

Franklin/ Delk Livable Centers Initiative (LCI) Study

Five Year Livable Centers Initiative Study Update
2011-2016



FRANKLIN/ DELK LIVEABLE CENTERS INITIATIVE STUDY

5-Year Livable Centers Initiative Study Update 2011-2016

5-YEAR UPDATE ADOPTED

August 12, 2009 (City of Marietta)

August 25, 2009 (Cobb County)



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Franklin/ Delk LCI Study

5-Year LCI Study Update (2011 – 2016)

Executive Summary

Five years has passed since the Franklin/ Delk LCI Study was completed and many changes have occurred since then. The most significant change was the removal of the proposed Franklin/ Delk area BRT station, which defined many of the goals and objects that formulated the recommendations of the Franklin/ Delk LCI Study. However, not all was lost. Revitalization and redevelopment for the area remain a City objective and priority, and the City continues to develop plans and initiatives for area improvement and investment.

The Delk Transit Oriented Development (TOD) Livable Centers Initiative (LCI) Study was a joint planning collaboration between the City of Marietta and Cobb County. The Delk TOD LCI Plan was formally adopted by Mayor and City Council on January 12, 2005, and was accepted by the Cobb County Board of Commissions on March 22, 2005. From here on out the study name has been changed to the Franklin/ Delk LCI Study. The name change will better reflect the area that the study encompasses, and the TOD has been dropped from the title due to the lack of relevance.

The joint planning effort was spearheaded by the location of a bus rapid transit (BRT) station in the Franklin/ Delk area, and an initiative to encourage redevelopment and attract future development. In 2005 and still today, the Franklin/ Delk Study area is comprised mainly of a high concentration of low-end multi-family rental housing, auto-oriented strip shopping centers, commercial office complexes, industrial and warehouse facilities, and a low concentration of transitional owner occupied condominiums and townhomes.

The City has continued to implement initiatives and plan public investments within the study area. Many projects that were initially identified in the Franklin/ Delk LCI 5-year action plan have been completed, while some are underway with programmed Special Purpose Local Optional Sales Tax (SPLOST) program funds. Others have been deleted due to the lack of relevance attributed to the elimination of the Franklin/ Delk BRT station.

Projects and Initiatives Completed:

- *Tax Allocation District (TAD)* – On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/ Gateway TAD that the Marietta Redevelopment Corporation (MRC) created along Franklin Road and South Marietta Parkway (SR 120).
- *Comprehensive Plan* – On July 13, 2005, the Mayor and City Council approved the Marietta Comprehensive Plan 2006-2030. In the updated Comprehensive Plan, the Franklin Road area was categorized as the Franklin Reorganization Charter Area.
- *Townhouse Ordinance* – On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments.

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- *Transportation Projects* – Since the completion of the Franklin/ Delk LCI Study, GDOT installed pedestrian fencing over 2 bridges along Interstate 75; Delk Road and South Marietta Parkway (SR 120).
- *Code and Property Maintenance Initiatives* – The City increased code enforcement within the study area in an attempt to minimize and slow disinvestment activity that has occurred in the study area, stabilize property maintenance, and attract redevelopment to the area.

Projects and Initiatives Underway:

- *Weed and Seed Program* – In August 2006, the Weed and Seed Program initiative received formal recognition and three grants in the amount of \$175,000 (funding years 2006-2007), \$200,000 (funding years 2007-2008), and \$150,000 (funding years 2008-2009) from the US Department of Justice.
- *Transportation Initiatives* – In September 2005, the Cobb County SPLOST program was passed by Cobb County and municipal citizens. Through this initiative the City of Marietta has funded the following projects that are located within the Franklin/ Delk LCI study boundary.
 - *Wylie Road Sidewalks Phase 1*
 - *Franklin Road Improvements Phase 1*
 - *Delk Road at Franklin Road Intersection Improvements*
 - *South Marietta Parkway (SR 120) at Franklin Road Intersection*
 - *South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements*
- *Code Enforcement and Property Maintenance Initiatives* – Increased code enforcement efforts to attempt to stabilize transitioning areas, enhance property maintenance, and aid in health, sanitary and safety conditions within the Franklin/ Delk study area.

The Franklin/ Delk area is a critical area for improvement, redevelopment, and investment. The City of Marietta supports efforts to bring about positive changes and investment to the area. Continued and new discussions have occurred regarding revitalization efforts. There are a few new initiatives that are building on old and implemented concepts that were mentioned earlier.

- *City of Marietta's 8 Vision Statements* – In January 2006, the City of Marietta's Mayor and City Council developed, refined, and adopted 8 Vision Statements for the future of the city, thus repositioning and creating a new roadmap for the goals for the community.
- *Global Green Technology Corridor* - The Global Green Technology Corridor is a developing concept within the Franklin and Delk Roads area. Specifically, the vision that has been identified for this innovative concept is to create an ecosystem, where business, academia and government collaborate in building the renewable energy

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technologies of the future. A market analysis, market research, and strategic plan is currently being developed for the area, and is anticipated to be completed in October 2009 and will amend the LCI study with the new findings.

- *Opportunity Zones* – Currently, the City of Marietta is in the process of submitting an application to the Georgia Department of Community Affairs (DCA) that will establish an opportunity zone in the Franklin/ Delk LCI study area.
- *New Market Tax Credits* - In December 2008, the City of Marietta, Cobb County, Marietta Housing Authority (MHA), and Marietta Redevelopment Corporation (MRC) established a new market tax credit district, and the purpose of the designation is to serve and provide investment capital for low income communities and low income persons, such as the Franklin/ Delk area.
- *Cobb County Powers Ferry Road Corridor Study* - Cobb County is currently conducting a corridor study along Powers Ferry Road. The goal of the corridor study is to identify redevelopment opportunities as well as develop a new vision for the corridor area. The corridor study is targeted to be completed January 2010. The LCI study will be amended to update with corridor study recommendations.

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Evaluation and Appraisal Report

Introduction

The Delk Transit Oriented Development (TOD) Livable Centers Initiative (LCI) Study was a joint planning collaboration between the City of Marietta and Cobb County. The Delk TOD LCI Plan was formally adopted by Mayor and City Council on January 12, 2005, and was accepted by the Cobb County Board of Commissions on March 22, 2005.

The impetus for the joint planning effort was the proposed location of a bus rapid transit (BRT) station in the Franklin/ Delk area, which would have encouraged redevelopment and attracted future development. The Georgia Regional Transportation Authority (GRTA) and Georgia Department of Transportation (GDOT) conducted an extensive evaluation and study for transit along Interstate 75 and Interstate 575, also known as the Northwest Corridor. This was a State initiative and attempt to respond to the Atlanta regional traffic congestion, improve the air quality non-attainment designated area, and to provide an alternative transportation option to a rapidly growing region. The initiative proposed a regional transit system that would have included bus rapid transit (BRT) stations and high occupancy vehicle (HOV) lanes along the Northwest Corridor.

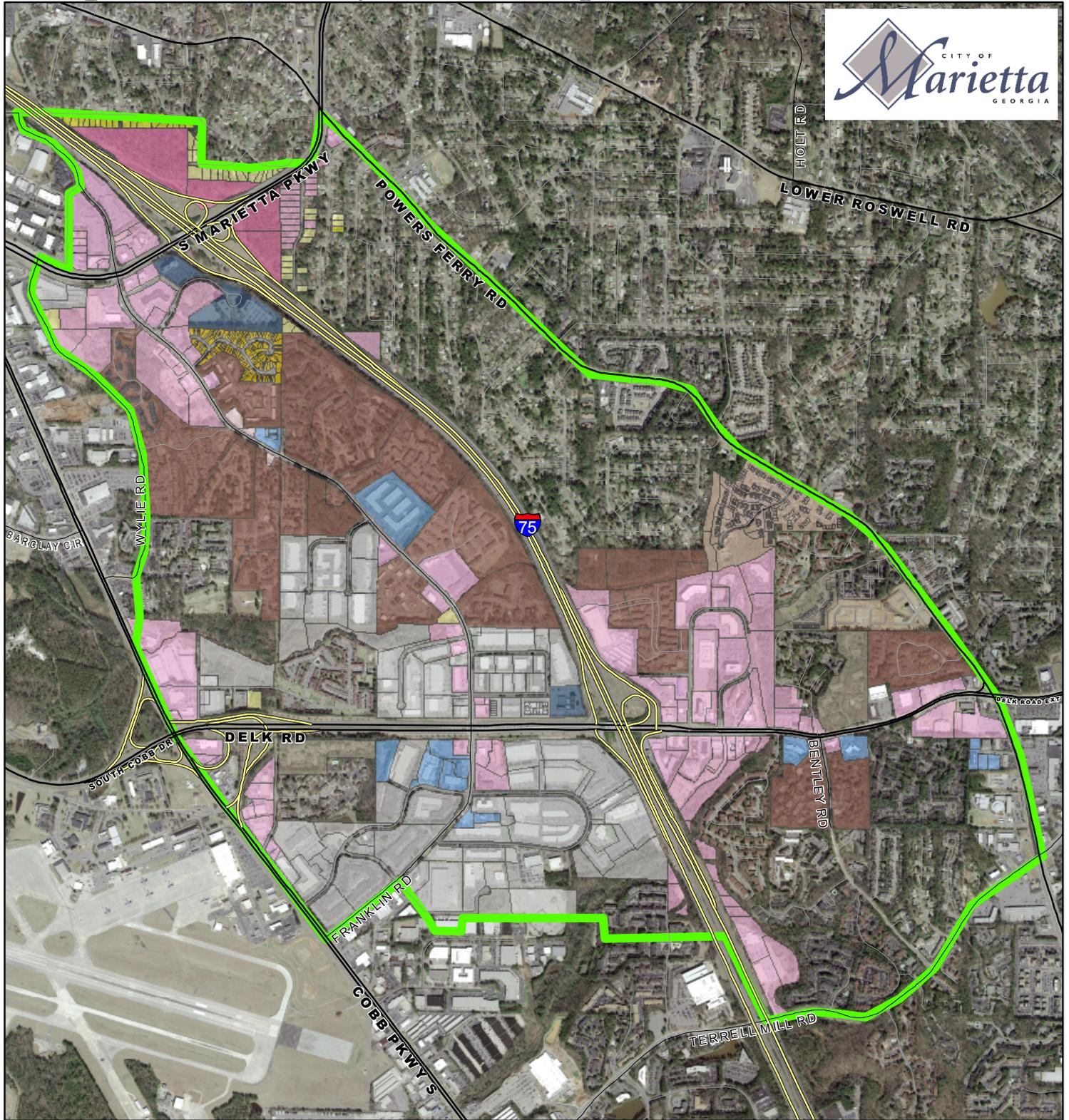
From here on out the study name has been changed to the Franklin/ Delk LCI Study. The name change will better reflect the area that the study encompasses, and the TOD has been dropped from the title due to the lack of relevance.

Franklin/ Delk LCI Study Area

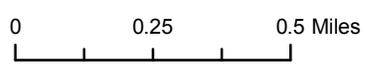
The Franklin/ Delk study boundary is 2,172 acres, and is delineated to the north by Banberry Road, the western border is Franklin Road, Wylie Road and Cobb Parkway (US 41), the southern border is Franklin Road, Poorhouse Creek, I-75 and Terrell Mill Road, and the eastern border is Powers Ferry Road. The I-75 corridor runs directly through the Franklin/ Delk study area, and the north and south boundaries of the study area has 2 interstate access ramps to I-75, which provides good and easy access and route options to the interstate corridor. The major local roadway that runs parallel to the west of I-75 is Franklin Road, and is a key asset corridor for current and future development.

The Franklin/ Delk Study area is comprised mainly of a high concentration of low-end multi-family rental housing, auto-oriented strip shopping centers, commercial office complexes, industrial and warehouse facilities, as well as some transitional owner occupied condominiums and townhomes. The City recognized the opportunity to revitalize the Delk and Franklin Road area through the plans for a BRT station that could potentially stimulate redevelopment within the economically challenged area. The purpose of the plan was to develop a strong conceptual vision to attract investments and to redevelop the area around the proposed BRT station identified in the Franklin/ Delk LCI study area. As mentioned earlier, the Franklin/ Delk area BRT station was part of a larger regional project that planned to provide a transit system along I-75,

Map 1 - Franklin/Delk Study Area: Zoning Map



- | | | |
|---|---|---|
| Delk Road LCI Boundary | RM8 - Multi Family Residential (8 units/acre) | HI - Heavy Industrial |
| Parcels by Zoning | RM10 - Multi Family Residential (10 units/acre) | PID - Planned Industrial Development |
| R1 - Single Family Residential (1 unit/acre) | RM12 - Multi Family Residential (12 units/acre) | MXD - Mixed Use Development |
| R2 - Single Family Residential (2 units/acre) | RHR - Residential High Rise | CBD - Central Business District |
| R3 - Single Family Residential (3 units/acre) | PRD-MF - Planned Residential Dev Multi Family | OIT - Office Institutional Transitional |
| R4 - Single Family Residential (4 units/acre) | NRC - Neighborhood Retail Commercial | LRO - Low Rise Office |
| RA4 - Single Family Residential - Attached | CRC - Community Retail Commercial | OI - Office Institutional |
| RA6 - Single Family Residential - Attached | RRC - Regional Retail Commercial | OS - Office Services |
| RA8 - Single Family Residential - Attached | PCD - Planned Commercial Development | OHR - Office High Rise |
| MHP - Mobile Home Park | LI - Light Industrial | |
| PRD-SF - Planned Residential Dev. Single Family | | |



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thus linking the study area between downtown Atlanta and the Town Center area. This project would have substantially expanded transit beyond the local Cobb Community Transit (CCT) Route 50 that operates bus service along Franklin Road, and would have supported transit needs within the immediate area and other regional areas.

The Franklin/ Delk LCI Plan was conducted based on five goals the City established for the Franklin/ Delk area. The City's goals supported and were developed based on the regional plans and goals for the HOV/BRT lanes along I-75/I-575. The recommendations and implementation plan that came out of the study strongly supported the regional transit plans in the area. A transit system along the Northwest Corridor that offered access to the Franklin/ Delk LCI study area would greatly benefit the study area as well as the city as a whole. The five goals that the City established for the study area are listed below.

1. Encourage future development within the study area that maximizes use of public transportation and accomplishes broader redevelopment goals through the use of a transit oriented development (TOD) concept;
2. Evaluate the recommended bus rapid transit station conceptual design and location of the high occupancy transit lane configuration to determine how it may impact redevelopment opportunities within the corridor;
3. Identify and capture future redevelopment opportunities that may be created by location of the proposed BRT station within the study area;
4. Identify other specific public sector actions and land use policies within the study area that will encourage use of public transportation; and
5. Formulate a realistic implementation strategy for accomplishing the City's goals (including real estate acquisition strategies, transportation and other public investment priorities, land use regulatory change and related strategies.)

Regional Transportation Initiatives

Since the adoption of the study in 2005, unanticipated changes and other challenges have occurred. The planned HOV/BRT transit concept for the region is being reconsidered and further study of other types of transit systems is ongoing. This change in direction and the scaling back of the regional bus rapid transit (BRT) concept eliminated the plans for transit stations, including the Franklin/ Delk area BRT station. The concept of expanding transit in the northwest area of the Atlanta metropolitan region continues to be discussed, and those discussions include the potential that light rail or some sort of transit system may be considered along Cobb Parkway (US 41). At this time, GDOT's Transit Planning Board's Concept Plan 3 identifies transit options for the region and discusses transit alternatives for the northwest region of metropolitan Atlanta.

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The change in the regional transit plans led to the elimination of the Franklin/ Delk area transit station, and substantially altered the initial goals and objectives identified in the Franklin/ Delk LCI Study. The study's recommendations and implementation plan were largely based upon the proposed regional transit system and in particular on the planned transit station in the study area. As a result, some recommendations and projects outlined in the study are no longer relevant for the City and Cobb County, and has caused for a shift in analysis and planning for the study area. Despite the elimination of an HOV/BRT transit system in the area, there have been accomplishments through the implementation of projects and investments that have occurred within the Franklin/ Delk study area, which are further discussed below.

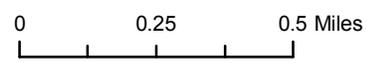
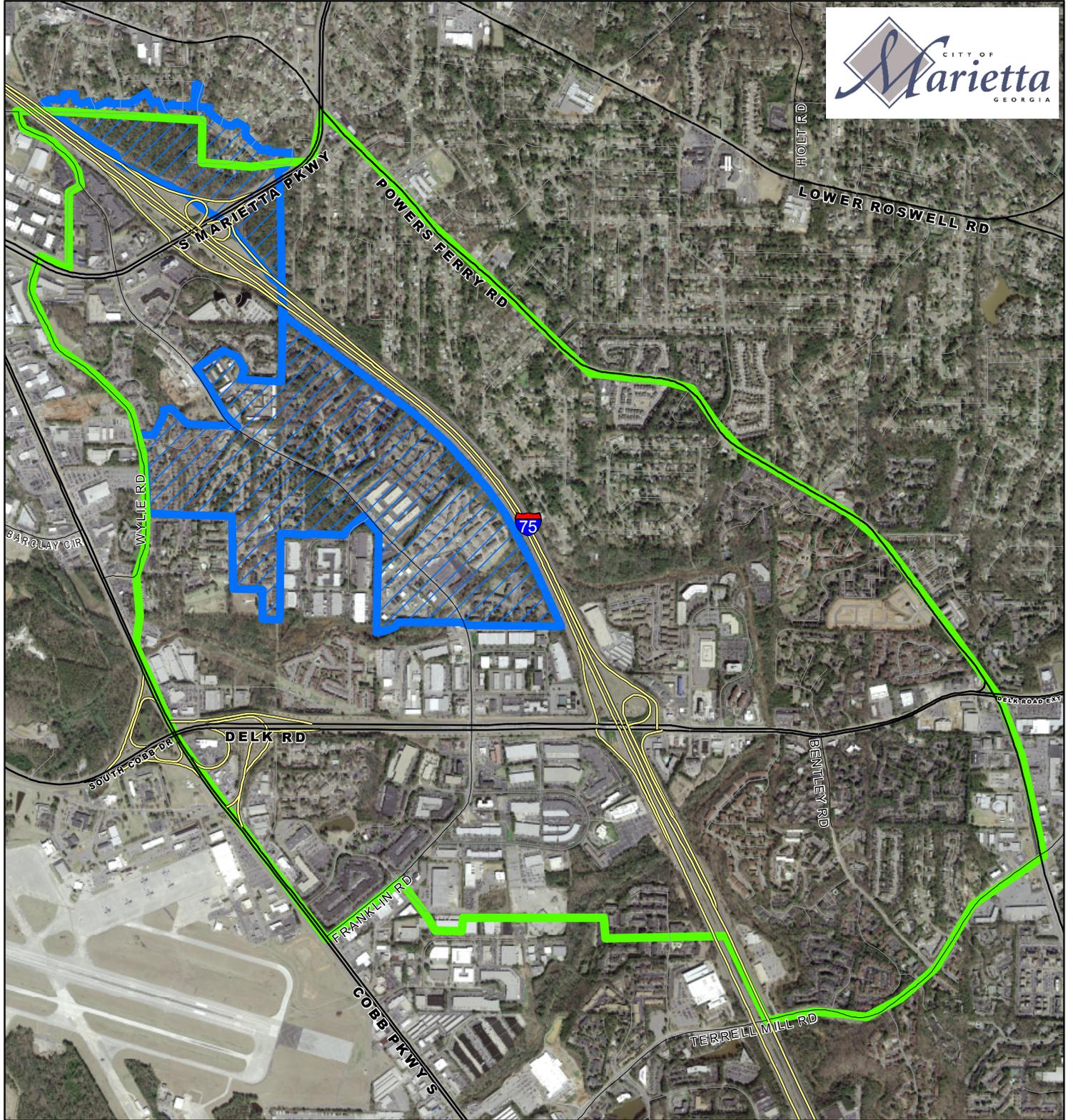
Franklin/ Delk LCI Study Accomplishments

There have been a number of initiatives developed to bring about economic stability and redevelopment to the Franklin/ Delk study area. The LCI study, and the simultaneous establishment of a tax allocation district, were designed to offer the Franklin Road area vision, guidance, and tools to help generate resources for redevelopment and revitalization. Other initiatives have attempted to invest in the Franklin/ Delk Study area, even though the HOV/BRT project was eliminated. Below are listed recommended projects that are completed and are currently underway that were identified in the Franklin/ Delk LCI study.

Projects and Initiatives Completed:

- *Tax Allocation District (TAD)* – On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/Gateway TAD that the Marietta Redevelopment Corporation (MRC) created along Franklin Road and South Marietta Parkway (SR 120). The development of the TAD in the Franklin Road and South Marietta Parkway (SR 120) areas was a recommendation that came out of the LCI study. The TAD boundary is mainly embedded into the Franklin/ Delk LCI study area boundary, and is called the Franklin/ Gateway TAD. The purpose of the TAD was to provide financing incentives that would assist in attracting redevelopment and new development to the area. There were many other reasons to why the TAD initiative was developed. First, it was evident that the Franklin Road area had significant economic and social problems, as noted by high crime rates, high rental vacancy rates, substandard housing conditions, and economic disinvestment. Secondly, the City received interest from prospective developers interested in exploring investments inside the proposed redevelopment areas. Finally, the proposed HOV/BRT transit plans also played a part in the development of the TAD. Despite the elimination of the transit station, the TAD and the redevelopment plan for the Franklin Road and South Marietta Parkway (SR 120) areas are still in place to set the stage for financial incentives and attract redevelopment to the economically distressed area. The TAD could also provide local transportation improvements that would support redevelopment initiatives.

Map 2 - Franklin/Delk Study Area & Franklin/Gateway TAD District



-  Delk Road LCI Boundary
-  Franklin Gateway TAD Boundary

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The purpose of the redevelopment plan for the Franklin/Gateway area was to reverse disinvestments and declining social economic factors. More specifically, the TAD would attract private investment, create long-term employment opportunities, spur new construction, and increase the tax digest.

The redevelopment plan also included the City’s revitalization policy, which promotes sustainable growth with a balanced blend of new development and redevelopment of commercial and residential areas. The City’s redevelopment efforts that were also mentioned were focused efforts to create more livable centers by promoting the following growth strategies:

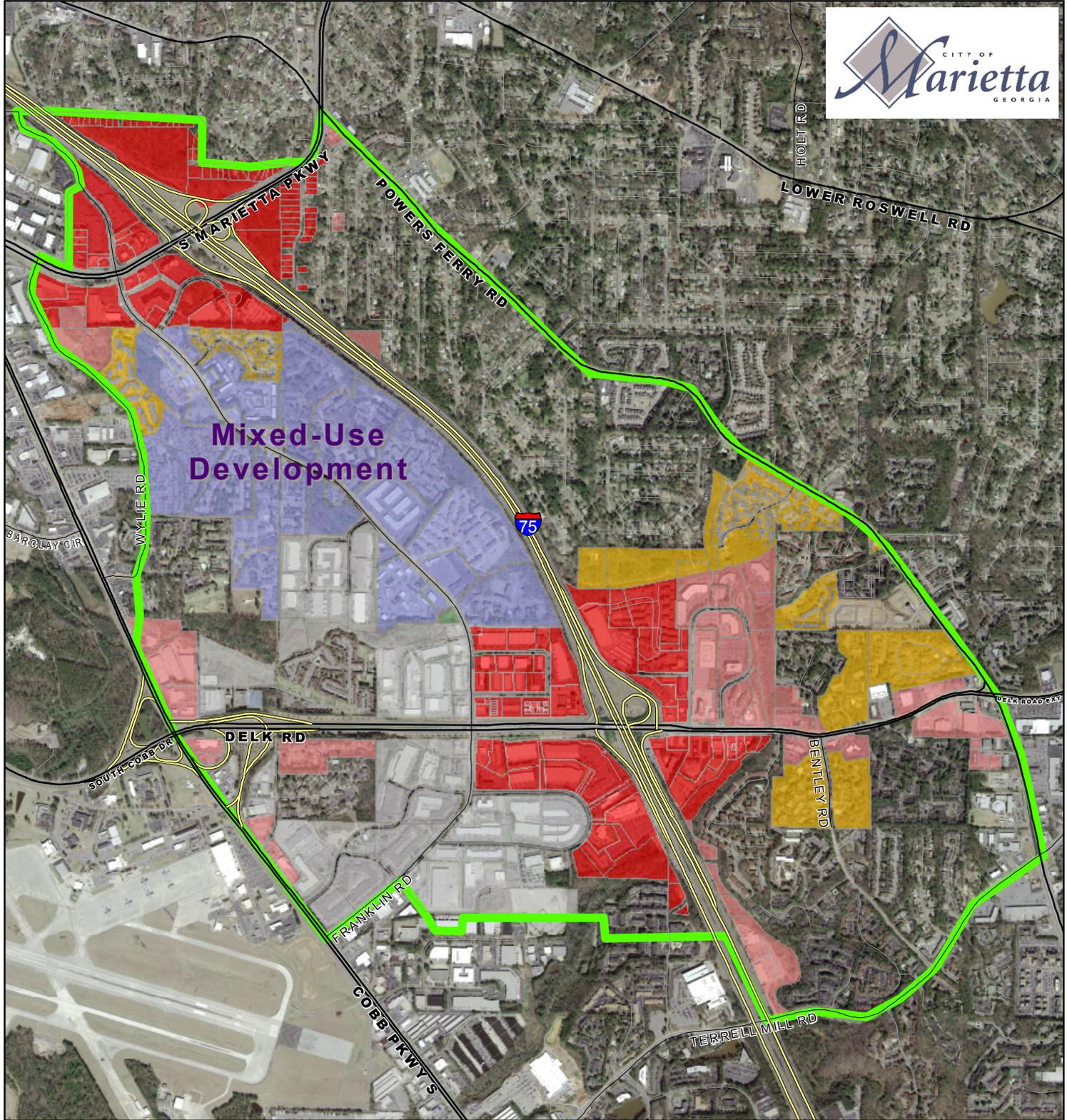
- Seek the appropriate mix of land uses for future growth;
- Enact measures to reduce demand for auto travel;
- Provide access to diverse transportation choices, including walking, transit, and bicycling;
- Encourage community participating in local decision making;
- Seek public and private investment in development;
- Promote suitable urban design;
- Pursue economic development opportunities; and
- Ensure diversity of housing options.

Most of the Franklin Road corridor is built out and land uses are in place, so the challenge for both public and private leaders is to guide the future development of the area. It will be important to influence the demand for existing buildings and neighborhoods so that they become stronger, and people will hopefully choose to reinvest in the area with new homes, jobs, and purchases. In this area in particular, there is a broader desire among the City to encourage and attract redevelopment and future development to the area.

- *Comprehensive Plan* – On July 13, 2005, the Mayor and City Council approved the Marietta Comprehensive Plan 2006-2030, which also adhered to the updated Georgia Department of Community Affairs (DCA) guidelines. The Comprehensive plan defines character areas in the city and outlines each areas strengths and weaknesses and details how these areas should be treated in the future. The updated future land use map reflects changes recommended by the Franklin/ Delk LCI Plan.

As mentioned in the Marietta Comprehensive Plan, the Franklin Road area was categorized as a “Character Area;” the Franklin Road Reorganization Character Area. The purpose of the Franklin Road Reorganization District is targeted for a massive restructuring of the land use pattern and uses.

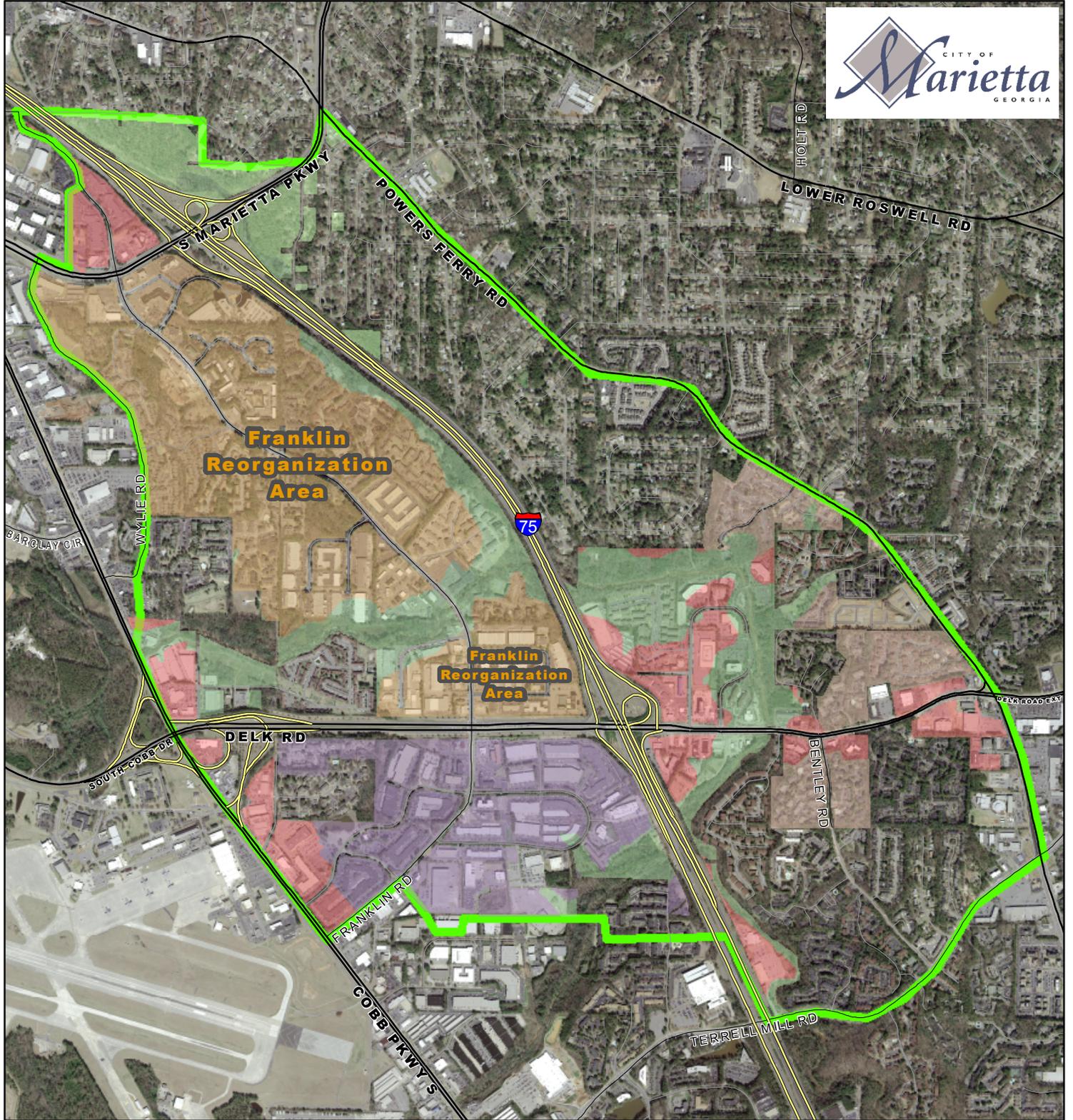
Map 3 - Franklin/Delk Study Area: Future Land Use



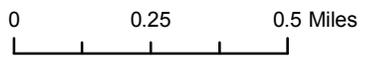
- | | | |
|-----------------------------------|------------------------------|------------------------------|
| Delk Road LCI Boundary | INDUSTRIAL MANUFACTURING | OPEN SPACE / CONSERVATION |
| Parcels by Future Land Use | INDUSTRIAL WAREHOUSING | PARKS / RECREATION |
| COMMUNITY ACTIVITY CENTER | LOW DENSITY RESIDENTIAL | REGIONAL ACTIVITY CENTER |
| CENTRAL BUSINESS DISTRICT | MEDIUM DENSITY RESIDENTIAL | TRANSPORTATION AND UTILITIES |
| COMMUNITY SERVICE AND INSTITUTION | MIXED USE DEVELOPMENT | |
| HIGH DENSITY RESIDENTIAL | NEIGHBORHOOD ACTIVITY CENTER | |



Map 4 - Franklin/Delk Study Area & Charter Areas



- | | | |
|----------------------------|------------------|----------------|
| Delk Road LCI Boundary | HD Residential | Powder Sp Ctr |
| Charactor Map Areas | Health Services | Res Revitalize |
| Center South | Industrial | Res Transition |
| Civic | Intown Res | S Marietta Ctr |
| Corridor | Neighborhood Ctr | Suburban Res |
| Downtown | Office/Prof | University |
| Franklin Reorg | Office/Warehouse | |
| Gateway | Park/Conserv | |



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- *Townhouse Ordinance* – On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments. It requires that the townhouses have four-sided architecture, 2-car parking garages, additional guest parking, recreation areas of minimum size, homeowners associations to be responsible for maintenance of front yards and common areas; and only 5% of the homes can be for rental at any time.
- *Transportation Projects* – Since the completion of the Franklin/ Delk LCI Study, GDOT installed pedestrian fencing over 2 bridges along Interstate 75; Franklin/ Delk and South Marietta Parkway (SR 120). The purpose of the pedestrian fencing was to establish safety measures for pedestrians walking over the bridges and motorist driving below.



- *Code and Property Maintenance Initiatives* – The City increased code enforcement within the study area in an attempt to minimize and slow disinvestment activity that has occurred in the study area, stabilize property maintenance, and attract redevelopment to the area. Highlighted efforts and compliance are listed below.

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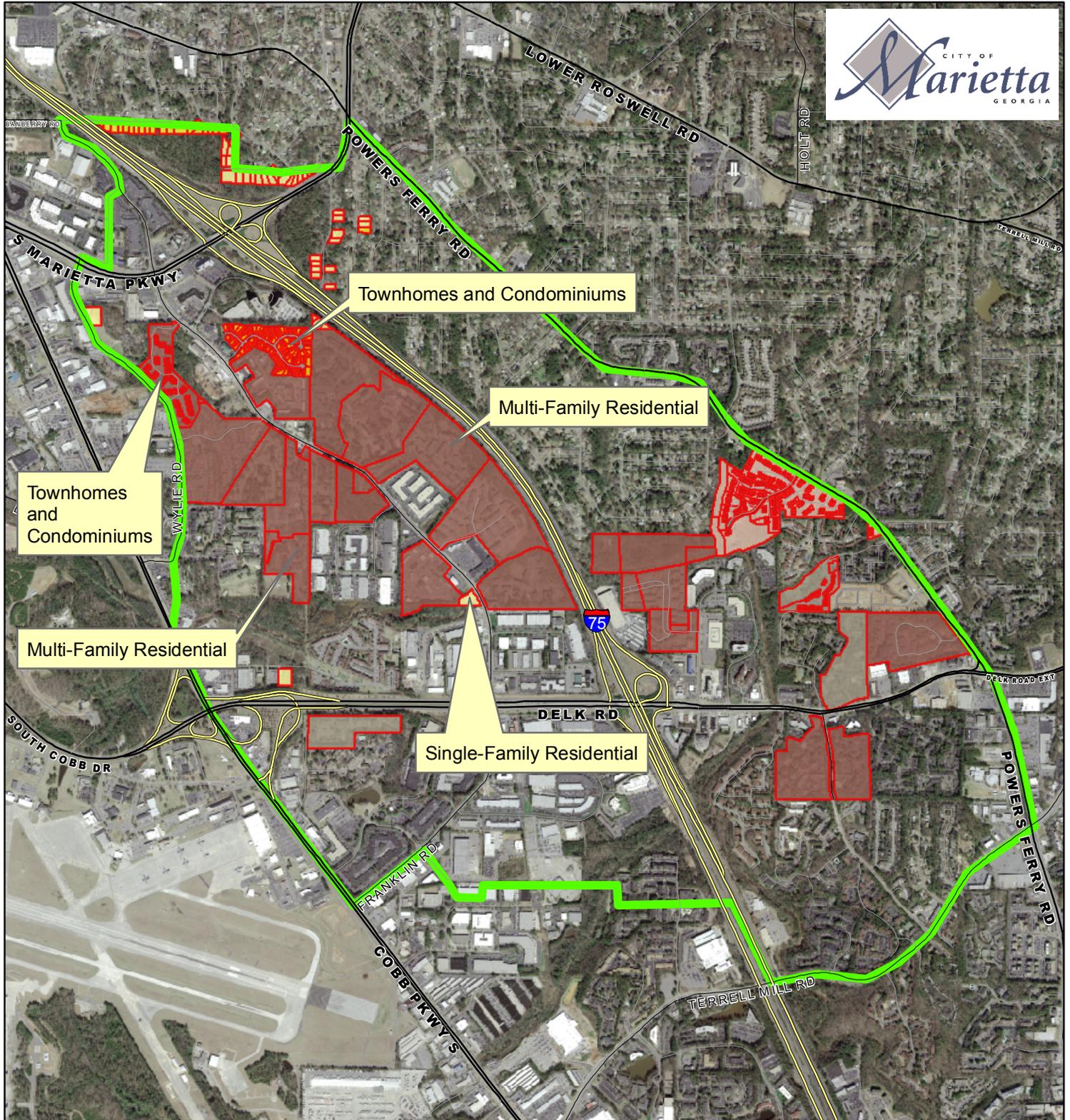
- To maintain the professional aesthetic integrity of the business and office complexes code enforcement efforts oversaw the compliance and repair of interior fencing to abutting apartment complexes. This was done to increase pedestrian safety, and to attempt to reduce criminal activity that had previously occurred.
- To provide quality housing for all City residents, interior inspections had occurred for an apartment complex where violations had been found. After interior inspections were conducted, inspected apartment units were brought into compliance.
- *Amended Sign Ordinance* (not listed in Study) - In March 2009, the Marietta City Council passed a update to the existing sign ordinance as an attempt to minimize visual blight attributed to signage. The amended sign ordinance allows applicants the ability to construct LED panels on existing billboard structures only along I-75 as long as another separate nonconforming billboard elsewhere in the City is completely demolished. The intent of this ordinance is to eliminate some of the sign blight on secondary roads, such as Delk Road and Franklin Road.



Projects and Initiatives Underway:

- *Weed and Seed Program* – In June 2003, a Weed and Seed Steering Committee was formed for the purpose of developing partnerships and initiatives that would aid in stimulating positive change and reinvestment to the Franklin Road area, which had exhibited high crime and community deterioration. The partnership included the City of Marietta, Marietta Housing Authority (MHA), the Cobb Community Enhancement Program, Cobb County Community Development Block Grant (CDBG) Program Office, the City of Marietta Police Department and local residents.

Map 5 - Franklin/Delk Study Area: Current Residential Uses



- | | |
|---|---|
| Delk Road LCI Boundary | RA8 - Single Family Residential - Attached |
| Parcels Zoned Residential | MHP - Mobile Home Park |
| Parcels Zoned Residential | PRD-SF - Planned Residential Dev. Single Family |
| R1 - Single Family Residential (1 unit/acre) | RM8 - Multi Family Residential (8 units/acre) |
| R2 - Single Family Residential (2 units/acre) | RM10 - Multi Family Residential (10 units/acre) |
| R3 - Single Family Residential (3 units/acre) | RM12 - Multi Family Residential (12 units/acre) |
| R4 - Single Family Residential (4 units/acre) | RHR - Residential High Rise |
| RA4 - Single Family Residential - Attached | PRD-MF - Planned Residential Dev Multi Family |
| RA6 - Single Family Residential - Attached | |



0 0.25 0.5 Miles

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In August 2006, the Weed and Seed Program initiative received formal recognition and three grants in the amount of \$175,000 (funding years 2006-2007), \$200,000 (funding years 2007-2008), and \$150,000 (funding years 2008-2009) from the US Department of Justice. Also, additional funding and support has been received by the City of Marietta, the CDBG program, United Way, Bureau of Justice Assistance's Project Safe Neighborhood Initiatives, and other community partners.

In 2008, it was reported that the Franklin Road area consisted of 91% rental housing versus 9% owner occupied housing. This disproportionate ratio speaks to the saturated supply of multi-family housing stock within the area that keeps rents low and attracts a transient population that has significant impacts on local community and school resources. Crime has been a serious issue and has exacerbated problems with community stability.

However, since the start of the Weed and Seed program initiative there has been a 13% reduction in criminal activity within the Franklin Road area. The strategic plan goals and actions of the program include increased law enforcement activities and programs, community policing which involves quarterly town hall meetings to discuss community concerns, youth and community programs that assist and educate the youth and minority groups with varying issues and concerns.

Also, property maintenance has been another focus of the initiative of the Franklin/ Delk LCI study and the federal Weed and Seed program. To minimize property deterioration, increased code enforcement efforts have occurred to aid in the property maintenance and area stabilization since the completion of the LCI study.

- *Transportation Initiatives* – In September 2005, the Cobb County Special Purpose Local Optional Sales Tax (SPLOST) program was passed. This new SPLOST program enabled Cobb County and local municipal governments within the County to finance roadway enhancement projects. Through this initiative the City of Marietta has funded the following projects that are located within the Franklin/ Delk LCI study boundary.
 - Wylie Road Sidewalks Phase 1 – Project limits are from South Marietta (SR 120) to Ridge Run. To date, preliminary engineering has been completed, right-of-way is currently underway, and construction is scheduled for 2010. The project has been split into two phases. Total Phase 1 project cost is \$552,000.

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Wylie Road looking southward.



Wylie Road looking southward.



- Franklin Road Improvements Phase 1 –Project limits for this project are from South Marietta Parkway (SR 120) to Twinbrooks Drive. To date, preliminary engineering has been completed, right-of-way is currently underway, and construction is scheduled for 2010. This project is the first of three phases. The total project cost for Phase 1 is \$4,842,113.
- Franklin/ Delk at Franklin Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way is currently underway, and construction is scheduled to begin Fall 2009. Project total cost is \$1,230,000.

Franklin Road looking southward at Delk Road



- South Marietta Parkway (SR 120) at Franklin Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way is currently underway, and construction is scheduled to begin late 2009. Project total cost is \$500,000.



South Marietta Pkwy (SR 120) looking westward to Franklin Road



Franklin Road looking southward to South Marietta Pkwy (SR 120)

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- South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way is currently underway, and construction is scheduled for 2010. Project total cost is \$1,012,000.



- *Code Enforcement and Property Maintenance Initiatives* - The City of Marietta's Code Enforcement office has been an active participant in witnessing the transformation of Notting Hills Apartments. Prior to renovation and new ownership, the property was a blighted and problematic property with housing code violations, condemned apartment buildings, unsanitary conditions, and other various property maintenance violations. It is currently under new ownership, and the new owner is conducting an entire renovation of interior and exterior units, upgrading beyond City code standards, thus enhance living conditions for current and future residents.



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Despite the regional changes and the elimination of the proposed bus rapid transit system plans, the Franklin/ Delk area still warrants the revitalization and reinvestment attention necessary to address current and future proposals. The City continues to plan for the improvement and enhancements for the area through the initiatives mentioned above. The Franklin Road/ Gateway TAD will allow for financing incentives to assist with attracting redevelopment and new development to the areas. The Comprehensive Plan identifies the reorganization of the Franklin Road area, and updates to the future land use map to assist with that attempt. The adoption of the townhouse ordinance and its architectural requirements will also benefit the Franklin/ Delk study area, as will increased code enforcement efforts helps to stabilize transitioning areas, enhance property maintenance and aesthetics, and aid in maintaining the health, sanitary and safety conditions within the Franklin/ Delk study area.

Franklin/Delk LCI Study 5-Year LCI Update (2011 – 2016)

Implementation Plan

Through this entire report, the abolishment of the HOV/BRT station which was to locate in the Franklin/ Delk study area has been discussed, as well as the significant impacts the removal of the station has had on the recommendations that were developed in the Franklin/ Delk Study. However, all is not lost. There were several transportation projects that were identified in the study that provide investment and public benefit. Also, there were local initiatives identified in the study that have been completed, and items that remain and are rolled over into the revised/updated initiatives list that remained relevant for current investment and to the future vision for the study area. This section of the report discusses future initiatives for continued plan development and implementation for the Franklin/ Delk LCI area.

Updated and Recommended Transportation Initiatives

Attached to this report are two tables, first is the 2005-2010 Action Plan, which is the original action list from the Delk/ Franklin LCI study. This table gives a status of listed initiatives. The second table, is an updated list of transportation improvement projects for the Franklin/ Delk study area. These transportation projects are either identified as being underway and have schedules that identify a timeframe for when work is proposed to begin. So far, only a few of these projects have been funded for construction. Listed below are projects that are currently funded through the 2005 SPLOST program:

1. Wylie Road Sidewalks Phase 1,
2. Franklin Road Improvements Phase 1,
3. Franklin/ Delk at Franklin Road Intersection Improvements,
4. South Marietta Parkway (SR 120) at Franklin Road Intersection Improvements, and
5. South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements.

Many of the transportation improvement projects have been deleted from the original 5-year action plan, because they are no longer relevant due to the elimination of the transit station. The other transportation projects that are listed have been rolled-over from the original 5-year action plan. No new transportation projects have been developed or added to the updated list. However, with continued development and study efforts for this area, an amendment to add new transportation projects in the future may be in order.

Updated and Recommended Local Initiatives

Attached to this report is a table of local initiatives that were identified in the original 5-yr action plan; 2005-2010 Action Plan table. About half of the initiatives mentioned are no longer relevant and are being deleted. The other half of the initiatives were supported and implemented. Listed below is a compilation of those implemented initiatives.

1. On July 13, 2005 the City of Marietta adopted the Marietta Comprehensive Plan 2006-2030. The Marietta Comprehensive Plan included recommendations and policies that were mentioned in the Franklin/ Delk LCI study. The Comprehensive Plan specifically,

Franklin/Delk LCI Study 5-Year LCI Update (2011 – 2016)

created a “character area” for the Franklin Road area. A “character area” is a unique area of the city that contains characteristics that separate them from the surrounding area. The Franklin Road area was classified as the Franklin Reorganization character area, which created policy that supported the vision of the area and could potentially spearhead enhancement and revitalization in the designated area.

2. Also, the Comprehensive Plan updated the Future Land Use Map to display and designate areas of mixed use development where there is a high concentration of multi-family housing. The north and south points of the study area were classified as regional activity centers, which were established to attempt to maintain and stabilize the high density residential and industrial warehousing areas. Along the outer edges of the study area there were future land use designations of community activity centers.
3. Code enforcement efforts have been stepped up to focus on the frequent code violations that exist within the area. Code enforcement is a continuous and ongoing initiative for city code compliance that will bring about improved property maintenance and enhancements to the area. The purpose of increased code enforcement in the area is a proposal to keep property properly maintained, thus minimizing the blighted areas, maintaining health and sanitary conditions, and enhancing aesthetics of the area.
4. In January 1, 2005, a tax allocation district (TAD) was created and approved for the Franklin Road and north gateway area, a redevelopment plan also accompanies the TAD designation. The implementation of this objective was to create a financial resource that could aid in various investment efforts for the area, thus attracting investors and redevelopment initiatives.

New Local Initiatives

Stated throughout this report, the Franklin/ Delk area is a critical area for improvement, redevelopment, and investment. The City of Marietta supports efforts to bring about positive changes and investment to the area. Continued and new discussions have occurred regarding revitalization efforts. There are a few new initiatives that are building on old and implemented concepts that were discussed earlier. Listed below, is a discussion of new local goals and initiatives for the City as a whole and specifics for the Franklin/ Delk study area.

In January 2006, the City of Marietta’s Mayor and City Council developed and adopted a refined Vision Statement for the future of the city, thus repositioning and creating a new roadmap for the goals for the community. This vision statement has been amended subsequently throughout the years to reflect updates and changes. Listed below are 8 Vision Statements.

1. Marietta is a **livable city** in a great metropolitan area. It is **dedicated to being a clean city, with trees, green spaces and boulevards.**
 - Clean up public properties that are littered and dispose of inappropriate signage.
 - Create landscaped boulevards and gateways.
 - Strive for code compliance in the appearance of the city.

Franklin/Delk LCI Study 5-Year LCI Update (2011 – 2016)

2. We are a **dynamic business** center that has retail, offices and environmentally friendly industry in appropriate places. **We honor our past, preserve our history and welcome the future.**
 - Encourage redevelopment with a mixture of uses, while strengthening viable neighborhoods and commercial areas.
 - Educate our residents on mixed and higher density housing.
 - Work with property owners and developers to make sure new development is well-planned and harmonious with existing structures in appearance, including landscapes.
 - Encourage quality architecture and construction in development and redevelopment projects.
3. We are a city that **cherishes culture and arts**, and we are a tourist destination and an entertainment center for the region.
 - Make public art part of the community streetscape.
4. Ours is a **city of mixed-uses** (live, learn, work, play) and diverse urban design that will become known as “**the Marietta Look.**” Our city has a well-defined, vibrant downtown, and neighborhoods that mix residences, parks and greenspaces, and businesses.
 - Establish or continue a collaborative relationship with local centers of higher learning.
 - Have vibrant centers that support retail, offices, entertainment and residences.
 - Continue quality zoning and development that will benefit generations to come.
 - Encourage revitalization of our current parks and establish new parks for active and passive use.
5. Marietta **offers housing for people of all ages, incomes, and ethnic backgrounds, so that generations of families can live within our City.** We recognize the importance of homeownership, and our vision is that a **majority of our residences will be owner-occupied.**
 - Attain owner occupancy in more 50% of our homes by the year 2009.
 - Support and secure funding for the Marietta Redevelopment Corporation to power the regeneration of the community. A portion of the newly created or renovated housing units will be reserved for low to moderate-income families.
 - Convert portions of developed multi-family housing properties located on Franklin Road to new development.
 - Continue to encourage more diverse housing units in the downtown area and encourage quality single-family detached housing throughout the city.
 - Build 250 affordable first-time homebuyer units by 2010.
 - Continue to educate residents and homebuyers to strengthen their ability to buy, retain and maintain their homes.
 - Work with the Marietta Housing Authority, Cobb Housing Inc. and other agencies to redevelop and revitalize the Franklin Road, Roswell Street, Allgood and Powder Springs Road corridors as well as other areas of our city.
 - Ensure safe housing for all residents.

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- Rehab or replace 10% of city rental housing by 2010 – 1600 units.
- 6. Marietta is a hub of activity, where **traffic, transit, and pedestrians move about easily and safely**. In designing our **transportation system**, we placed a **high premium** on the **quality of life of our citizens**.
 - Re-construct all existing roads greater than two-lanes using boulevard standards. Where not practical reconstruct all existing roads greater than two lanes as tree-lined streets.
- 7. Marietta is a place where **citizens are positively involved in decision-making**, through boards, community organizations, and community meetings. The **City will actively seek partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life**.
 - Hold community wide meetings in which citizen input is actively received and considered.
 - Have active citizens' participation in planning processes.
- 8. Marietta is a place where the City Council is committed to ethical behavior.

Listed below are new local initiatives that are currently under development.

- *Global Green Technology Corridor* - The Global Green Technology Corridor is a developing concept within the Franklin and Franklin/ Delk s area. This city established vision and concept that aligns with City Councils vision statements that were mentioned above, and the developing concept has the support of the elected officials. Specifically, the vision that has been identified for this innovative concept is to create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future. The Franklin and Franklin/ Delk area and the sustainable technology concept seemed to fit well together due to the areas proximity to potential partners, such as Southern Polytechnic State University, Kennesaw State University and Chattahoochee Technical College. The corridors provide great visibility for sustainable businesses, easy access to both interstate 75 and Hartsfield Jackson International airport.

City of Marietta staff are actively working with regional partners to revitalize the Franklin Road corridor. Representatives from state and local governments, university systems, and the private sector have determined this 800-acre corridor that sits adjacent to I-75 is an ideal location to establish a synergy of research and innovation in the area of green technology and sustainability. The collaboration between the private sector and research faculty will not only create new green technology and jobs, but also provide a trained workforce to meet the pressing needs of the southeast region in installing new green technology products. A goal of the master plan of the corridor will be to incorporate pedestrian walkways, solar lighting, water re-use systems, and other sustainable components to become a best practice for green technology parks while simultaneously decreasing the carbon footprint.

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Currently, a strategic master plan, market analysis and research study is being conducted and is anticipated to be complete by October 2009. Shortly thereafter, the City will update the Franklin/ Delk LCI study through the formal amendment process.

- *Opportunity Zones* – Currently, the City of Marietta is in the process of submitting an application to the Georgia Department of Community Affairs (DCA) that will establish an opportunity zone in the Franklin/ Delk LCI study area. The purpose of an opportunity zone in the Franklin/ Delk area is an initiative to redevelop and revitalize commercial and industrial areas. If awarded, the City would be eligible for the State’s maximum state job tax credit of \$3,500/per job. This is an incentive to retain and attract jobs in the Franklin/ Delk area.
- *New Market Tax Credits* - In December 2008, the City of Marietta, Cobb County, Marietta Housing Authority (MHA), and Marietta Redevelopment Corporation (MRC) established a new market tax credit corporation, and the purpose of the designation is to serve and provide investment capital for low income communities and low income persons, such as the Franklin/ Delk area.
- *Cobb County Powers Ferry Road Corridor Study* - Cobb County is currently conducting a corridor study along Powers Ferry Road. The goal of the corridor study is to identify redevelopment opportunities as well as develop a new vision for the corridor area. The northern tip of the study area stretches into the Franklin/ Delk Study area and the southern end overlaps with the Cumberland Community Improvement District (CID). This corridor is a major north-south commuting corridor linking Marietta and Cumberland area. Powers Ferry Road creates the eastern boundary of the Franklin/ Delk study boundary.

The Powers Ferry Road Corridor Study began May 2009, and is anticipated to be completed and reviewed by Cobb County Board of Commissioners (BOC) in January 2010. Upon formal adoption of the corridor study by the Cobb BOC the Franklin/ Delk Study area will be amended with the study’s recommendations.

**Project and Initiatives Evaluation
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**2005 - 2010 ACTION PLAN (Original)
FRANKLIN/ DELK LCI STUDY**

Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when **Transportation Initiatives**

| Project | Description | PE Year | Construction Year | STATUS | | | | Notes |
|---|---|---------|-------------------|----------|----------|-------------|--------------|--|
| | | | | Complete | Underway | Not Started | Not Relevant | |
| Cobb Parkway (US41) Sidewalks | Sidewalk - Cobb Pkwy between Wylie Rd & Rottenwood Cr - 10' Grass + 6' Clear - 1000 LF | 2007 | 2008 | | | X | | See updated phase schedule and estimated costs. |
| Cobb Parkway (US41) Street Trees | Street trees - Cobb Pkwy between Wylie Rd & Rottenwood Cr - 20 at back of sidewalk | 2007 | 2008 | | | X | | AMEND PROJECT. |
| Wylie Road Sidewalks | Sidewalk -Wylie Rd - 6' Clear - 10,000 LF | 2007 | 2008 | | X | | | UNDERWAY. This project is being split into two phases. Ph1 from South Marietta Parkway (SR 120) to Ridge Run; PE - Completed/ ROW - Underway/ CST - 2010. Ph2 from Ridge Run to Cobb Pkwy (US41); PE - 2013/ ROW - 2014/ CST - |
| Franklin Road Sidewalks | Sidewalk - Franklin Rd south of Delk - 6' Clear - 6,350 LF | 2006 | 2007 | | | X | | Franklin Road sidewalks has been combined with the Franklin Road Improvements project. Schedule and estimated cost have been updated to reflect the addition. |
| Delk Road Sidewalks | Sidewalk - Delk Rd between Franklin Rd and existing - 5' Grass + 6' Clear - 3,560 LF | 2006 | 2007 | | | X | | Combining sidewalks and street trees into one project. Please see new schedule and cost estimate for combined project. |
| Delk Road Street Trees | Street trees - Delk Rd between Franklin St and existing - 84 at curb side | 2006 | 2007 | | | X | | AMEND PROJECT. |
| Delk Rd over I-75 Bridge Sidewalks | Sidewalk - Delk Rd I-75 bridge - 10' Clear - 740 LF | 2006 | 2007 | | | X | | Coordinate with GDOT |
| Delk Rd/ I-75 Bridge Pedestrian fencing | Pedestrian security fencing - both sides Delk Rd I-75 bridge - 370 LF | 2006 | 2007 | | | X | | COMPLETED BY GDOT. |
| South Marietta Parkway (SR 120 Loop) Sidewalks (West of I-75) Ph 1 | Sidewalk - north side S Loop between Franklin Rd and I-75 - 3' Grass + 6' Clear -850 LF | 2008 | 2009 | | | X | | |
| South Marietta Parkway (SR 120 Loop) Sidewalks (West of I-75) Ph2 | Sidewalk - south side S Loop between Franklin Rd and I-75 - 3' Grass + 6' Clear -900 LF | 2008 | 2009 | | | X | | Combine South Marietta Pkwy (SR 120) sidewalk on the north and south sides of the roadway into one project and coordinate with the GDOT. See updated project cost estimates and schedule. |
| South Marietta Parkway (SR 120 Loop)/ I-75 Bridge Sidewalks | Sidewalk - S Loop I-75 bridge - 10' Clear - 740 LF | 2008 | 2009 | | | X | | Coordinate with GDOT |
| South Marietta Parkway (SR 120 Loop) Sidewalks (East of I-75) | Sidewalk - S Loop between I-75 and Powers Ferry - 3' Grass + 6' Clear -4,350 LF | 2008 | 2009 | | | X | | See updated phase schedule and estimated costs. |
| Franklin Rd/ Cobb Pkwy (US41) Connector (east of Wylie Rd) | Franklin Rd/Cobb Pkwy connector east of Wylie Rd - Four 11' lanes plus median - 900 LF | 2011 | 2012 | | | X | | Combining new road, sidewalks, and street tree projects. Project has new limits due to I-75/I-575 HOV/BRT and station concept being changed to a reversible lane concept along I-75. |
| Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd) Sidewalks | Sidewalk - Franklin Rd/Cobb Pkwy connector west of Wylie Rd - 7' Grass + 6' Clear - 900 LF | 2011 | 2012 | | | X | | AMEND PROJECT. |
| Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd) Street Trees | Street trees - Franklin Rd/Cobb Pkwy connector west of Wylie Rd - 18 at curb side | 2011 | 2012 | | | X | | AMEND PROJECT. |
| Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd) | Franklin Rd/Cobb Pkwy connector west of Wylie Rd - Four 11' lanes plus median - 2,700 LF | 2011 | 2012 | | | X | | AMEND PROJECT. |
| Franklin Rd/ Cobb Pkwy (US41) Connector (east of Wylie Rd) Sidewalks (north side) | Sidewalk - north side Franklin Rd/Cobb Pkwy connector east of Wylie Rd - 7' Grass + 6' Clear - 2,700 LF | 2011 | 2012 | | | X | | AMEND PROJECT. |
| Franklin Rd/ Cobb Pkwy (US 41) Connector (east of Wylie Rd) Street Trees (north side) | Street trees - north side Franklin Rd/Cobb Pkwy connector east of Wylie Rd - 54 at curb side | 2011 | 2012 | | | X | | AMEND PROJECT. |
| Meadowbrook Dr/ Virginia Place New Street - Sidewalks | Sidewalk - Meadowbrook Drive/Virginia Place new street - 7' Grass + 6' Clear - 315 LF | 2010 | 2011 | | | | X | PER COBB DOT DELETE. NO LONGER RELEVANT |

**Project and Initiatives Evaluation
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| Project | Description | PE Year | Construction Year | Complete | Underway | Not Started | Not Relevant | Notes |
|--|---|----------|-------------------|----------|----------|-------------|--------------|---|
| Meadowbrook Dr/ Virginia Place New Street - Street Trees | Street trees - Meadowbrook Drive/Virginia Place new street - 6 | 2010 | 2011 | | | | x | PER COBB DOT DELETE. NO LONGER RELEVANT |
| Delk Road Medians | Delk Road Median - Powers Ferry to I-75 within current ROW | 2009 | 2010 | | | X | | See updated phase schedule and estimated costs. |
| Greenway Easement Negotiations | Greenway easement negotiations - all portions | On-going | On-going | | | | X | DELETE |
| Rottenwood Creek Multi-use Trail (South) | Bike friendly lanes- Terrell Mill to Forest Ridge - 12,000 LF | 2010 | 2011 | | | X | | See updated phase schedule and estimated costs. |
| Forest Ridge Drive - Bike Signage | On-street Bike Route - Signage and access Only - Forest Ridge Dr | 2010 | 2011 | | | | | PER COBB DOT DELETE. NO LONGER RELEVANT |
| I-75/ BRT Bridge Greenway | Greenway - I-75 bridge at BRT bridge - 500 LF | 2013 | 2014 | | | | X | DELETE |
| Powers Ferry Road Multi-use Trail | Greenway - Powers Ferry - 4,500 LF | 2013 | 2014 | | | | | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project. |
| New multi-use trail alignment east of I-75 | Greenway - Forest Ridge to S Loop, east of I-75 - 4,500 LF | 2013 | 2014 | | | | X | DELETE |
| Hope Creek Multi-use Trail (west of I-75) | Greenway - I-75 BRT bridge to S Loop, west of I-75 - 5,700 LF | 2013 | 2014 | | | X | | DELETE |
| Rottenwood Creek Multi-use Trail (West) | Greenway - I-75 BRT bridge to Barclay Cir - 10,200 LF | 2013 | 2014 | | | X | | See updated phase schedule and estimated costs. |
| New multi-use trail alignment to Brumby Elem. School | Greenway - Rottenwood Cr to Brumby Sch - 4,400 LF | 2010 | 2011 | | | | | PER COBB DOT DELETE. NO LONGER RELEVANT |
| Franklin Road Improvements | Franklin Road Upgrade - South Loop to Delk Road | 2008 | 2010 | | | X | | Project is being phased. Franklin Road Improvements Ph 1: from S. Marietta Pkwy (SR 120) to Twinbrooks is currently PE completed and ROW is underway. Ph 2: from Twinbrooks Dr to Savannah Oaks Dr. Ph3: from Savannah Oaks Dr. to Delk Road. |
| BRT Station New Access Road | BRT Station Access Road - Franklin Road to the BRT Site | 2008 | 2010 | | | | X | DELETE |
| BRT Station New Access Road Traffic Signals | Traffic Signals - Franklin Road Intersection with BRT Station Access Road | 2007 | 2007 | | | | X | DELETE |
| Delk Rd at Franklin Rd Ped Signal Upgrades | Pedestrian Signal Upgrades - push button actuators (Delk @ Franklin) | 2007 | 2007 | | X | | | UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost. |
| South Marietta Pkwy (SR 120 Loop) at Franklin Rd Ped Signal Upgrades | Pedestrian Signal Upgrades - Push Button Actuators (South Loop @ Franklin) | 2007 | 2007 | | X | | | UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost. |
| Delk Road at Powers Ferry Rd Ped Signal Upgrades | Pedestrian Signal Upgrades - Push Button Actuators (Delk @ Powers Ferry) | 2007 | 2007 | | | | | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project. |
| South Marietta Pkwy (SR 120 Loop) at Powers Ferry Rd Ped Signal Upgrades | Pedestrian Signal Upgrades - Push Button Actuators (South Loop @ Powers Ferry) | 2007 | 2007 | | X | | | UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost. |
| South Marietta Pkwy (SR 120 Loop) at Powers Ferry Rd Realignment | Intersection Improvements - Realignment of South Loop @ Powers Ferry | 2010 | 2012 | | | | | AMEND per PW. |
| Delk Road at Powers Ferry Rd Intersection Improvements | Intersection Improvements - Realignment of Delk @ Powers Ferry | 2010 | 2012 | | | | | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project. |

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
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| Project | Description | PE Year | Construction Year | Complete | Underway | Not Started | Not Relevant | Notes |
|---------|-------------|---------|-------------------|----------|----------|-------------|--------------|-------|
|---------|-------------|---------|-------------------|----------|----------|-------------|--------------|-------|

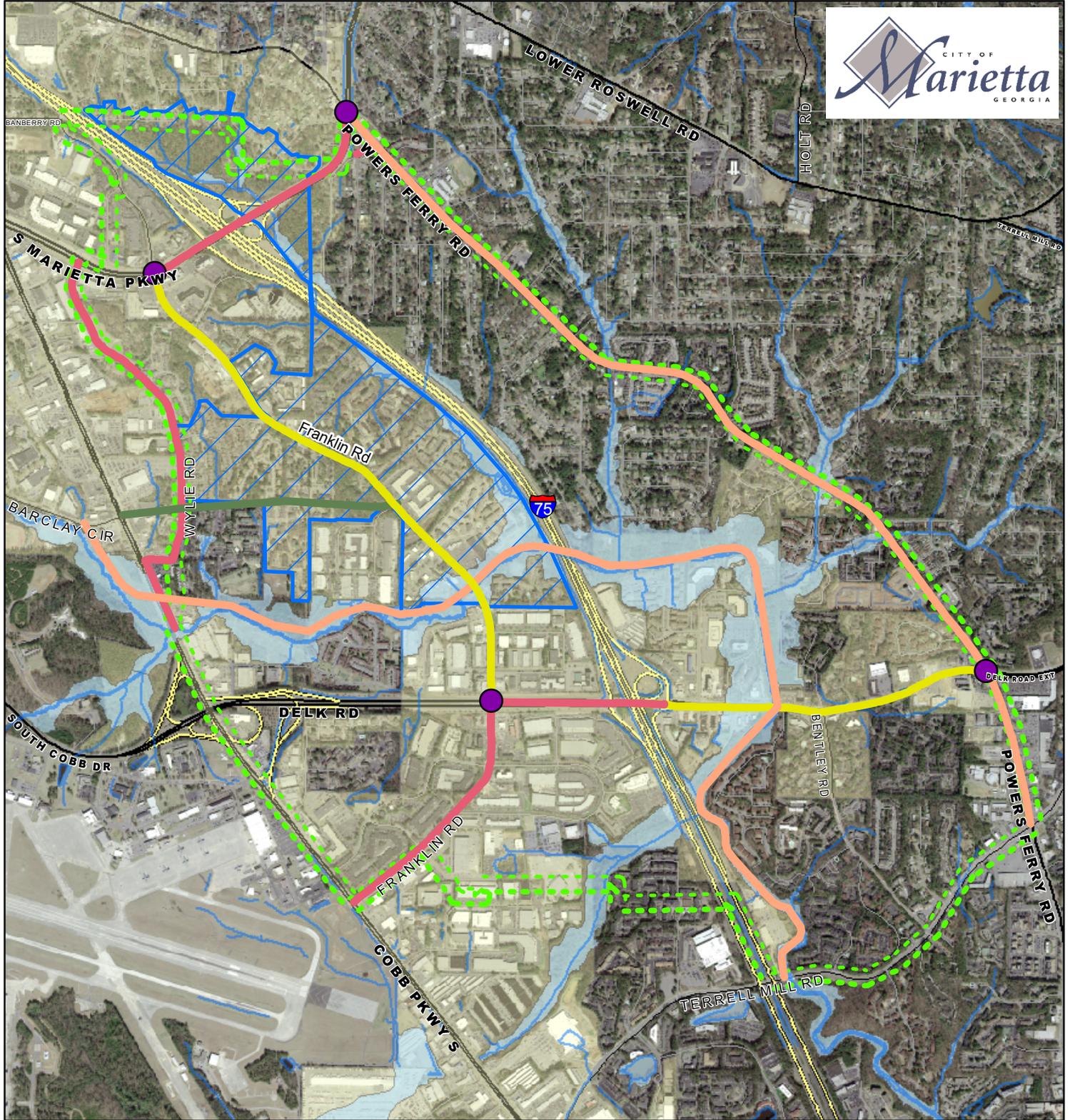
Other Local Initiatives

| Project | Description | Study / Implementation Year | STATUS | | | | Notes | |
|--|-------------|-----------------------------|----------|----------|-------------|--------------|---|---|
| | | | Complete | Underway | Not Started | Not Relevant | | |
| Park - Land Acquisition - 876 Franklin Rd - 2.15 ac | | 2007 | | | X | | Continued planning efforts. | |
| Park - Improvements - 2.15 ac | | 2007 | | | X | | Continued planning efforts. | |
| Boys & Girls Club - Land Acquisition - 866 & 876 Franklin Rd - 7.0 ac. (excluding park land) | | 2007 | | | X | | Continued planning efforts. | |
| Boys & Girls Club (excluding all land) | | 2007 | | | X | | Continued planning efforts. | |
| Meadowbrook Dr Park - Land Acquisition - 491,501 Meadowbrook & 432 Virginia - 1.15 ac (excluding new street land) | | 2010 | | | | X | DELETE. Project is no longer relevant due to change in transit concept. | |
| Meadowbrook Dr Park - Improvements 1.15 ac | | 2010 | | | | X | DELETE. Project is no longer relevant due to change in transit concept. | |
| Adopt the Delk Road LCI Study and Concept Plan as an update to the City of Marietta and Cobb County Comprehensive Plans; submit Plan Updates to ARC and DCA and include the LCI Study and Concept Plan as an appendix, incorporating appropriate capital projects into the respective Short Term Work Programs. | | 2005-2006 | | X | | | On July 13, 2005, the City of Marietta approved the Marietta Comprehensive Plan 2006-2030 under the new DCA guidelines. The Marietta Comp Plan included the included recommendations and policy updates necessary to implement the LCI Study. | |
| As part of the Comprehensive Plan Update, revise the respective Future Land Use Maps, incorporating such Map amendments as are proposed herein. | | 2005-2006 | | X | | | The update future land use map reflects changes recommended by the Delk Road TOD LCI Plan. | |
| Conduct public hearings for the purpose of considering adoption of the proposed Delk Road Transit Oriented Development (TOD) Overlay District as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta. | | 2005-2006 | | | | X | Delete. No longer relevant due to a change in HOV/BRT concept to reversible lanes. The new northwest corridor project concept is reversible lanes and will not have transit stations. | |
| Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta. | | 2005-2006 | | | | X | Effective December 16, 2008, all floodplain boundaries within the city are revised as shown on the 2008 FEMA Flood Insurance Rate Maps (FIRM). It should be noted that any overlay language identify the "Rottenwood Creek Watershed" in order to accurately cover the overlay area proposed in the Delk TOD LCI Study. | |
| Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the Cobb County Zoning Ordinance and as an amendment to Official Zoning Map of Cobb County. | | 2005-2006 | | | | X | DELETE. PER COBB COUNTY | |
| Conduct public hearings for the purpose of considering the rezoning of properties in Cobb County along Powers Ferry Road, south of Delk Road to the Urban Village Commercial District. | | 2005-2006 | | | | X | DELETE. PER COBB COUNTY | |
| Key Administrative Strategies | | | | | | | | |
| Maintain the concerted campaign of code and property maintenance enforcement in the Franklin Road corridor. Staffing constraints and growing demand for code enforcement efforts plague these efforts across the region. However, such vigilance is essential to eliminating violations, protect public health and safety and preserving surrounding property values. The resources of the City of Marietta should continue with present enforcement schedules as an essential element of the Delk Road LCI Concept Plan implementation. | | 2005-2006 | | | X | | | This is an ongoing campaign of the City. |
| Aggressively apply the nonconforming use provisions of the Marietta Zoning Ordinance by identifying nonconforming uses within the LCI Study Area and monitoring abandonment of such uses for periods exceeding the six-month window as provided in Sec. 706.02 Continuance of nonconforming use in the Marietta Ordinance. | | 2005-2006 | | | | | X | DELETE. Much of the blight occurring in the area, especially along Franklin Road, stems from underutilization and a minimalistic investment approach among owners, not inappropriate or incompatible uses. For instance, the majority of properties along Franklin Road are zoned for multi-family and are used as such - likewise with the commercial and industrial areas. Rather than facing a problem with abandonment, the commercial zones experience high tenant turnover and a lack of solid, stable neighborhood uses. The parcels that are abandoned are vacant due to lack of willing and able investors |

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
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| Project | Description | PE Year | Construction Year | Complete | Underway | Not Started | Not Relevant | Notes |
|------------------------------|---|-----------|-------------------|----------|----------|-------------|--------------|---|
| | Introduce a site plan review process, specifically within the TOD Overlay, but perhaps, throughout the study area as well that involves public safety officials. Law enforcement focuses on public safety and may introduce such approaches as Crime Prevention Through Environmental Design (CPTED) that assess site lighting and landscaping, among other factors. Adopted for all construction in the study area, CPTED approaches could reduce crime and enhance personal security. | 2005-2006 | | | | | X | DELETE. Project is no longer relevant due to change in transit concept. |
| Financial Feasibility | | | | | | | | |
| | Create a Tax Allocation District that can aid in and hasten the implementation of the private projects, can aid in the acquisition of land and can increase the amount of affordable housing that can be created | 2005-2006 | | X | | | | On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/ Gateway TAD. Created to aid with financing resources, implement redevelopment initiatives, and assist with transportation enhancements within the area. |

Map 6 - Franklin/Delk Study Area: 2011 - 2016 Transportation Projects



0 0.25 0.5 Miles

- Intersection Improvements
- ⬢ Delk Road LCI Boundary
- ~ Multi-use Trail
- + Franklin Gateway TAD Boundary
- ~ Roadway Capacity
- ~ Hydrography
- ~ Safety Operational
- + Floodplains
- ~ Sidewalk
- + Marietta City Limits

Franklin/ Delk LCI Study Update
5-Year Implementation Plan
2011 - 2016 ACTION PLAN
FRANKLIN/ DELK LCI STUDY

| Rolled Over/ New Project Name | Project Description | Type of Improvement | Engineering Year | Engineering Cost Estimate | ROW Yr | ROW Cost Estimate | Construction Year | Construction Cost Estimate | Total Estimated Project Costs | Responsible Party | Funding Source | Comments |
|---|--|---------------------|------------------|---------------------------|----------|-------------------|-------------------|----------------------------|-------------------------------|-------------------|----------------|--|
| Transportation Initiatives | | | | | | | | | | | | |
| Cobb Parkway (US 41) Sidewalks | Construct sidewalks and street trees along Cobb Parkway (US 41) from Wylie Road to Rottenwood Creek, linking to future trail alignments. | Pedestrian | 2012 | \$15,000 | 2013 | \$ - | 2014 | \$ 120,000 | \$135,000 | City | Local | |
| Wylie Road Sidewalks Phase 1 | Construct sidewalks along Wylie Road from South Marietta Parkway (SR 120) to Ridge Run | Pedestrian | Completed | \$72,000 | Underway | \$ - | 2010 | \$ 480,000 | \$552,000 | City | Local | |
| Wylie Road Sidewalks Phase 2 | Construct sidewalks along Wylie Road from Ridge Run to Cobb Parkway (US 41) | Pedestrian | 2013 | \$35,000 | 2014 | \$ 60,000 | 2015 | \$ 288,000 | \$383,000 | City | Local | |
| Delk Road Sidewalks | Construct sidewalks and street trees along Delk Rd from Franklin Road to I-75/existing sidewalks. | Pedestrian | 2012 | \$55,000 | 2013 | \$ - | 2013 | \$ 427,200 | \$482,200 | City/State | Local/ State | |
| Delk Rd Bridge over I-75: Pedestrian Accommodations | | Pedestrian | | | | | | | | City/State | Local/ State | |
| South Marietta Parkway (SR 120) Sidewalks | Construct sidewalks along South Marietta Pkwy (SR 120) from Franklin Rd to I-75. | Pedestrian | 2012 | \$19,080 | 2013 | \$ - | 2014 | \$ 108,000 | \$127,080 | City | Local | |
| South Marietta Pkwy (SR 120) Bridge over I-75: Pedestrian Accommodations | | Pedestrian | | | | | | | | City/State | Local/ State | |
| South Marietta Parkway (SR 120) Sidewalks | Construct sidewalks along South Marietta Pkwy (SR 120) from I-75 to Powers Ferry Road. | Pedestrian | 2013 | \$91,620 | 2014 | \$ - | 2015 | \$ 610,800 | \$702,420 | City | Local | |
| Franklin Road/ Cobb Pkwy (US 41) Connector | Construct a new roadway connecting Franklin Road to Cobb Parkway (US 41). Roadway will include medians, sidewalks, pedestrian lighting. | Roadway Capacity | 2014 | \$883,875 | 2015 | \$ 7,000,000 | 2016 | \$ 6,000,000 | \$13,883,875 | City | Local | |
| Delk Road Medians: from I-75 to Powers Ferry Road | Construct safety operational improvements by adding medians to roadway. Project along Delk Rd from I-75 to Powers Ferry Rd. | Safety Operational | 2013 | \$141,750 | 2014 | \$ - | 2015 | \$ 945,000 | \$1,086,750 | City/State | Local/ State | |
| Rottenwood Creek Multi-use Trail Phase 1 | Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from Terrell Mill Rd to I-75 near Forest Ridge Dr. Linking to Cobb County planned trail. | Multi-Use Trail | 2012 | \$216,000 | 2013 | \$ 500,000 | 2014 | \$ 1,440,000 | \$2,156,000 | City | Local | |
| Powers Ferry Road Multi-use Trail: from South Marietta Parkway (SR 120) to Terrell Mill Road | Construct a multi-use trail along Powers Ferry Road from South Marietta Pkwy (SR 120) to Terrell Mill Road. | Multi-Use Trail | | | | | | | | Cobb County | Cobb County | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed January 2010. The Franklin/ Delk LCI study will be amended to include any updates and changes along the unincorporated areas of the Franklin/ Delk LCI study, including this project. |
| Rottenwood Creek Multi-use Trail Phase 2 | Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from I-75 to Barclay Circle. | Multi-Use Trail | 2014 | \$229,500 | 2015 | \$ 600,000 | 2016 | \$ 1,530,000 | \$2,359,500 | City | Local | |
| Franklin Road Improvements Phase 1 | Install roadway improvements along Franklin Road from South Marietta Parkway (SR 120) to Twinbrooks Drive. Project will include safety operational improvements and sidewalks. | Safety Operational | Completed | \$464,514 | Underway | \$ 1,180,184 | 2010 | \$ 3,197,415 | \$4,842,113 | City | Local | |
| Franklin Road Improvements Phase 2 | Install roadway improvements along Franklin Road from Twinbrooks Drive to Savannah Oaks Drive. Project will include safety operation improvements, medians, sidewalks, and lighting. | Safety Operational | 2012 | \$427,000 | 2013 | \$ 1,012,000 | 2014 | \$ 3,499,000 | \$4,938,000 | City | Local | |
| Franklin Road Improvements Phase 3 | Install roadway improvements along Franklin Road from Savannah Oaks Drive to Delk Road. Project will include safety operation improvements, medians, sidewalks, and lighting. | Safety Operational | 2012 | \$400,200 | 2014 | \$ 1,014,420 | 2015 | \$ 2,686,560 | \$4,101,180 | City | Local | |
| Delk Road at Franklin Road Intersection Improvements | Intersection and pedestrian improvements | Intersection | Completed | \$130,000 | Underway | \$ - | 2010 | \$ 1,100,000 | \$1,230,000 | City | Local | |

**Franklin/ Delk LCI Study Update
5-Year Implementation Plan**

| Rolled Over/ New Project Name | Project Description | Type of Improvement | Engineering Year | Engineering Cost Estimate | ROW Yr | ROW Cost Estimate | Construction Year | Construction Cost Estimate | Total Estimated Project Costs | Responsible Party | Funding Source | Comments |
|--|--|---------------------|------------------|---------------------------|----------|-------------------|-------------------|----------------------------|-------------------------------|-------------------|----------------|--|
| South Marietta Pkwy (SR 120) at Franklin Road Intersection Improvements | Intersection and pedestrian improvements | Intersection | Completed | \$100,000 | Underway | \$ 120,000 | 2010 | \$ 280,000 | \$500,000 | City | Local | |
| Delk Road at Powers Ferry Rd Ped Signal Upgrades | | Intersection | | | | | | | | Cobb County | Cobb County | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed January 2010. The Franklin/ Delk LCI study will be amended to include any updates and changes along the unincorporated areas of the Franklin/ Delk LCI study, including this project. |
| South Marietta Pkwy (SR 120) at Powers Ferry Road Intersection Improvements | Intersection and pedestrian improvements | Intersection | Completed | \$100,000 | Underway | \$ 400,000 | 2010 | \$ 512,000 | \$1,012,000 | City | Local | |
| Delk Road at Powers Ferry Rd Intersection Improvements | | Intersection | | | | | | | | Cobb County | Cobb County | Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed January 2010. The Franklin/ Delk LCI study will be amended to include any updates and changes along the unincorporated areas of the Franklin/ Delk LCI study, including this project. |

Update Other Local Initiatives

| Description/ Action | Year | Responsible Party | Funding Source |
|---|------|-------------------|----------------|
| Park - Land Acquisition - 876 Franklin Rd - 2.15 ac | 2013 | City | Local |
| Park - Improvements - 2.15 ac | 2013 | City | Local |
| Boys & Girls Club - Land Acquisition - 866 & 876 Franklin Rd - 7.0 ac. (excluding park land) | 2014 | City | Local |
| Boys & Girls Club (excluding all land) | 2014 | City | Local |
| Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta. | 2012 | City | Local |