



Acknowledgements

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- Milton Dortch | Stowers and Company
- Mark Frank | Captstone Commercial Real Estate, LLC
- Rube McMullan | McMullan Properties
- Caroline Whaley | GMCID Administrator, Strategic City Partners, LLC

PROJECT ADVISORY GROUP:

- Cheryl Richardson | Marietta City Council Member, Ward 1
- Joseph Goldstein | Marietta City Council Member, Ward 7
- Joshua Higgins | GDOT Representative
- Daniel Cummings | Marietta Economic Development
- Rich Deckman | Marietta Parks and Rec
- Laura Keefe | Marietta YELLS
- Sabrina Telfort | Franklin Road Community Association
- Lars Finderup | Marietta Arts Council
- Thomas Videcki | Atlanta United
- Major Jake King | Marietta City Police
- Denaee Badio-McCray | Marietta Police Athletic League
- Heidi Dasinger | Marietta Power
- Ed Akins | Chair of the KSU Architecture Department
- Dr. Gilles A. LaMarche | Vice President of University Advancement, Life University
- Dan Fisher | Owner-American Axes
- Alice Summerour | Landowner
- Brian Peters | Resident
- Ron Remillard | Resident

SPECIAL THANKS TO:

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- Jared Lombard | Senior Principal Planner, Atlanta Regional Commission
- Courtney Verdier | Planning & Economic Development Specialist, City of Marietta



Photo Courtesy: Atlanta Journal Consitution & City of Marietta

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- Aimee Turner, PE, PTOE, IMSA TS III | Safety and Operations Lead
- Grant Donnelly, PLA, ASLA | QA/QC
- Chris Rideout, PE | Roadway Design Lead
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Photo Courtesy: Pinterest

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Photo Courtesy: CR&A Custom

1 INTRODUCTION

Background & Purpose

The Gateway Marietta Community Improvement District (GMCID) is a self taxing district founded in June of 2014, with the mission to help establish the area as a premier business center in metro Atlanta. Strategically located along Interstate 75 with two interchanges that provide regional access to the area, creation of the GMCID was based on the foundation of promoting economic growth with purposeful, fiscally conscious, and thoughtful planning resulting in the implementation of a variety of improvement projects.

Initial efforts of the GMCID focused on landscaping enhancements to the visual aesthetics and to signify the beginning of the CID's boundaries. Another early project undertaken by GMCID was to support the Marietta Police Department with the purchase of license plate readers, which has resulted in a significant decrease in crime along Franklin Gateway.

As GMCID matures, projects embodied by this Livable Centers Initiative (LCI) creative placemaking and signage study is envisioned to help enrich the area's urban experiences by creating a sense of place. The desired outcome is to celebrate GMCID and provide residents and businesses with a character destination that evokes a deep sense of pride. These efforts, in conjunction with enhanced safe circulation of multi-modal travel and clear navigation, will contribute to bolstering the area's economic prosperity.

Figure 1.1 shows the location map of the Gateway Marietta CID.

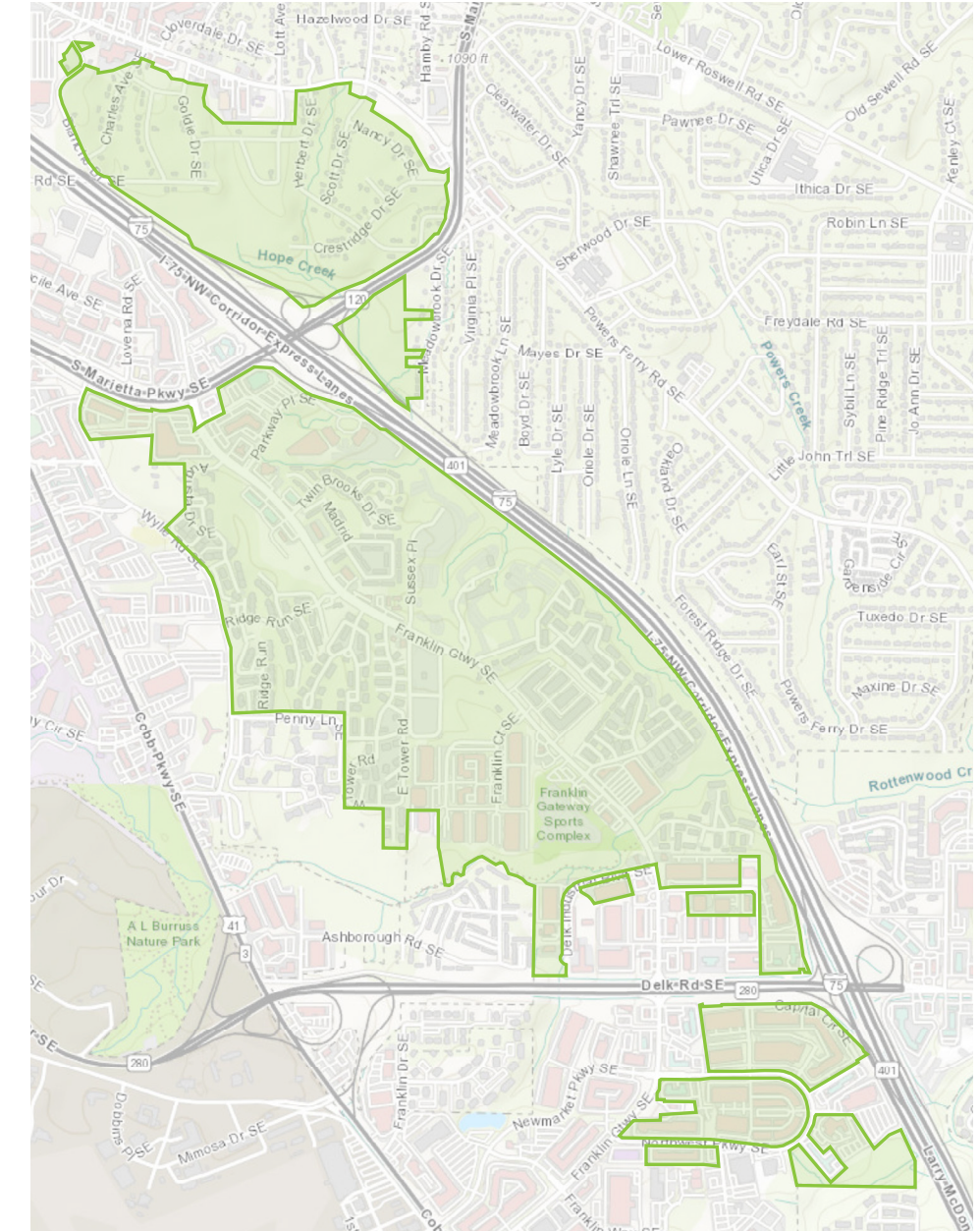


Figure 1.1: GMCID Location Map

Study Process

One of GMCID’s early successes thus far has been its efforts to significantly reduce crime within the District in collaboration with the Marietta Police Department. This study aims to provide strategic solutions and creative placemaking strategies that will both continue to build on the community’s safety measures and enhance the aesthetics of the District. As shown in Figure 1.2, the study process focuses on three urban design buckets – the signage and wayfinding program; the public space activation and placemaking efforts with a focus on Blanche Drive; and the design guidelines for private investments in infrastructure.

Vision & Goals

The Creative Placemaking & Signage Study envisions the GMCID to be a safe, vibrant, walkable, and thriving business and residential District with open public spaces, local shops, and eateries. Through successful public/private partnerships, the study vision focuses on creating an inclusive and equitable gathering place, well-lit and landscaped to support a family-friendly and community destination. The goal of the study process is to foster community character in the GMCID area and promote multi-modal mobility, while also instilling a sense of place using urban design elements including signage, wayfinding, public space activation, and lighting. Figure 1.3 represents vision elements identified through public outreach efforts.

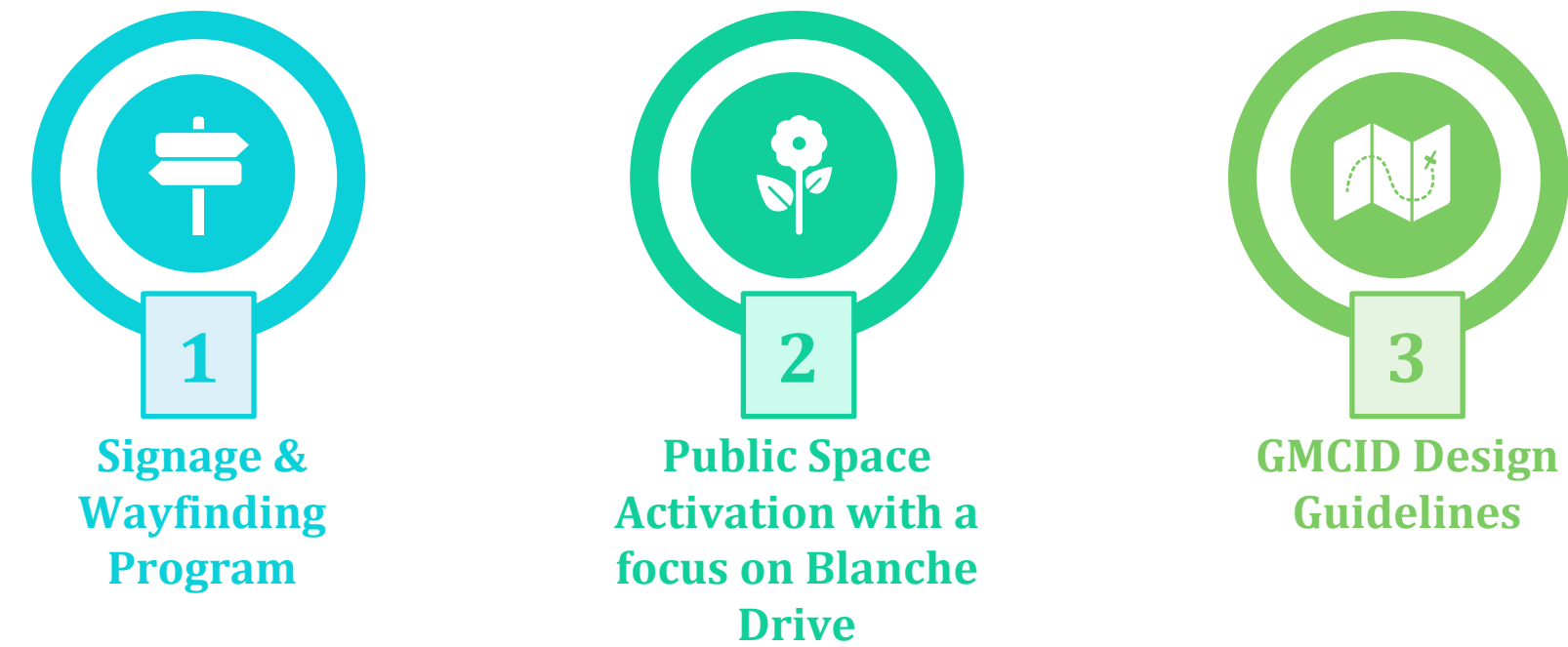


Figure 1.2: Study Scope Elements



Figure 1.3: Study Vision

Land Use and Activity Nodes

Figure 1.4 identifies major activity centers within and around the GMCID. The section of the GMCID north of South Marietta Parkway is primarily residential with some retail establishments just outside the District boundary. Franklin Gateway forms the central spine of the CID with business centers like the Parkway Center Office Park, and retail establishments like the Red Hare Brewery, Schoolhouse Brewery, Ironmonger Brewery, and American Axes.

The corridor is also home to recreation activity centers like the Franklin Gateway Sports Complex and Children’s Healthcare of Atlanta - Atlanta United Training Facility. Just outside the GMCID, is the Life University campus and the Kennesaw State University Marietta campus.

The following images show some activity nodes within the GMCID.



Figure 1.4: Activity Nodes



2 PUBLIC OUTREACH

Introduction

In any municipal project, the degree of success in building consensus between key stakeholders, elected officials, and the public often relies on the strength of the strategy for engaging each group. Residents and stakeholders form an important voice for the existing and anticipated future challenges with the proposed projects. In order to bring a variety of voices to the table and reach a broader range of people, a comprehensive public outreach approach was undertaken. This not only promoted transparency in information sharing, but it also assisted in building positive energy around the project.

Given the current impact of the COVID-19 pandemic, citizens were provided multiple platforms and avenues to engage in the development of the study, including virtual public forums, virtual stakeholder meetings, online surveys and an interactive project website. These efforts formed the basis of the qualitative analysis, which used a combination of tools to capture citizen views.



Successful public participation is a continuous process, consisting of a series of activities and actions to both inform the public and stakeholders and to obtain input from them which influence decisions that affect their lives.

- Federal Highway Administration

Equity Analysis

Title VI of the Civil Rights Act identifies 9 population categories that must be protected. These include Ethnic Minority: Hispanic or Latino Origin by Race, Females, Foreign Born individuals, persons with Limited English Proficiency, Low-Income populations, Older Adults, People with Disabilities, Racial Minority and Youth. Racial Minority, Ethnic Minority, and Low-Income Model is an analysis index created by Atlanta Regional Commission, to help counties, governments and private organizations ensure inclusion and equity for these 9 population groups. The model uses American Community Survey 5-Year population estimates. Percentage of each of the protected population groups is calculated at the census tract level. The cumulative numeric score ranges from 0 to 12 and is calculated based on the three-input criterion. The low score is 0 and 12 is a high score. Figure 2.1 represents concentration of these groups in the census tracts. The primary goal of this equity analysis was to identify the concentration of the groups, to better plan the public outreach efforts. The GMCID lies in Cobb County’s census tracts 304.05, 304.11, and 304.12. The tracts have an equity score of 6, 9 and 7 respectively. This means that according to the index, tracts 304.5 and 304.12 have a moderate rank, and is placed not too high or too low in the index. However, tract 304.11 is placed higher on the scale. Table 2.1 shows the population percentage for each of the census tracts.

Table 2.1: Population Percentage by Census Tracts

Category	Tract 304.05	Tract 304.11	Tract 304.12
Youth	20.38%	28.35%	21.32%
Older Adult	7.29%	0.74%	6.5%
Female	49.94%	47.47%	47.85%
Disabled	7.7%	9.65%	6%
Racial Minority	39.16%	63.29%	55.74%
Ethnic Minority	7.86%	24.83%	15.15%
Foreign Born	24.4%	29%	27.12%
Limited English Proficiency	14.72%	21.15%	12.83%
Low Income	36.89%	57.99%	57.17%

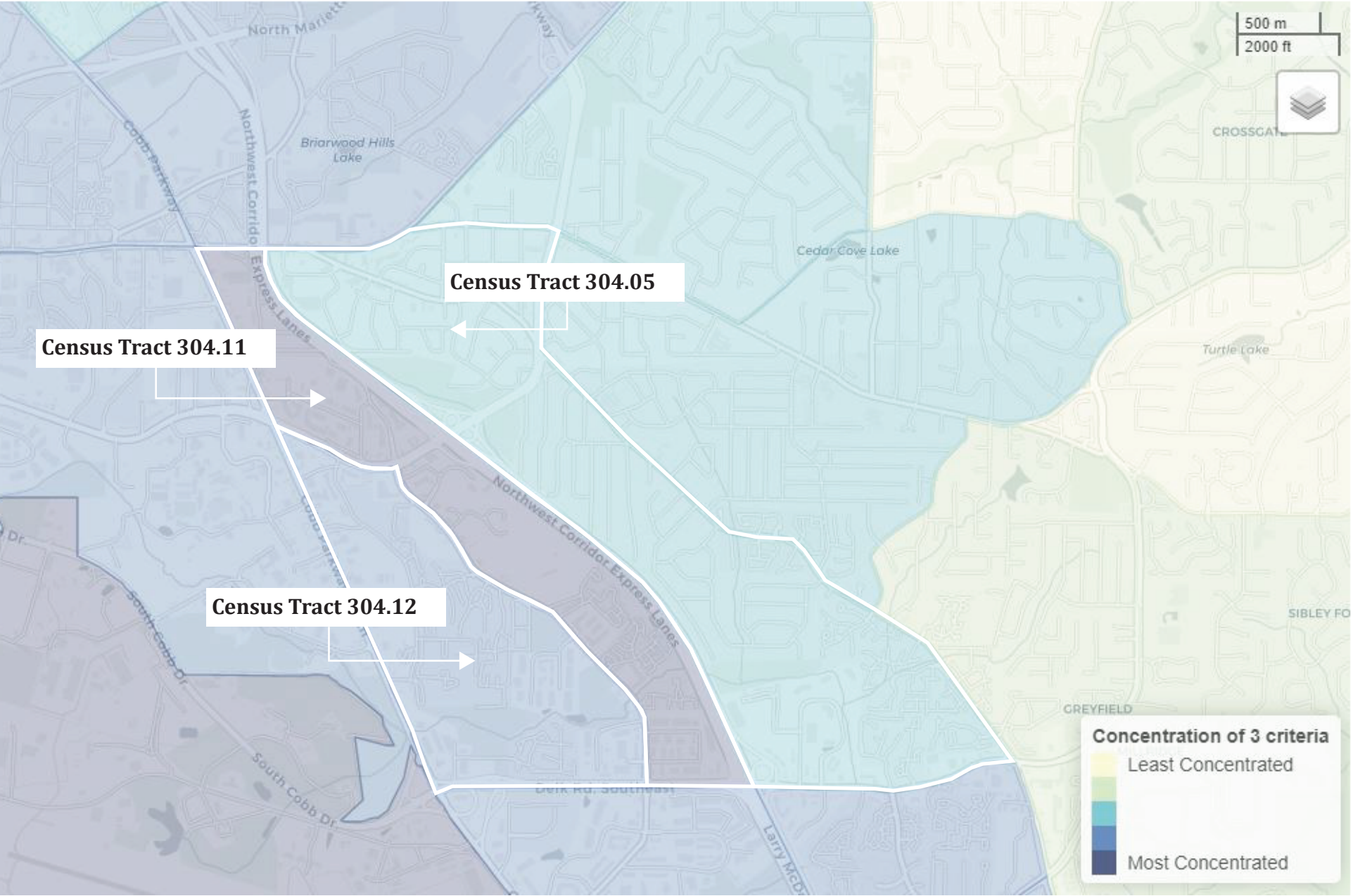


Figure 2.1: Equity Analysis
Source: <https://atlregional.github.io/DASH/Equity.html>

Project Management Team (PMT)

The PMT consisted of the GMCID Project Manager (PM), an Atlanta Regional Commission (ARC) representative, a City of Marietta representative, and select members of the consultant team. Through bi-weekly meetings, team members discussed the progress through status updates; performed QA/QC on research and findings; and provided support and insight throughout the study process. The PMT was crucial in brainstorming solutions and strategies, to help address challenges and needs, and to plan community engagement opportunities at a high level.

Project Advisory Group (PAG)

The PAG was a critical element in the study process, ensuring that the plan and process encompassed a full range of community values and desires. The group was selected from six categories represented in Figure 2.2. Representatives from the following groups were in attendance.

- City of Marietta Representatives
- Marietta City Council
- Marietta YELLS
- Franklin Road Community Association
- Marietta Arts Council
- Atlanta United Training Facility
- Marietta City Police
- Marietta Police Athletic League
- Marietta Power
- Kennesaw State University (KSU)
- Life University
- American Axes

Two stakeholder committee meetings were organized. The first, at the onset of the project to help identify study goals and brainstorm ideas for the study area. The second, after the virtual public forum to discuss potential projects and prioritization.



Figure 2.2: Project Advisory Group

Outreach Methods and Tools

Owing to the COVID-19 situation, citizens were provided multiple platforms and avenues to engage virtually in the development of the study, including online surveys, website updates, virtual public forums and social media posts. These efforts formed the basis of the public engagement effort, which used a combination of tools to capture citizen views without using traditional public open house meetings due to pandemic restrictions.

- Project Specific Webpage:

A project specific webpage was created on the GMCID webiste to host study information (www.gatewaymarietta.org/placemaking-signage). The aim of the website was to provide residents a forum to allow continuous feedback on the corridor study, learn about public meetings, and keep up to the date on the progress of development of the project. The web page was updated with presentations, findings, results, ideas, surveys, and meeting information to foster an ongoing project conversation. Two rounds of online survey were also embedded on the project-specific webpage. All documents uploaded to the website are attached in the appendix. Figure 2.3 represents a snapshot of the project webpage.

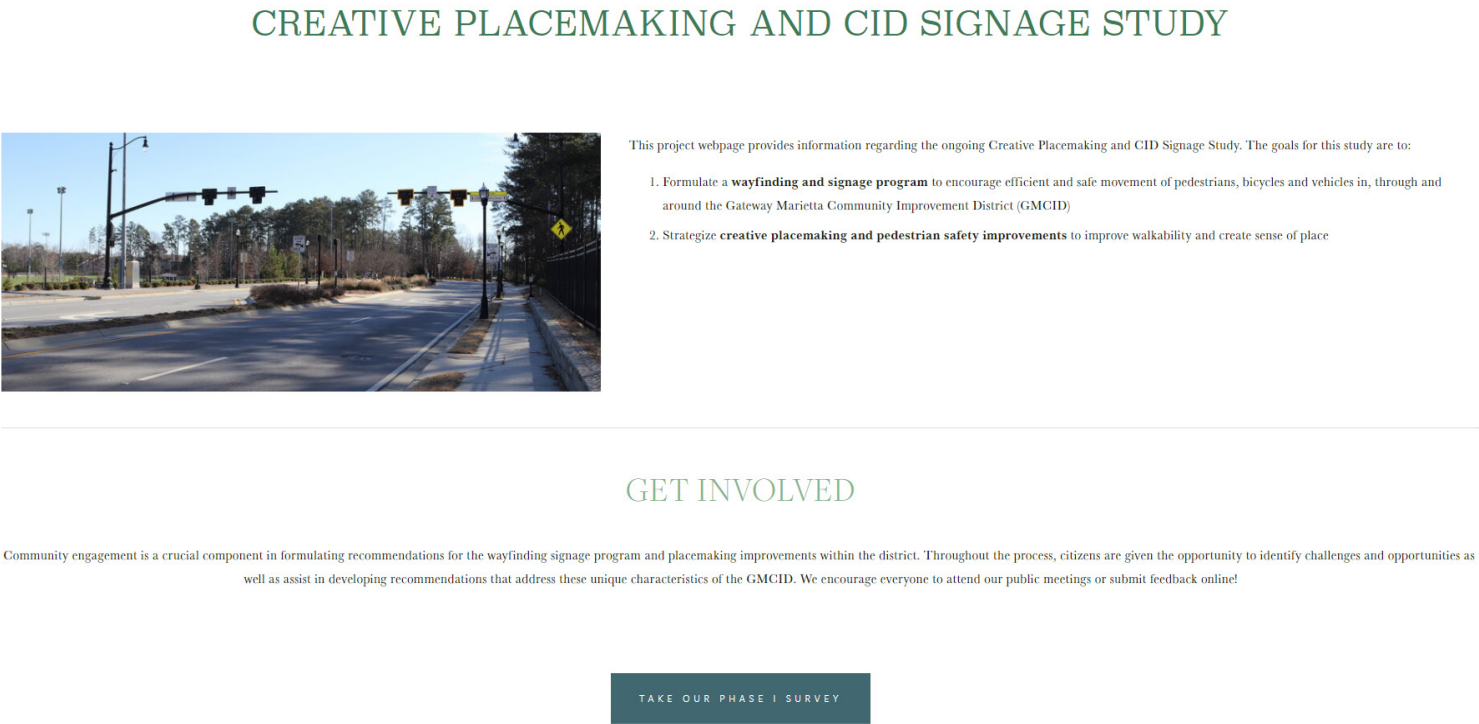


Figure 2.3: Project Specific Webpage

• **Online Surveys:**

Two rounds of online surveys were used during the public outreach, one in each phase. The first round of survey focused on understanding the overall vision for the corridor. The second round of survey focused on determining preference and priorities for recommending projects. Summary of the comments received are attached in Appendix A. Figure 2.4 shows an image of the online survey page.

• **Email Blasts:**

Email blasts were pushed out during the plan’s development to inform citizens of the virtual public forums and provide information to the survey links. Email blast updates included information on the plan status, dates and information on upcoming virtual public forums and alerts to take the online surveys.

• **Press Release:**

Press releases were advertised on the GMCID webpage, City of Marietta webpage, and the Atlanta Journal Constitution (AJC) to inform citizens on the upcoming virtual public forum. Figure 2.5 shows the press release in the AJC.



Figure 2.4: Online Survey Page

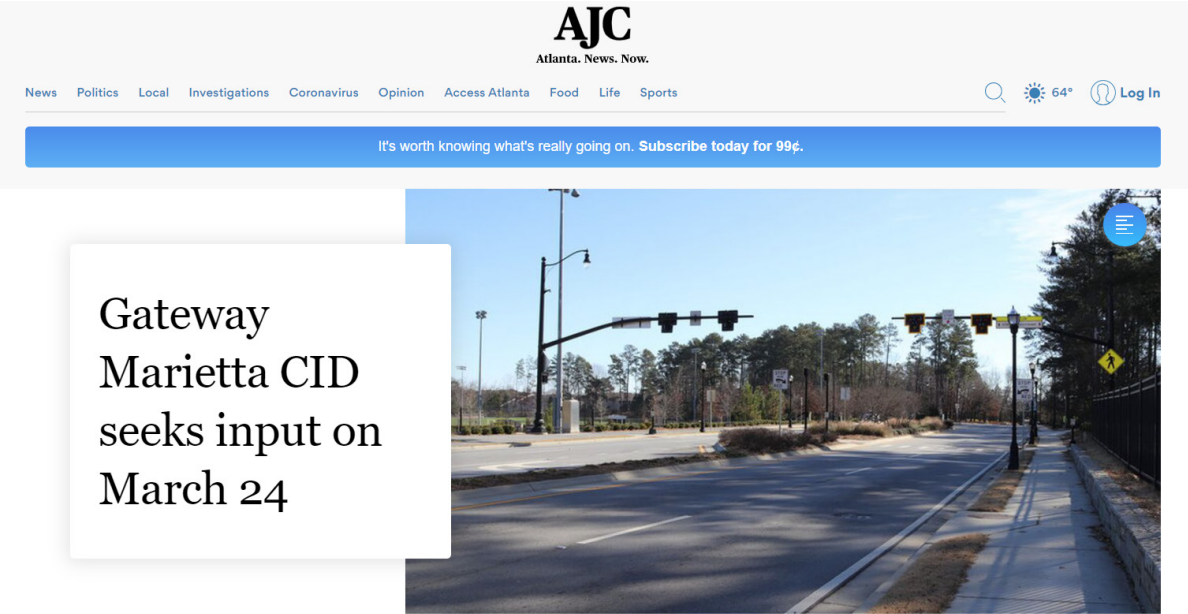


Figure 2.5: Press Release in the AJC

• **Social Media Posts:**

GMCID, City of Marietta, ARC and community Facebook and Twitter pages were used to inform the community of upcoming events, access to the online survey, and plan updates during the planning process. Figure 2.6 represents an example of the various social media posts.

• **City of Marietta Newsletter:**

The City of Marietta newsletter and website was also used to advertise the virtual public forum and online surveys. Figure 2.7 represents an example of the City website post.

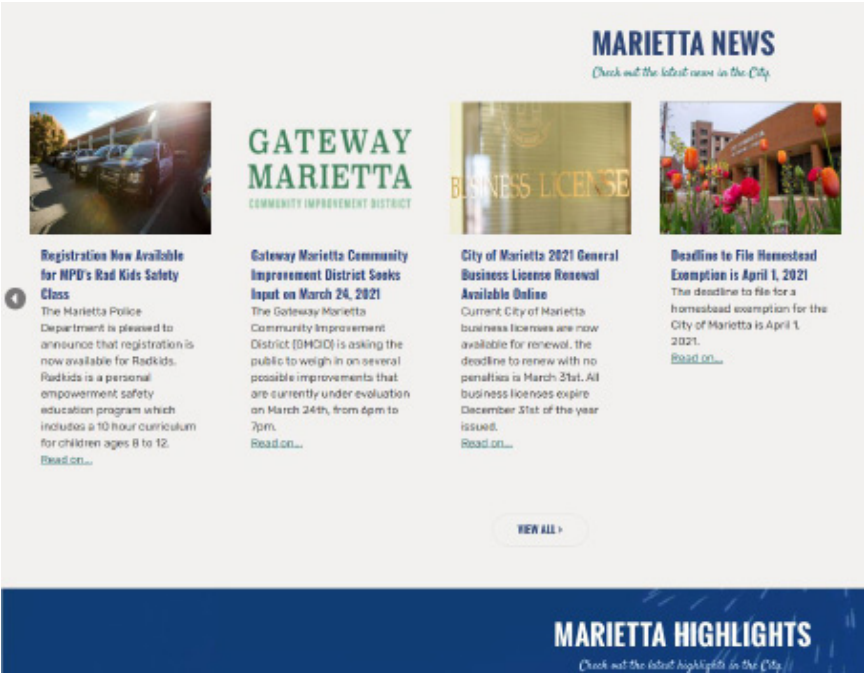


Figure 2.7: Social Media Posts



Figure 2.6: Social Media Posts

• **Cobb Linc:**

To ensure maximum participation, fliers and hangers were posted on 70 Cobb Linc buses, the County’s transit system. Additionally, fliers were posted at the 15 Marietta Transfer Center bus bays. Information included meeting details on the virtual public forum, link to the project webpage and online survey including a QR code. Figure 2.8 shows the postings in the buses and bays.



Figure 2.8: Cobb Linc Fliers and Hangers



• **Changeable Message Signs:**

Two Changeable Message Signs provided by the City of Marietta were used at strategic locations within the GMCID to advertise the Virtual Public Forum and encourage citizens to take the survey. Figure 2.9 shows the Changeable Message Signs at Franklin Gateway near the Marietta Sports Complex.



Figure 2.9: Changeable Message Sign on Franklin Gateway by the Marietta Sports Complex

Community Input and Feedback

This section highlights the comments and concerns recieved from the community via two outreach phases, including Project Advisory Group (PAG) meetings, virtual public meetings and online surveys.

Project Advisory Group Meetings:

The first meeting was held on January 21, 2021 virtually via Zoom. Of the 20 members invited to participate, 16 attended. Through a formal presentation, a project overview was provided to include the scope, goals, process, public engagement process and timeline. Members were asked to provide input via Mentimeter on their vision for the GMCID. A brainstorming activity was hosted to get their input on prioritizing needs in the GMCID focusing on multi-modal infrastructure, public space activation locations and elements, and wayfinding signage opportunities within the District. The presentation and outcomes of the Mentimeter poll are attached in Appendix A.

The second meeting was also organized virtually via Zoom with a focus to gain input on potential public space activation layouts and wayfinding signage designs. The meeting was held on August 3, 2021. PAG members were provided an opportunity to review and comment on potential plans and sketches. The presentation and outcomes of the Mentimeter poll are attached in Appendix A.

Public Meetings:

Two public forums were organized virtually via Zoom given the impact of the Covid-19 pandemic. The first meeting was held on March 24, 2021 and the second on August 12, 2021. The goal of the first meeting was to identify the vision of the citizens for the GMCID area. The second meeting was to gain input on public space activation layouts, and on wayfinding signage designs for the District. The presentation and outcomes of the Mentimeter poll for both the meetings are attached in Appendix A.

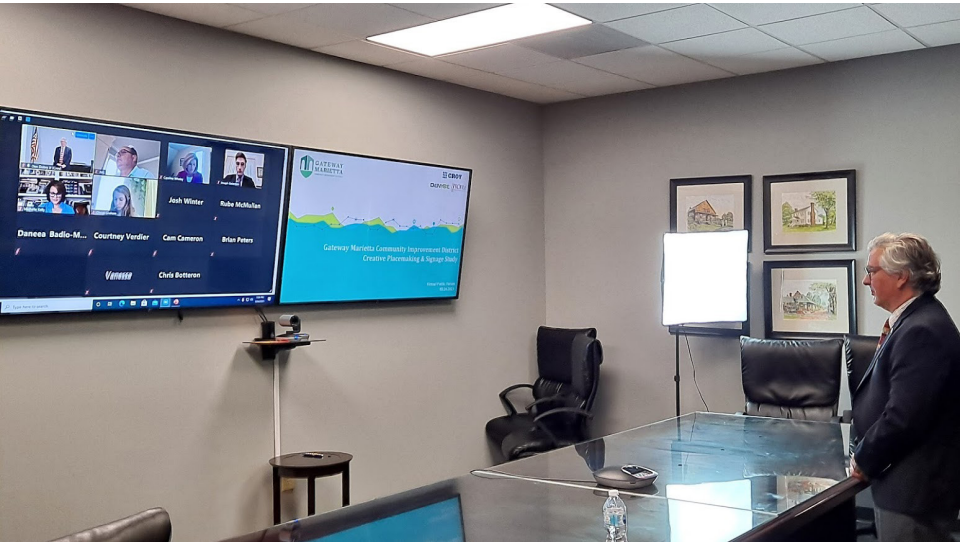


Figure 2.10: Virtual Public Forum #1

Online Surveys:

Two rounds of online surveys were used during the public outreach, one in each phase. The first round of survey focused on understanding the overall vision for the GMCID. 101 responses were received in the first round. The second survey focused on getting specific feedback on proposed public space activation and signage concepts. 58 responses were received. Summary outcomes from the surveys are attached in Appendix A. Select comments identifying citizens vision for development and redevelopment opportunities within GMCID are listed below.

“ More lighting and art!”

“Any redevelopment should improve existing connecting neighborhoods too as part of plan. Not just new neighborhood but improve old and then bring in new.”

“Fix what’s there with improvements before adding more. There are no sidewalks now. No curbs. No parks.”

“Outdoor dining, entertainment, walkable, high-end grocery (whole foods, etc.).”

“Commission public art in the form of murals, sculpture, interactive play structures, shelters and landscape/paving design. Engage local artist talent first.”

“I support efforts that make the area more attractive. Public art should be a priority. The art should be created by local artists.”

“If we could create a destination that you wanted to bring your family and could move around easily (without a car), that would be ideal.”

“Blanche Drive is already an overused area for our neighborhood. We don’t need the extra traffic coming thru here, especially given the number of kids and senior citizens that live here.”

“Don’t spend too much money on this; would rather make the space more welcoming; don’t need a big sign for that”

“I have lived in this area since 1984. Grateful for the improvements. Would like to have some of these street malls removed. They do not enhance the community.”

3 SIGNAGE AND WAYFINDING PROGRAM

Introduction

The signage and wayfinding program focused on creating simple and aesthetic systems that enhance community vibrancy and character in the GMCID area. Efforts were made to create wayfinding systems that address the needs of all users, whether traveling by foot, bicycle, vehicle, or transit. Figure 3.1 represents the five guiding principles adopted for this process.

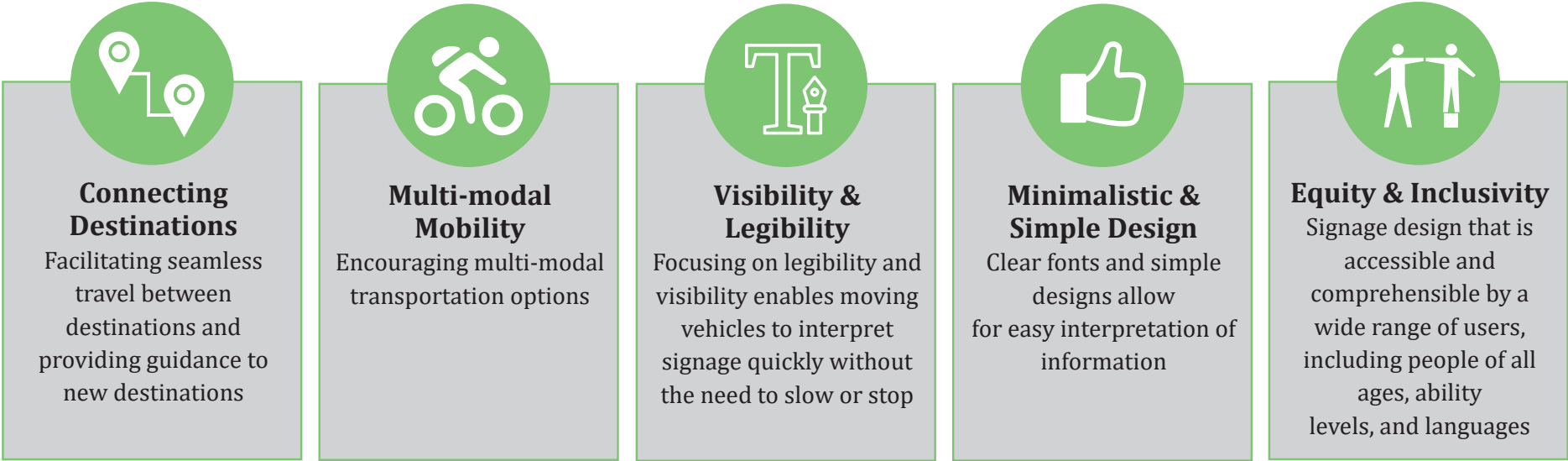


Figure 3.1: Five Guiding Principles

The Design Process

The signage design process focused on the following four elements:

- Assessment of GMCID Branding:

The context-sensitive design approach considered the overall branding of GMCID to create simple, minimalistic, and effective signage design concepts. The focus of this effort included identifying fonts and colors that match the GMCID’s existing branding to help develop a sense of place, highlight complementary destinations, create consistency, and promote a cohesive community character.

- Classify and Define Sign Categories:

In collaboration with the PMT and PAG, signage categories and wayfinding systems were identified and defined. These included directional signs, vehicular and pedestrian wayfinding, information kiosks, path signs, parking signs, gateway monuments, and mile markers, among others.

- Identify Locations for Potential Placement of Signage and Wayfinding Elements:

A land use map highlighting activity nodes and focal points of interest within the GMCID area was created. This helped identify potential locations for placement of signage and wayfinding elements.

- Brainstorming Design Workshop:

A design workshop was hosted to brainstorm potential designs and styles for wayfinding and signage. The workshop was attended by select GMCID Board Members and staff, City of Marietta Councilman Josphe Goldstein, City staff and members from the consultant team. The team discussed signage styles, materials and locations for potential placement. Prioritized gateway monument styles identified through the session are shown in Figure 3.2.

Based on the input obtained from the brainstorming design workshop, Project Advisory Group meetings, virtual public forum, and online survey responses, preliminary concepts were developed. These included multiple alternatives for gateway monuments, secondary gateway monuments, and community signage to include directional, trail and pole banner signage. The two prioritized and recommended styles are shown in the following pages. A recommendation of the study is for the GMCID to finalize a gateway monument, a secondary gateway monument and community signage style for implementation.

The recommended conceptual designs as shown in Figure 3.3 to Figure 3.7 are schematic in nature. Major components of each sign prototype are identified to describe the design intent. Schematic level cost estimates are provided in Chapter 5 for the purposes of budget estimating and planning of phased implementation of recommended signage improvements included in this report.

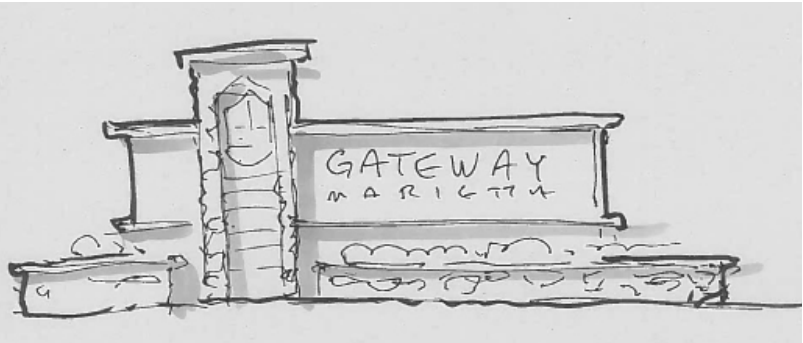
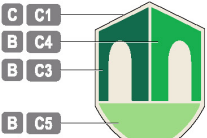
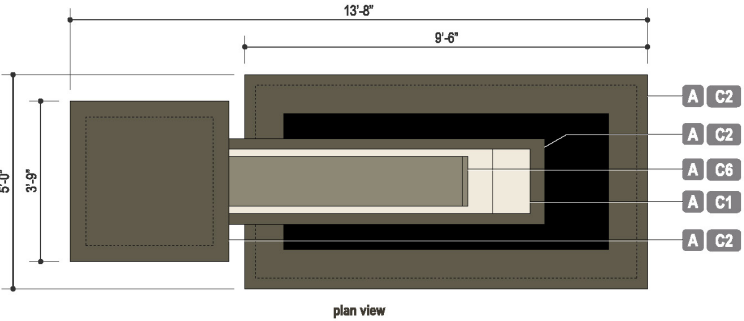


Figure 3.2: Signage Design Workshop - Brainstorming Session and Sketches

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GATEWAY MONUMENT
TYPE 1



Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C1 SW 0050 Classic Light Buff
- C2 SW 6167 Garden Gate
- C3 Pantone 555 C
- C4 Pantone 354 C
- C5 Pantone 359 C
- C6 SW 6167 Hardware
- S1 Country LedgeStone Aspen

Construction Specifications

- A aluminum fabricated cabinet with intigrel planter, paint breaks and lath for applied stone on planter base and column
- B 0.5" routed/painted acrylic flush-mounted
- C 0.125" painted aluminum flush-mounted

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Management Company
Croy Engineering

Property Name & Address
Gateway Marietta CID
1800 Parkway Pl
Marietta, GA

Opportunity Number
37544

DeNyse Representative
Meghan Wylie

Designer
kc

Date
06.13.2021

Revision Date
3 07.25.2021 kc
08.22.2021 kc
09.01.2021 kc

Filepath
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Graphics\G\Gateway
Marietta CID - Marietta,
GA\Preliminary\
GMCID Signage v4

- Concept
- Preliminary
- Production

1

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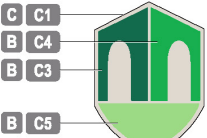
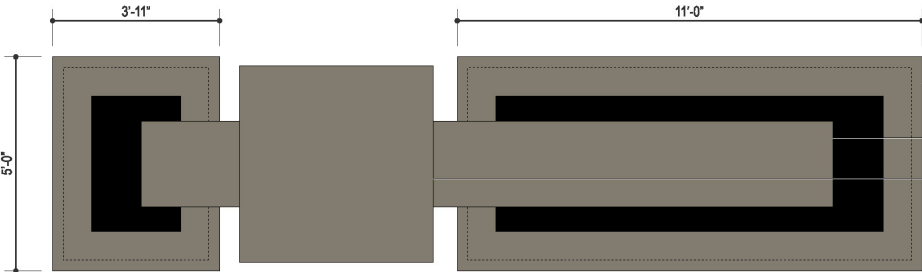
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GATEWAY MONUMENT
TYPE 2



Colors & Finishes

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- C1 SW 7570 Egret White
- C2 SW 7046 Anonymous
- C3 Pantone 555 C
- C4 Pantone 354 C
- C5 Pantone 359 C
- C6 SW 6006 Black Bean
- S1 Faux Wood
- S2 Country LedgeStone Aspen

Construction Specifications

- A aluminum fabricated cabinet with intigrel planter, paint breaks and lath for applied stone on planter base and column
- B 0.5" routed/painted acrylic flush-mounted
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Revision Date
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08.22.2021 kc
09.01.2021 kc

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GMCID Signage v4

- Concept
- Preliminary
- Production

3

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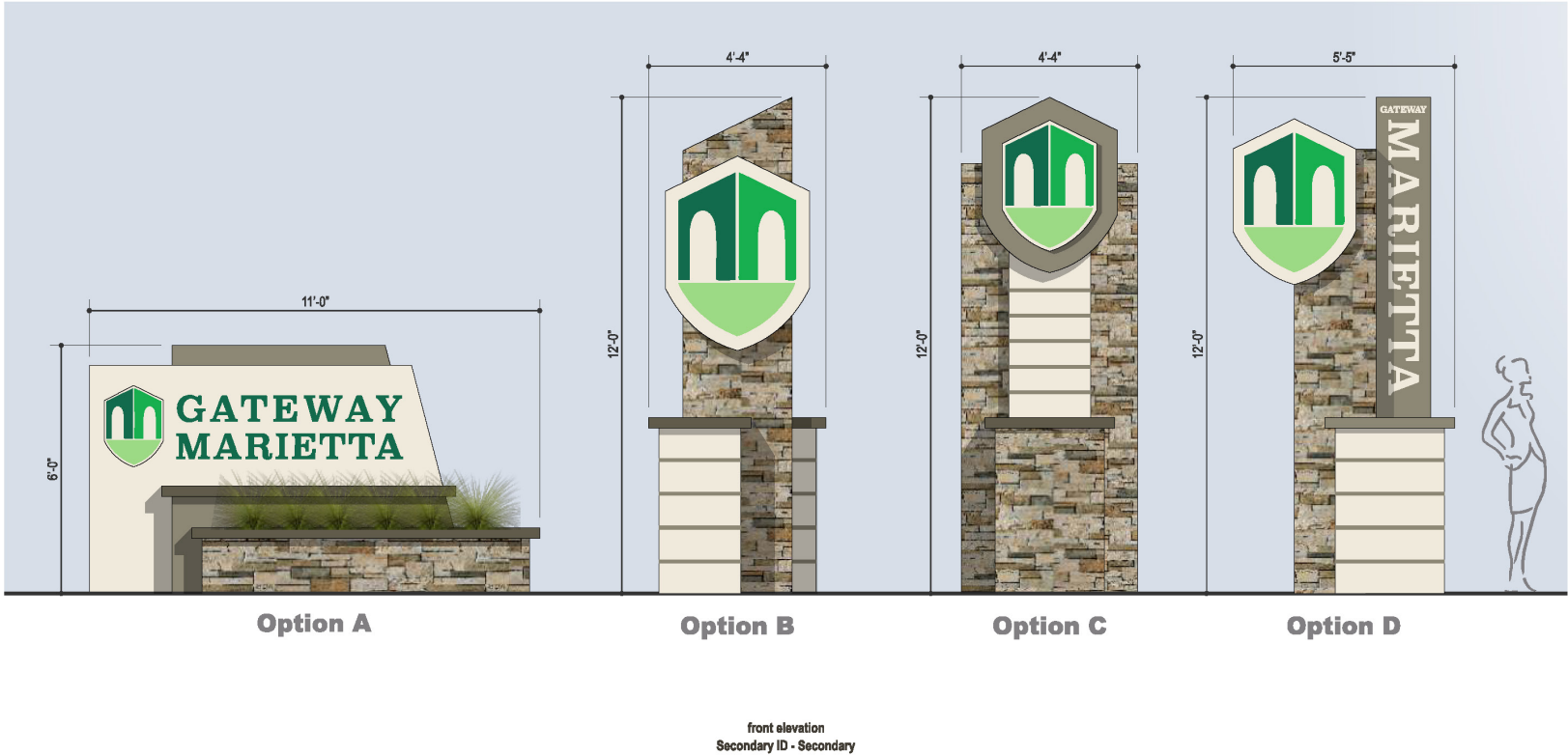
Figure 3.3: Gateway Monument Option A

Figure 3.4: Gateway Monument Option B

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SECONDARY GATEWAY MONUMENT
TYPE 1

NOTE: Construction specifications will mirror those of Main ID



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Graphics\Gateway
Marietta CID - Marietta,
GA\Preliminary\
GMCID Signage v4

○ Concept
● Preliminary
○ Production

2

Vector Artwork Required
Vector artwork needs to be provided to produce this product.
Must be an AI, EPS, or CDR file and formatted for a PC.

Scale
3/8" = 1'-0"

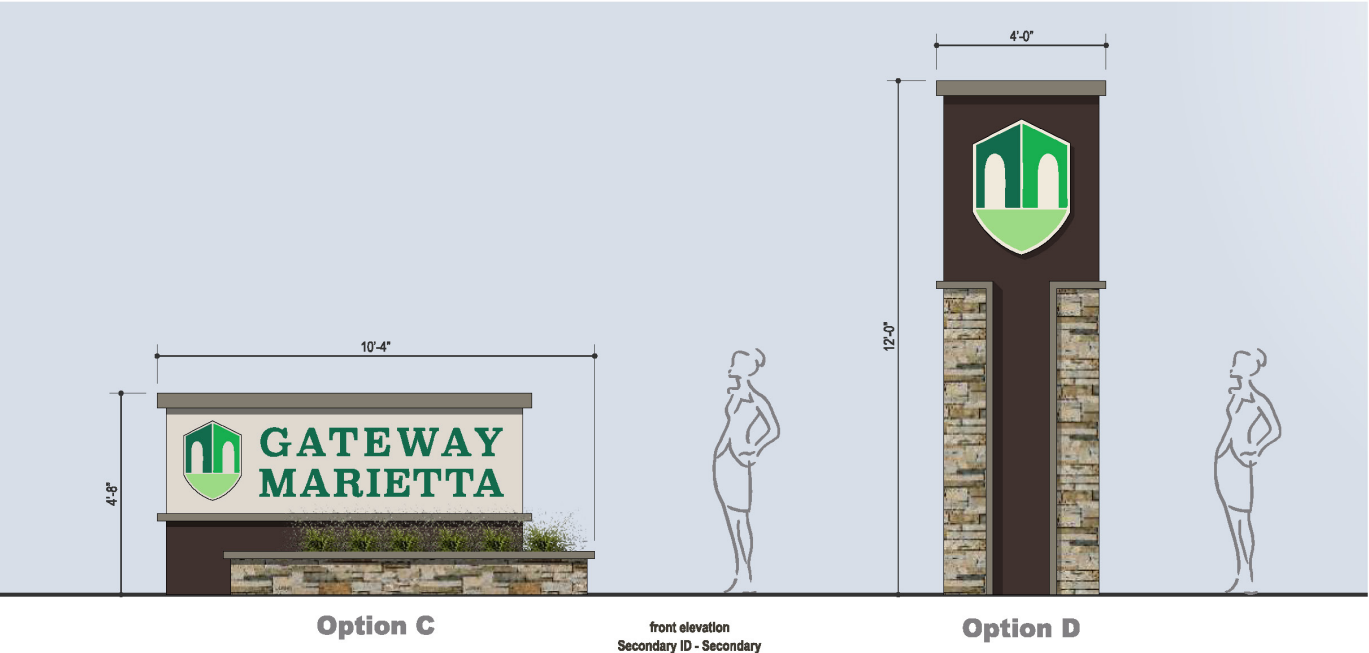
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Figure 3.5: Secondary Monument Options

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SECONDARY GATEWAY MONUMENT
TYPE 2

NOTE: Construction specifications will mirror those of Main ID



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09.01.2021 kc

Filepath
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Graphics\Gateway
Marietta CID - Marietta,
GA\Preliminary\
GMCID Signage v4

○ Concept
● Preliminary
○ Production

4

Vector Artwork Required
Vector artwork needs to be provided to produce this product.
Must be an AI, EPS, or CDR file and formatted for a PC.

Scale
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Customer Signature Required

Figure 3.6: Secondary Monument Options

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Community Signage



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Management Company
Croy Engineering

Property Name & Address
Gateway Marietta CID
1800 Parkway Pl
Marietta, GA

Opportunity Number
37544

DeNyse Representative
Meghan Wylie

Designer
kc

Date
06.13.2021

Revision Date
3 07.25.2021 kc
08.22.2021 kc
09.01.2021 kc

Filepath
V:\Drawings and
Graphics\Gateway
Marietta CID - Marietta,
GA\Preliminary
GMCID Signage v4

○ Concept
● Preliminary
○ Production

5

Scale
3/4" = 1'-0"
Customer Signature Required

Signage Location

Signage location and its frequency are important considerations when developing a signage master plan. To facilitate this process, a series of mapping exercises were completed to determine the most appropriate locations. Figure 3.8 identifies the proposed locations for placement of the various signage categories.

Note 1: It is to be noted that for gateway monument locations, secondary type monuments may be used based on right-of-way availability and visibility.

Note 2: For banner poles, GMCID can partner with businesses to alternate the GMCID banner pole with a banner pole representing a business or organization. Since banners are relatively lower in cost, these advertisement banners can be leased every couple months or can be based on special events.



Figure 3.8: Signage Locations

Figure 3.7: Community Signage

4 PUBLIC SPACES ACTIVATION AND PLACEMAKING PLAN

Introduction

“As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.”

- Project for Public Spaces

This section focuses on human and community centric design to envision and identify a sense of place and community character for the GMCID area. This includes defining a theme for placemaking elements and identifying potential locations for public space activation. Community spaces are complex; transforming them into vibrant spaces to include art and streetscape elements requires a cohesive approach as defined below:

1. Tapping into the existing community expertise through community artists and assets, that reflect the area's character can help create a sense of communal ownership.
2. Developing a community vision and defining street-level improvements, including bike facilities, sidewalks, and other pedestrian enhancements
3. Leveraging Partnerships and Collaboration
4. Creating a Sense of Place and Fostering Community Character
5. Identifying public space activation locations within pedestrian connectivity to become the beacons of revitalization

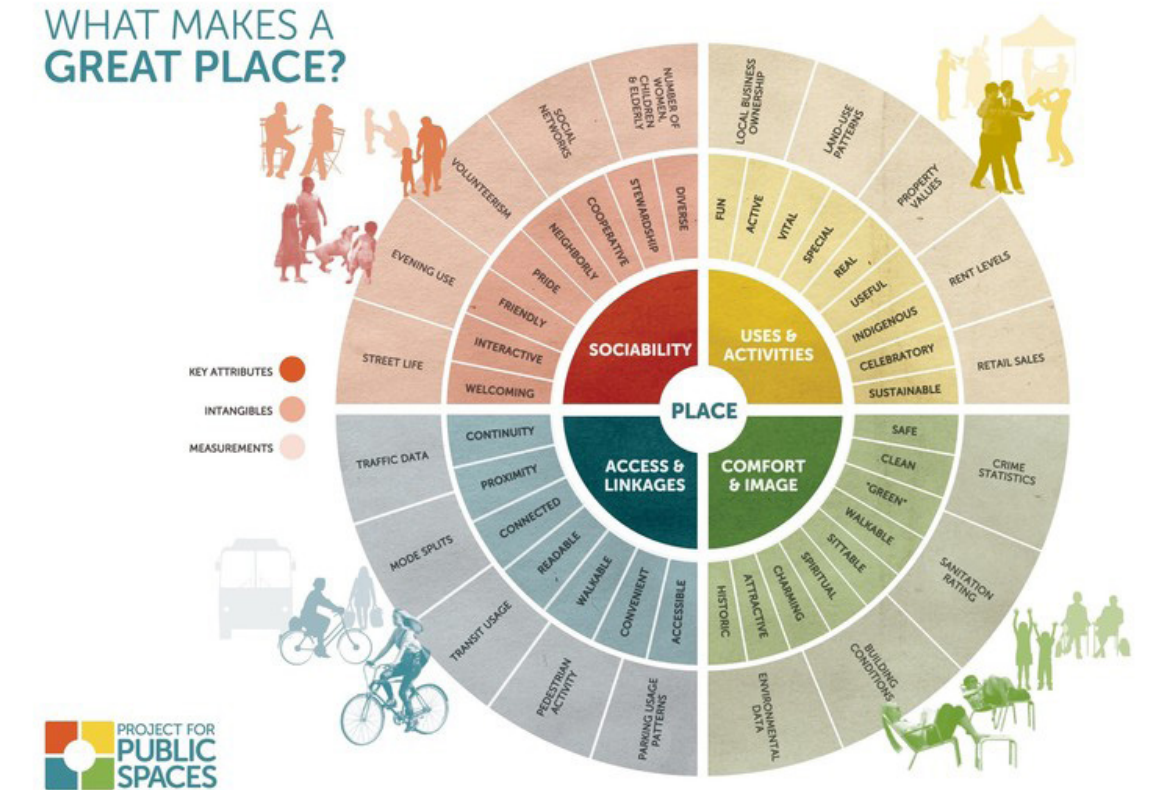


Figure 4.1: Place Diagram

Source: <https://www.pps.org/article/what-is-placemaking>

Figure 4.1 represents the Place Diagram, one of the tools Project for Public Spaces has developed to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data.

Learning from our Neighbors

Following are examples of placemaking and public space activation elements deployed throughout the Atlanta metropolitan area.



GMCID - Wide Placemaking Elements

Following are placemaking interventions that should be deployed throughout the Gateway Marietta CID as per availability of funding opportunities. The estimated costs are based on a low, medium and high scale.



Sidewalks, Multi-Use Paths & Bike Lanes | Estimated Cost: \$\$-\$\$\$

A network of sidewalks, multi-use paths and bike lanes should be provided to improve connectivity within the GMCID district. Segments can be phased as and when funding is made available.



Landscaping | Estimated Cost: \$-\$\$

Landscaping should be provided for aesthetic and buffer purposes in keeping with the character of the street and its environment. Landscaping can also be used to partially or fully control crossing points of pedestrians.



Street Furniture | Estimated Cost: \$-\$\$

Street furniture including benches, trash receptacles, and bollards must be considered to create a sense of place withing the GMCID.



Lighting | Estimated Cost: \$-\$\$

Street lighting is crucial to pedestrian visibility and safety. Lighting must be scaled to pedestrians (low lights) to illuminate the sidewalk with more trees. Two-sided lighting should be considered along wide streets, and it is especially important to provide lighting at the crossings.



Public Art | Estimated Cost: \$-\$\$\$

Public art helps to express shared initiatives and increase cultural understanding. It may take different forms in each project and costs vary depending on the type and size of artwork. It is recommended to work with local artists and organizations to promote community character and create a sense of place.



Utility Cabinet Wrap | Estimated Cost: \$

Wrapping utility cabinets with artwork is a cost-effective placemaking method commonly used to add character and increase the visual appeal of roadways. Made of a durable material (usually vinyl) that is measured and cut to fit the dimensions of the cabinet, the wraps protect the utility cabinet from graffiti and other damage. The artwork is printed on the wrap prior to installation on the cabinet. An implementation strategy would involve hosting a design competition bringing in local community artists.



Bike Racks | Estimated Cost: \$

With development and re-development efforts made by the GMCID and City of Marietta, strategic locations for bike racks must be identified. With the new Rottenwood Creek trail and improved bicycling facilities within the GMCID, future opportunities to provide bike-share to allow connectivity to the regional network should be considered.



Transit Shelters | Estimated Cost: \$-\$\$

For any transit stops within the GMCID, opportunities to provide bus shelters with seating, lighting and trash receptacles must be afforded. Transit shelters also provide a canvas for placemaking efforts through public art. This effort will require coordination with the City of Marietta and Cobb Linc.



Pop-Ups | Estimated Cost: \$-\$\$

Pop-up shops in the form of farmers markets, food trucks or community activity events are encouraged to activate public spaces in the community. Even though pop-ups are temporary, they serve as a low-cost and low-risk action to catalyze investment and development. These efforts must be made in collaboration and coordination with the City of Marietta.

Location Specific Public Space Activation

Ann Markusen and Anne Gadwa in the 2010 report ‘Creative Placemaking’ state that “in creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

The 6 preliminary locations identified for public space opportunities are shown in Figure 4.2 and listed below.

- A. Blanche Drive Underpass
- B. Powers Ferry Road at South Loop
- C. Franklin Gateway at South Loop
- D. Franklin Gateway at Parkway Center
- E. Franklin Gateway Sports Complex
- F. Franklin Gateway at Delk Road

The following pages displays the image location, current conditions at the location and proposed recommendations (plan layouts) at each location. Through public engagement and stakeholder engagement, location A - Blanche Drive, location C - Franklin Gateway at South Loop and location F - Franklin Gateway at Delk Road were identified as priority locations. 3-D perspectives were created for each of the locations.

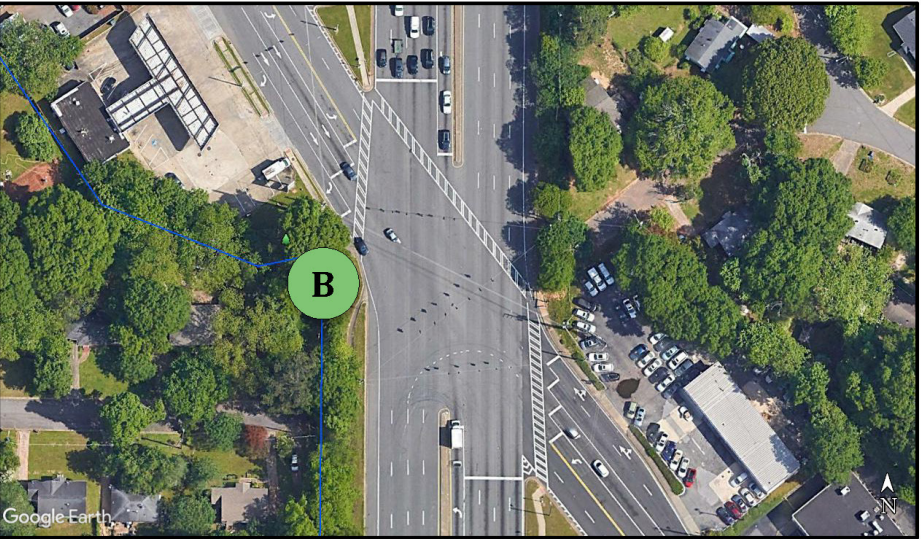


Figure 4.2: Public Space Activation Locations

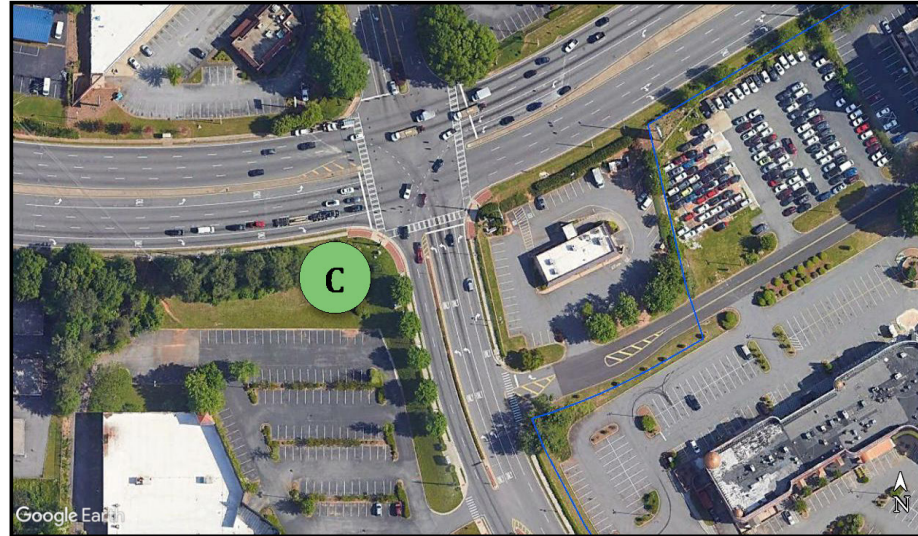
A. Blanche Drive Underpass



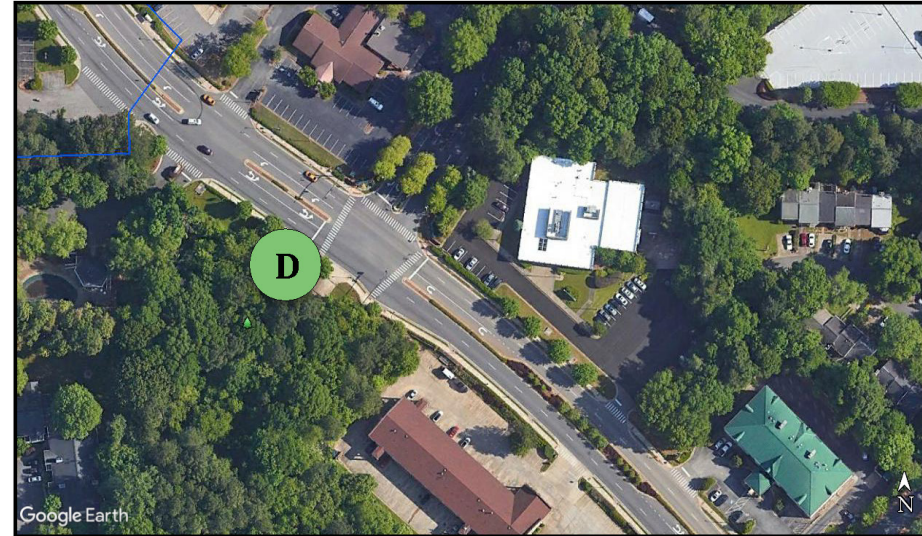
B. Powers Ferry Road at South Loop



C. Franklin Gateway at South Loop



D. Franklin Gateway at Parkway Center



E. Franklin Gateway Sports Complex



F. Franklin Gateway at Delk Road

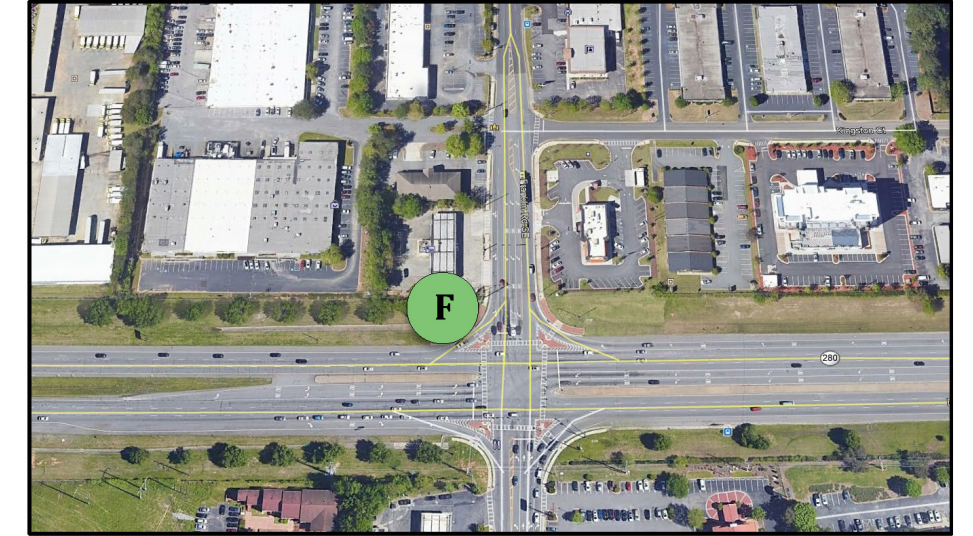




Figure 4.3: Placemaking Plan - Blanche Drive West

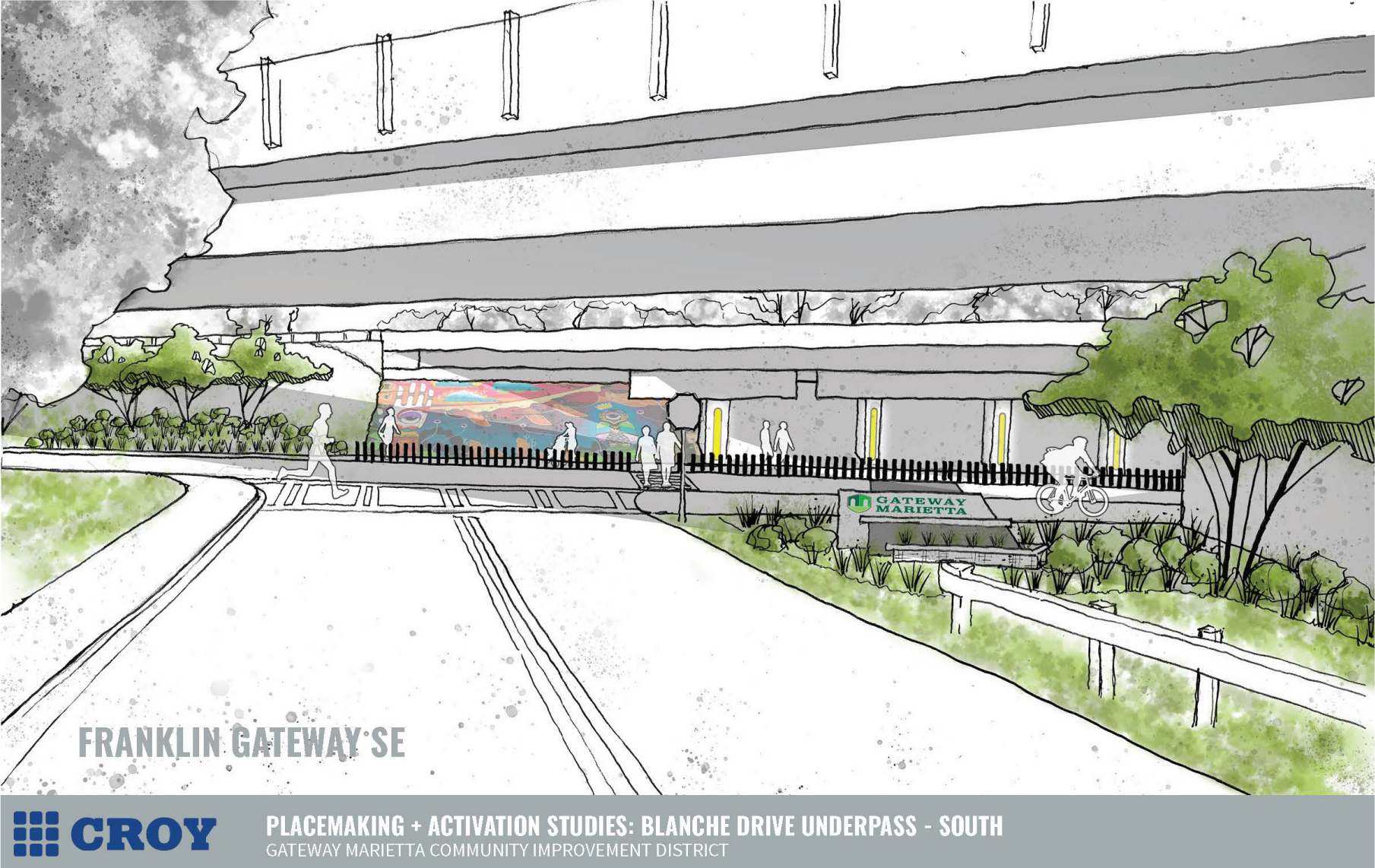


Figure 4.4: Perspective - Blanche Drive West



Figure 4.5: Placemaking Plan - Blanche Drive East



Figure 4.6: Perspective - Blanche Drive East



Figure 4.7: Placemaking Plan - Franklin Gateway at South Loop



Figure 4.8: Perspective - Franklin Gateway at South Loop

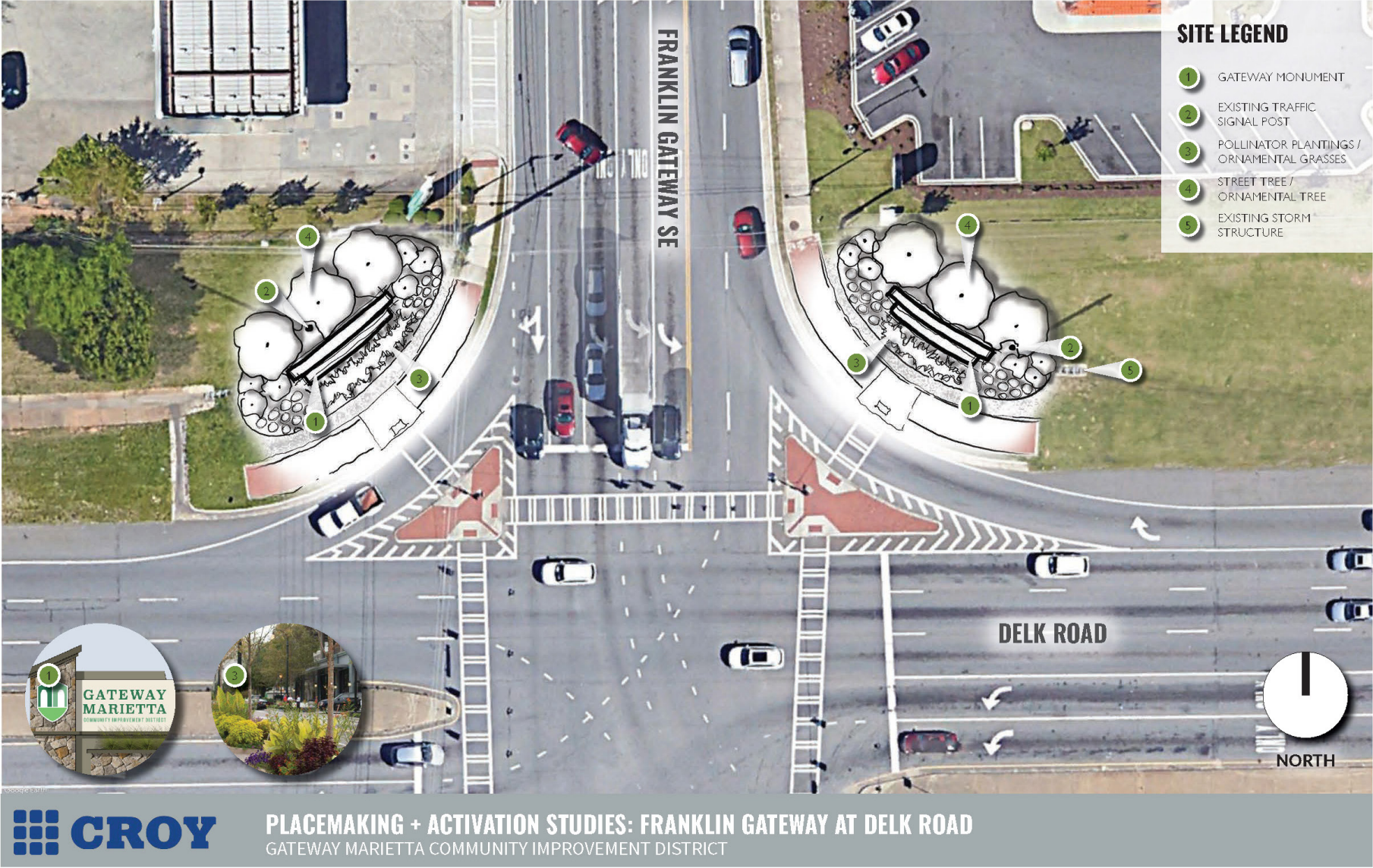


Figure 4.9: Placemaking Plan - Franklin Gateway at Delk Road



Figure 4.10: Perspective - Franklin Gateway at Delk Road



Figure 4.11: Placemaking Plan - Powers Ferry Road at South Loop



Figure 4.12: Placemaking Plan - Franklin Gateway at Parkway Center

5 DESIGN GUIDELINES

Introduction

The goal for the design guidelines is to provide private investors with suggested design standards that complement the public space activation elements, further enhancing the GMCID as a safe, livable, and desirable locale. The following design guidelines serve as standards for all public areas and right-of-way within the Gateway Marietta Community Improvement District (GMCID) in conjunction with the City of Marietta design standards.

These development standards aim to guide the overall character and promote continuity throughout the District. The goals of the Guidelines are to:

- establish a framework for improvements in the public realm
- provide a consistent, cohesive character within the area
- improve walkability through pedestrian friendly infrastructure
- create a ‘sense of place’ in the Gateway Marietta CID

The Design Guidelines are suggested to be used during the design process of public development proposals relating to items such as landscaping, lighting, and signage. The standards should be used as a guide and should not replace actual construction details. Actual construction details should be designed to meet all applicable requirements established by the appropriate approving agency.

Sidewalks

- 5 feet sidewalk minimum
- 12 feet multi-use paths

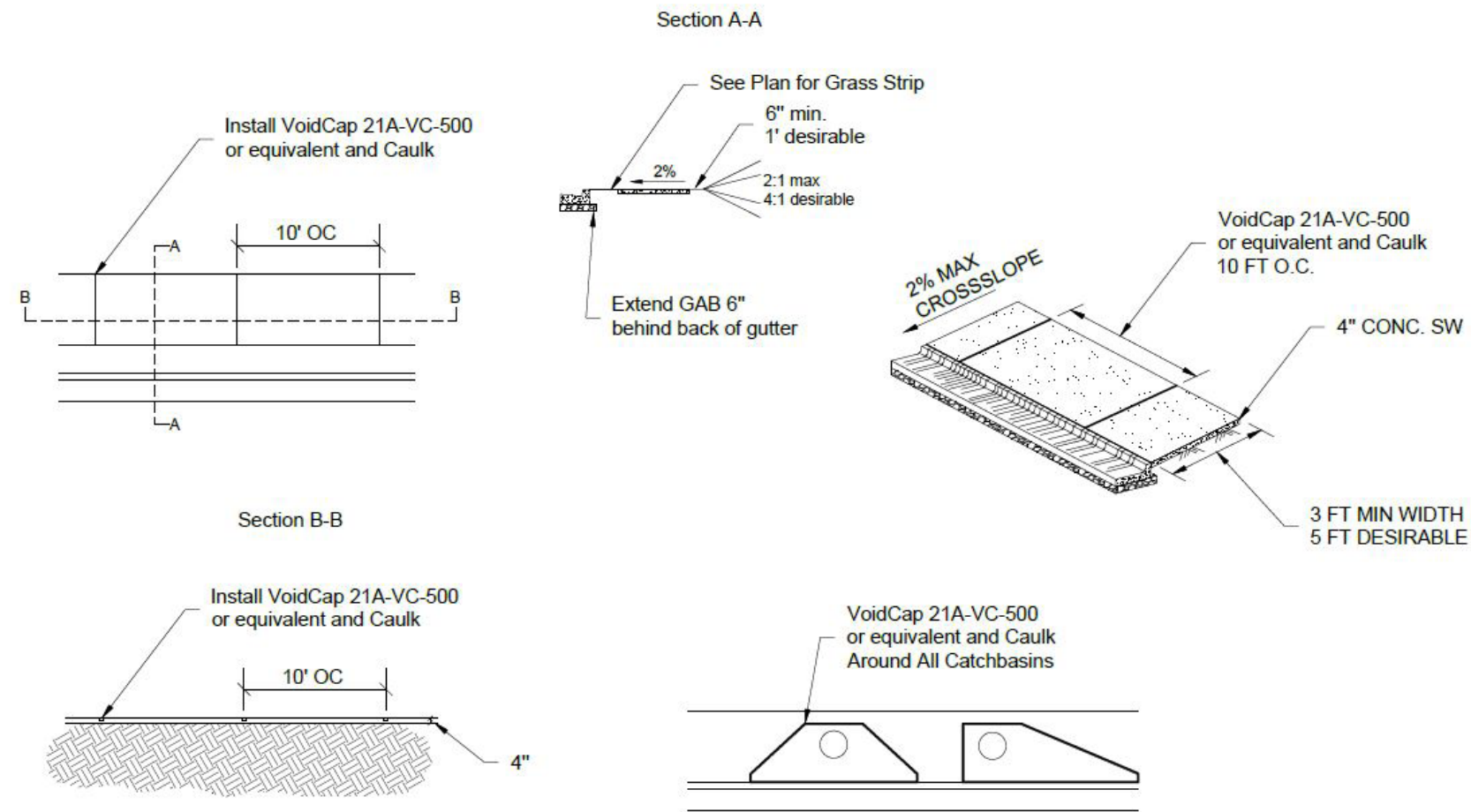


Image 5.1: City of Marietta Sidewalk Details

Sharrows

Pavement markings designate that portion of the roadway for preferential use by bicyclists. Markings inform all road users of the restricted nature of the bicycle lane. 'Share the Road' signs to be included as well.

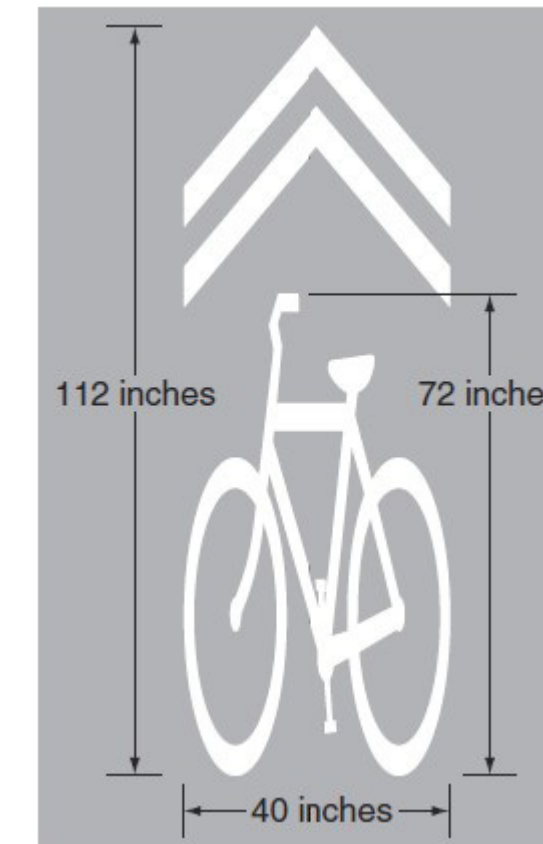


Image 5.2: MUTCD Sharrow Guidelines

ADA Compliance

Replaceable, raised, truncated-dome pads can be pressed into freshly poured concrete or screwed in to provide a tactile warning marking that the visually impaired can feel with their feet and tapping cane.

- Available in four (4) sizes: 2' x 2', 2' x 3', 2' x 4' and 2' x 5'
- City of Marietta standard is red colored
- Flexible construction to fit dips, slopes and inclines in sidewalks
- UV stabilized, high-impact polymer that is slip and wear-resistant
- Concrete pavers may be used if needed



Image 5.3: ADA Complaint Truncated Domes

Trash Receptacle

Heavy duty 36 gallon capacity outdoor steel garbage receptacle:

- Victor Stanley: Concourse Collection RS-12
- Bottom consists of steel U-channels to secure to the ground
- Durable black, powder coat finish
- Plastic liners and rain bennets



Image 5.4: Trash Receptacle

Planters and Pots

- DuMor Style 184-00
- Approximate size: 24” height x 30” diameter width
- Solid steel bars and bands
- Polyethene liner
- Durable black, powder coat finish
- Hardware: stainless steel



Image 5.5: Planter Pot

Dog Waste Disposal Station

- Custom “Please Clean Up After Your Dog” City of Marietta sign
- ONEpul Header Bag Dispenser SKU:Depot-019-GRN
- Size: 18” h x 10” w x 5” d
- Lock: All keys match Opening: Single Slot Opening
- Material: 100% Aluminum
- Commercial Grade, Rustproof, Powder-Coated, UV Protected
- Screen Printed Front Instruction Panel
- Attached Trash Receptacle may be used



Image 5.6: Dog Waste Disposal Station

Bench

Classic bench with ductile iron end frames.

- Victor Stanley: Classic Collection CR-96
- 6 or 8 ft (1.8 or 2.4 m) lengths
- Ductile-Iron Casting
- Recycled Solid Steel Bar
- Steel scrolls
- Intermediate armrests required
- Surface mount
- Durable black, powder coat finish



Image 5.7: Bench with Center Arm

Bicycle Rack

Circular horseshoe bike rack constructed of 2.375 in (60 mm) OD tubular steel pipe.

- Victor Stanley: Cycle Sentry Series BRHS-101
- Capacity - 2 bikes
- Material - Tubular Steel
- Durable black, powder coat finish
- Cast in place or surface mount
- 6” minimum, 8” maximum anchor bolt with epoxy

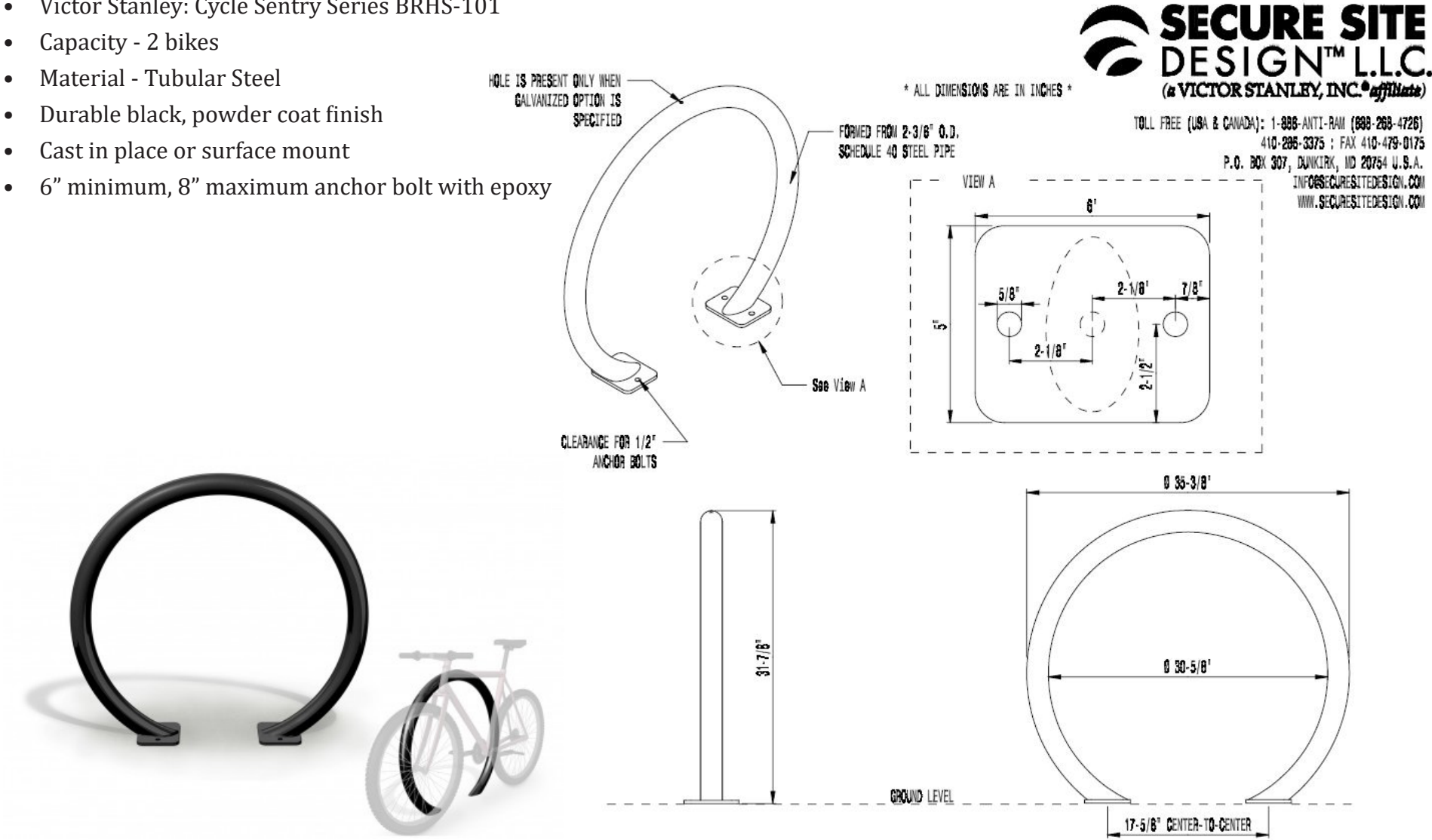


Image 5.8: Bike Rack

Decorative Bollard

Decorative Bollard features a narrow body, suitable for high-traffic locations and lightweight removability.

- Reliance Foundry: R-7530
- Durable black, powder coat finish
- Material - Ductile Iron
- Featuring decorative fluting and spherical top castings
- Dimensions - 39" x 10"
- Weight: 62 lbs (Bollard Only)

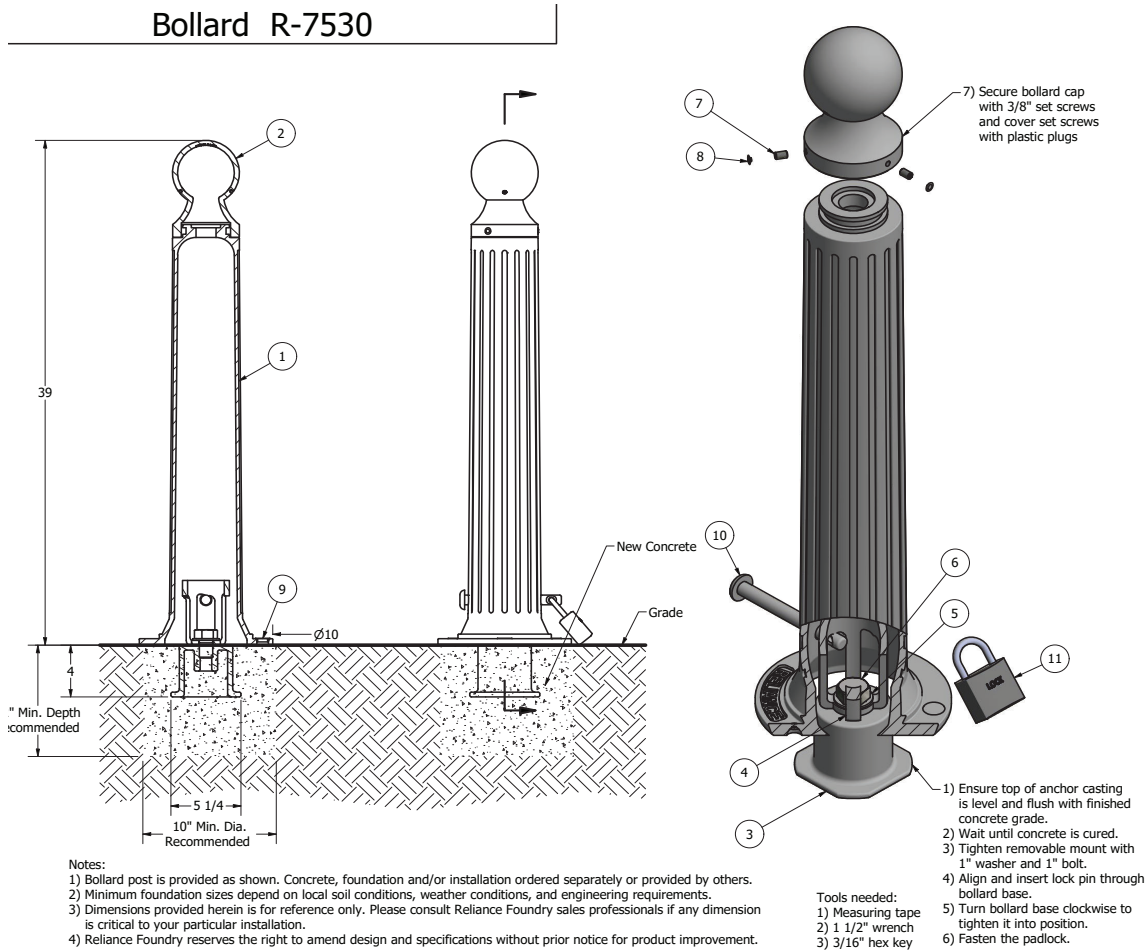


Image 5.9: Decorative Bollard

Outdoor Drinking Fountain

- Bi-Level ADA pedestal fountain
- Most Dependable Fountains - 440 SM
 - Durable green or blue, powder coat finish
 - Maintenance friendly and built “tank tough”
 - Push button requires less than 5lbs to operate
 - One piece welded construction- 304 schedule 10 stainless steel
 - ADA compliant with two bi-level stations
 - Floor mount
 - No electrical required



Image 5.10: Bi-level Drinking Fountain

Cantilever Sign Arm

- Brandon Industries - 2WAYARM24
- Fits 9” x 36” Double-Sided Sign
- Dimensions - Height: 4.125” Width: 24”
- Material - Cast Aluminum
- Color - Powder Coated Black

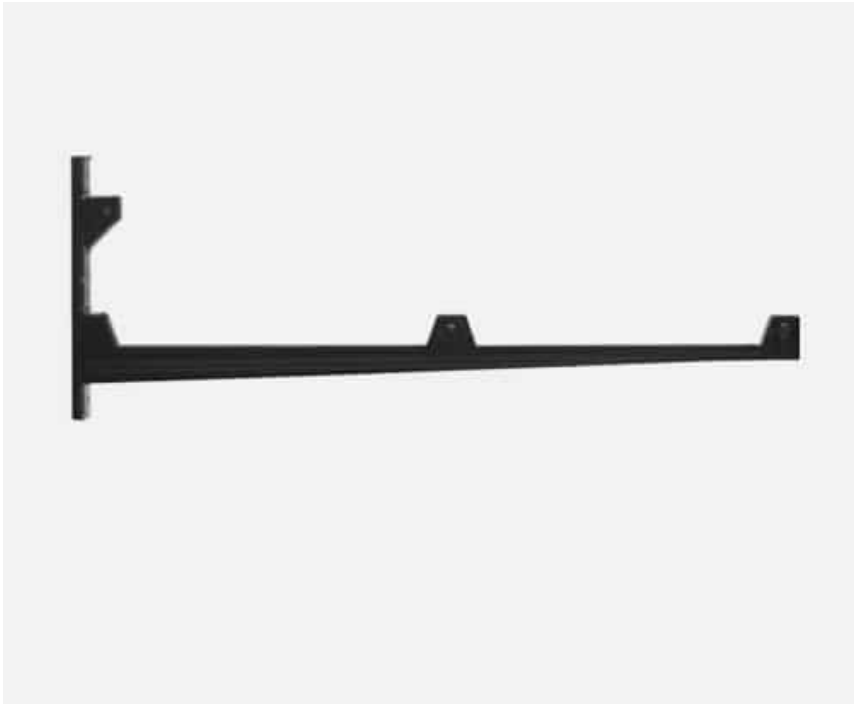


Image 5.11: Cantilever Sign Arm

Street Light Luminaire and Pole

- 25’ Tall Light Poles with Acorn Pendant Light
- Pole - Valmont Structures Round Tapered Fluted Steel FL210 (730A250 Designation)
 - Tenon top with anchor bolts, black finish paint
 - Lighting - Memphis Utility Tear Drop LED 2 MPL2 P40S 4K AS BK TG 3 S P7 NL2X2
 - Arm Fitter Part # BHDF13 200 K BK
 - Lumen/ Wattage - P40S Down Light, Color Temperature - 40K, 4000 CCT
 - Black Tear Drop Glass and Door
 - Type 3 Asymmetric, quick lock stem mount

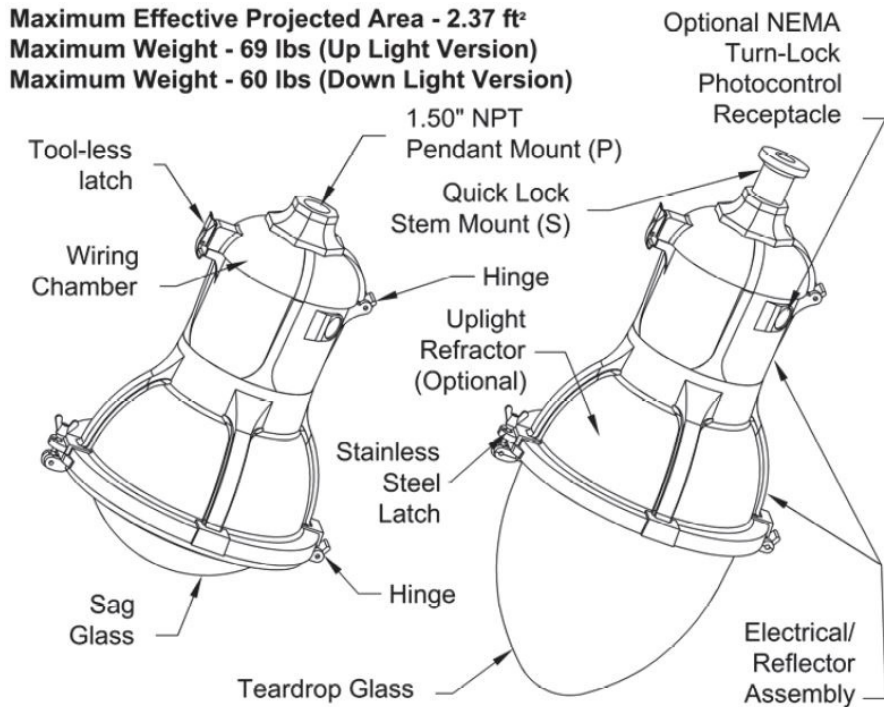
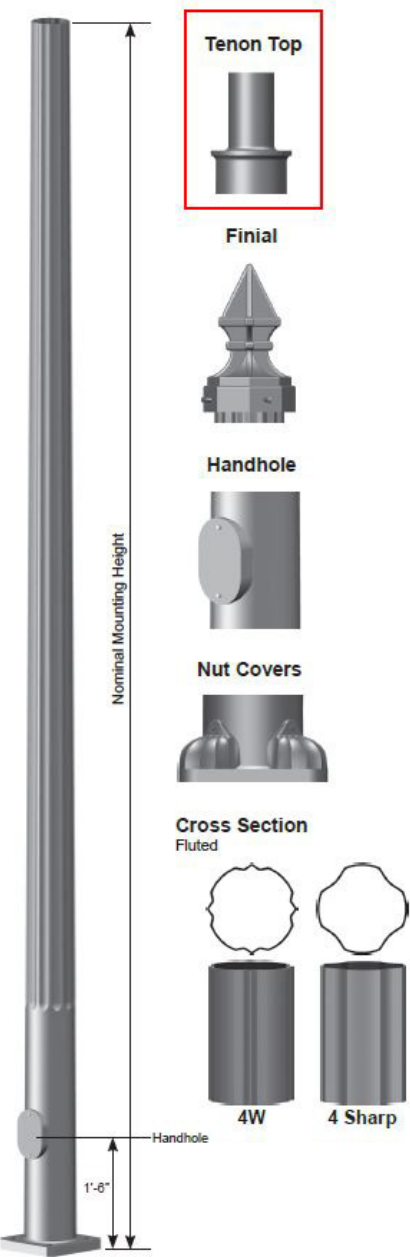


Image 5.12: Street Lighting



Pedestrian Scale Street Light Luminaire and Pole

12’ Tall Light Poles with Acorn Pendant Light

- Pole - Amerlux Springfield Series AP4033-12 BLK
- 4” O.D. Fluted, 0.125 wall
- Lighting - Amerlux DU790 Series LED Luminaire Style F1
- Len Distribution Type T3
- AVI2-SY - Symmetric Distribution
- CCT 40 - 4,000K
- Satin Black Finish
- TW-PCL - Dusk-to-dawn photocell

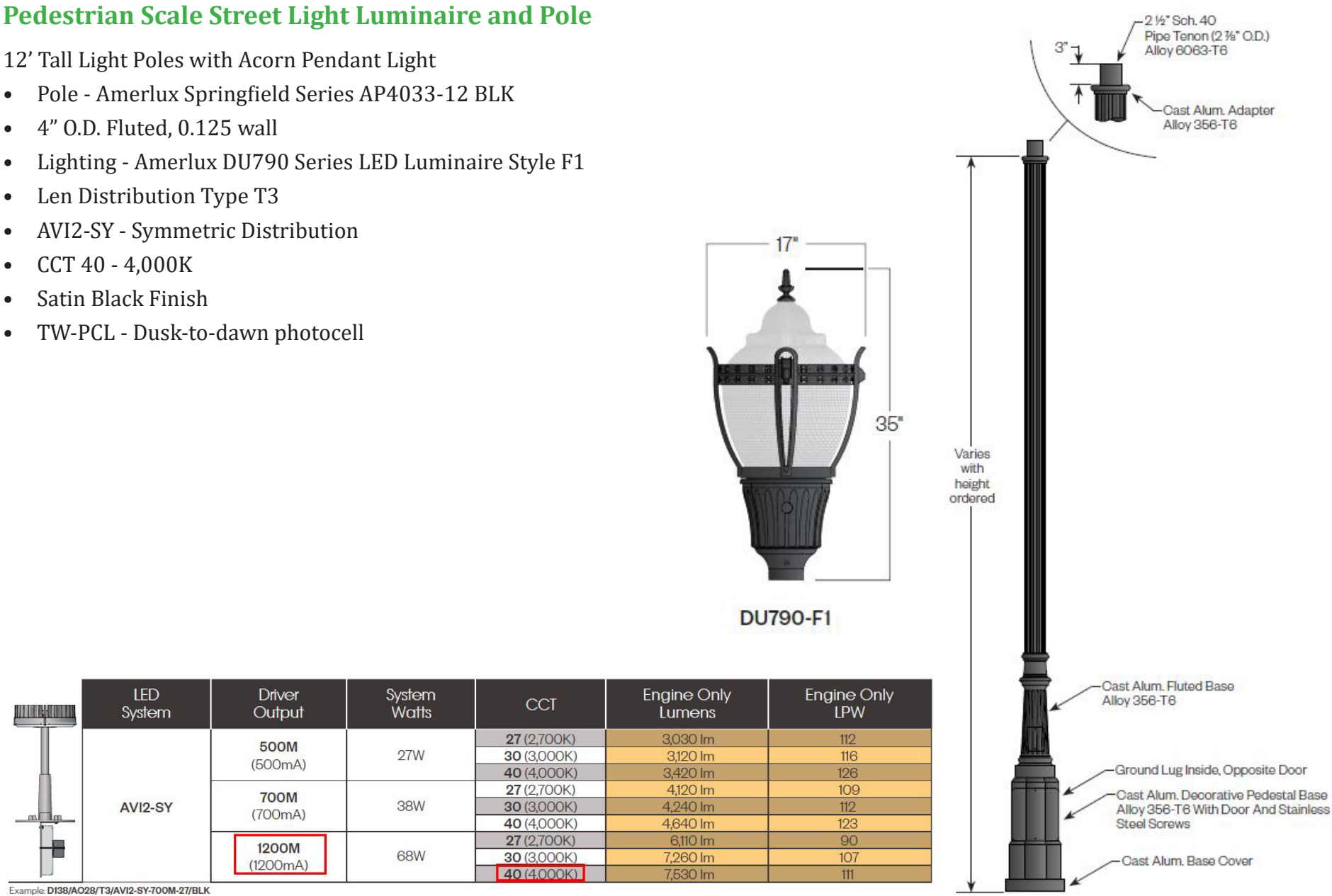


Image 5.13: Pedestrian Scale Street Lighting

Ornamental Fencing

All fences and other items placed within roadway clear zones should be breakaway approved. These items should be located outside of sight distance triangles, unless determined not to restrict motorists’ sight.

- Ameristar Fence - Montage Flat Top
 - 3 Rail Panels
 - Available in 3’, 3 1/2’, 4’, 5’ and 6’ height
 - Standard or flush bottom rail available
 - 4” standard picket airspace
 - Color and finish: black powder coat finish
- IronWorld Fence - Barcelona
 - 3 Rail Panels
 - 5’ height
 - 2 1/2” sq X12 or 14 GA
 - 3/4” sq picket
 - 92.5” std. flat mount bracket
 - Color and finish: black powder coat finish



Image 5.14: Ornamental Fencing - Ameristar



Image 5.15: Ornamental Fencing - IronWorld

Sign Poles



Image 5.16: Signal Design

6

IMPLEMENTATION PLAN

Project Costs

The first step of the implementation planning process was to identify high-level cost estimates for each project type by category. It is to be noted that a very conservative approach to cost estimates was taken; and cost estimates may vary due to multiple reasons including varying design components, for public space activation, site conditions or change in material costs. Cost estimates for prioritized projects and wayfinding signage are listed in Table 6.1. Detailed estimates are attached in Appendix B.

Table 6.1: Planning Level Cost Estimates

Description	Cost
Franklin Gateway at Delk Road Public Space Activation (not including signage costs)	\$79,200.00
Franklin Gateway at South Loop Public Space Activation (not including signage costs)	\$66,800.00
Blanche Drive Underpass Grading & Reconstruction	\$580,000.00
Blanche Drive Underpass Public Space Activation (not including signage and mural costs)	\$490,000.00
Gateway Monument Signage*	\$38,025.00
Secondary Gateway Monument Signage*	\$24,055.00
Directional Signage*	\$857.00
Trail Signage*	\$1,595.00
Banner Signage*	\$475.00
‘Brought To You By’ Signage*	\$43.00
Utility Box Wraps (48” H x 24” W digitally printed vinyl)*	\$135.00
* item cost per piece	

Funding Sources

Implementing public space activation projects including public art elements typically requires a variety of innovative funding mechanism and sources. Table 6.2 contains a list of typical funding sources for placemaking, public art, and streetscaping projects categorized by the time frame of implementation as well as the relative size of the project budget.

Additionally, Table 6.3 identifies a variety of grants that GMCID should consider applying for. Grant amounts, match requirements, eligible elements, and application deadlines are also included in the figure. These identified funding options are based on the GMCID’s eligibility to apply for the listed funding opportunities. Prior grant awards or current projects may affect the ability of the GMCID/City of Marietta to obtain the listed grants. Additionally, grant amounts are based on the maximum award possible. The cost of elements will ultimately determine the maximum amount to be obtained.

Before applying for the grant, the GMCID should collaborate with the City of Marietta to schedule an appointment with the grantor to discuss the project and receive direction related to its eligibility and any specific requirements.

Philanthropic Funding Sources

The Atlanta Region benefits from over \$1.5 Billion of philanthropic givings every year. Some of these organizations fund placemaking and public art projects. It is important to note that philanthropic organizations typically look to leverage their dollars with other funding sources. Ideally, they expect the public sector to provide a minimum of 75% of the project funding.

- Arthur M. Blank Foundation
- David, Helen and Marian Woodward Fund

Table 6.2: Available Grants and Grant Specifics

	Short Term Project <2 years	Long Term Project >2 years
Small Budget	<ul style="list-style-type: none">• ARC Atlanta Regional Public Art Program• Crowd sourcing• Non-Profit Grants• Local taxes• Foundation grants• Individual donors	<ul style="list-style-type: none">• Georgia Department of Transportation• Recreational Trails Program (Department of Natural Resources)• Community Development Block Grant (CDBG)
Big Budget	<ul style="list-style-type: none">• Foundation grants• Individual donors• Public-Private Partnerships• Infrastructure Bonds• Local taxes	<ul style="list-style-type: none">• Federal Transportation Funds

Source: Atlanta Regional Commission Arts, Culture, & Creative Placemaking Strategic Plan, 2019

Table 6.3: Available Grants and Grant Specifics

Funding Partner	Description
National/ Federal	
ART WORKS	The ART WORKS grant program is a part of the National Endowment for the Arts. Funding ranging from \$10,000-\$100,000 is distributed exclusively on a project basis; funding is not allocated for the creation, maintenance, or upkeep of an organization or group.
Challenge America	Challenge America grant program is a part of the National Endowment for the Arts which provides up to \$10,000 conditional funding for projects that support Engagement, defined as: “Public Engagement with, and access to, various forms of excellent art across the nation,” with the intent of extending the reach of arts to populations that have limited access to the arts, due to geographic location, ethnicity, economic hardship, and/or disability.
Regional	
Atlanta Regional Public Art Program	The Atlanta Regional Public Art Program is a competitive grant program that provides matching funding to communities across the Atlanta region for public art installations. ARC provides training and technical assistance to support the collaborative public art process.
Greater Atlanta Community Foundation/Metropolitan Atlanta Arts Fund	Provides funding in the following areas: Arts, Community Development, Education, and Non-profit effectiveness, and well-being.
Atlanta Regional Commission Transportation Improvement Program (TIP)	Allocates federal funds for use in the construction of the highest-priority projects in the Regional Transportation Plan (RTP), and is the means by which federal, state and local funds are approved for all significant surface transportation projects and programs in the 20-county Atlanta region.
State	
Georgia Council for the Arts	Annual grants consisting of a number of programs.
Georgia Transportation Infrastructure Bank (GTIB)	Grant and low-interest loan program administered by the State Road and Tollway Authority (SRTA). Provides grants and loans to highly competitive transportation projects that enhance mobility and economic development in local communities throughout Georgia.

Implementation Plan

This section focuses on strategic actions that the GMCID should take to implement the Creative Placemaking, Wayfinding and Signage Study. The strategy considers a combination of Pay-As-You Go and Grants. The timeline for this strategy may vary between three years at the short end to over fifteen years at the long end depending on the amount of funding that is obtained. Strategic actions are based on the Pay-As-You Go strategy and organized around the following specific time frames:

- A 100-Day Action Plan needed to keep momentum going and keep stakeholders involved and sharing responsibility for the plan’s success
- One-Year Action Plan
- Five-Year Action Plan
- Ten-Year Action Plan

Table 6.4 describes specific actions associated with these time frames.

Table 6.4: Planning Level Cost Estimates

100-Day Action Plan	
Budget	<ul style="list-style-type: none">• Review GMCID funding to identify placemaking and wayfinding signage budget for implementation of elements• Identify contact personnel for grants and funding partners to understand application processes and deadlines
Branding	<ul style="list-style-type: none">• Finalize GMCID branding and signage designs in collaboration with City of Marietta and design consultant
Utility Box Wraps	<ul style="list-style-type: none">• Identify and coordinate with utility box owners (City of Marietta/BLW, AT&T, etc.) to discuss idea and confirm permissions• Collaborate with the Marietta Arts Council to organize a utility box design competition for local artists, schools, KSU & Life University students• Finalize the competition schedule and create design competition invitations
Priority Location #1 - Franklin Gateway at Delk Road	<ul style="list-style-type: none">• Coordinate with GDOT to get Special Encroachment Permit• Solicit scope and fee from civil/site engineering firms
Priority Location #2 - Franklin Gateway at South Loop	<ul style="list-style-type: none">• Modify boundary survey to allow conversion of property to right-of-way for wayfinding signage and pocket park• Coordinate with GDOT to get Special Encroachment Permit

1-Year Action Plan	
Utility Box Wraps	<ul style="list-style-type: none">• Finalize designs and identify vendors for vinyl wraps• Coordinate with City of Marietta Public Works to implement wraps
‘Brought to you by’ Signage	<ul style="list-style-type: none">• Identify vendor for production of signs• Install signs at GMCID project locations
Banner Signage	<ul style="list-style-type: none">• Coordinate with the branding consultant team, City of Marietta, and Marietta Arts Council to identify themes, layouts, and design for pole banners
Priority Location #1 - Franklin Gateway at Delk Road	<ul style="list-style-type: none">• Identify vendor for production of Gateway Monument• Identify consultant to create construction drawings• Install Gateway Monument, landscaping and placemaking elements as shown in rendering
Priority Location #2 - Franklin Gateway at South Loop	<ul style="list-style-type: none">• Program an easement contract for property owner
Priority Location #3 – Blanche Drive Underpass	<ul style="list-style-type: none">• Initiate conversations with City of Marietta and Georgia Department of Transportation to discuss underpass re-construction and lighting plan• Apply for scoping funding for the underpass and multi-modal components through the TIP and GTIB solicitation process
Transit Shelter	<ul style="list-style-type: none">• Initiate conversations with City of Marietta and Cobb Linc to identify transit shelter designs for bus stops within the District
Streetscaping Elements	<ul style="list-style-type: none">• Coordinate with City of Marietta Public Works to identify and finalize vendors for streetscaping elements• Coordinate with City of Marietta to modify codes to allow pole banners within the GMCID
5-Year Action Plan	
Master Plan	<ul style="list-style-type: none">• Collaborate with City of Marietta to develop a Request for Proposal to create a Master Plan for the GMCID
Banner Signage	<ul style="list-style-type: none">• Identify vendor for production of pole banners• Coordinate with the City of Marietta Public Works to implement banner poles along Franklin Gateway
Priority Location #2 - Franklin Gateway at South Loop	<ul style="list-style-type: none">• Identify consultant to create construction drawings• Identify vendor for streetscaping elements• Coordinate with Cobb Linc for transit shelter design• Install Gateway Monument, landscaping and placemaking elements as shown in rendering

Priority Location #3 – Blanche Drive Underpass	<ul style="list-style-type: none">• Apply for PE & ROW funding for the underpass and multi-modal components through the TIP and GTIB solicitation process• Identify design consultant and initiate the PE and ROW aquisition process
Sidewalk/ Bicycle Network	<ul style="list-style-type: none">• Collaborate with City of Marietta to identify priority areas to build sidewalk and multi-use path network• Identify and apply for funding opportunities• Develop project list to submit for Cobb 2027 SPLOST
10-Year Action Plan	
Priority Location #3 – Blanche Drive Underpass	<ul style="list-style-type: none">• Apply for construction funding for the underpass and multi-modal components through the TIP and GTIB solicitation process• Identify funding sources and implement placemaking, landscaping and lighting as shown in rendering