



The Road Map for Marietta's Future



COMPREHENSIVE PLAN
2006-2030



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2006 – 2030 Comprehensive Plan

Prepared for:

The citizens, property owners, elected officials, and stakeholders of Marietta, Georgia.

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INTRODUCTION

The City of Marietta: A Brief Overview

The City of Marietta is located in northwestern Metropolitan Atlanta. The City is bounded to the north by the City of Kennesaw and to the south by the City of Smyrna. East Cobb, a suburban residential area of unincorporated Cobb County, is located to the east, while Kennesaw Mountain National Battlefield Park rests on the western boundary. Marietta is comprised of approximately 22 square miles, over 35,000 acres, and contains more than 60,000 residents. These statistics make Marietta the seventh (7th) largest municipal area in the State of Georgia and the fourth (4th) largest city in the Atlanta metropolitan area. A map of the city boundaries and population densities are shown in the attached appendix.

Marietta is an older historic city and is actually one of the oldest settlements in the Atlanta area. Marietta existed prior to both Atlanta and Chattanooga. The first reported settlements in what is now Marietta were a small cluster of homes near the Cherokee town of Kennesaw in the early 1820's. This cluster of homes has grown into what it is today the culturally diverse hub of Marietta that includes the downtown square, a vibrant residential community, and commercial establishments.

As the county seat of suburban Cobb County, in the sprawling metropolis of Atlanta, Marietta offers its residents and visitors beautiful parks, quaint streets, Victorian homes and historic sites, and its companies and merchants an excellent locale for their businesses. In order for the City of Marietta to stay the course and maintain a high quality of life for its residents and its desirability for businesses, the City must understand where it has come from, where it is currently, and where it wishes to go in the future.

The Comprehensive Plan

The Georgia Planning Act of 1989 requires that each local government in the state prepare a long-range comprehensive plan. Such a plan is intended to highlight a community's goals and objectives as well as determine how the government proposes to achieve those goals and objectives.

This most recent installment of Marietta's Comprehensive Plan was produced in accordance with recently revised Georgia Department of Community Affairs guidelines (effective May 1, 2005), and bears little resemblance to the 1997-2006 Comprehensive Plan. It is designed to guide "smart" residential, commercial, and industrial growth throughout the City for the next 10 years by characterizing the state of the City, creating a vision for the City, and then developing recommendations to assist in making that vision a reality.



The Comprehensive Plan provides the community, stakeholders, staff, and decision-makers with a strategic long-term vision that includes basic goals, objectives, policies and recommendations that are used to guide future growth and development. The Plan makes recommendations in a plethora of areas including land use, transportation, economic development, redevelopment, and community facilities among others. The Comprehensive Plan is one of the primary tools used by various City Departments, the Planning Commission, City Council, and other policy bodies to make decisions about the location of land uses and community facilities, priorities for public investment, the extension of public services, business development, and how to meet transportation needs.

The Comprehensive Plan will also provide a community-wide framework for the many other levels of plans and ongoing planning activities that are an integral part of life in this city, including neighborhood and special area plans, transportation plans, and plans for specific community facilities and services, such as parks, community centers or police and fire services.

City staff developed Marietta's Comprehensive Plan with considerable input from residents and stakeholders in the community. In addition to this effort, Marietta is also partnering with Cobb County and other area municipalities on a County Transportation Plan (CTP), which will provide a broader look at transportation needs and land use-transportation connectivity within Cobb. Most likely, an amendment to this document will need to be made once the selected consultants are complete and the CTP has been approved by all participating public sector entities.

The Comprehensive Plan is separated into three major sections: the Community Assessment, the Community Participation Program, and the Community Agenda. The purpose of the Assessment is to present a factual and conceptual foundation upon which the remainder of the comprehensive plan is built. The Community Participation Program ensures that the comprehensive plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the plan. The Community Agenda is the section that lays out a road map to the community's future, developed through a public process by involving community leaders and stakeholders in making key decisions about the future of the community.