setback from the sidewalk, treat these portions of the building as a plaza or courtyard. No more than twenty-five (25) percent of a building frontage may be designed as a plaza or courtyard.

- ii) Twenty-five foot (25') setback is required where the rear property line directly abuts a single-family residential district. Parking may occur within the required 25' setback as long as a screening fence or wall not less than six (6) feet in height and made of wood, stone, brick is installed in the required buffer.
- iii) Six (6) foot minimum side setback is required between a building and the side property lines and between the building and a public right-of-way. No side setbacks are required for buildings within the same development.
- iv) A 10% minimum open space area per lot is required for all developments.
- v) Ninety percent maximum impervious surface if the project is a mixed-use development.
- vi) Parking facing a right-of-way or improved accessway shall meet the requirements of section 712.08.G of the Tree Protection and Landscaping Ordinance.

3. Building design

a) Optional Elements

- i) Roofs should reflect the traditional character of Marietta and provide visual interest for pedestrians, which involve the following:
 - (1) Flat roof styles are preferred because it is the traditional style of Marietta buildings. (+25)
 - (2) Shed roofs (single pitch) are not preferred because they do not fit the predominant architectural style of the City. (-25)
 - (3) Decorative cornice lines shall be incorporated to clearly identify the top of the building. (+15)
 - (4) Occupied roofs, such as roof gardens, terraces, decks and balconies are encouraged. (+10)
- ii) Building facades should reflect traditional patterns and provide visual interest for the community.
 - (1) Clearly delineate upper and lower facades by using cornice lines, stringcourses, canopies, awnings, fenestration, and other architectural elements to create a recognizable base, middle, and top of buildings. (+25)
 - (2) Entryways are important to a pedestrian environment and provide a special opportunity to make a building unique while at the same time providing a highly visible customer entrance and identifiable public address. Awnings or a change in the roofline shall be used as a way to define the entry of buildings facing right-of-ways. (+15)
 - (3) Recessed doorways are encouraged. Doorways should not be recessed more than five (5) feet from the front façade unless a courtyard, café, window display, or similar



- space is provided between the doorway and the sidewalk. (+5)
- (4) Street facades shall incorporate visual interest. Developers should use bays, storefronts, entrances, columns, and other vertical elements to “break-up” the building façade. (+15)
- (5) Long, monotonous, or uninterrupted horizontal stretches of street-facing building facades shall be avoided. (-15)
- (6) Storefronts shall incorporate display windows, transoms, and/or entrances that account for fifty (50) percent of the ground level of building. (+10)
- (7) The upper stories of all street-facing facades shall contain at least thirty (30) percent opening through the use of windows, bays, porches, or other similar architectural elements. The aforementioned openings shall not exceed seventy-five (75) percent of the street-facing facades. (+10)
- (8) Pedestrian lighting shall be used for entryways at a height of ten (10) feet or less. The pedestrian lighting shall also use techniques and mechanisms to reduce the glare caused by the lighting fixtures. (+5)
- (9) Heavily tinted windows are discouraged. The maximum reflexivity of any window shall not exceed thirteen (13) percent (-10)
- (10) Windows shall incorporate decorative architectural designs including the following:
 - (a) Sills (+10)
 - (b) Trim (+10)
 - (c) Lintels (+10)
- (11) Windows that do not incorporate any abovementioned design features are discouraged. (-10)
- (12) Buildings of historic significance should be retained or preserved.
 - (a) New additions or alterations to historically significant buildings shall be compatible with the massing, size, scale, rooflines, materials, colors, and architectural features of the original building. (+10)
 - (b) New additions or alterations shall not cover, remove, or damage significant architectural elements of historic buildings that are visible from the street such as decorative cornices, windows, doors, trim around openings, railing, storefronts, and any other historically decorative feature or façade. (+10)
 - (c) Demolition of historically significant buildings is strongly discouraged, where applicable. (-10)

b) Mandatory Elements

- i) Mechanical equipment located on rooftops shall be completely screened so no portion of the equipment is visible from the street.





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- ii) Minimum building height of two stories or eighteen feet (18’).
- iii) Maximum building height of eighty-five (85) feet.
- iv) Awnings shall be made of fabric, canvas, or fixed metal, or similar materials.
- v) Blank, windowless walls are prohibited when facing a public street.
- vi) Window frames (except glass block) shall be recessed at least 2 inches from the exterior building face.
- vii) Exterior window trim shall not be flush with the exterior wall. The window trim shall have a minimum relief of ¼ inch from the exterior wall.
- viii) Exterior finishes shall be primarily wood, masonry, stone, or a combination of these. Exterior finishes that are plain concrete block, plain concrete, corrugated predominantly metal, plywood, and sheet pressboard, or similar materials are not allowed.
- ix) All garages, detached and attached, shall reflect the architectural style and building materials that are used for the dwelling structure and shall not front onto the primary right-of-way. Alleys shall be used to provide adequate parking and vehicular access for the dwelling units, where possible.

4. Streetscape Design

a) Mandatory Elements

- i) A six foot sidewalk zone be constructed that will allow for safe and efficient pedestrian flow in front of all development projects in the Tier B zone. This is imperative to ensure pedestrians feel comfortable on the sidewalk as well as important to meet the current American with Disabilities Act standards.
- ii) Eight (8) foot wide private landscape zone is required to be installed along property between the sidewalk and the building face. The landscape zone proposal shall be reviewed for compliance during the design review/site plan approval process. All properties zoned as CBD are exempt from the eight (8) foot wide private landscape zone requirement
 - (1) Trees shall be placed in the landscape zone using the following specifications:
 - (a) Trees shall be placed not more than thirty (30) feet apart within the landscape zone;
 - (b) Where there are physical restrictions spacing of street trees shall be adjusted, provided the adjustment is the minimum needed to avoid the obstruction;
 - (c) Tree spacing can be adjusted so as not to block, obscure, or interfere with the operation of traffic signals, utilities, or any existing marquee, overhanging sign, awning, or other public infrastructure that was placed prior to the planting of the landscape zone, provided the adjustment is the minimum required for such avoidance;
 - (d) Street trees shall not be planted in a manner that will diminish adequate sight distance.
 - (e) No street tree shall be planted within ten (10) feet of a light standard or utility pole;
 - (2) Tree species should be selected with root growth habits that will not cause damage to sidewalks or anything contained within the public right-of-way, or such tree species should be sited away from such hard-surfaced areas. Appropriate tree species are as follows:
 - (a) Hornbeam, Eastern (M)
 - (b) Maple, Red (M)



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- (c) Maple, Southern Sugar (M)
- (d) Oak, Willow (L)
- (e) Other tree similar in nature to those listed above that is suitable to be placed in urban and pedestrian environments.
- (3) Street trees shall have a DBH of three (3) inches
- (4) Tree protection techniques and protective barriers shall be done in accordance with the Tree protection and landscaping, Section 712.08 of the Marietta Zoning Ordinance.
- (5) Landscaping plans shall show all obstructions that may affect plant placement and installation limitations including all underground utilities.
- (6) All exposed dirt areas shall be covered with bark, mulch, or other weed control measures included as part of the final landscape plan.
- (7) The property owner shall ensure the upkeep, health, and aesthetics of the landscape zone through the use of proper irrigation of plant species in the landscape zone, regular maintenance of the landscape zone and replacement of items located within the landscape zone.
- (8) Pedestrian lighting fixtures are required every sixty (60) feet on the main commercial corridors within the landscape/pedestrian zone. Where there are physical restrictions spacing of lighting standards shall be adjusted, provided the adjustment is the minimum needed to avoid the obstruction. The lighting shall be a style approved by the City of Marietta staff. In addition to supplying the pedestrian lighting a two-foot by two-foot (2' x 2') dedicated easement adjacent to the public right-of-way shall be required so City staff can provide adequate upkeep to the pedestrian lighting fixtures.

H. *Appeals.*

The City Council shall have the authority and duty to consider and act upon any application submitted for adjustment of standards provided herein.