

1. APPLICATION FORM

LCI Application Form

Date: December 16, 2011

Type of Study Requested (select one):

New LCI Study Area LCI Supplemental Study PLAN 2040 LCI Innovation

Name of responsible organization: City of Marietta, Southern Polytechnic State University (SPSU), and Life University

Name of contact person: Kyethea Clark and Beth Sessoms

Title: Senior Urban Planner/ Economic Development Manager

Department: Development Services Department

Address/City/State/Zip: 205 Lawrence Street, Marietta, Georgia 30060

Telephone: (770) 794-5668 / 770-794-5717

E-mail: kclark@mariettaga.gov / bsessoms@mariettaga.gov

Non-profit designation: N/A

Study area name and location: Marietta University Enhancement District;
Location – City of Marietta’s study area runs parallel to Delk/Franklin LCI border, Dobbins Air Reserve Base, Fairground Street, and the northern boundary area along parcel lines north of South Marietta Parkway (SR 120)

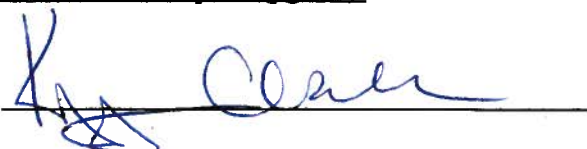
Total study budget: \$100,000

Funds requested: \$80,000 **Cash Match:** \$20,000

Maximum funding requested: New LCI study areas = \$150,000; Supplemental studies and PLAN 2040 LCI Innovation = \$80,000. All studies must include at least 20% cash match of the total study budget.

Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:

Yes, the City’s current Comprehensive Plan is consistent with the proposed University Enhancement District study. The Comp Plan acknowledges the University District and mentions that SPSU and Life University are the two post-secondary educational institutions that are currently within the district. The Plan goes on to discuss the university’s expected growth, and that it will need space to expand and provide additional social, residential, administrative, research, and educational space (pg. 60).

Signature: 

2. STUDY AREA – MAP & NARRATIVE

STUDY AREA – NARRATIVE

Marietta University Enhancement District

The proposed study area, known as the Marietta University Enhancement District is bound to the north by various parcel boundaries which lie north of South Marietta Parkway (SR 120); the eastern border runs parallel to the Franklin/Delk LCI boundary which is east of Cobb Parkway (US 41); the southern border is Dobbins Air Reserve Base; and the western border is South Fairground Street.

The proposed study area directly abuts the Franklin/Delk LCI study area to the east, and overlaps with the Envision Marietta LCI study area. The grant proposal plans to annex a portion of the southern area of the Envision Marietta LCI study boundary. The second five-year study update for the ten year-old master plan known as the Envision Marietta LCI study, was recently completed to meet the LCI program compliance and to remain as an active LCI study. The hatched area shown on the map indicates the area that is to be removed from the Envision Marietta study area, and proposes to become part of the University Enhancement District study area. The annexation of the hatched area is a significant portion to include into the University Enhancement District.

The main focuses of the study area are the two universities, Southern Polytechnic State University (SPSU) and Life University, which stretch from South Marietta Parkway (SR 120) to Dobbins Air Reserve Base. Both universities' rear property lines directly abut, and the properties are barrier separated by fencing, landscaping, topology, etc. The study would also focus on Cobb Parkway (US 41), where the universities could gain visibility along the corridor, and examine appropriate land uses for redevelopment that could complement the universities as well as the proposed light rail.

The proposed study area's current land uses are predominately retail along Cobb Parkway (US 41), where many major stable commercial auto dealerships are located, small local car dealerships, complementary retail to the car dealerships (ie. car wash, motorcycle shop, car repair, etc.), low grade hotels and motels, eateries, and the Greyhound bus station. There are a number of grayfield properties that are vacant and/or foreclosed bank owned lots for sale along the Cobb Parkway (US 41) corridor. This is partially due to the decline in the economy and auto dealership relocating to other sites, and troubled hotel/motel sites. Along South Marietta Parkway (SR 120) the current land uses vary from retail, office institutional, light industrial, and some multi-family. A lot of the retail land uses along the South Marietta Parkway (SR 120) corridor are in economic decline and are not utilized at their highest economic use, which makes the properties ripe for potential redevelopment.

The Cobb Community Transit (CCT) bus terminal and park and ride lot are located within the study area along South Marietta Parkway (SR 120). It is located approximately 2 miles from the entrance of SPSU. Many of the CCT bus routes serve the two universities and the areas within the study area.

Portions of the City's trail network meander through the study area. A funded section from S. Fairground Street to Alumni Drive will begin construction in January 2012. That trail will run from S. Fairground Street along South Marietta Parkway (SR 120) to the CCT bus terminal and park and ride lot, which turns and travels south on Aviation Road through the City of Marietta softball and baseball complex to SPSU's campus, and will terminate at Alumni Drive and South Cobb Drive (SR 280). Proposed/unfunded segments of the trail will pick up on the north and south ends of the programmed trail will link to trails in Cobb County and in Atlanta, thus creating a trail network that "takes people places."



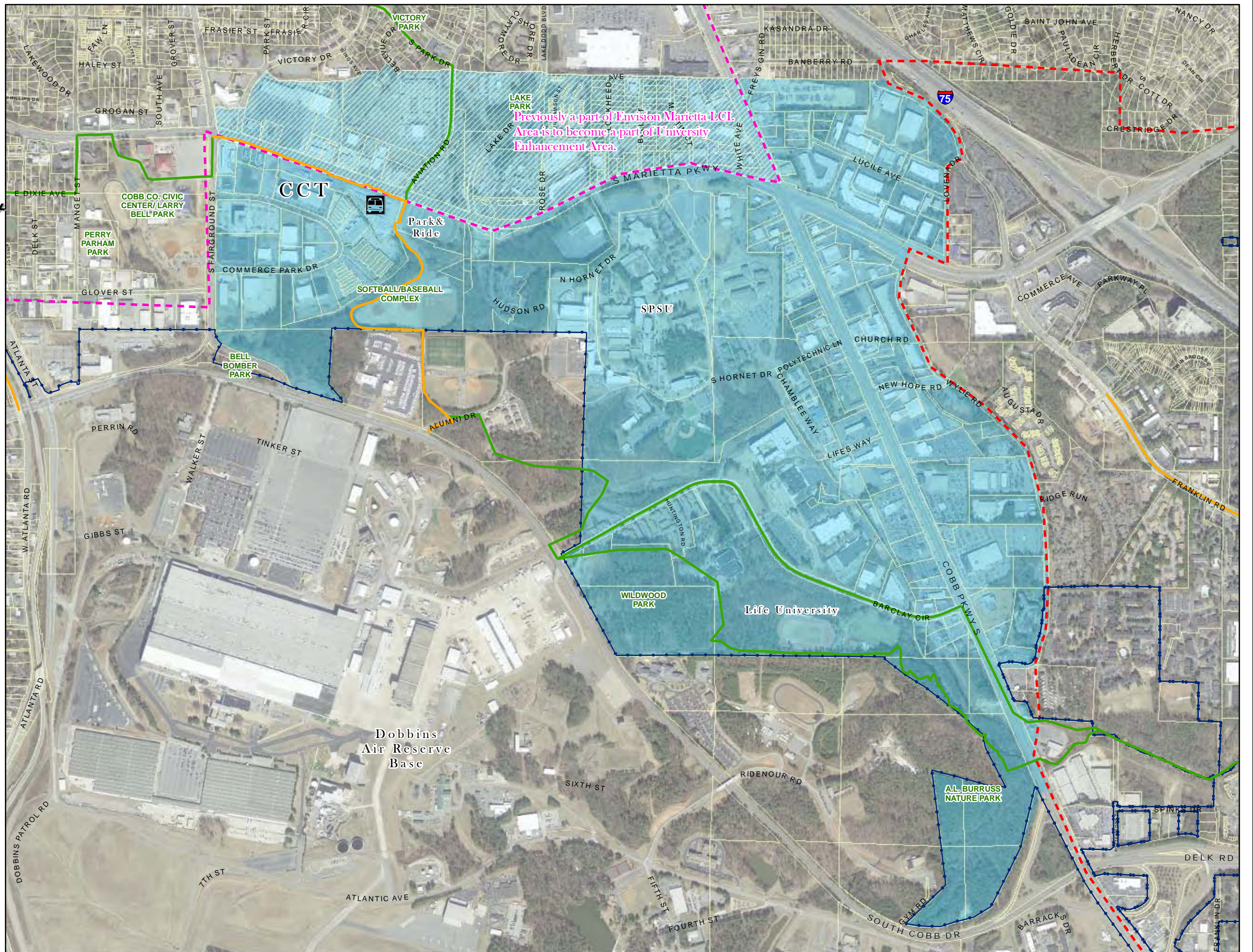
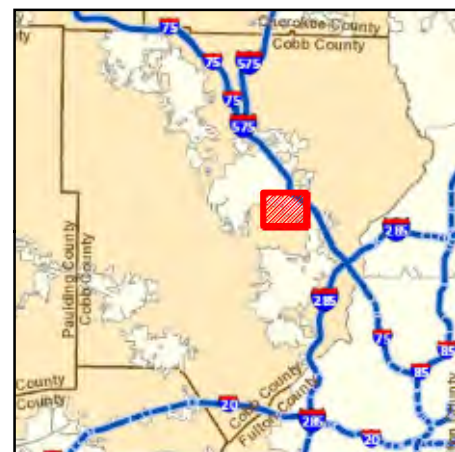
Marietta University Enhancement District



0 500 1,000 Feet

Map Key

- Study Area
- Franklin - Delk LCI
- Envision Marietta LCI
- Trails
 - Existing
 - Planned Construction
 - Proposed
- City Limits
- Parcel Boundaries



Previously a part of Envision Marietta LCI. Area is to become a part of University Enhancement Area.



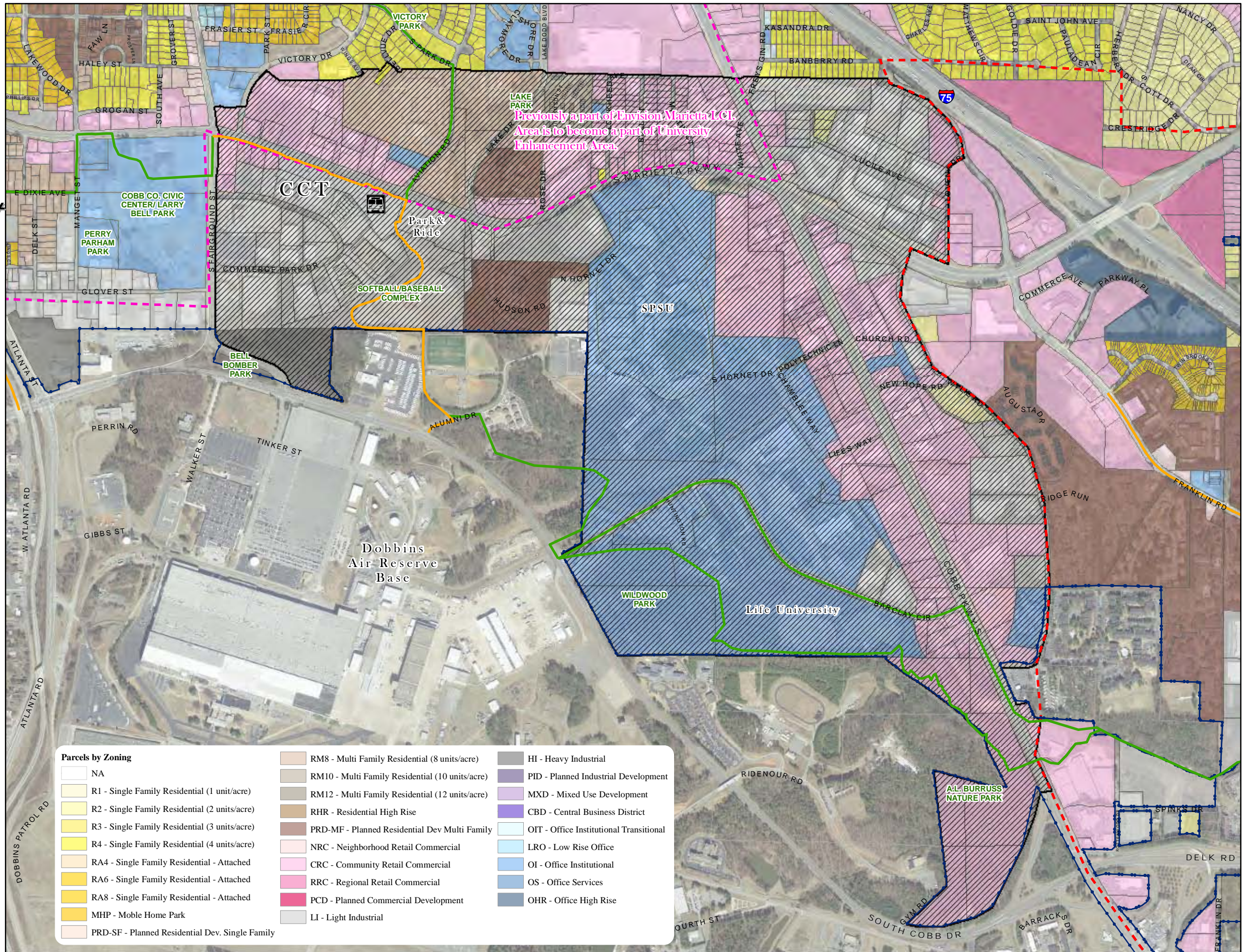
Marietta University Enhancement District



0 500 1,000 Feet

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 - Proposed
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- Parcel Boundaries



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

3. MATCHING FUNDS

Approved on the Consent Agenda*** 20111031 Sunday Alcohol Sales**

Motion to approve a contract between the City of Marietta and the Cobb County Board of Elections and Registration whereby the Cobb County Board of Elections and Registration would act as the election superintendent for the March 6, 2012 Special Election for the City of Marietta regarding the Sunday Alcohol Sales Referendum.

Approved on the Consent Agenda*** 20111032 School Bond Issue**

Motion to appoint the Cobb County Board of Elections and Registration as the election superintendent for the City of Marietta for the March 6, 2012 vote regarding a Special Election to determine the issuance or non-issuance of a \$7,145,000.00 General Obligation Bond for the City of Marietta related to a Multi-Use Auditorium, instructional space and associated facilities at Marietta High School.

Approved on the Consent Agenda*** 20111033 School Bond Issue**

Motion to approve a contract between the City of Marietta and the Cobb County Board of Elections and Registration whereby the Cobb County Board of Elections and Registration would act as the election superintendent for the March 6, 2012 Special Election for the City of Marietta related to a Multi-Use Auditorium, instructional space and associated facilities at Marietta High School.

Approved on the Consent Agenda*** 20111078 ARC LCI Study Grants**

Approval of a Resolution of Council for the submission of the following two ARC/LCI Study Grants:

-A Master Plan for SPSU and Life University and visibility along Cobb Parkway

-Study for Transportation Design Standards and Gateway Master Plans to help develop a guide for common design standards.

Approved on the Consent Agenda**20111084 Vehicle Immobilization Ordinance**

Approval of Vehicle Immobilization Ordinance for the city limits of Marietta.

RESOLUTION
MARIETTA UNIVERSITY ENHANCEMENT DISTRICT

WHEREAS, the Atlanta Regional Commission (ARC) created the Livable Centers Initiative (LCI) program in 1999 to encourage local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies that create sustainable, livable communities consistent with regional development policies through the development of focused area studies; and

WHEREAS, on July 27, 2011, PLAN 2040 was adopted by the ARC Board. The LCI program is one of ARC's primary programs to implement PLAN 2040. The LCI program resources have supported the actions of local governments and community organizations to spur redevelopment, foster new livable communities, and build supportive multi-modal infrastructure across the region; and

WHEREAS, the City of Marietta, Southern Polytechnic State University (SPSU), and Life University have partnered together to submit a grant proposal to conduct a redevelopment study that will focus on appropriate land uses, infrastructure enhancements that will improve both universities' visibility along Cobb Parkway (US 41); and

WHEREAS, the proposed new study will examine how to make both campuses more accessible by linking the campuses by the use of multi-use trails, thus "opening up" and sharing university resources with students from both campuses as well as connecting the surrounding community; and

NOW, THEREFORE BE IT HEREBY RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF MARIETTA, GEORGIA, THAT:

Section 1: The grant application request is \$100,000, and the authorized local match from the City of Marietta is \$20,000 of which SPSU and Life University will contribute \$6,700 a piece in support of the grant proposal.

Section 2: This Resolution shall be effective upon signature or without the signature of the Mayor, subject to Georgia laws 1983, page 4119.

DATE: December 14, 2011

Approved: _____
Steve Tumlin, Mayor

ATTEST: _____
Stephanie Guy, City Clerk

Approved as to form: _____
Douglas R. Haynie, City Attorney

MATCHING FUNDS

Marietta University Enhancement District

	<i>100%</i>	<i>20%</i>	<i>80%</i>
	<i>Total Project</i>	<i>Local Match Amount</i>	<i>Federal Amount</i>
Marietta University Enhancement District Master Plan	\$ 100,000	\$ 20,000	\$ 80,000

	20% Local Match Amount	Source(s)
Total Local Match Amount	\$ 20,000	City of Marietta to ARC
Split 3 ways	\$ 6,700	SPSU*
	\$ 6,700	Life University*
	\$ 6,600	City of Marietta - General Fund

* Letters of support are enclosed in grant package.

4. ISSUE STATEMENT

ISSUE STATEMENT

Marietta University Enhancement District

Need:

Southern Polytechnic State University (SPSU) and Life University are economic stimulators and attractors to the local Marietta area and regional Atlanta area. Over the past decade, SPSU and Life University have experienced a consistent growth rate in enrollment. In response to their growth, both universities completed master plans to address their need to expand and redevelop their campus layouts. SPSU's main campus entrance is along South Marietta Parkway (SR 120), with a small roadway, Polytechnic Lane, which accesses Cobb Parkway (US 41). Life University is tucked away between Cobb Parkway (US 41) and South Cobb Drive (SR 280), and the main campus entrance is along Barclay Circle. Along Cobb Parkway (US 41), Life University has a small roadway access known as Lifes Way. Both universities would like to gain visibility along Cobb Parkway (US 41). Both university campuses have experienced significant student growth, therefore increasing the demand for various housing types as well as a need for improved pedestrian access among the two campuses, and to community retail and services. There is a desire for the area to have a "college town" feel, where there are shared resources between the campuses.

Currently underway, is the Alternative Analysis (AA) for the Northwest Corridor that is being led by Cobb County. The City of Marietta is a financial contributing participant in the study and has a vested interest since the proposed transit would run along Cobb Parkway (US 41) or Interstate 75 for several miles through Marietta. Along Cobb Parkway (US 41) exist opportunities for redevelopment due to several vacant and bank owned properties. Some properties are former car dealership sites that closed due to the poor economy or relocated to more strategic locations and invested in new modernized corporate building and façade designs. Also, along Cobb Parkway (US 41) are low budget motel properties that are either bank owned or have a "for sale" sign posted. The motels along this corridor are a drain on city resources because of criminal activity and transient student (k-12) populations living in the motels. Many of the properties along Cobb Parkway (US 41) are underutilized and are ripe for redevelopment. A review of appropriate land uses along the corridor and further coordination with the light rail initiative is critical for attracting successful development.

City of Marietta staff is currently investigating the possibility of establishing a Community Improvement District (Marietta CID) which encompasses the land area in the study area as well as some additional property along Franklin Road. A CID will provide a forum for the private sector property owners to work together and to have a common voice in addressing issues within the district and to leverage funds for improvements. During these tough economic times, it requires using many tools to affect change.

The Cobb Community Transit (CCT) bus terminal and park and ride lot are located within the study area along South Marietta Parkway (SR 120). It is located approximately 2 miles from the entrance of SPSU. Many of the CCT bus routes serve the two universities and the areas within the study area. The CCT bus station and park and ride lot are an asset to the surrounding community, Marietta, and to the Atlanta region.

Along South Marietta Parkway (SR 120) the current land uses vary from retail, office institutional, light industrial, and some multi-family. A lot of the retail land uses along the South Marietta Parkway (SR 120) corridor are in economic decline and are not utilized at their highest economic use, where these

properties are also ready for redevelopment. Back off of South Marietta Parkway (SR 120), there are properties that are commercially zoned, but have remained a residential use, further examining of appropriate land uses are needed. Along South Marietta Parkway (SR 120), a very busy roadway with six travel lanes, a turn lane, and signal crossings at S. Fairground Street and Aviation Road. Many transit riders and pedestrians that live within the area cross at mid-block which creates a safety hazard for pedestrians and motorists. The corridor experiences high traffic volumes, high turn movements, and there exists conflicts between pedestrians crossing mid-block (pedestrian will utilize the turn lane as refuge) and motorist turning left.

Purpose:

To develop a joint redevelopment study between the City of Marietta, Southern Polytechnic State University (SPSU), and Life University which focuses on appropriate land uses and improving their visibility along Cobb Parkway (US 41).

Desired Outcomes:

- Recommendations for the universities to improve visibility along Cobb Parkway (US 41)
- Recommendations for appropriate land uses geared towards redevelopment and transit along Cobb Parkway (US 41)
- Recommendations for appropriate land uses geared towards redevelopment along South Marietta Parkway (SR 120)
- Utilize information and outcomes that came out of the AA for light rail transit in the area, examining current CCT transit system as it relates to servicing the universities, and study the need for circulators
- Research station locations for proposed transit along Cobb Parkway (US 41) as it relates to the study area and the outcomes of the AA
- Recommendations for an overlay district; if applicable
- Recommend appropriate Complete Street policies, guidelines and road improvements along Cobb Parkway (US 41), South Marietta Parkway (SR 120), S. Fairground Street, and Barclay Circle.
 - Recommendations for road improvements along S. Fairground Street from South Marietta Parkway (SR 120) to S. Cobb Drive (SR 280) (rear end accidents)
 - Recommendations for improving pedestrian safety along South Marietta Parkway (SR 120) across from the CCT terminal (pedestrians crossing at mid-block)
- Recommending multi-use trail alignments linking the two universities, linking the universities to the community, and to the proposed city trail network (Rottenwood Creek Trail and trailhead(s))
- Recommend alignment for the Franklin Road- Cobb Parkway Connector (new roadway alignment)
- Recommendations on appropriate places for mixed-use development
- Market study to encourage and attract retail uses
- Develop a social network communication strategy to link to the private business sector to ongoing research/expertise at the two universities
- Create a more college atmosphere along Cobb Parkway (US 41)
 - Recommendations for shared services among the two universities; shared college town, sharing of duplicate campus services where applicable, and campus access
- Recommendations on how the universities become more a part of the community
- Recommendations on mixed-use housing relating to the universities – life cycle/ aging in place housing

- Recommendations of appropriate housing types for the area

Outreach Process:

The public involvement process for the study will include an extensive list of stakeholders. It is extremely important to have representative groups of study area. After identifying and confirming stakeholder involvement, the next step would include review of the best participation techniques to engage our diverse participants. The key to gaining optimal stakeholder input will be to offer many types of convenient and accessible ways to participate in the study (see list below).

Proposed Participation Techniques:

- Kick Off – Stakeholder Meeting
- Kick Off – Public Information Meetings
- Kiosk/Lobby Displays in public buildings and at the universities
- Website Interactive – provide basic study information, posting of updates, surveys, public comments
- Technical Advisory Committee
- Stakeholder Meetings
- Stakeholder Interviews
- Public Hearings
- Workshops/ Charrettes
- Email blasts

5. REGIONAL SIGNIFICANCE

REGIONAL SIGNIFICANCE

Marietta University Enhancement District

Cobb Parkway (US 41) serves as a major transportation link between some northern and southern states. It runs from Miami, Florida to the Upper Peninsula of Michigan. It closely parallels I-75 from Tennessee to Florida. Completed in 1938, the stretch of US Route 41 between Atlanta and Marietta provided the first four-lane highway in Georgia. In Cobb County, Cobb Parkway (US 41) is home to Cumberland Mall, Cobb Galleria, Dobbins Air Reserve Base, Six Flags White Water amusement park, and McCollum Field Airport. Near are Life University and SPSU.

The study area focuses on commercial portions of Cobb Parkway (US 41) in Marietta running just north of Dobbins Air Reserve Base (South Cobb Drive) including A.L. Burrus Nature Park up to the southern boundary of the Marietta Trade Center (Walmart, Sams Wholesale). It also includes commercial areas east of Cobb Parkway to Wylie Road and then west along South Marietta Parkway to Fairground Street. The Cobb Community Transit (CCT) main transfer station is located within the study area along with the Marta Arts Center Express Bus park & ride lot. In addition, the new Aviation Park baseball complex falls within the study area. The entire campuses of SPSU and Life University are included in the study area.

So, why is this study of regional significance? It is indeed rare to have two thriving universities located next to one another with a major highway and commercial corridor serving as its border to the west. Since neither of the two universities have a visible presence on Cobb Parkway, local citizens, students and visitors pass by each of their campuses without having knowledge or visible awareness of their existence.

A study of the Marietta University Enhancement District examining land uses, potential transit & station locations, complete streets & traffic improvements, interconnectivity between universities and activity centers, redevelopment of existing ageing commercial properties, appropriate retail, and mixed-use development incorporating Life Long Communities may provide a valuable roadmap for redeveloping the area and offer a solution for the Universities to gain a presence on Cobb Parkway. This unique study may serve as a *best practice template*, to be replicated in other US cities, offering a process for local governments and universities to plan and work together to address future growth.

The current landscape of the commercial corridors in the study area is comprised of a mixture of uses that have developed in a hap- hazard fashion over time with limited planning or design. Automobile dealerships dominate Cobb Parkway with a mixture of additional retail uses such as 1950's era motels, fast-food restaurants, Greyhound bus terminal, title pawn shops and automobile repair shops. South Marietta Parkway exhibits many of the same characteristics as Cobb Parkway with the addition a few light industrial office buildings, gas stations, apartment complexes and retail strip centers. There is minimal interconnectivity between parcels.

In 2009, Marietta received designation of three areas as Opportunity Zones in the city through the Department of Community Affairs. The Opportunity Zones are established to encourage job creation and private sector investment back into areas of the city that are showing signs of distress and disinvestment. The areas also have to be in qualified census tracts or adjacent to qualified census tracts. Opportunity Zone #1 includes parcels located within the Marietta University Enhancement District. If a company creates two or more new jobs to the state of Georgia, they may receive tax credits in the

amount of \$3,500/job for five years. The Opportunity Zone designation is in place until 2019 and will serve as a catalyst to encourage private investment in the study area. The large, vacant former automobile dealerships are prime locations for potential redevelopment sites.

Economic development usually typically in areas that are attractive to the private sector or offer unique characteristics that may be of benefit to the end user. An educated and skilled workforce, low taxes, good school system, transit options and quality of life are determining factors in site selection and business expansion. Universities can provide that important link to the business community by producing an educated workforce, offer research capacity, study programs of interest for citizens and senior adults, continuing education and cultural opportunities. In addition, the attraction of young talent to a corridor and housing options provides the perfect catalyst for transit oriented design redevelopment.

The proposed study area displays a unique convergence of highway access, two universities, and mass transit options all lying within a commercially developed corridor. Enhancement of this area will encourage more appropriate land uses, retail activity, technology-based businesses, housing options for young as well as senior adults, and improved connectivity within the universities and the local community.

It is important for Southern Polytechnic State University and Life University to have a visible presence on Cobb Parkway. Each school of higher education is experiencing an increase in enrollment and projected continued growth during the next few years. Campuses often serve as a catalyst for economic growth and job creation. Businesses value an educated workforce and tend to locate in communities where higher education is a valued part of the community. It is imperative that the city of Marietta and the two universities plan in partnership to provide opportunities for students, residents and visitors alike to maximize the strengths of the community. Offering a communication linkage from the private business sector to the universities is vital for both entities to grow and compete in the global economy.

The proposed University Enhancement Study strongly supports each of the PLAN 2040 objectives. The study supports in many ways mobility and alternative transportation options. One of the main objectives of this study is to connect the two university campuses through multi-use trails that will allow students from both campuses to mingle and share resources. As it exists today, the campus are fenced off where there currently does not exist any shared pathways. The AA study is a separate study, but is extremely important to offer the students convenient and reliable transit options, therefore, making it easy to access the universities, jobs, and services.

Life University is goals and objectives are focused on a holistic health programs and lifestyles, where they wish to offer a health clinic along Cobb Parkway (US 41).

6. SCOPE OF WORK

SCOPE OF WORK

Marietta University Enhancement District

The LCI study should result in a plan that specifically addresses the following areas:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.
2. Transportation demand reduction measures.
3. Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation, safety and security of all modes.
4. Mixed-income housing, job/housing match and social issues.
5. Continuity of local streets in study area and development of a network of minor roads.
6. Need/identification of future transit circulation systems.
7. Connectivity of transportation system to other centers.
8. Community organization, management, promotion, and economic restructuring to ensure implementation.
9. Stakeholder participation/support.
10. Public and private investment policy.

A summary document must be prepared at the end of the planning study and contain at a minimum the following:

- A description of the study process and methodology, data gathering techniques and findings, and general study outcomes.
- A description of the public participation process used to achieve a community-supported program of activity center improvements.
- A description demonstrating how the study addressed each of the required 10 study deliverables enumerated above.
- Maps and other graphic depictions to support the plan that includes, but not limited to, overall study area, existing land use, future land use, existing transportation facilities, proposed transportation improvements, and typical cross-sections.
- A market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.
- An implementation strategy that describes the organizational structure and process that will be used to ensure the action plan items described below are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses. This section should also discuss an evaluation and feedback process that will be used to monitor plan implementation and update the action plan as needed, but at least every five years.
- A 5-year schedule of actions that are planned in the study area to implement the study goals, programs, projects, and Lifelong Communities principles. Schedules should include start date, completion date, cost estimate and responsible party. This schedule should include specific actions that implement the findings (including the need for supplemental studies) from each of the 10 study components, including but not limited to:
- A 5-year prioritized description of transportation improvement projects, actions, and policies that will support the study area goals. Project scopes should include detailed descriptions and cost estimates. Sponsor will also be required to identify two transportation projects to be pre-qualified for LCI transportation project funding eligibility;
 - Housing should be given specific and clear emphasis by developing a description of housing strategies, particularly for affordable and mixed income housing developments, that support a

- job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and,
- A description of the changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans to support study actions, including a committed schedule for adopting such changes.

In addition, a population and employment data section shall be included as part of the LCI study summary. This section shall contain a comparison of development under current conditions and development under the proposed LCI plan. The data in this section shall contain, at a minimum, current and 25-year projection figures (in five-year increments) for the following areas:

Housing Data

- Number of existing housing units and population
- Number of anticipated housing units and population
- Distribution of proposed housing units by type

Employment Data

- Number of existing jobs
- Number of anticipated jobs
- Square feet of future non-residential development

Additional Corridor Study Requirements:

Cobb Parkway (US 41), South Marietta Parkway (SR 120), and a short section of South Fairground Street are major corridors within the study area. Study and analysis of these corridors will seek to create efficiency in the transportation system through land use changes and create a readiness for transit and pedestrian activities.

The following must be included:

- Sidewalk and bicycle facility inventory
- Access Management Plan
- Analysis supporting land use changes and its impact of transportation facilities capacity
- Proposed typical corridor ROW cross-section and concept plan
- Consideration of the impact on adjacent routes resulting from proposed changes to the primary corridor

Additional Station Area Study Requirements:

The Northwest Corridor Alternative Analysis (AA) is underway and will be near completion if this study was to be awarded. The coordination and further review of the AA findings and recommendations can be beneficial to the proposed study area. The Transit station area plans will seek to maximize the potential of existing or proposed major transit facilities to support the creation of walkable transit-oriented centers. To support this, and in addition to meeting the requirements delineated above for all centers, transit station area studies must also include the following:

- Sidewalk inventory within a 0.5 mile radius of the station
- Analysis of bicycle access and bicycle parking needs at the station site
- Analysis of existing and future vehicular parking needs, with special attention to transit-compatible parking management practices such as shared parking and carshare programs
- Strategies to meet the target number of housing units within ½-mile of the station based on the character of that station location

7. BUDGET

BUDGET

Marietta University Enhancement District

Federal and Local Funding Amounts

	100%	20%	80%
	<i>Total Project</i>	Local Match Amount	Federal Amount
Marietta University Enhancement District Master Plan	\$ 100,000	\$ 20,000	\$ 80,000

Study Budget

	Study Budget	% of Study
Public Involvement	\$ 10,000	10.0%
Study Development	\$ 37,500	37.5%
Study Deliverables	\$ 37,500	37.5%
Contingencies	\$ 15,000	15.0%
(to be applied to budget overruns in Public Involvement, study development and study deliverables)		
Total Study Budget	\$ 100,000	100.0%

8. SCHEDULE

SCHEDULE

Marietta University Enhancement District

Milestone	Schedule												
	Apr-2012	May-2012	Jun-2012	Jul-2012	Aug-2012	Sep-2012	Oct-2012	Nov-2012	Dec-2012	Jan-2013	Feb-2013	Mar-2013	Apr-2013
Notified of awarded study	X												
Release an RFP for consultant services	X												
Consultant interviews and selection		X											
Contracting with consultant		X											
Internal kick-off meeting with consultants			X										
Field Visits, Data Collection, and Analysis			X	X									
Formation/ appointment of stakeholders and committees to guide the development of the plan			X										
Technical Advisory Meeting #1 - review and discuss collected and analyzed data, review draft interview and survey questions			X	X									
Stakeholder Interviews and surveys				X	X								
Technical Advisory Meeting #2 - review additional collected data and completed stakeholder interviews and review materials for public workshop					X								
Public Workshop #1 - present collected and refined information						X							
Processing of public workshop #1 - Technical Advisory Meeting #3						X	X						
Public Workshop #2 - present refined analysis of data							X	X					
Processing of public workshop #2 - Technical Advisory Meeting #4								X	X				
Development of draft documents									X	X			
Technical Advisory Meeting #5										X			
Public Workshop #3 - Open house to present draft documents and findings										X	X		
Processing of public input and refine draft documents for Mayor and City Council - Technical Advisory Meeting #6										X	X		
Adoption of Marietta University Enhancement District plan - Public Meeting #4											X	X	X

9. SPECIFIC STAKEHOLDERS

Stakeholders

Marietta University Enhancement District

Proposed Stakeholders:

- Representatives from SPSU
- Representatives from Life University
- Campus Police from each university
- Student Council representatives from each university
- Business Community/ Employers/ Business Leaders
- Bicycling group – Cycle Cobb
- Pedestrian group – Peds
- Cobb County CCT
- Apartment property owners / residents
- Area residents
- Latin American Association
- NAACP
- Marietta Housing Authority (MHA)
- Marietta City Schools (6th Grade Academy and Marietta Advanced Academic Center)
- Developers
- Highpointe North Townehomes HOA
- City Council Member
- Planning Commission Member
- Board of Zoning Appeals Member
- Planning & Zoning Staff
- Economic Development Staff
- Public Works (Engineer) Staff
- Parks & Recreation Staff
- Marietta Police
- Cobb County Commissioner
- Cobb County Planning Commissioner
- CCT Board Member
- ARC
- GDOT

The public involvement process for the study will include an extensive list of stakeholders. It is extremely important to have representative groups of study area. After identifying and confirming stakeholder involvement, the next step would include review of the best participation techniques to engage our diverse participants. The key to gaining optimal stakeholder input will be to offer many types of convenient and accessible ways to participate in the study (see list below).

Proposed Participation Techniques:

- Kick Off Meetings
- Kiosk/Lobby Displays in public buildings and at the universities
- Interactive Website – provide basic study information, posting of updates, surveys, public comments
- Technical Advisory Committee
- Stakeholder Meetings
- Stakeholder Interviews
- Public Hearings
- Workshops/ Charrettes
- Email blasts

10. COMMITMENT & ABILITY TO IMPLEMENT

COMMITMENT & ABILITY TO IMPLEMENT Marietta University Enhancement District

Back in 2006, the City of Marietta adopted its' Comprehensive Plan. The goal statements shown below support the proposed Marietta University Enhancement District redevelopment master plan. The objectives and policy statements for each goal statement specifies and further supports the implementation of the proposed master plan.

- Goal #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. (pg. 84)*
- Goal #2: We are a dynamic business center that has retail, offices and environmentally friendly industry in appropriate places. We honor our past and welcome the future. (pg. 88)*
- Goal #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 greenspace, and businesses. (pg. 92)*
- Goal #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. (pg. 97)*
- Goal #7: Marietta is a place where citizens are positively involved in decision-making, through boards, community organizations and community meetings. The City actively seeks partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life. (pg. 100)*

The Comprehensive Plan also identifies SPSU and Life University as the *University District Charter Area (pg. 60)*, and defines it as an area of the city that is appropriate for the expansion of our post-secondary educational institutions and other uses that would work in association with these institutions.

Implementing Programmed Projects and Completed Projects

- 5-Year Update for the Envision Marietta LCI Study (Completed)
- 5-Year Update for the Franklin/ Delk LCI Study (Completed)
- Roswell Street Renaissance Neighborhood Improvement District (Completed)- was discussed in the Envision Marietta LCI Study 5-Year Update (pg. 12). The Neighborhood Improvement District project include resurfaced streets, brick-paved crosswalks, brick-paved sidewalk radii intersections with ADA sidewalk ramps, pedestrian lighting and granite stone monuments located throughout the district.
- Frasier Street realignment (Completed) – realigned Frasier Street, added 5 ft. sidewalks, pedestrian lighting
- Powder Springs Street Streetscape project (Completed) – 10 ft. wide multi-use trail east side, and 6ft. wide sidewalks on the west side, landscaped median, pedestrian lighting
- Roswell Street Streetscape Phase 1&2 project (Phase 2 is Completed and Phase 1 is Underway) – brick paved 5 t. and 6 ft. wide sidewalks, pedestrian lighting, landscaped median and pocket park
- GDOT Gateway 2009 Grant (Completed) – North Marietta Parkway (SR 120 at Polk Street)
- GDOT Gateway 2010 Grant (Underway) – North Marietta Parkway (SR 120 at Cobb Parkway (US 41)
- Kennesaw Mountain to Chattahoochee River (KMCR) Trail: South Section (Underway) – constructing a multi-use trail from Brown Park (Powder Springs Street) to West Dixie Avenue.

- KMCR Trail: University Section (Underway) – constructing a multi-use trail from S. Fairground Street at South Marietta Parkway (SR 120) to Alumni Drive (on SPSU campus) at South Cobb Drive (SR 280). Linking to SPSU’ campus. This trail will link to the South Section Trail.
- KMCR Trail: North & Intown Section (Underway) – constructing a multi-use trail alignment from Roselane Street at Tower Road (near the Kennestone Hospital) to Brown Park (Powder Springs Street) will link to the South Section Trail.
- Franklin Road Improvements – construction of underground utilities, roadway improvements, pedestrian lightings, 10 ft. wide multi-use trail, and 5 ft. wide sidewalks, medians and pedestrian refuge islands. Due to this corridor being a pedestrian corridor additional pedestrian statistics, traffic and school bus data was reviewed and analyzed.
- Opportunity Zones (Completed) – The zones offer state income tax credits for 5 years to eligible businesses within the zones if it creates a minimum of two new jobs to the state of Georgia.
- New Market Tax Credits- The Marietta Housing Authority (MHA) and the Marietta Redevelopment Corporation (MRC) established a new market tax credit corporation. The purpose of the designation is to serve and provide investment capital for low income communities.

New Projects:

- 2011 Transportation Enhancement Grant – Cemetery Trail design and construction that will link Powder Springs Street to West. Atlanta Street. Connecting Kennesaw Mountain to Chattahoochee River Trail
- 2011 Transportation Enhancement Grant – Kennesaw Mountain to Chattahoochee River Trail – the Gap design and construction of a trail from West Atlanta Street at W. Dixie Avenue to South Fairground Street at South Marietta Parkway (SR 120)
- 2011 Transportation Enhancement Grant – Atherton Square - project is to renovate the Marietta Welcome Center by renovating the plumbing system, constructing a new roof, repaving with brick or concrete pavers Mill Street Sidewalks, McNeel Alley, and Atherton Square (formerly known in the Marietta Square Redevelopment Study as Depot Square), upgrade 7 pedestrian lights, enhance landscaping and hardscaping with benches and planters. This project will enhance the Historic Downtown Marietta Square and create an additional sense of place, which is near the Marietta Square.
- Examining the potential to develop a Marietta Community Improvement District (CID) – the Marietta CID would include areas in the Franklin/ Delk LCI as well as the proposed new LCI study. The purpose of conceptually reviewing the benefits of the Marietta CID would be to give voice to the business owners, focus on redevelopment, strategize about the crime issue and how it affects the economic value of the area, and plan for further transportation improvements and investments.

The City of Marietta, SPSU, and Life University are very committed to the proposed study and will continue to put forward resources to develop and implement the visions and goals of the collaborated efforts.

11. APPENDICES

December 8, 2011

LCI Review Committee
Land Use Planning Division
Atlanta Regional Commission
40 Courtland Street, N.E.
Atlanta, GA 30303

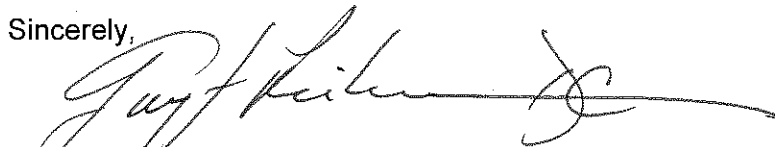
Life University is a private non-profit university known for its research, sports and health sciences programs that is located in Marietta, not too far from downtown Marietta and the Historic Square. You can find us between Cobb Parkway (US41) and South Cobb Drive (SR), where a winding road, known as Barclay Circle meanders through our beautiful campus. SPSU directly abuts us to the north, and Dobbins Air Reserve Base abuts us to the south. We are delighted to submit to the Atlanta Regional Commission (ARC) our joint (Life, SPSU and the City of Marietta) redevelopment grant proposal for a Livable Centers Initiative (LCI) new study grant. The grant request is \$100,000 with a 20% local cash match of \$20,000 that will be split equally between the three participants (\$6,700). Life University commits \$6,700 to participate in this important joint study.

We fully support the joint grant proposal between Life University, SPSU and the City of Marietta. This study will offer many recommendations in our efforts to expand and create visibility along Cobb Parkway (US41) that will transform the current area to potentially a Living Social, housing and educational destination joint that will allow our campus to be able to be seen, instead of being tucked between two heavily traveled roads. In discussions with SPSU, we each expressed an interest to open up the two campuses and share campus assets and resources between the two universities. Both campuses may offer linkages through multi-use trails as well as connecting to the City's multi-use trail network.

If awarded this study, it would further identify potential locations for additional greenspace along Cobb Parkway (US41) and other areas where redevelopment is proposed.

Again we are extremely excited about the submission of this joint grant proposal and fully support the joint grant initiative.

Sincerely,



Guy F. Riekeman, D.C.
President



Life university

Marietta, Georgia

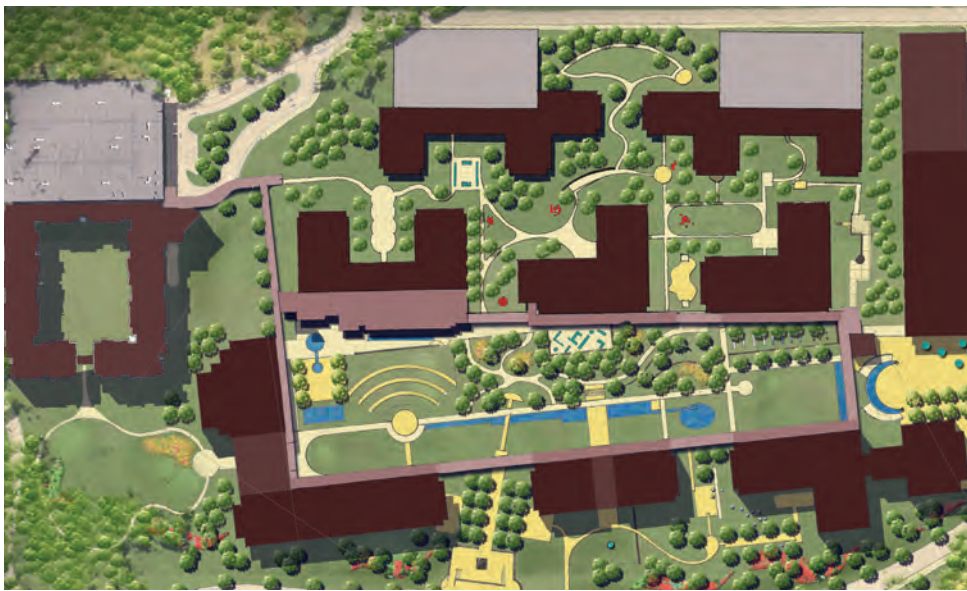
Bill Jarr
Life University
(770) 426-2600

The master plan for Life University establishes a bold, twenty-year vision for transforming the environment, facilities and academic experience. Implementing a proactive strategy, the master plan deliberately extends to establish a "town and gown" dialogue to positively influence the campus surroundings.

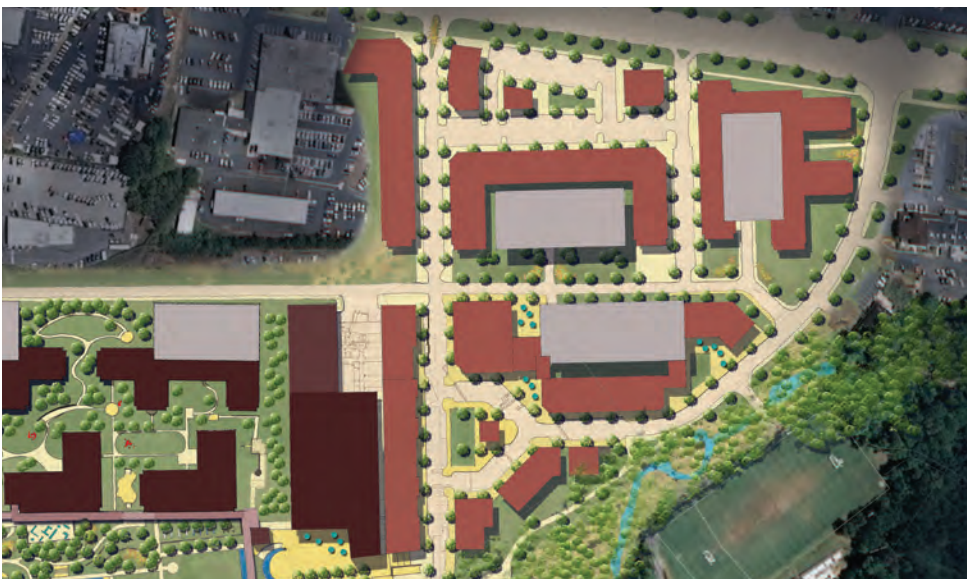
The master plan encompasses 460,000 square feet of new academic space, 150,000 square feet of student support facilities as well as 100,000 square feet of conference areas, continuing education classrooms and performance facilities.



The campus gateway and student life components establish a new point of campus arrival. Roadway redesign creates a traffic circle opening onto a formal lawn flanked by administration buildings and terminating at the conference center, welcome center and student life facilities.



The academic zone is unified by the central campus quad. Arcades and covered walks provide a complete enclosure to the space. The trapezoidal form allows for an amphitheater and variety of gathering spaces which converge on a plaza leading to a 50,000 square foot performing arts venue.



The village and combined retail, housing and university reach out with market-driven development. This proactive move by the University intends to not only create a complete academic/student life experience, but to inform future redevelopment which might impact the campus environs.

Office of the President

12 December 2011

LCI Review Committee
Land Use Planning Division
Atlanta Regional Commission
40 Courtland Street, N.E.
Atlanta, Georgia 30303

To the LCI Review Committee:

I am very pleased to offer my strongest possible support for the joint grant initiative among Southern Polytechnic State University (SPSU), Life University, and the City of Marietta for the Livable Centers Initiative (LCI) Program New Study. We propose a redevelopment study that will focus on appropriate land uses and ways to improve safety and visibility along Cobb Parkway. The \$100,000 grant request includes a 20% local cash match of \$20,000, which will be shared equally among the three participants (\$6,700 each). SPSU fully commits \$6,700 to participate in this exciting joint initiative.

Southern Polytechnic is just completing a campus master plan. The plan includes expansion of the campus along Cobb Parkway, with a potential sports arena, mixed-use housing, and retail sites, as well as paths connecting to Life's campus and to the City's trail network. We are eager to participate in this new study and to partner with Life University and the City of Marietta. We anticipate that this study will reveal new ways to open up the two university campuses, share assets, and make both campuses a more integral part of the community.

Receiving this grant will greatly benefit both universities, the City of Marietta, and the Atlanta region. I fully support the joint efforts with Life University and the City of Marietta to develop a program to connect the campuses through multi-use trail connections, parks, entertainment, and retail venues. In addition, this effort will create jobs, address traffic congestion through transit initiatives and transit improvements, and redevelop depressed and disinvested areas. I join my colleagues at Life University and the City of Marietta in committing to a successful collaboration through this initiative.

Sincerely yours,



Lisa A. Rossbacher, Ph.D.
President

SPSU MASTER PLAN

11,100 TOTAL ENROLLMENT



FINAL BUILD-OUT: 11,100 HC				NEW HOUSING				Bed
NEW ACADEMIC				NEW HOUSING				(360 GSF Bed)
Building	Footprint (GSF)	Floors	Total (GSF)	Building	Footprint (GSF)	Floors	Total (GSF)	
A2	23,000	4.0	92,000	H1	12,000	3	36,000	100
A3	23,000	4.0	92,000	H2	12,000	3	36,000	100
A4	45,980	3.5	160,930	H3	12,000	3	36,000	100
A5	3,000	2.0	6,000	H4	12,000	3	36,000	100
A6	17,937	2.0	35,874	H5	11,218	4	44,872	125
A7	42,580	2.0	85,160	H6	9,600	2	19,200	53
A8	20,000	2.0	40,000	H7	15,600	3	46,800	130
A9	37,027	4.0	148,108	H8	9,600	2	19,200	53
A10	19,950	3.0	59,850	H9	12,000	3	36,000	100
A11	17,360	3.5	60,760	H10	9,600	2	19,200	53
A12	12,000	4.0	48,000	H11	15,600	3	46,800	130
A13	12,000	4.0	48,000	H12	9,600	2	19,200	53
A14	27,710	4.0	110,840	H13	18,000	2	36,000	100
				H14	12,600	3	37,800	105
				H15	18,000	2	36,000	100
				H16	12,600	3	37,800	105
TOTAL SF			987,522	TOTAL BEDS			1,508	
TARGET			934,976	TARGET			1,480	
DIFFERENCE			52,546	DIFFERENCE			28	

NEW RECREATION & ATHLETIC				NEW PARKING				Spaces (365 GSF Space)
Building	Footprint (GSF)	Floors	Total (GSF)	Parking Lot	Footprint (GSF)	Floors	Total (GSF)	
R1	26,600	1.0	26,600	Deck P3	54,000	5	270,000	831
R2	51,270	1.0	51,270	Deck P4	61,352	5	306,760	944
				Deck P5	54,000	5	270,000	831
				Lot P7				90
				Lot P8				152
				Lot P10				28
				Existing Lot 2				-52
				Existing Lot 3				-28
				Existing Lot 4				-56
				Existing Lot 5				-16
				Existing Lot 6				-14
				Existing Lot 7				-24
				Existing Lot 11				-299
				Existing Lot 29				-167
				Existing Lot 30				-59
				Existing Lot 36				-118
				Existing Lot 37				-99
				Existing Lot 38				-125
				Deck P1	54,000	5	270,000	831
				Deck P2	54,000	5	270,000	831
				Lot P11				22
				Deck P12	54,000	4	216,000	665
				Deck P13	36,000	4	144,000	443
				Existing Lot 25				-27
				Existing Lot 28				-178
				Existing Lot 30				-59
				Existing Lot 35				-213
				Existing Lot 39				-10
				Existing Lot 51				-447
TOTAL SF			77,870	TOTAL SPACES			3,676	
TARGET			48,295	TARGET			3,228	
DIFFERENCE			29,575	DIFFERENCE			448	

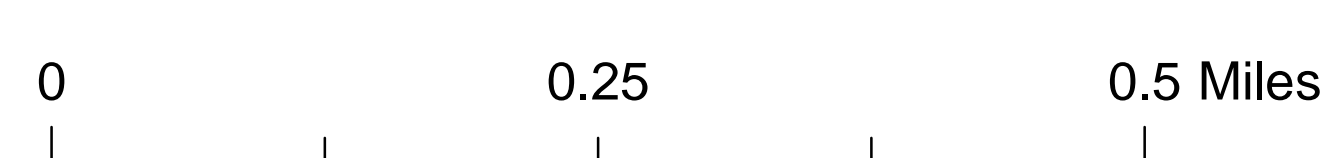
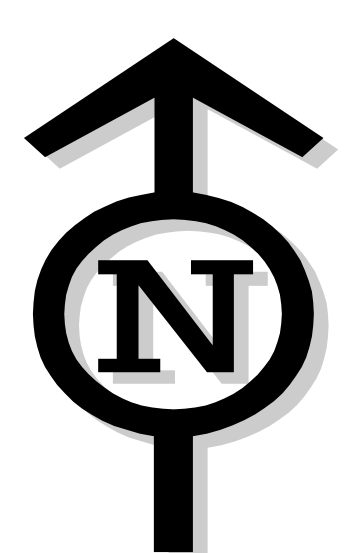
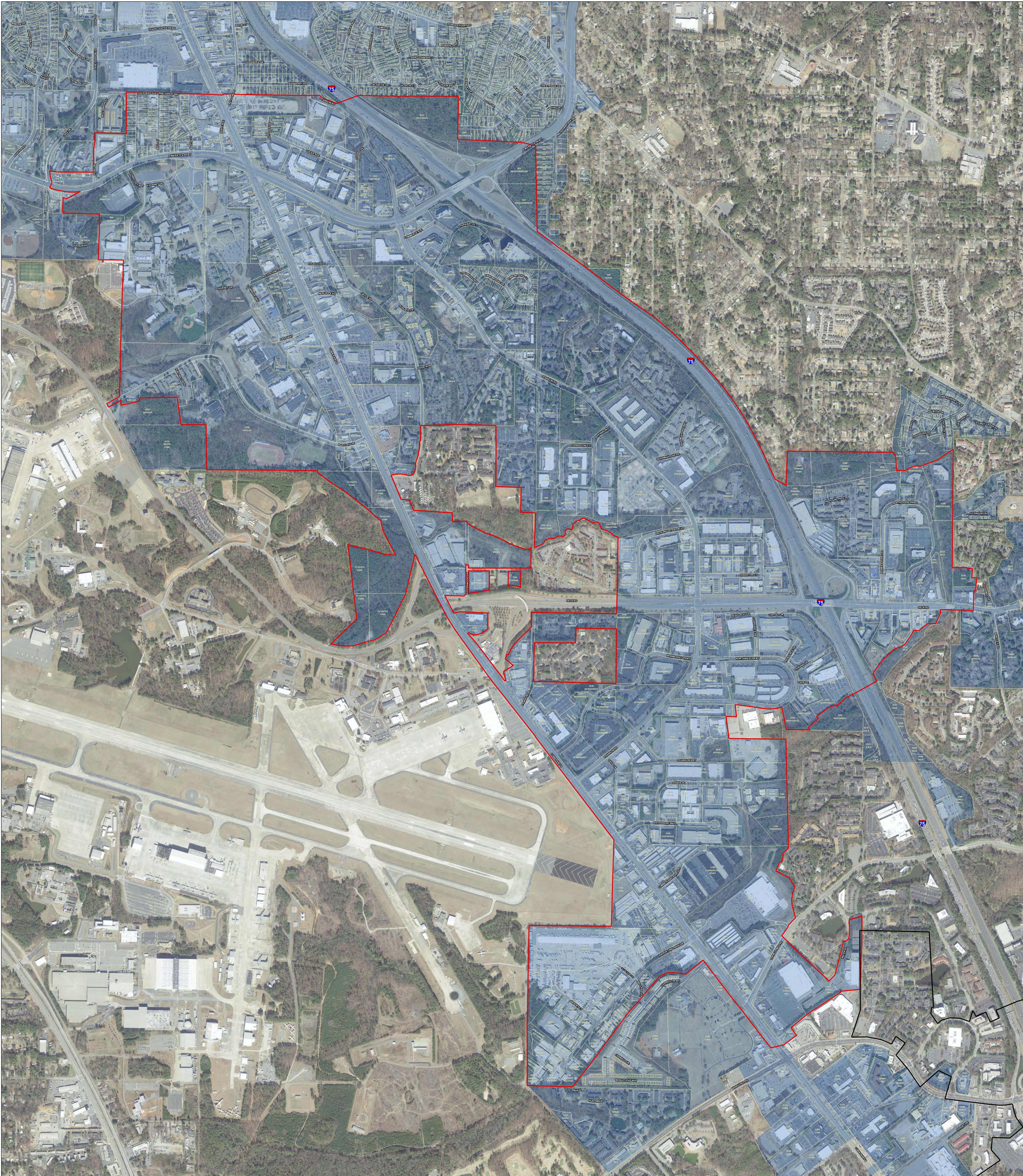
EAST EXPANSION							REQUIRED		
PROPOSED									
Acquisition Series	No. of Parcels	Acres	SPSU Beds	Retail SF	TOTAL SPACES PROVIDED	Residential Spaces (1:Unit)	Retail Spaces (1:250 SF)	TOTAL SPACES REQUIRED	
1	2	2.2			22			0	
2	7	7.8	573	31,200	665	573	125	698	
3	7	5.3	410		443	410	0	410	
TOTALS	16	15.3	983	31,200	1,130	983	125	1,108	

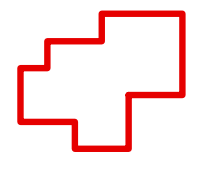

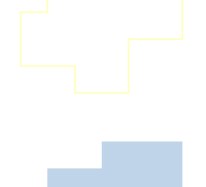

LEGEND

- EXISTING NON-RESIDENTIAL
- NEW NON-RESIDENTIAL
- EXISTING RESIDENTIAL
- NEW RESIDENTIAL
- EXISTING RECREATION & ATHLETIC
- NEW RECREATION & ATHLETIC
- EXISTING PLANT OPERATIONS
- NEW MIXED-USE
- NEW PARKING/ROAD
- UTILITY EASEMENT
- CAMPUS BOUNDARY
- PARKING LOT

Scale: 25' 100' 200' 400'

Marietta CID Draft



-  Proposed Marietta CID Boundary
-  CCID Boundary as of June 20th, 2007
-  City Parcel Boundaries
-  Marietta City Limits