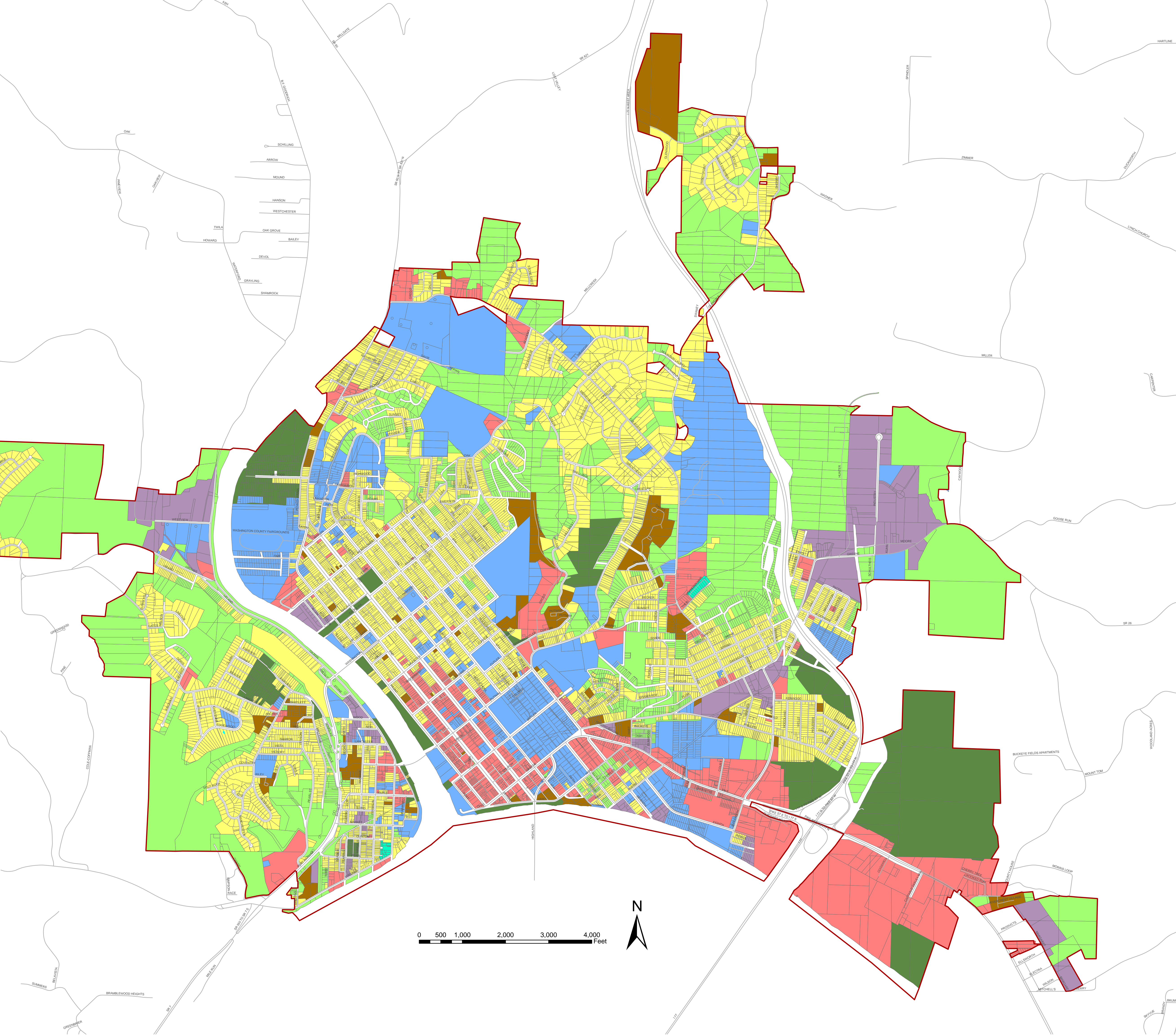

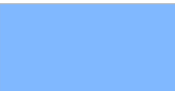
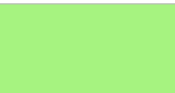


REIMAGINE MARIETTA EXISTING LAND USE

- Agricultural, Vacant, or Undeveloped
- Single-Family Residential
- Multi-Family Residential
- Commercial and Office
- Industrial
- Mobile Home Park
- Parks and Recreation
- Public and Institutional



REIMAGINE MARIETTA FLOOD HAZARDS

-  Floodway
-  100-Year Floodplain
-  500-Year Floodplain

0 625 1,250 2,500 3,750 5,000 Feet



REIMAGINE MARIETTA COMPREHENSIVE PLAN

Themes and Related Goals

As the City of Marietta moves forward, the following themes will serve as the overall policy considerations for when the city makes decisions on projects and development reviews. When new ideas and development opportunities arise in Marietta, the city should first consider how any proposed action will fit within the context of these themes and goals. If the proposed action generally works in support of the themes and goals, then the action will likely result in furthering the city's achievement of the vision of this plan.

Theme #1

Community Strength and Investment

Marietta will establish a plan for a future where people live, work, and play with a recognition of the character of existing neighborhoods and the small-town character that is Marietta.

Marietta will promote opportunities for housing development that will expand options for housing types and affordability.

Marietta will protect natural and environmental resources as part of any future development and investment activities.

Marietta will focus on preserving historic resources and key landmarks within the city.

Theme #2

Business and Economic Vitality

Marietta will continue efforts to implement the goals and ideas within the Enrich Marietta Plan.

Marietta will foster the creation of new businesses while supporting and promoting existing businesses.

Marietta will establish itself as a business-friendly community that supports local brick-and-mortar establishments and encourages remote work by residents.

Marietta will continue to work toward on improving the quality of all business areas.

Theme #3

Mobility and Connectivity

Marietta will continue to improve connectivity within the city and to other areas of the region.

Marietta will focus on improving the overall safety of pedestrians and bicyclists within the city's overall transportation network.

Marietta will work toward the expansion of public transit opportunities.

Marietta will look to improvements that are accessible by all.

Theme #4

Infrastructure and Services

Marietta will prioritize identifying future development and redevelopment areas within current service areas rather than outside service areas or outside the city.

Marietta will work to centralize its operations and activities to make working with the city a more efficient process.

Marietta will expand on its digital infrastructure and services.

Marietta will continue to coordinate development activities with public safety services, including police, fire, and emergency services.

Theme #5

Recreation and Quality of Life

Marietta will work on the preservation of open spaces and natural areas.

Marietta will provide a variety of recreational and entertainment activities for all ages and abilities.

Marietta will continue to support local events, especially those that highlight the best of Marietta.

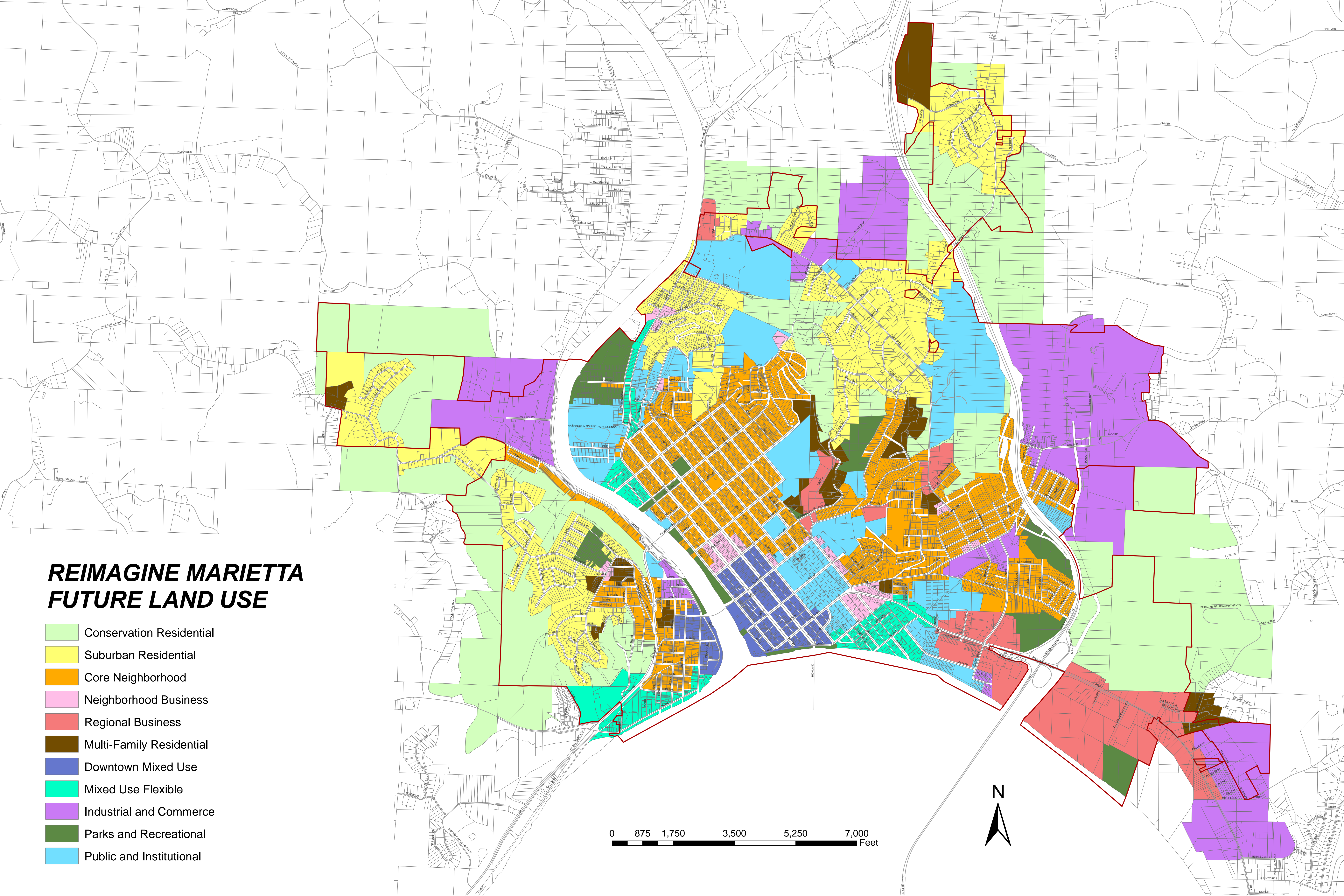
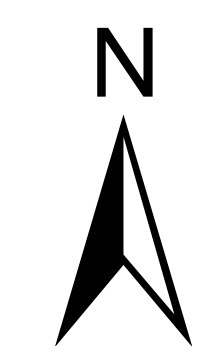
Marietta will continue to coordinate with the local schools and colleges to enhance educational opportunities.

Marietta will work on promoting itself and celebrating successes.

For more information on this project, visit www.ReimagineMarietta.com.

REIMAGINE MARIETTA FUTURE LAND USE

- Conservation Residential
- Suburban Residential
- Core Neighborhood
- Neighborhood Business
- Regional Business
- Multi-Family Residential
- Downtown Mixed Use
- Mixed Use Flexible
- Industrial and Commerce
- Parks and Recreational
- Public and Institutional



REIMAGINE MARIETTA COMPREHENSIVE PLAN

Land Use Categories

This future land use plan establishes the desired future land use types for properties throughout the city based on the community's overall vision, existing land uses, environmental conditions, and general development patterns of the surrounding area. The plan will help guide the decisions of the Marietta City Council, Planning Commission, departments, and other boards and commissions regarding a variety of issues such as rezonings, capital improvements, development of public facilities, and similar decisions. The summaries below include a broad overview of each category with additional information provided in the draft plan that will be posted to the project website after the open house.

Conservation Residential

Marietta still has significant vacant and undeveloped land within the existing boundaries of the city that will be difficult to develop due to steep slopes and/or flood hazards. There are ways of providing for the opportunity of development in these areas while also seeking to protect the steepest of the slopes. Conservation residential areas are those areas of the city where primarily residential development should be encouraged with allowances for the clustering of homes to minimize the overall footprint of development and requirements that will focus buildings in the valleys or in areas with the least amount of slope to minimize land disturbance.



Suburban Residential

Marietta has a mixture of neighborhood types that include older, core neighborhoods built around the grid street system, and several newer areas of development that reflect a suburban development pattern with primarily single-family homes in neighborhoods with curvilinear streets and cul-de-sacs. The suburban residential areas should continue to be primarily single-family homes with a density of four units per acre or less with provisions for higher-density housing and limited commercial uses, as follows along major arterials and collectors where such uses exist now or would be appropriate as land use transitions.



Core Neighborhoods

The majority of Marietta's residential areas are neighborhoods that reflect the historic development patterns of the city, which are traditionally focused along a grid street pattern, with a higher density of development than other residential areas in the city. It is not uncommon to find two- and three-family dwellings and some limited commercial uses mixed into the fabric of these neighborhoods, especially at major intersections and along collector and arterial corridors. This plan encourages the continuation of the neighborhoods, including the range of uses that are located throughout. The primary land use in traditional neighborhoods is, and should continue to be, single-family detached homes with a density of up to 10 units per acre.



Multi-Family Residential

These areas of the city are where multiple dwelling units are attached to one another, located on a single parcel. This land use offers housing at a higher density than the single-family residential neighborhoods. This land use category may include apartment buildings, townhomes, duplexes, two-family homes, and other attached housing. These areas are encouraged to remain as key locations for a mixture of housing options. New multi-family housing and residential mixed-use developments should be located in the Downtown Mixed Use and Mixed-Use Flexible areas adjacent to or in close proximity to major thoroughfares.



Mixed Use Flexible

The City of Marietta has a number of areas that would benefit from redevelopment due to vacancy, blight, underutilization, or the presence of floodplains. It is not the intent of this plan to dictate a singular land use that would be appropriate for these areas but to allow for flexibility to accommodate development based on market demands. However, there is a recognition that these mixed-use flexible areas should contain a higher density of residential uses due to their proximity to downtown or large employers. Development in these areas should also be allowed to have taller buildings that will allow for a design to accommodate the floodplain so that the occupied areas are above the base flood elevation. Land use that would be appropriate in these areas include multi-family residential, neighborhood scale commercial or office (i.e., no big box stores), and mixed-use development. Industrial uses should be limited to small-scale indoor uses that have a substantial retail component including, but not limited to, microbreweries and artisan shops that may have a light manufacturing element as part of the use.

For more information on this project, visit www.ReimagineMarietta.com.

REIMAGINE MARIETTA COMPREHENSIVE PLAN

Land Use Categories

This future land use plan establishes the desired future land use types for properties throughout the city based on the community's overall vision, existing land uses, environmental conditions, and general development patterns of the surrounding area. The plan will help guide the decisions of the Marietta City Council, Planning Commission, departments, and other boards and commissions regarding a variety of issues such as rezonings, capital improvements, development of public facilities, and similar decisions. The summaries below include a broad overview of each category with additional information provided in the draft plan that will be posted to the project website after the open house.

Downtown Mixed Use

The area identified as the study area for the Enrich Marietta Downtown Plan was utilized to designate the boundaries of this future land use. It is the intent of this plan that the recommendations from that downtown-focused plan be utilized for this category. There are some areas outside of the original study area that have been designated as a downtown mixed-use area because they were natural extensions of the existing downtown. For the entire area, the focus should be on mixed-use development that reflects the similar urban character of downtown Marietta.



Neighborhood Business

The City of Marietta has a several clusters of small-scale commercial and office uses that are of a size and nature that they are compatible with surrounding residential uses and often provide services to those local residents. This small-scale commercial and office mix should continue with a focus on maintaining a strong aesthetic with small-scale development connected to surrounding neighborhoods. Neighborhood business areas should be allowed under the following considerations:



Regional Business

This land use is characterized by a variety of building sizes that incorporate commercial retail, services, and office uses that typically have on-site parking, most often located in front of and around the buildings. These areas typically contain the largest scale commercial and office uses that attract local residents and people from the surrounding region. These commercial areas are an essential part of the local economy and should be maintained with a focus on improving the quality of design for longevity as well as improving access to the local transportation network.



Industrial and Commerce

The industrial and commerce category is a designation for areas that will contain employment-oriented land use types that are predominantly non-retail. These areas should continue to be focused on non-retail-oriented jobs. These developments should also be focused on light industrial uses, including clean manufacturing centers, technology/data centers, distribution centers, supporting offices, research facilities, and other similar uses where business activities take place indoors. Buffering and good site design will be necessary to accommodate heavier truck traffic and minimization of impacts on any adjacent neighborhoods.



Parks and Recreational

The parks and recreational category designate land currently used for public or private parks and recreational uses. The use includes, but is not limited to, city and county parks, playgrounds, open space, walking trails.

Public and Institutional

The public and institutional uses shown on the future land use plan only identify major public and institutional sites that include school campuses, hospitals, libraries, and larger city or institutional-owned properties.

NOTE: While the future land use map only designates existing public and institutional, and parks and recreational uses, such uses may also be appropriate in other areas of the city, regardless of the future land use designation.

For more information on this project, visit www.ReimagineMarietta.com.

REIMAGINE MARIETTA COMPREHENSIVE PLAN

Short-Term Strategies

A critical part of a comprehensive plan is not the development of the plan, as much as what actions the city needs to take to implement the core plan themes and goals. As part of the Reimagine Marietta project, the city has identified a series of strategies and prioritized them based on if they are current or continuous strategies, short-term critical (highest priority), short-term (important actions for the next five years), or long-term. Strategies can include activities to be undertake by staff or Council, or it may include projects that require capital investment. The Reimagine Marietta project includes updating the city’s zoning regulations, which is considered a current project and will encompass a number of upgrades. Below is a summary of the short-term projects, as prioritized in the draft plan. Additional information on these short-term strategies and a full list of implementation strategies can be found in the draft document that will be posted to the project website following this open house.

Table Implementation Summary and Prioritization						
Implementation Strategy	Community Strength & Investment	Business and Economic Vitality	Mobility & Connectivity	Infrastructure & Services	Recreation & Quality of Life	Priority
Evaluate internal operations and protocols to create a more efficient process for investment within the City of Marietta.	X	X				Short-Term Critical
Establish a property maintenance committee.	X	X			X	Short-Term Critical
Expand the City of Marietta Community Reinvestment Area (CRA) boundaries.	X	X				Short-Term Critical
Publicize information on available assistance for residential repairs and maintenance.	X					Short-Term Critical
Evaluate the organizational structure and internal communication protocol within the City of Marietta.	X			X	X	Short-Term
Evaluate the Support for Pursuing Certified Local Government (CLG) status with the Ohio State Historic Preservation Office.	X				X	Short-Term
Minimize the ability to demolish buildings.	X					Short-Term
Evaluate changes to ordinances, fees, and operations to minimize review times and red tape	X					Short-Term
Continue facilitating discussions with Washington County on the establishment of a land bank.	X	X				Short-Term
Support and promote Marietta Main Streets’ “Build Up Marietta” program.	X	X			X	Short-Term
Market Marietta to housing developers who specialize in new housing unit types.	X	X				Short-Term
Establish joint efforts to encourage small business development.		X				Short-Term
Develop an annexation and growth policy for long-term expansion efforts.	X	X				Short-Term
Identify potential commercial or industrial land opportunities and the necessary improvements to make the sites “shovel-ready.”		X				Short-Term
Develop and maintain an inventory of potential development sites.		X				Short-Term
Identify solutions to current parking issues within downtown.		X			X	Short-Term
Establish a priority list for maintaining and improving existing water, sewer, and stormwater infrastructure.				X		Short-Term
Complete an impervious surface study.				X		Short-Term
Develop and implement a stormwater ordinance with related fees for new development and redevelopment				X		Short-Term
Develop more events and programs (e.g., First Fridays, River, Trails, and Ales Festival, etc.) to attract people to Marietta.		X			X	Short-Term
Implement a protocol for evaluating the incorporation of public art in major capital improvements					X	Short-Term

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