

GATEWAY MARIETTA CID

MASTER PLAN



ADOPTED - FEBRUARY 2026

Kimley»Horn 

ACKNOWLEDGMENTS

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PROCESS & VISION

BACKGROUND & CONTEXT

GATEWAY MARIETTA CID

Established in 2014, the Gateway Marietta Community Improvement District (CID) aims to enhance economic development, improve infrastructure, and boost public safety within its boundaries, creating a more attractive and prosperous area for businesses and residents. The Gateway Marietta CID is located within Cobb County entirely within the City of Marietta. The CID is well positioned within the Atlanta Metropolitan area and beyond, being adjacent to several major regional corridors including I-75 to the east and Cobb Parkway (SR 41) to the west. While the CID is primarily centered around Franklin Gateway, a relatively low traffic local roadway, Delk Road and South Marietta Parkway are major thoroughfares that connect the district to other activity centers within Cobb County.

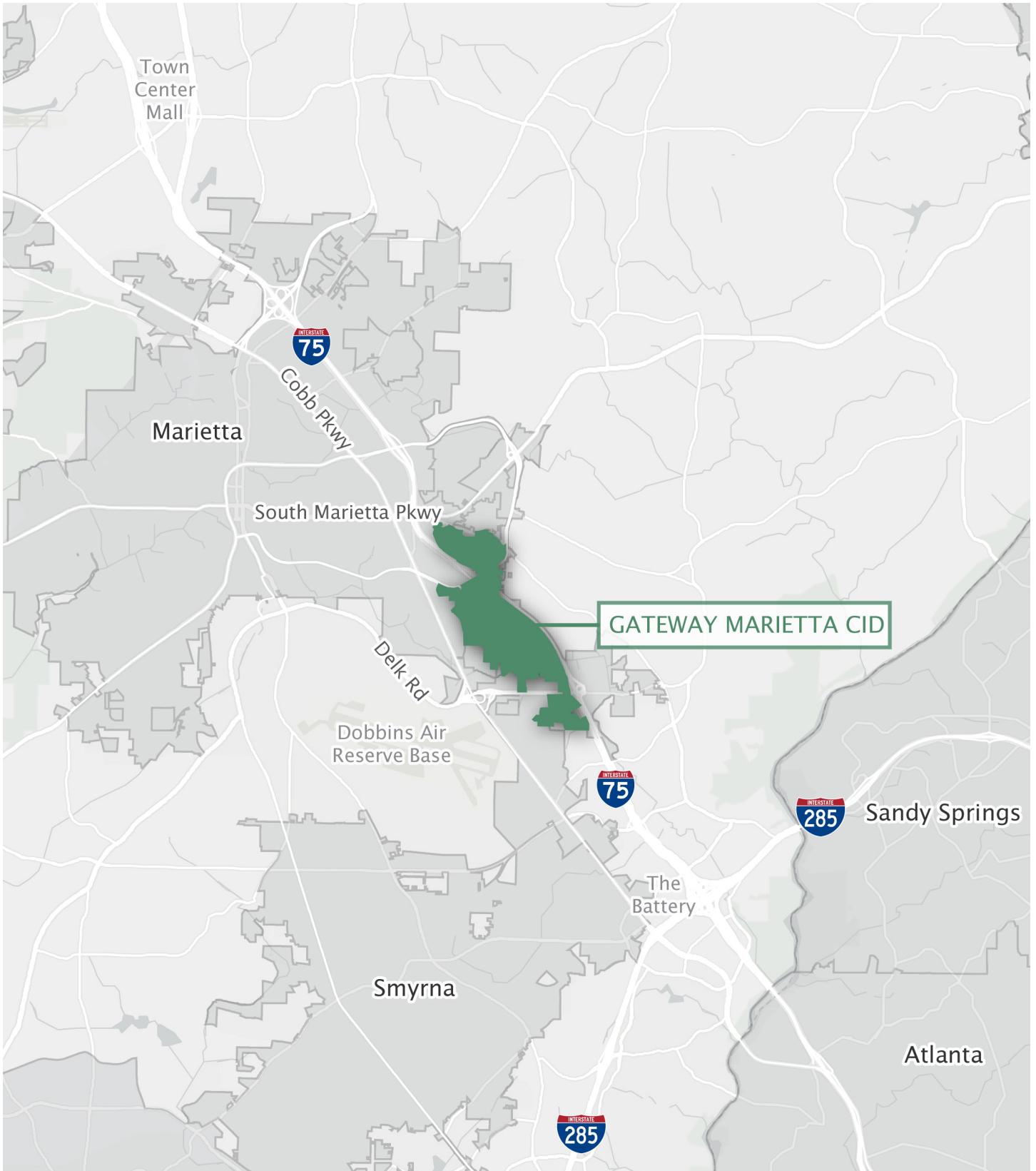
Within the Gateway Marietta CID, recent notable developments include the Children's Healthcare of Atlanta Training Grounds, home of Atlanta United, and the Franklin Gateway Sports Complex. The training facility was part of a broader redevelopment initiative supported by the City, where Marietta voters approved a \$68 million bond referendum aimed at revitalizing the corridor. This bond provided the necessary funding for land acquisition and infrastructure improvements, paving the way for the construction of the training facility, which opened in 2017. The City continued its investment in the area by opening the Franklin Gateway Sports Complex in 2018, which has become a significant recreational attraction for both residents and visitors.

FRANKLIN GATEWAY

Franklin Gateway has experienced significant transformation over the years. Historically, the corridor faced challenges including high crime rates, public safety concerns, and declining quality of living which negatively impacted its reputation within the community. However, with targeted investments and redevelopment initiatives, including the 2014 bond referendum, substantial enhancements were made in infrastructure and public safety. These efforts aimed to revitalize the area, improve living conditions and attract new business. As a result, significant new developments and investments have emerged, shifting perceptions and contributing to the corridor's revitalization. Today, Franklin Gateway is poised to become a growing and vibrant hub, demonstrating the positive impact that catalytic redevelopment and investment can have on a community.

WHAT IS A CID?

A Community Improvement District (CID) is a self-taxing mechanism where commercial property owners within a defined area agree to pay an additional property tax to fund improvements and services that benefit the district. These enhancements typically include infrastructure enhancements, public safety measures, beautification projects, and economic development initiatives. Since only commercial properties are taxed, these property owners are the key constituents of the CID and play a crucial role in driving the success and direction of the CID organization. The goal of a CID is to create a more attractive, functional, and vibrant area, thereby boosting property values, attracting new businesses, and improving the overall quality of life for the community.



MASTER PLAN

2025 MASTER PLAN

As the Gateway Marietta CID has evolved and the area has continued to grow, the Board of Directors recognized the need for a cohesive vision and action plan. In late 2024, work began on the CID's first-ever master plan, which builds upon the efforts of previous studies conducted by both the City, CID, and other entities over the past several decades. This master plan aims to create a unified vision for the area's development, addressing both desired development patterns and the infrastructure needed to support that vision. It also outlines a clear plan for the CID, its partners, and its constituents to collaborate effectively in achieving the shared goals for the community's future.

MASTER PLAN PROCESS

EXISTING CONDITIONS (Oct 2024 - Apr 2025)

Data Collection and Analysis	
Stakeholder Interviews	● ▲
Core Team #1	▲
Initial Market Assessment	
Board Presentation	● ■

●	GMCID Board of Directors
▲	Stakeholders
■	General Public

PLAN DEVELOPMENT (Apr 2025 - Nov 2025)

Vision and Goals	
Core Team #2	▲
Public Open House	■
Online Survey #1	■
Board Presentation	●
Development Concepts and Alternatives	
Market Potential	
Board Member Focus Groups	●
Infrastructure Projects and Costing	
Core Team #3	▲
Board Presentation	● ■

RECOMMENDATIONS (Nov 2025 - Feb 2026)

Online Survey #2	■
Prepare Final Deliverables	
Core Team #4	▲
Final Presentation and Adoption	● ■



STAKEHOLDER ENGAGEMENT

To cast a community and constituent-based vision and ensure it is achievable, community engagement and buy-in from area stakeholders are essential. For the master plan, this involved engaging property owners, key constituents, the Board of Directors, community leaders, and area residents to gather input, build consensus, and foster a shared commitment to the vision and its implementation.

Engagement with these stakeholders occurred throughout the master plan process in a variety of formats and with several diverse groups:

BOARD OF DIRECTORS

The CID's Board of Directors is comprised of representatives from the local property owners, who represent the interests of land and business owners, as well as appointees from the local municipalities. Throughout the master plan process, the Board of Directors was engaged to provide direction and feedback on the vision and recommendations, ensuring that the plan aligns with both property owners' goals and broader community's needs.

STAKEHOLDER INTERVIEWS

In the early phases of the project, the master plan team hosted a series of stakeholder interviews with Board Members, additional property owners, and community leaders. The purpose of these interviews was to understand the issues and opportunities facing the district and to gather insights on each stakeholder's priorities and vision for the district now and into the future.

CORE TEAM

To maintain a connection with community leaders and organizations, a Core Team was assembled, including representatives from the City, the County's Chamber of Commerce, Visitors and Tourism Bureau, Arts Council, local resident groups, and nearby universities. This group served as a sounding board reviewing the plan's direction at four key points within the process, providing constructive feedback.

COMMUNITY INPUT

While the CID's direct constituents are the commercial property owners, engaging and partnering with the broader community and residents is still a priority. To do so, a public meeting was hosted to gather input on the area vision and development priorities, along with two interactive online surveys. These touchpoints provided opportunities for the larger community to share their needs and desires, helping to refine the vision and priorities for the district.

VISION & GOALS

A COHESIVE VISION

The vision developed below is a culmination of input from the Board of Directors, the Core Team, and the community, and represents a shared desire for how the Franklin Gateway district should evolve over the next two decades. This vision embodies the collective aspirations of district stakeholders, providing a clear and ambitious roadmap for the future. While the vision is aspirational by nature, it is substantiated by concrete action items and recommendations outlined throughout this

The Gateway Marietta CID Master Plan envisions leveraging the district's strategic geographic location and strong community partnerships to create a cohesive, safe, and vibrant community. Our vision is to build upon the area's rich culture while evolving into a distinctive destination with a strong community feel, characterized by active and attractive spaces.

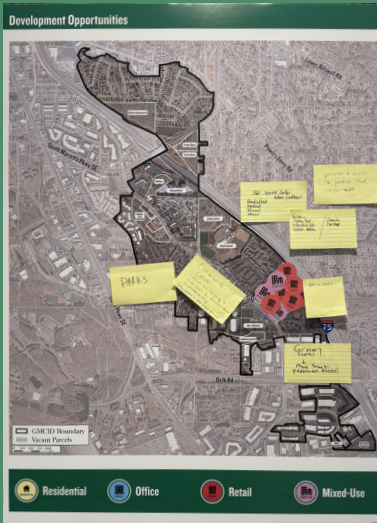
We seek to attract high-quality mixed-use development that serves the needs of our diverse community and offers a range of amenities, for both the immediate area and the broader region.

By prioritizing infrastructure enhancements, beautification, and placemaking efforts, we aim to enhance the district's impression and stimulate development momentum.



VISION INPUT

The June 2025 public open house allowed community members, employees, business owners, and other stakeholders to give feedback on their vision for the area. Their input translated into development opportunities and highlighted what they want to see in the future. The discussions identified key infrastructure projects needed to support this vision, ensuring the area's growth meets the community's needs.



The Gateway Marietta CID Master Plan envisions leveraging the district's strategic geographic location and strong community partnerships to create a cohesive, safe, and vibrant community. Our vision is to build upon the area's rich culture while evolving into a distinctive destination with a strong community feel, characterized by active and attractive spaces.

We seek to attract high-quality mixed-use development that serves the needs of our diverse community and offers a range of amenities, for both the immediate area and the broader region.

By prioritizing infrastructure enhancements, beautification, and wayfinding efforts, we aim to enhance the district's impression and stimulate development momentum.

What would you add or remove from this vision?

Gateway Marietta CID Master Plan

EXISTING CONDITIONS

EXISTING CONDITIONS

PREVIOUS PLANNING EFFORTS

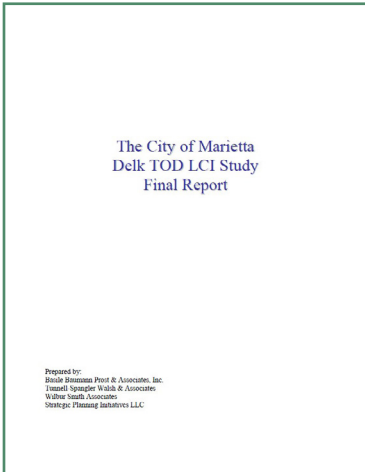
A number of studies, dating back to 2004, have been conducted in the Franklin Gateway area. Prior to the establishment of Gateway Marietta CID in 2014, these studies were primarily led by the City of Marietta. Efforts were aimed at understanding and addressing various issues and opportunities within the corridor, laying the groundwork for future development and improvements. These studies include the following:

- 2004** ● **Delk Transit Oriented-Development (TOD) Livable Centers Initiative (LCI) Study**
- 2009** ● **Franklin/Delk Livable Centers Initiative (LCI) Study**
- 2017** ● **Franklin/Delk Livable Centers Initiative (LCI) Study Update**
- 2018** ● **Gateway Marietta CID Review of Existing Area Planning Documents**
- 2019** ● **Existing Conditions, Impact, and Future Growth Analysis**
- 2021** ● **Creative Placemaking, Wayfinding, and Signage Study**

Previous studies and initiatives laid the groundwork for the Franklin Gateway area to prosper. These evaluations and recommendations provided insightful data and strategic direction that influenced growth and development along the corridor. Establishing the Gateway Marietta CID in 2014 marked a pivotal turning point, allowing for more structured and sustained investment in infrastructure and community improvements. The city's proactive approach, supported by these studies and the creation of the CID, has enabled the corridor to transform positively over the years.

Livable Centers Initiative (LCI) studies have been particularly instrumental in integrating CID priorities into local plans. These studies have yielded a comprehensive list of projects for the CID, focusing on sidewalks, trails, streetscapes, and roadway enhancements. Several projects have been completed, including streetscapes, intersection improvements, gateway monuments, and landscaping, demonstrating tangible progress and benefits.

Moreover, multiple plans have emphasized increasing the CID's branding and awareness, with strategies including event programming, placemaking initiatives, and enhancing landscaping and gateways. Public art and branded amenities like street lighting and trash cans have also been proposed to improve the district's visual appeal and functionality. These efforts collectively could enhance sense of place and community identity, fostering a vibrant and attractive environment for residents, businesses, and visitors alike.



The City of Marietta
Delk TOD LCI Study
Final Report

Prepared by:
Shane Blumstein Peori & Associates, Inc.
Lizbeth Springer Walsh & Associates
Walton Smith Associates
Strategic Planning Initiatives LLC

2004
Delk TOD LCI Study



FRANKLIN/DELK LIVABLE CENTERS INITIATIVE

LCI STUDY
FIVE YEAR UPDATE
2017-2022



2017
Franklin/Delk LCI Study Update



GATEWAY MARIETTA CID
Existing Conditions, Impact, and Future Growth Analysis

Prepared for Gateway Marietta CID
By Bleakly Advisory Group



September 2019



2019
Impact and Future Growth Analysis



Franklin/ Delk Livable Centers
Initiative (LCI) Study

Five Year Livable Centers Initiative Study Update
2011-2016



2009
Franklin/Delk LCI Study



GATEWAY MARIETTA
COMMUNITY IMPROVEMENT DISTRICT

REVIEW OF EXISTING
AREA PLANNING DOCUMENTS
MAY 15, 2018

PROJECT OVERVIEW

Georgia Conservancy, Inc. was contracted by the Gateway Marietta Community Improvement District (CID) to perform a review, synthesis, and assessment of relevant previous plans and studies that resulted in recommendations for the CID area in the region of urban design, mobility planning, economic development, and land use. Georgia Conservancy was also asked to interview some CID Board members and other stakeholders as a part of this project. (Georgia Conservancy was not tasked with ascertaining the implementation status of previous recommendations, although some more recent plans did supply partial information on past plan recommendations in this regard, which was noted and included in this work, as available. Georgia Conservancy was also not tasked with undertaking any new planning efforts.)

The purpose of this project was to assist the CID in understanding key aspects and recommendations of previous professional studies and major concerns of Board members and stakeholders such that the CID can best leverage this information in directing its efforts and expenditures towards improving conditions in the CID area. This memorandum discusses documents reviewed, task methodology, findings, and recommendations for the CID's consideration.

PAGE 1



2018
Georgia Conservancy Study



CREATIVE PLACEMAKING,
WAYFINDING & SIGNAGE STUDY

November 18, 2021

2021
Creative Placemaking, Wayfinding, and Signage Study

EXISTING CONDITIONS

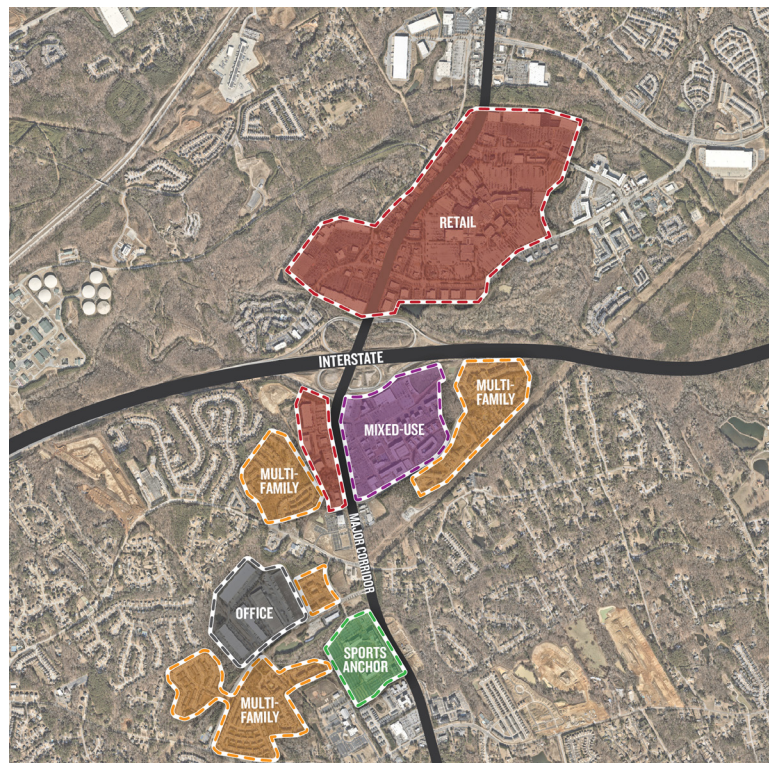
CASE STUDIES

The opportunities and challenges facing Franklin Gateway are not unique; many areas within the Metro Atlanta region and beyond encounter similar circumstances of areas developed in the 1970's with access to major highways. They are now in need of reinvestment and reinvention. These areas offer valuable insights through their experiences and responses to comparable issues. By examining how these communities have navigated their paths to reinvestment, Franklin Gateway can draw lessons and strategies to aid its enhancement. The following case studies highlight some of these Districts and how they have discovered their identity, overcome obstacles, and evolved into highly vibrant destinations.

These areas, including Franklin Gateway, face constraints imposed by large regional corridors that bound them and providing visibility but limit growth and development opportunities. Each has a major anchor that influenced their development but lacked cohesion or a unified vision for the area. For example, Franklin Gateway is anchored by the Atlanta United training facility and retail along Cobb Parkway, with some multifamily housing prevalent along the corridor. Despite these anchors, Franklin Gateway has limited other attractions and lacks a cohesive sense of place, highlighting the need for a unified vision and strategic development plan.

BUFORD DRIVE / BUFORD, GA

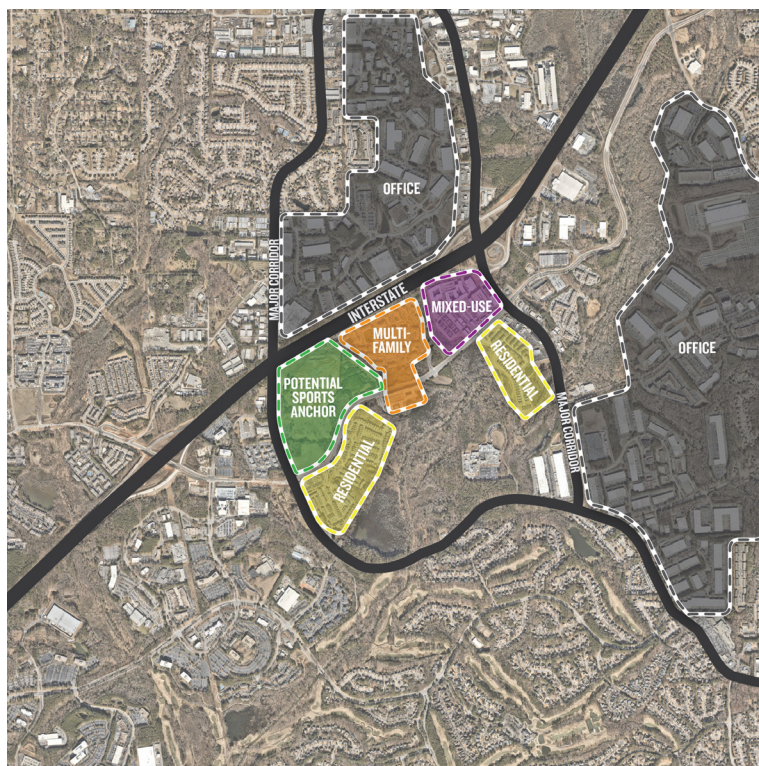
This area is located south of the I-85/Buford Drive interchange, near the Mall of Georgia. The Mall of Georgia served as the initial anchor for the area, and catalyzed growth north of I-85. The Buford Drive Area, south of I-85, was far less developed and vibrant. Over time, the area evolved into a prominent entertainment destination south of I-85, leveraging the access and momentum created by the baseball stadium. It now features a range of entertainment options such as golf, go-karts, and diverse restaurants, in addition to mixed-use developments and multifamily housing. These additions have helped maintain a consistent visitor base and fostered a more vibrant, cohesive community.





RONALD REAGAN PARKWAY / SOUTH FORSYTH, GA

Located at the interchange of GA 400 and McFarland Parkway along Ronald Reagan Parkway, this area benefits from excellent access and connectivity to South Forsyth County's residential base. The mixed-use development Halcyon, featuring multifamily apartments and townhomes, has sparked demand by integrating residential living with various attractions. This synergy has created a demand base for businesses to thrive. Halcyon's success has also ignited interest in a potential sports anchor nearby, further enhancing the area's appeal and sustainability.



MILLENNIUM DRIVE / GREENVILLE, SC

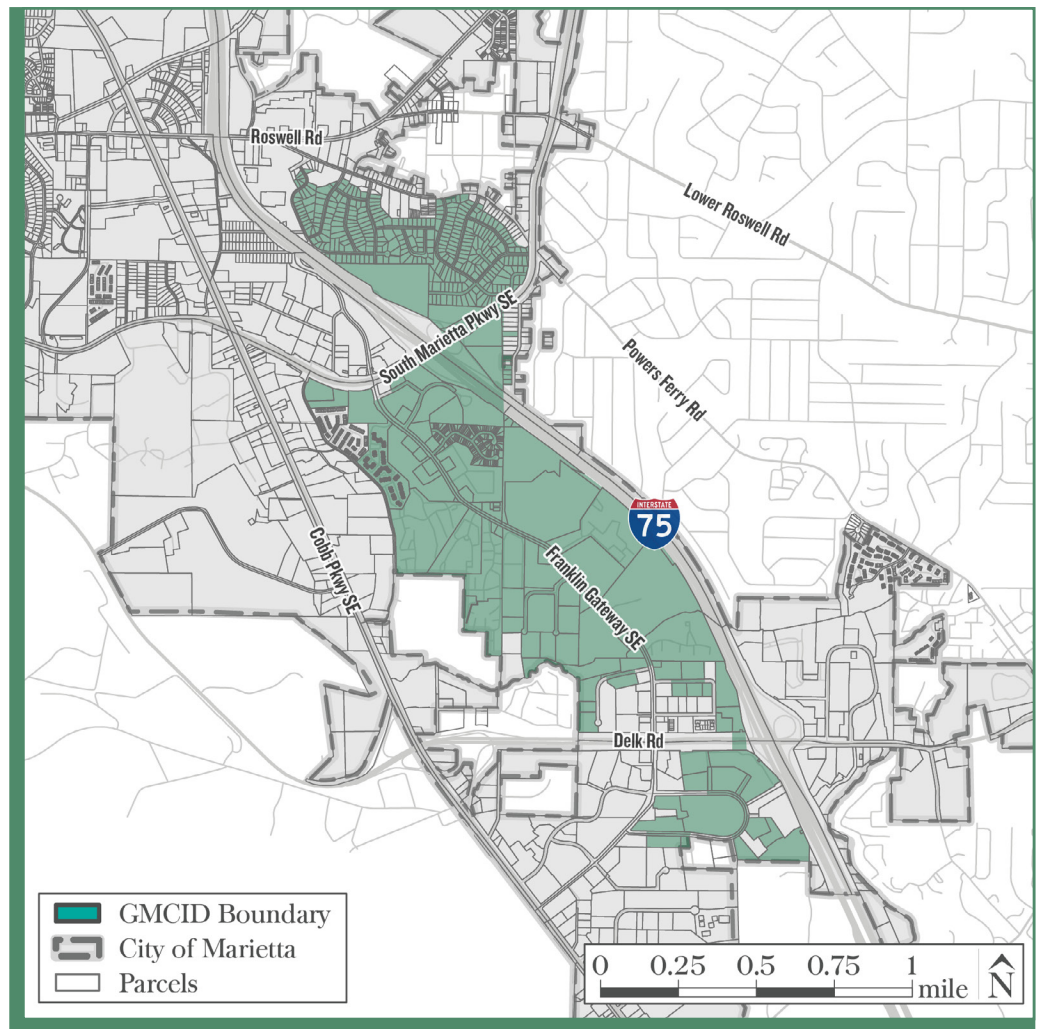
Millennium Drive in Greenville, South Carolina, is anchored by major corporate headquarters and Clemson University's International Center for Automotive Research (ICAR) facilities, serving as institutional and office hubs. Building on the success of these office and institutional anchors, quality multimodal facilities and connectivity were implemented, sparking demand for hospitality amenities, including sports attractions. The area also includes residential properties, enhancing its mixed-use nature and contributing to a vibrant, well-rounded community.



EXISTING CONDITIONS

CONTEXT

The Gateway Marietta Community Improvement District (CID) is entirely within the City of Marietta. Key corridors within the CID include South Marietta Parkway, Franklin Gateway, and Delk Road. Just outside the CID's boundaries are important roadways, including I-75, Cobb Parkway, Roswell Road, and Powers Ferry Road, providing additional connectivity and access to the region. The district benefits from its proximity to educational institutions, including Kennesaw State University's Marietta campus and Life University. It also features a large retail base along Cobb Parkway, automotive-centered businesses, and significant light industrial/flex office spaces. The area is driven by its geographic location within northwest Atlanta, its access to major roadways, and proximity to a large residential base in Marietta and East Cobb.

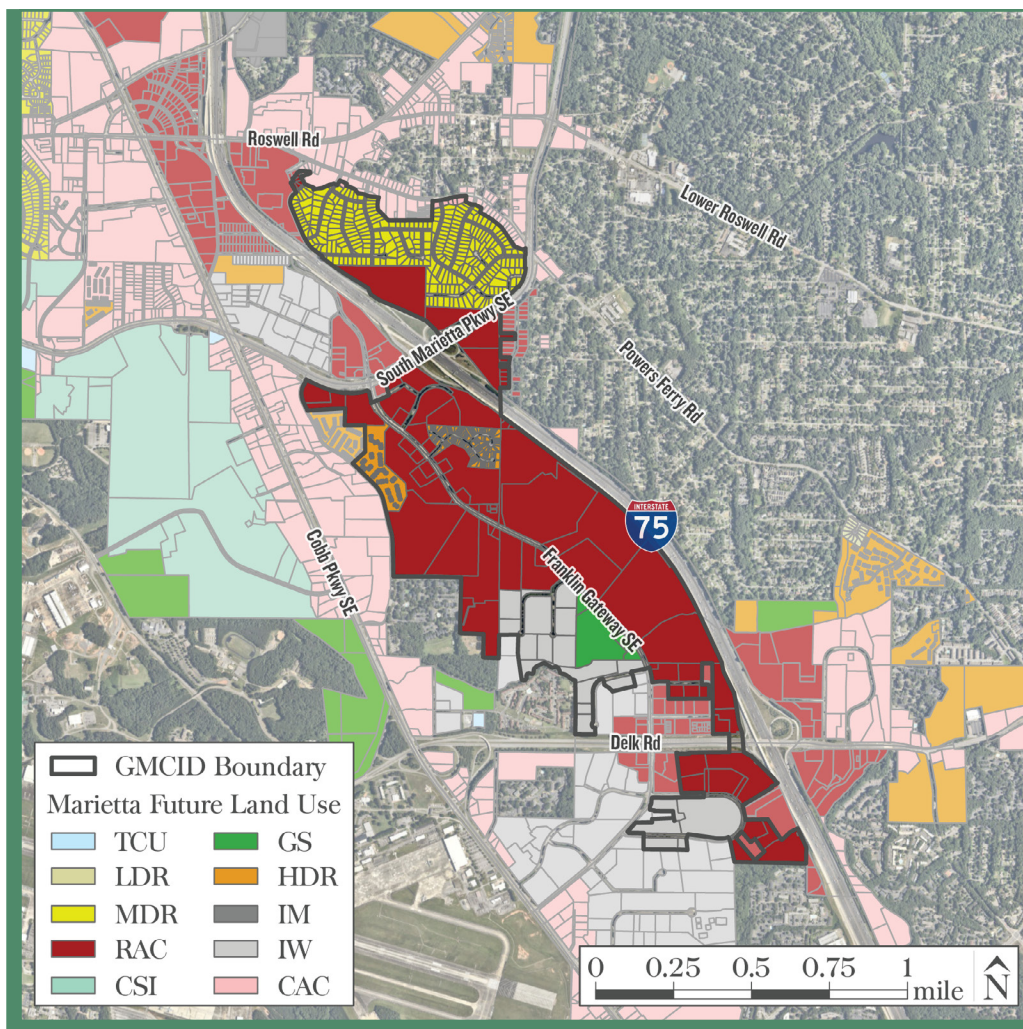




FUTURE LAND USE

The exhibit to the right shows the City of Marietta's future land use map for this area, which guides development within the Gateway Marietta CID. Future land use is a planning tool that outlines the intended use of land within a city, helping shape growth and development patterns.

The predominant future land use designation within the CID is Regional Activity Center (RAC), accounting for 53% of the district. This designation is designed to support medium and high-intensity office and commercial development, while also permitting limited residential opportunities in mixed-use developments. Within the City of Marietta, the RAC designation is present only in this area and further north along Cobb Parkway. This lays the groundwork to create a vibrant, higher density economic hub that fosters both business growth and community development.



EXISTING CONDITIONS

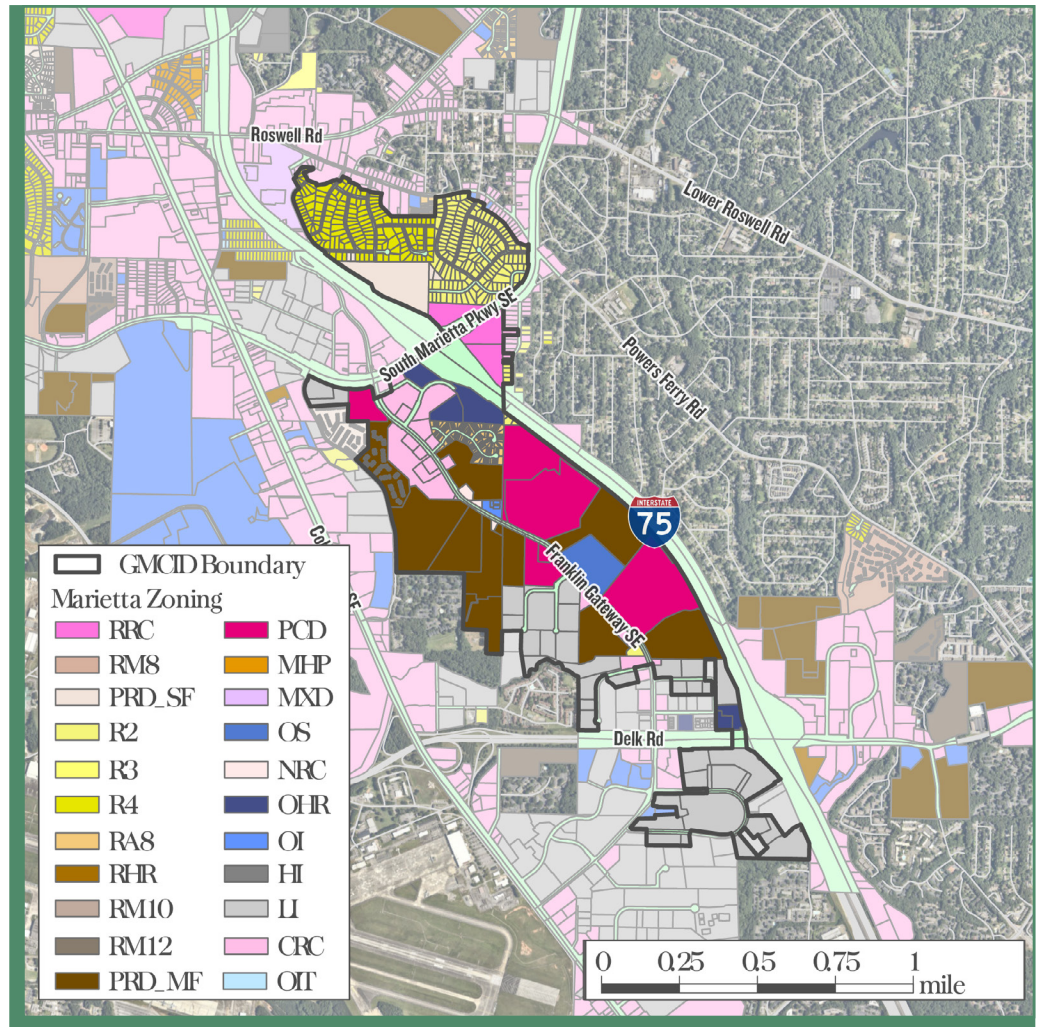
ZONING

Zoning is used by municipalities to define the types of uses and activities that are permissible in different areas. It serves to organize properties efficiently and maintain order, often aligning with future land use plans which provide broader, long-term development intentions.

The map to the right shows the City of Marietta's zoning classifications for properties within the Gateway Marietta CID. These classifications dictate the types of developments and their character in the area.

Planned Residential Development Multifamily (PRD_MF) zoning, which covers 22% of the CID, allows for the development

of multifamily residential units such as apartments and townhomes, tailored to create well-integrated residential communities. Light Industrial (LI) zoning encompasses 17% of the CID, intended for industrial uses including manufacturing, warehousing, and distribution facilities with minimal impact on the surrounding areas. Planned Commercial Development (PCD) zoning accounts for 13% of the CID and is aimed at facilitating commercial activities and mixed-use developments that combine retail, office, and limited residential components, fostering a vibrant and dynamic commercial environment.

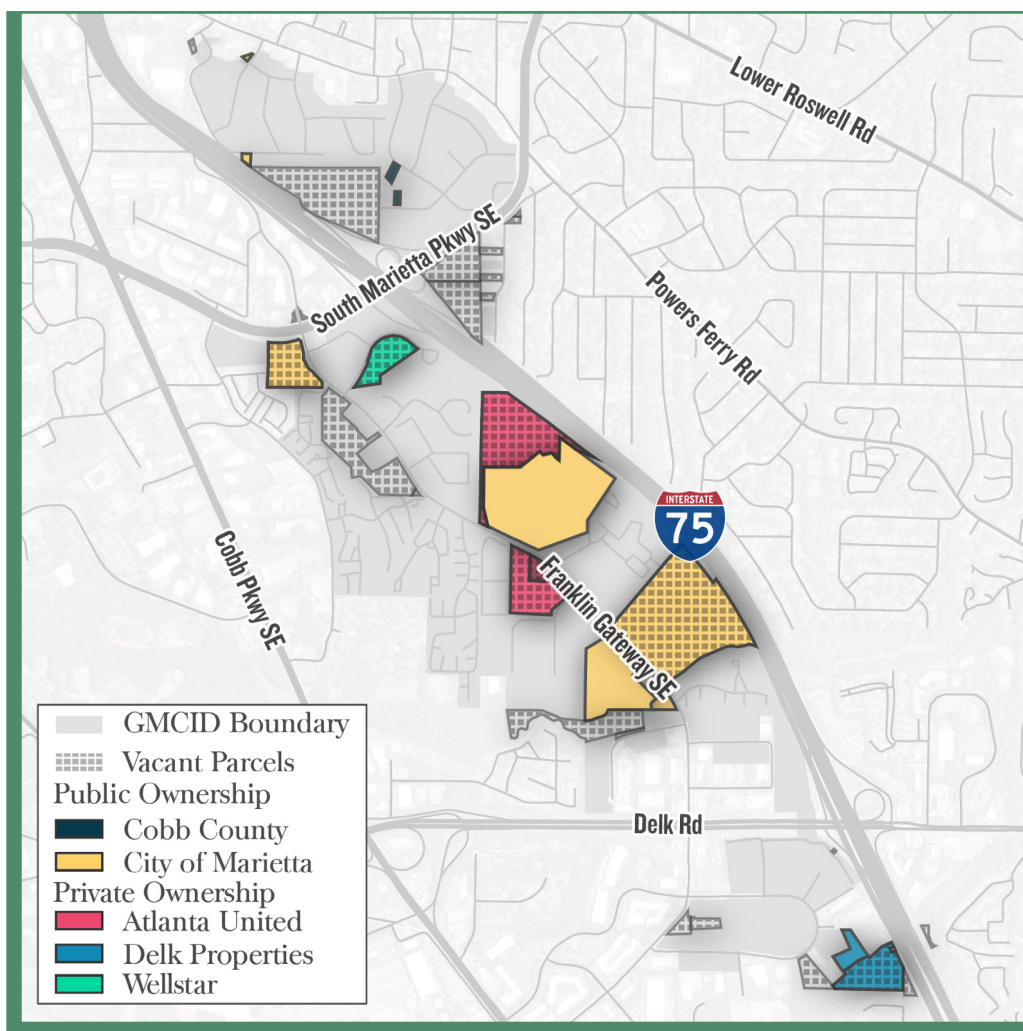




PROPERTY OWNERSHIP

The map to the right highlights vacant parcels and property ownership within the Gateway Marietta CID. There are a few vacant parcels within the CID under a few different owners.

Northeast of I-75 are two undeveloped parcels owned by a private property investor. These parcels, adjacent to existing single-family neighborhoods, have access constraints due to the nearby interstate interchange. One parcel is 18 acres, and the other two adjoining parcels total 17 acres. As of late 2025, there is a pending development proposal for these parcels, which includes plans for single-family residential homes.



Additionally, Atlanta United owns two other vacant parcels: one adjacent to their existing property and the other across Franklin Gateway. These parcels are 17 acres and 8 acres respectively, though current plans for their development remain undetermined.

The most significant vacant parcel along the corridor is the 34-acre city-owned site, which was previously owned by IKEA. A store was proposed for this site in 2018, but the plan was later reevaluated and dropped. In 2025, the City of Marietta acquired the site from IKEA.

EXISTING CONDITIONS

TRAILS AND OPEN SPACE

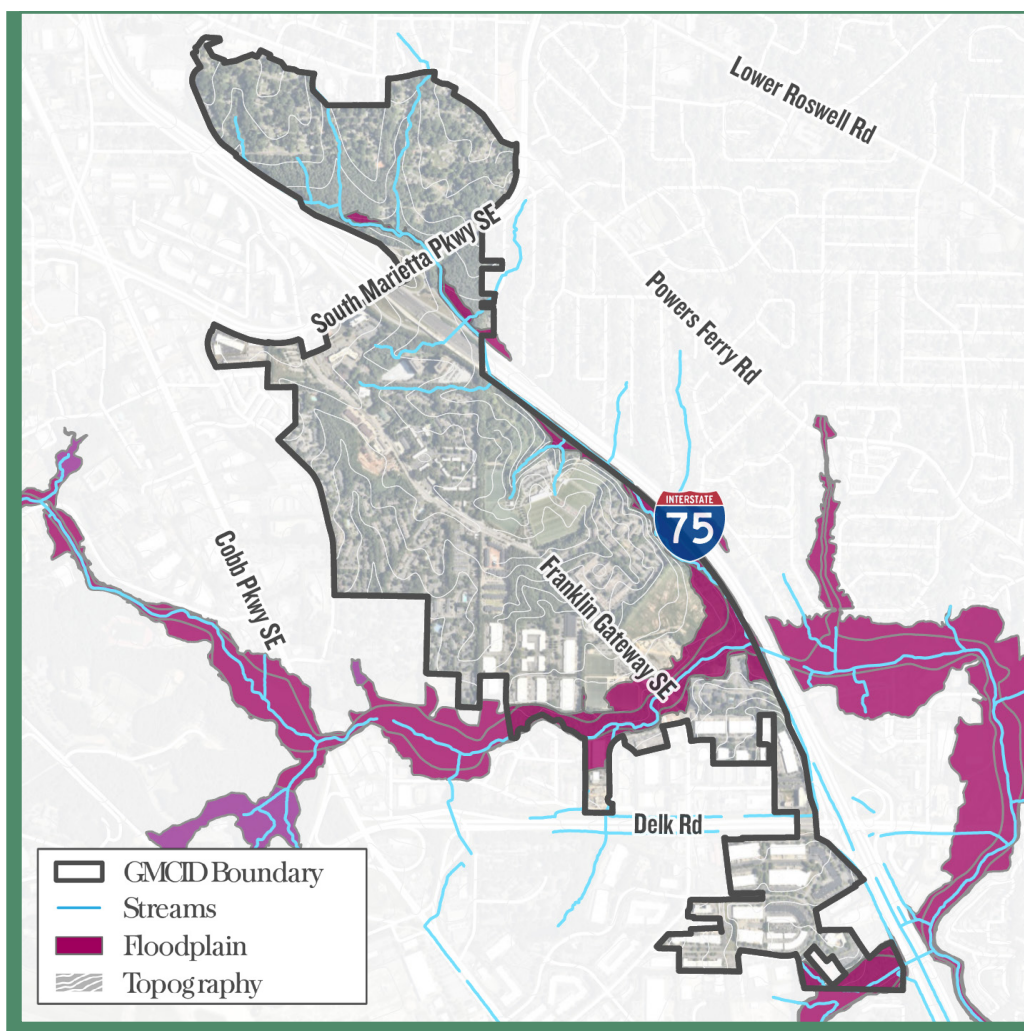
Existing trails in the area are located at two nearby parks: Wildwood Park and A.L. Burruss Nature Park. The streetscape along Franklin Gateway in front of the Children’s Healthcare of Atlanta Training Grounds does feature a 10-foot sidewalk, but this is limited to a small section along the corridor. There are, however, proposed trails along Franklin Gateway and surrounding areas, including Cobb Parkway and Rottenwood Creek. The Rottenwood Creek Trail is planned in two phases. Phase 1 will start at the trailhead near the Franklin Gateway Sports Complex and go west along the creek, past Cobb Parkway to Kennesaw State University’s Marietta campus area, and is slated to be constructed soon. Phase 2 of the Rottenwood Creek Trail is proposed to go south from the trailhead along Franklin Gateway, where it will cross Delk Road before continuing southeast.





ENVIRONMENTAL FEATURES

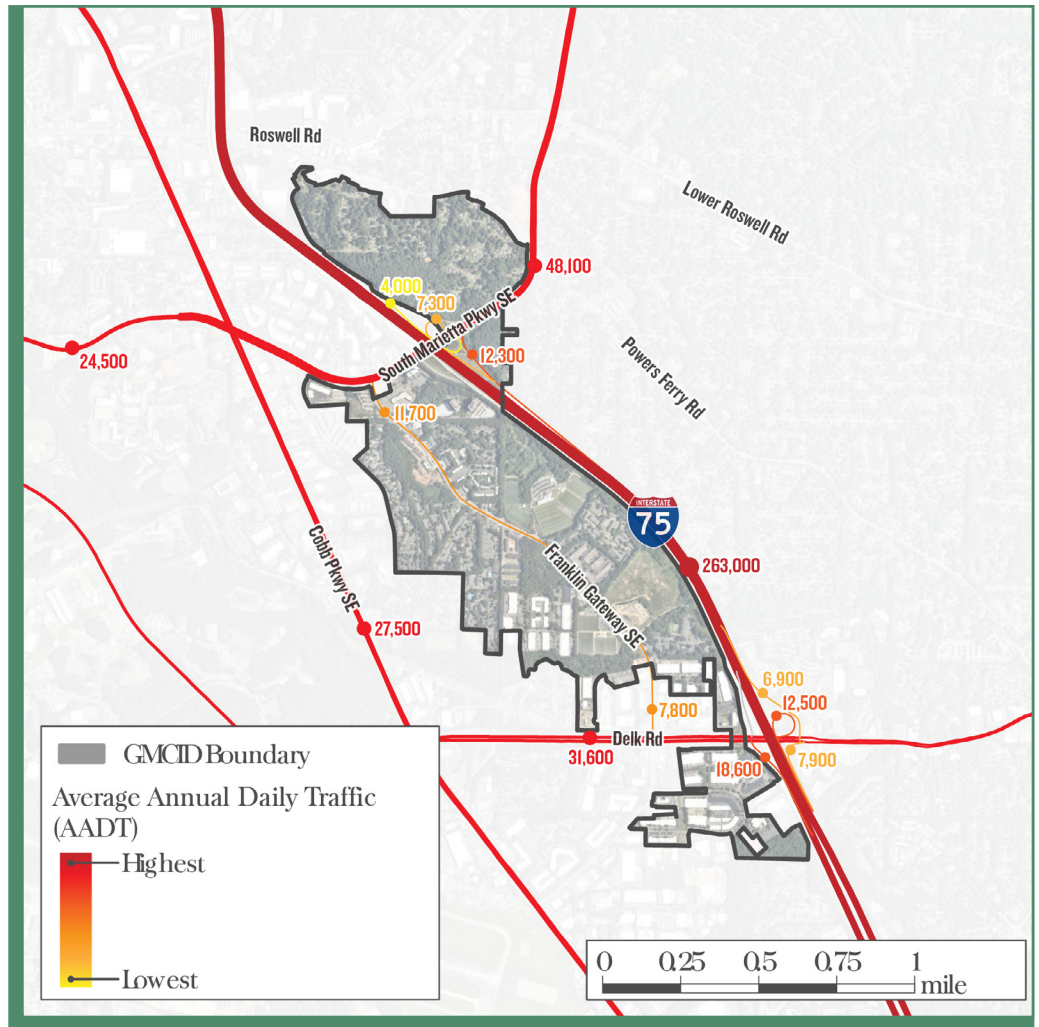
The map to the right highlights environmental features in the area. While topography is noted on the map, there are not significant topographic challenges within the Gateway Marietta CID that would impede development. However, Rottenwood Creek and its surrounding floodplain do pose some constraints to the 34-acre city-owned development site, particularly to the south and east near I-75. Floodplain refers to low-lying areas adjacent to rivers or streams that are prone to flooding, which can constrain development by requiring additional flood mitigation measures and potentially limiting certain types of construction. These constraints could be mitigated by orienting development away from I-75. Other than these considerations, there are no significant environmental challenges within the area that would constrain development activities or create significant environmental concerns.



EXISTING CONDITIONS

TRAFFIC VOLUMES

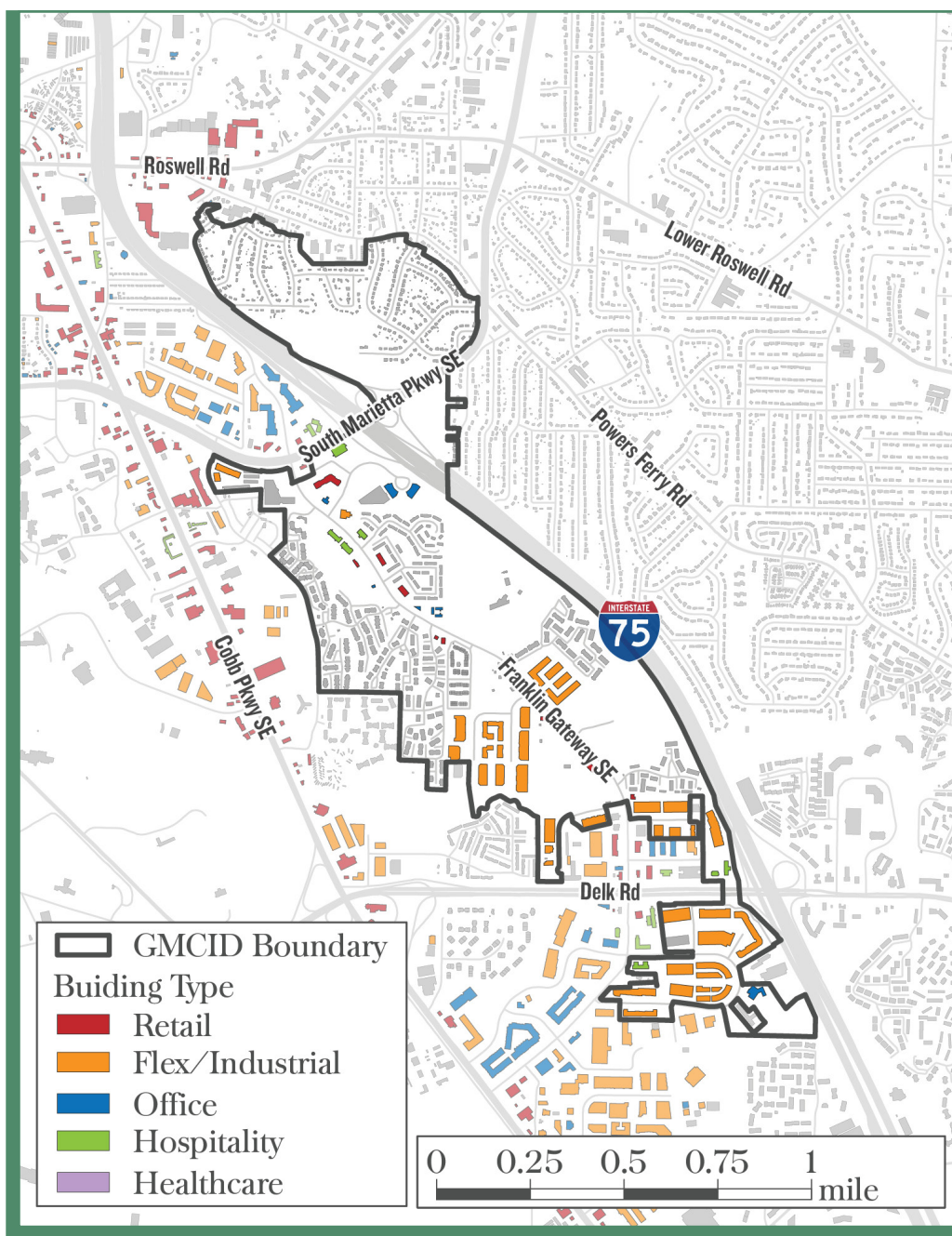
Average Annual Daily Traffic (AADT) measures the total volume of vehicle traffic on a roadway over the course of a year, divided by 365 days, providing a daily average. The map to the right shows AADT for the roadways surrounding the Gateway Marietta CID, in relation to Franklin Gateway itself. Traffic volumes for the surrounding roadways are notably high, while Franklin Gateway's volumes are much lower. This disparity indicates a lack of amenities and attractions along Franklin Gateway, underscoring the opportunity to capitalize on high vehicle traffic volumes along the surrounding corridors to boost activity within the CID.





PROPERTY TYPES

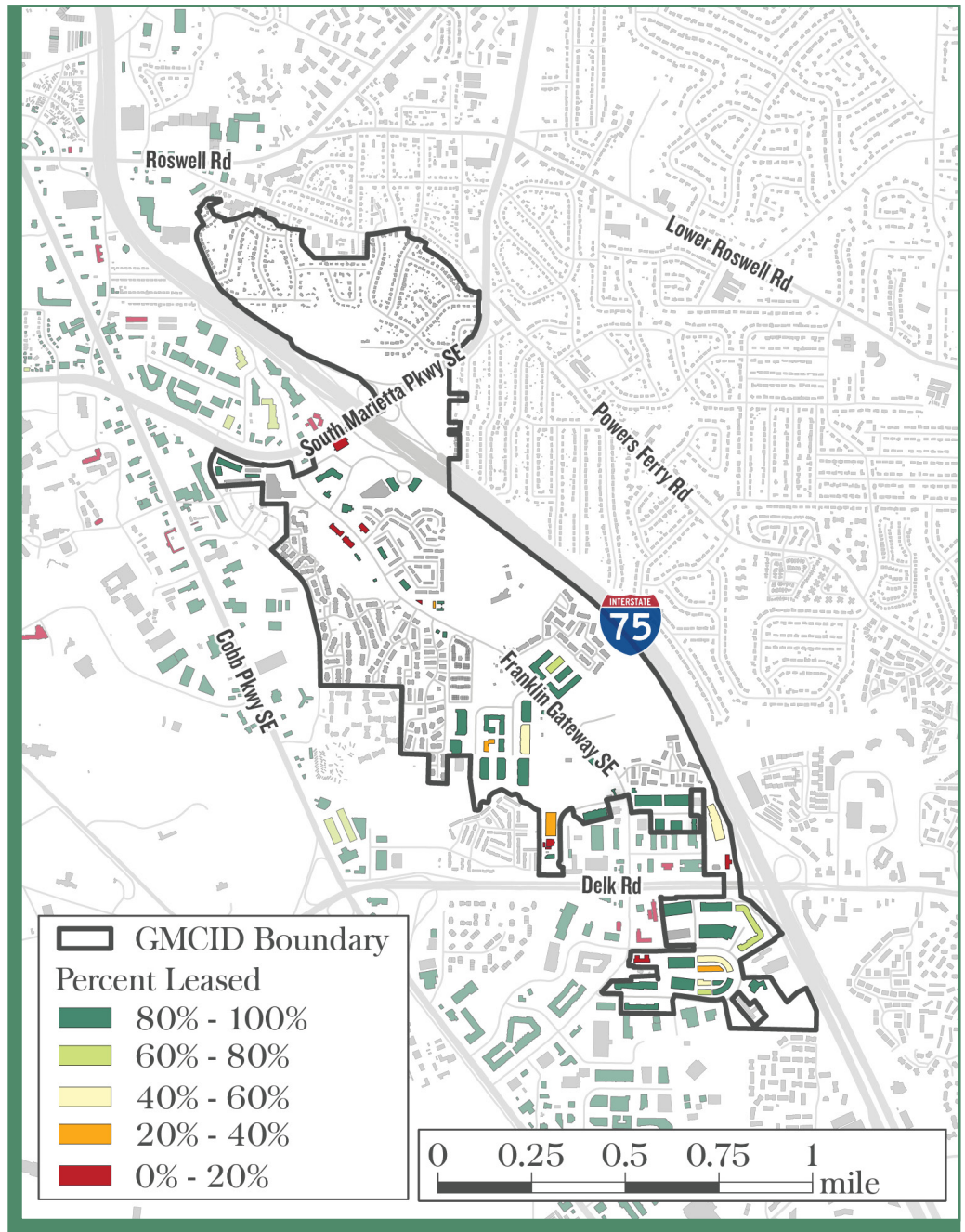
The map to the right shows the property types for buildings within and just beyond the Gateway Marietta CID boundaries. Within the CID, the dominant property type is industrial/flex space. Outside of the CID, particularly along Cobb Parkway, the dominant property type is retail. This contrast aligns with the traffic volume analysis, indicating that areas within the CID are less frequented by the community. In contrast, Cobb Parkway and the areas immediately adjacent to the CID are highly visible and heavily visited, presenting prime opportunities for commercial developments.



EXISTING CONDITIONS

LEASED SPACE

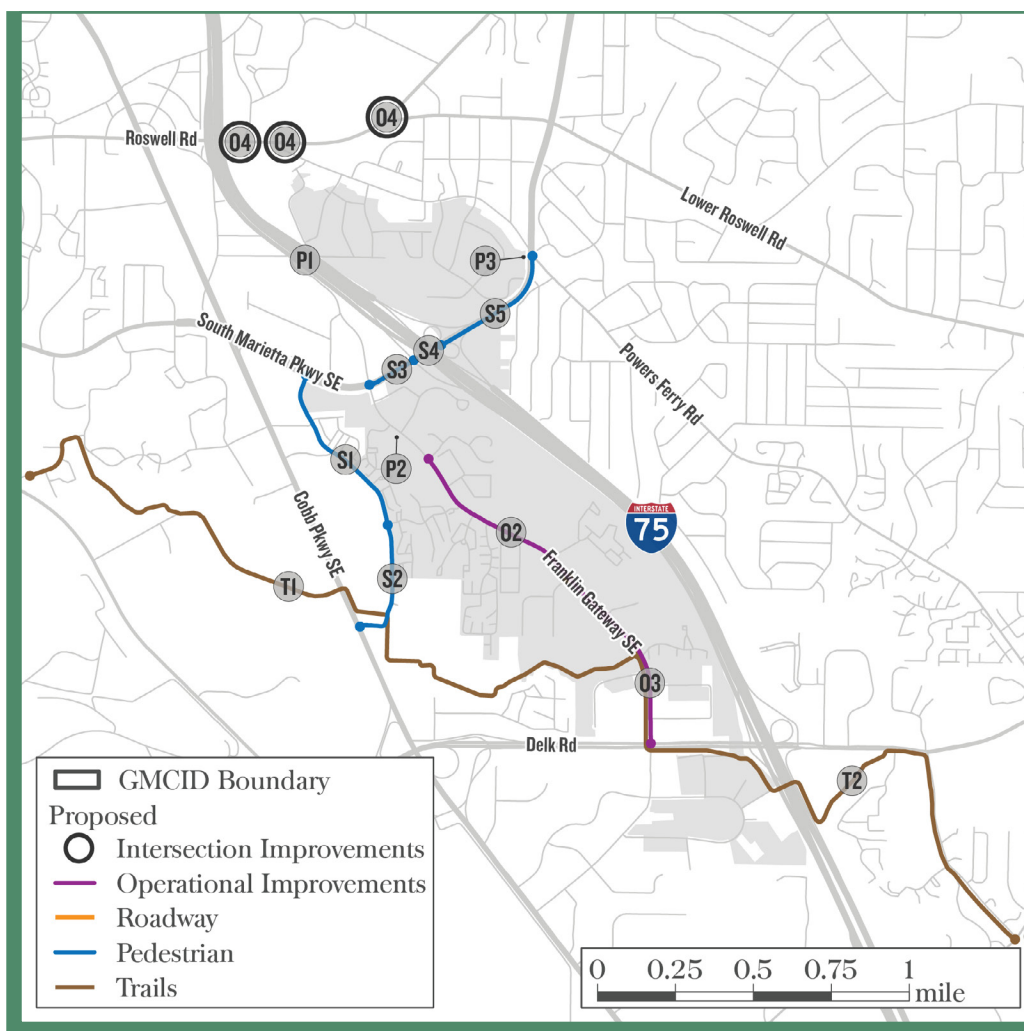
The map to the right shows the leased percentage of each commercial building within the Gateway Marietta CID and just beyond. Properties both within the CID and in adjacent areas are performing well, with the majority of buildings being 80-100% leased. While there are isolated areas with higher vacancies, overall, this indicates a strong market demand for the types of spaces available. However, since the predominant properties within the CID are industrial/flex office buildings, they do not attract a high volume of visitors beyond their own employees. Therefore, these types of buildings have limited potential to create a vibrant and active district environment.





PLANNED IMPROVEMENTS

From the numerous studies and plans conducted in this area, along with the CID's work since 2014, a variety of improvements have been planned both within the district and just beyond, by the CID and the City of Marietta. Planned improvements are shown on the map to the right and listed in the table below. They provide a foundation for future recommendations, ensuring that planned and future improvements work together to achieve the shared vision of the different entities involved. These include intersection improvements, roadway improvements, and pedestrian and trail enhancements.



ID	Project	Type
02	Franklin Gateway Improvements Phase 2	Operational
03	Franklin Gateway Improvements Phase 3	Operational
04	Roswell Road Intersection Improvements	Operational
P1	Blanche Dr Underpass Placemaking Improvements	Placemaking
P2	Franklin Gateway at Parkway Center Placemaking Improvements	Placemaking
P3	Powers Ferry Rd at S. Marietta Pkwy Placemaking Improvements	Placemaking

ID	Project	Type
S1	Wylie Road Sidewalks Phase I	Sidewalk
S2	Wylie Road Sidewalks Phase 2	Sidewalk
S3	S. Marietta Parkway (SR 120) Sidewalks I	Sidewalk
S4	S. Marietta Pkwy (SR 120) Bridge over I-75: Pedestrian Accommodations	Sidewalk
S5	S. Marietta Parkway (SR 120) Sidewalks II	Sidewalk
T1	Rottenwood Creek Multi-Use Trail Phase I	Trail
T2	Rottenwood Creek Multi-Use Trail Phase 2	Trail

MARKET ASSESSMENT

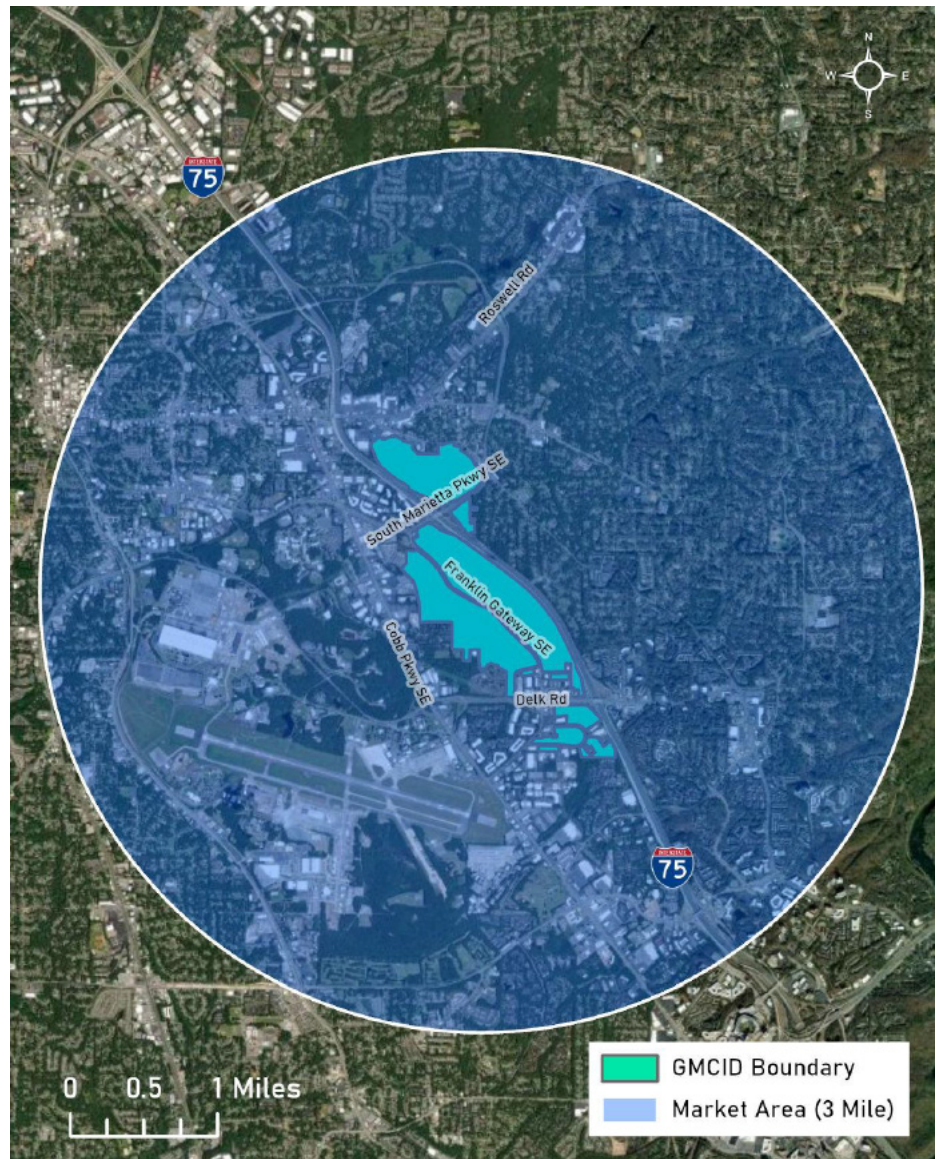
MARKET ASSESSMENT

CONTEXT

This assessment aims to review the various factors that influence the market dynamics in and around the Gateway Marietta CID (GMCID). This includes demand drivers, such as population growth and spending patterns, and supply drivers, such as historical development patterns and performance of existing commercial real estate inventory.

Because these drivers are not confined to governmental boundaries, this analysis also establishes a wider Market Area that will be used for forecasting future demand. A 3-mile radius from the center of the CID was used which captures the areas between, without including, the Barrett Parkway/Town Center and Cumberland Activity Centers as well as Downtown Marietta.

The following section provides an overview of the market assessment, while the full version is located in Appendix A.





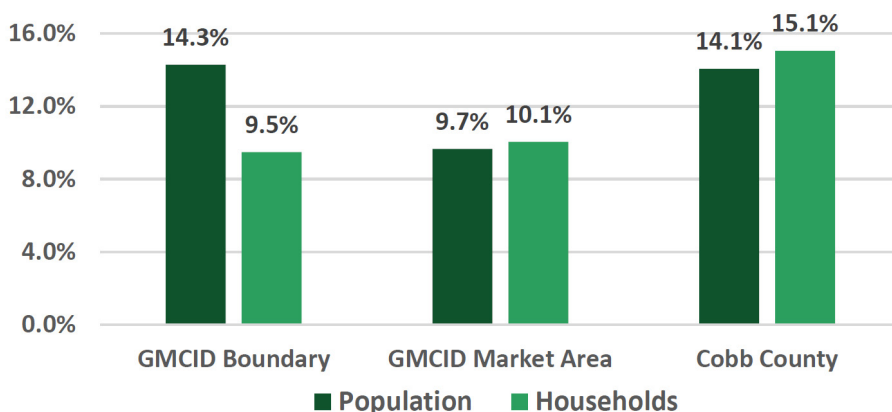
DEMOGRAPHIC TRENDS

A number of demographic trends were assessed, including population growth, household sizes, predominant housing types, median age, and median home values. Key trends from these metrics are highlighted below.

POPULATION & HOUSEHOLD GROWTH

The GMCID is currently home to 5,469 residents and 2,204 households. Since 2010, the GMCID has added almost 685 residents and 191 households, growing by 14.3% and 9.5% respectively. Over this same time period, the Market Area has had similar population and household growth – adding 7,303 residents and 3,231 households.

Population & Household Growth, 2010-2025

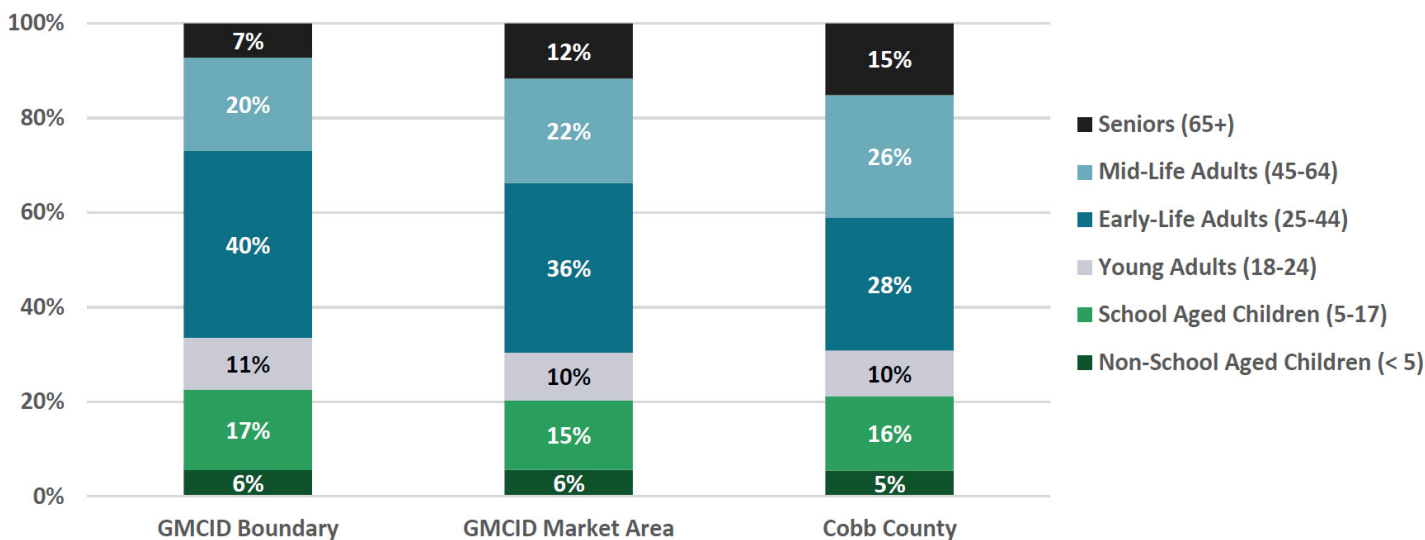


Source: KB Advisory Group with data from Claritas

AGE COHORTS

Residents within the GMCID are relatively younger than the Market Area and county overall. The median age within the CID is 32 years old, compared to 35 in the Market Area and almost 40 countywide. This is largely driven by the relatively larger share of Early-Life Adults within the CID, or those aged between 25 and 44. This cohort is synonymous with those beginning their careers, potentially expanding their family size, and pursuing homeownership opportunities.

Population by Age Cohort, 2025



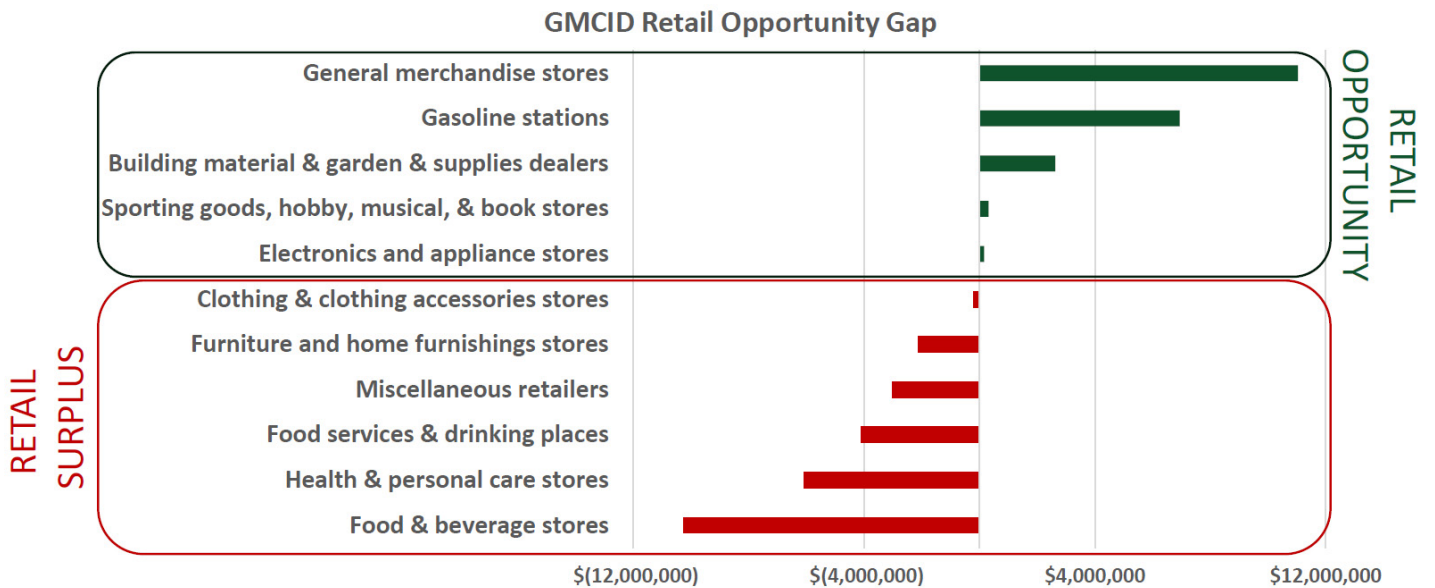
Source: KB Advisory Group with data from Claritas

MARKET ASSESSMENT

CONSUMER SPENDING

Looking just within the CID itself, there is a retail surplus, where retail sales exceed the level of retail spending from local households. Collectively, households within the CID have a retail spend of approximately \$108.0 million. Total annual sales across all retailers within the CID is estimated at \$688.5 million, indicating that the majority of these sales were from households living outside the CID. However, there is a retail opportunity for general merchandise stores. Currently, spending by local households at these stores exceeds local retail sales from stores within the CID.

The chart below highlights retail opportunity and surplus. Surplus indicates that these types of retailers have not only met the needs of those living within the CID boundaries, but visitors are coming from outside of the CID to purchase from them. Since a retail opportunity reflects where local spending is “leaking” out of the area, there is more incentive for more of these retailers to locate within the CID. Conversely, a retail surplus reflects which types of retailers are expanding their reach beyond local demand potential and are drawing in visitors outside of the local area.



Source: KB Advisory Group with data from Claritas



COMMERCIAL REAL ESTATE SUMMARY

The GMCID hosts over 4.3 million square feet of commercial real estate space. Approximately 45% of this space is dedicated to multifamily properties, 36% to industrial/flex, and 12% to office. The remaining types of space, including retail and hotels, constitute less than 5% each.

Commercial spaces within the CID are relatively affordable compared to the County overall. The exception is industrial/flex space, where both average rents are lower and vacancy rates are higher than the county average. Since the wider Market Area has even higher rents but lower vacancy levels, this may indicate a larger portion of the industrial/flex space within the CID does not meet the needs and preferences of current users of those spaces.

However, vacancies in this context refer to leased space and does not reflect actual space utilization. For example, even though the CID has significantly lower office vacancies than the Market Area and county overall, this does not necessarily mean all that “occupied” space is actively being used.

	GMCID	Market Area	Cobb County
MULTIFAMILY			
Existing Units	1,812	21,241	81,538
Vacancy %	6.7%	9.7%	10.9%
Average Rent/Unit	\$1,489	\$1,527	\$1,612
RETAIL			
Existing SF	138,503	8,239,212	9,334,713
Vacancy %	-	2.6%	4.2%
Average Rent/SF	-	\$22.78	\$20.14
OFFICE			
Existing SF	504,480	10,088,432	42,212,785
Vacancy %	7.1%	17.6%	14.4%
Average Rent/SF	\$27.06	\$25.71	\$27.35
INDUSTRIAL/FLEX			
Existing SF	1,557,906	13,457,005	82,596,732
Vacancy %	11.2%	4.4%	6.4%
Average Rent/SF	\$13.00	\$16.37	\$10.93
HOSPITALITY			
Existing Rooms	443	4,326	14,632
Vacancy %	38.3%	38.2%	38.1%
Average Daily Rate	\$85.07	\$90.46	\$110.06

Source: KB Advisory Group with data from CoStar (May 2025)

MARKET ASSESSMENT

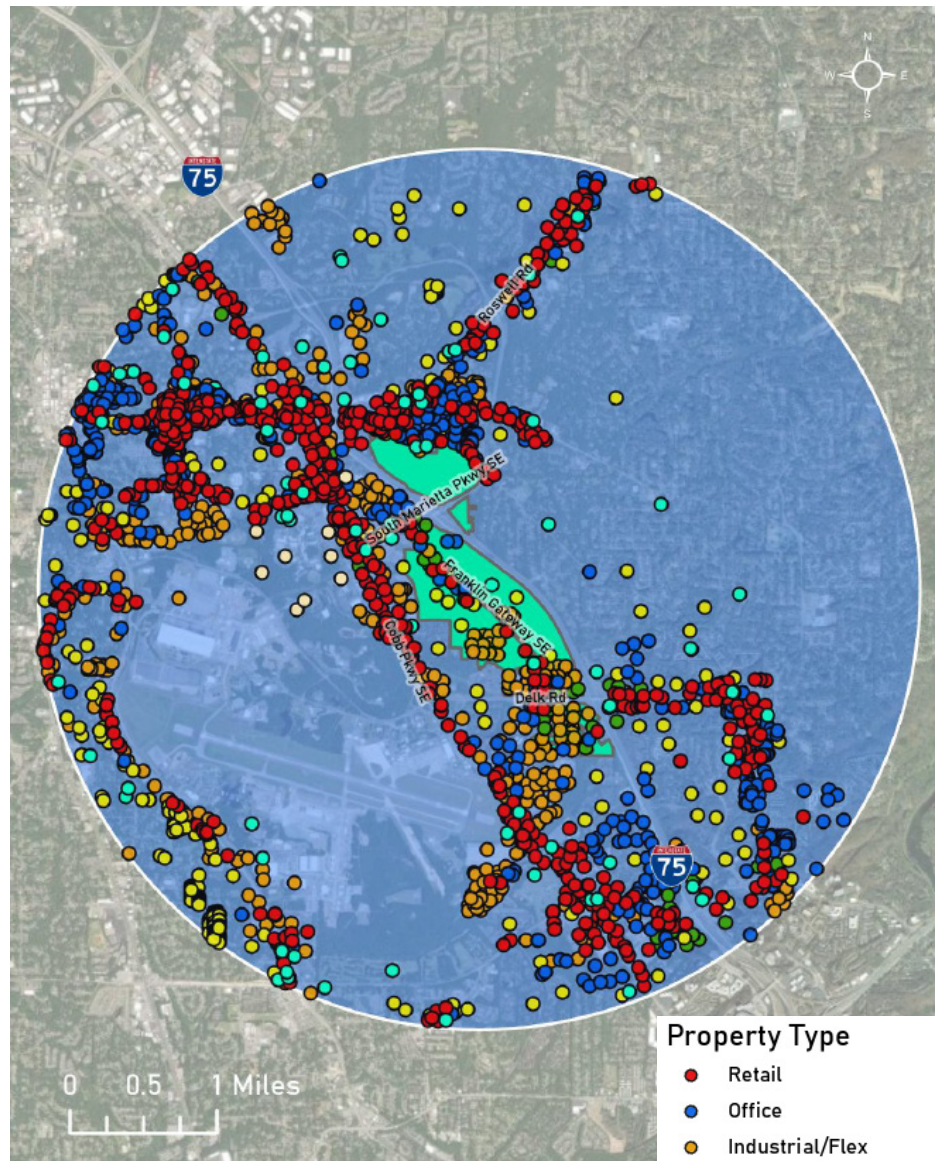
EXISTING COMMERCIAL REAL ESTATE

The larger Market Area hosts 62.7 million square feet of commercial real estate space, approximately 7% of which is within the CID.

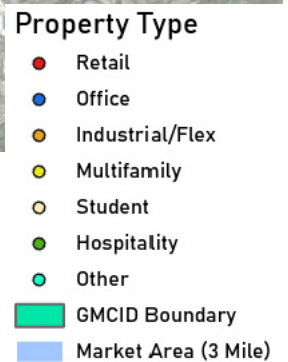
Multifamily space still is the largest share (41%), but the Market Area has an ample share dedicated to office, retail, and industrial/flex space. Properties are clustered along the major corridors surrounding the CID: Roswell Road, Cobb Parkway, Atlanta Road, and Powers Ferry Road.

Within the 3-mile market area, the mix of square feet per use is:

Property Type	%
Multifamily	41%
Industrial/Flex	21%
Office	16%
Retail	13%
Other	9%



Source: KB Advisory Group with data from CoStar (May 2025)





EXISTING VISITORS

The top ten visitor hotspots within the Market Area over the past 12 months are all outside of the CID. Within the Market Area, the locations that have drawn the most visitors are all large big-box retailers or shopping centers (excluding KSU). They are listed in the table below in order of number of visits in the past 12 months. With the median household income of the total visitors at almost \$95,000, the Market Area draws wealthier visitors from outside the area.

In comparison, only approximately 6% of visits to the Market Area in the past 12 months were to somewhere within the CID. After the QuickTrip gas station, Nazareth Plaza experienced the highest number of visits in the past 12 months and has had the largest year-over-year growth. Although overall out-of-market visits to the CID are up year-over-year, visitation to both the Franklin Gateway Sports Complex and the Atlanta United FC Training Ground has decreased since last year.

**Top 10 Locations Visited in Past 12 Months
Market Area**

Rank	Location	Number of Visits
1	Marietta Trade Center	3,471,376
2	Walmart (210 Cobb Pkwy)	2,439,214
3	Walmart (1785 Cobb Pkwy)	2,077,795
4	Pavillions at Eastlake	1,822,616
5	Kennesaw State University	1,793,031
6	Sam's Club	1,610,718
7	Target	1,547,423
8	Kroger	1,512,149
9	East Lake Shopping Center	1,508,298
10	Sope Creek Crossing	1,405,717

**Top 10 Locations Visited in Past 12 Months
GMCID**

Rank	Location	Number of Visits
1	QuickTrip	491,522
2	Nazareth Plaza	346,478
3	FG Sports Complex	316,120
4	Parkway Two	144,305
5	Home2 Suites	128,658
6	Parkway One	118,688
7	Northwest Business Park	92,566
8	Atlanta United FC	90,422
9	Golden Tropics Restaurant	86,802
10	Citgo	67,968

Source: Represents 05/2024 - 06/2025, Placer.ai

MARKET ASSESSMENT

MARKET DEMAND

The three main drivers that influence future real estate demand within the Market Area and the CID are:

HOUSEHOLDS

Households provide a more “consistent” customer base for nearby commercial spaces, and their forecasted growth is the basis for future residential demand.



EMPLOYEES

The growth in employment influences the demand for specific commercial space, such as office space.



VISITORS

Visitation by people who do not live or work in the area is often a critical third pillar for commercial demand. If an area is not able to grow in the first two, then having amenities or places that can attract more outside visitors is key for incentivizing more real estate development.

The table below summarizes potential market demand by use type while the following page provides each property type and the associated market demand for each. Under a scenario where existing trends and similar capture rates continue, and there is no significant catalytic development or redevelopment within the CID, the future five-year demand potential is as follows:

Real Estate Type	Current Market Area Demand Potential	Current CID Capture Potential
Retail	80,000-100,000 SF	7,000-8,500 SF
Residential	1,300-1,450 Units	115-180 Units
Single-Family	350-450	15-30
Multifamily	950-1,000	100-150
Office*	500,000-550,000 SF	25,000-30,000 SF
Hospitality	500-900 Keys	100 Keys

Source: KB Advisory Group with data from CoStar, Claritas, SmartRE, U.S. Census Longitudinal Survey

*Assumes 80% Utilization



RETAIL

Household growth can increase retail demand within the Market Area, and subsequently within the CID. Should the Market Area continue its historical trend, by 2030 the it could add approximately 830 new households. Based on existing spending per household and average retail sales/square foot, these households could support an additional 80,000-100,000 SF of retail space. The CID currently captures 9% of the Market Area's retail sales, so with the same capture rate an estimated 7,000-8,500 of additional retail square footage could be supported within the CID based on current conditions.

RESIDENTIAL

Household growth also directly contributes to residential demand. Within the Market Area most home sales have been resales, with only 540 of the over 4,300 homes sold since 2019 being new construction. Overall, the majority of new housing units have been multifamily. If the ratio of new sales/deliveries per new household within the Market Area continues, then there will be an estimated demand potential for 1,300-1,450 total housing units between 2025 and 2030. Although there have not been new residential deliveries within the CID, that does not mean the area could not capture any of this larger residential demand.

OFFICE

With the post-pandemic office environment still shifting, historical employment trends for the main office-using industries (information, finance and insurance, real estate, professional services, administrative services, and ambulatory healthcare) were utilized to forecast potential office demand. If a 3% annual growth rate continues and the CID continues to host 5% of the jobs within these industries in the Market Area, there is the potential for the CID to host approximately 27,600 SF of new office space over the next five years. However, the type of office space that companies and their workers demand are focused on locations with amenities both inside and outside of the building.

HOSPITALITY

Prior to the pandemic, the occupancy for hotels overall within the Market Area was at or below 70%, an indicator of minimal to moderate demand, and markets have recovered to these pre-pandemic occupancy rates. Within the CID, there currently are no hotels in the development pipeline. Of the rooms that have been delivered since 2014, an equal share have been Upscale and Upper-Midscale or Midscale and Economy. With these current conditions, the larger Market Area is anticipated to see hotel demand increase in 2026, with the potential to reach almost 900 rooms by 2030. The CID is currently capturing 10% of the Market Area's hotel supply, so if this capture rate holds then the CID area could support the addition of one small hotel (100 keys) by 2030 under current conditions.

Given the limited market demand analysis above, demand in the Gateway Marietta CID is modest. To catalyze investment in and around the Gateway, redevelopment efforts must focus on introducing additional activity generators such as sports, entertainment, employment centers, and other facilities that can create added demand potential. By enhancing the mix of activities and residential options, the Gateway can attract more consistent and diverse traffic, thereby invigorating the local economy and spurring further development.

DEVELOPMENT STRATEGY

DEVELOPMENT STRATEGY

DEVELOPMENT OPPORTUNITIES

While there are few undeveloped parcels in the district, there are opportunities for new development and redevelopment. Through conversations with the Board of Directors and area stakeholders, three catalytic areas have emerged as primary opportunities. These parcel areas present the greatest potential for either new development or transformative redevelopment to invigorate the district and align with its strategic vision. By focusing on these key areas and the infrastructure required to support redevelopment or development, the CID can maximize the impact of its efforts to support ongoing growth and improvement within the community.

1

AREA ONE: SOUTHERN GATEWAY

This area includes 1033 Franklin Gateway, the 34 acre city-owned development site, and extends south to Delk Road. It encompasses the undeveloped parcel, the Barcelo Apartments, and the flex/office area located to the south.

2

AREA TWO: NORTHERN GATEWAY

This area is situated on the north end of the corridor at Franklin Gateway and South Marietta Parkway. It includes Nazareth Plaza and its outparcels, the former flea market property, and Parkway Place.

3

AREA THREE: I-75 EAST

This area is located east of I-75 and includes the undeveloped wooded parcel north of South Marietta Parkway. It also encompasses the two conjoined undeveloped parcels south of South Marietta Parkway.

Each of these catalytic areas is unique in its opportunities and challenges, yet it's important to remember that they draw from the same market potential. To avoid market oversaturation or underservice in any particular area, these developments should complement each other. The development vision for each area needs to be coordinated with the others to ensure a balanced and prosperous outcome. To establish the development vision detailed on the following pages, a series of scenarios and alternatives were evaluated for each area. Through market potential analysis and focus group discussions with the board of directors and other stakeholders, preferred alternatives were identified and refined, leading to the preferred vision.

The development opportunities and vision presented in this section are scenarios, not development proposals. They aim to identify the best use of CID properties to realize the area's vision, enhance its vitality, and improve the quality of life and property value within the district. These scenarios help guide strategic planning, ensuring that future developments align with the community's goals and needs.



DEVELOPMENT STRATEGY

AREA ONE: SOUTHERN GATEWAY

The Southern Gateway is centered around 1033 Franklin Gateway, the 34 acre city-owned development site, but to achieve something truly catalytic, it would need better access and visibility from Delk Road. There is also potential to utilize the rear 20 acres abutting I-75 for less public or interactive uses, while reserving the area along Franklin Gateway for public-facing developments that engage the community and area visitors. This approach would maximize the site's potential, offering a balance between an entertainment or employment generator and thoughtfully placed community amenities or services.

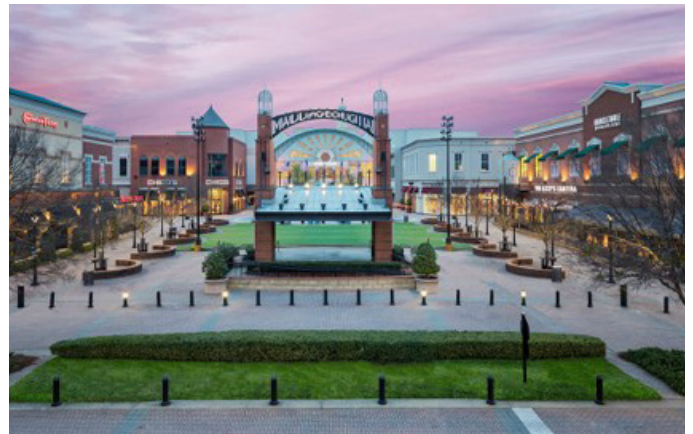
Recreational Center

One option for the site is a recreational center similar to Lake Point in Emerson. This development would complement the Franklin Gateway Sports Complex across the street and align with the area's sports theme, highlighted by Atlanta United's presence. The recreational center could become a regional sports attraction, integrating retail, restaurants, and hospitality services to generate tax revenue and enhance the area's vibrancy and economic appeal.



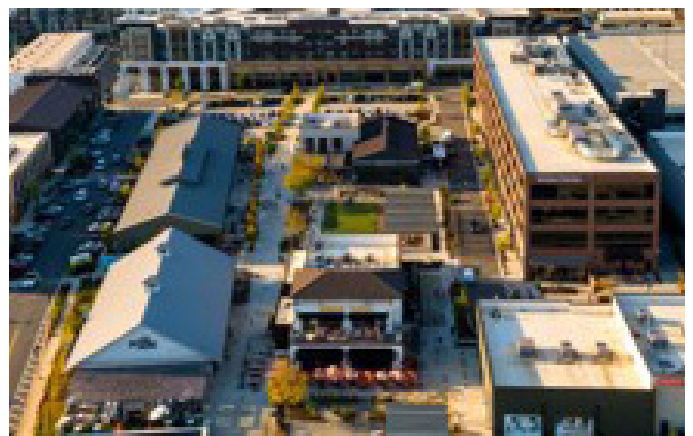
Entertainment Node

Another option for this area is to develop an entertainment node similar to Buford Drive (east of I-85) near the Mall of Georgia. Instead of a single entertainment use, this could feature a collection of entertainment venues, including a movie theater, sports entertainment facility, and more, alongside restaurants and retail establishments. The visibility from I-75 and potential future access from Delk Road make this location well-suited for such uses, creating a dynamic destination that attracts visitors.



Mixed-Use

Another option for this area is developing a mixed-use complex similar in scale to Halcyon in South Forsyth County, featuring restaurants, retail, office spaces, and residential units. There is substantial regional demand for such walkable activity centers, and with improved access and visibility from Delk Road and I-75, this site could become a prime location. This development would create a vibrant live-work-play environment, driving economic growth and attracting diverse users to the community.





Opportunity Area One:
Southern Gateway



DEVELOPMENT STRATEGY

SOUTHERN GATEWAY TRANSPORTATION NETWORK

The Southern Gateway can be divided into three categories: opportunity areas, destination areas, and existing developments. Destination areas attract consumers who could engage with opportunity areas, but they are currently separated by existing developments and lack a clear transportation network. Infrastructure projects aim to improve the vehicular and pedestrian experience along Franklin Gateway and create connections to bridge the gaps between opportunity areas and destinations on the east side.

Destination & Opportunity Area Connectivity

The primary destination areas include the Children’s Healthcare of Atlanta Training Ground (01) and the Franklin Gateway Sports Complex (06). The primary opportunity areas are 1033 Franklin Gateway (05) and the Kingston Court Light Industrial Area at the corner of Delk Road and Franklin Gateway (08). We propose a new connection to Delk Road to provide additional access through the Kingston Court Area (08), and the potential for future connections to the Barcelo Apartments (07) and 1033 Franklin Gateway (05)

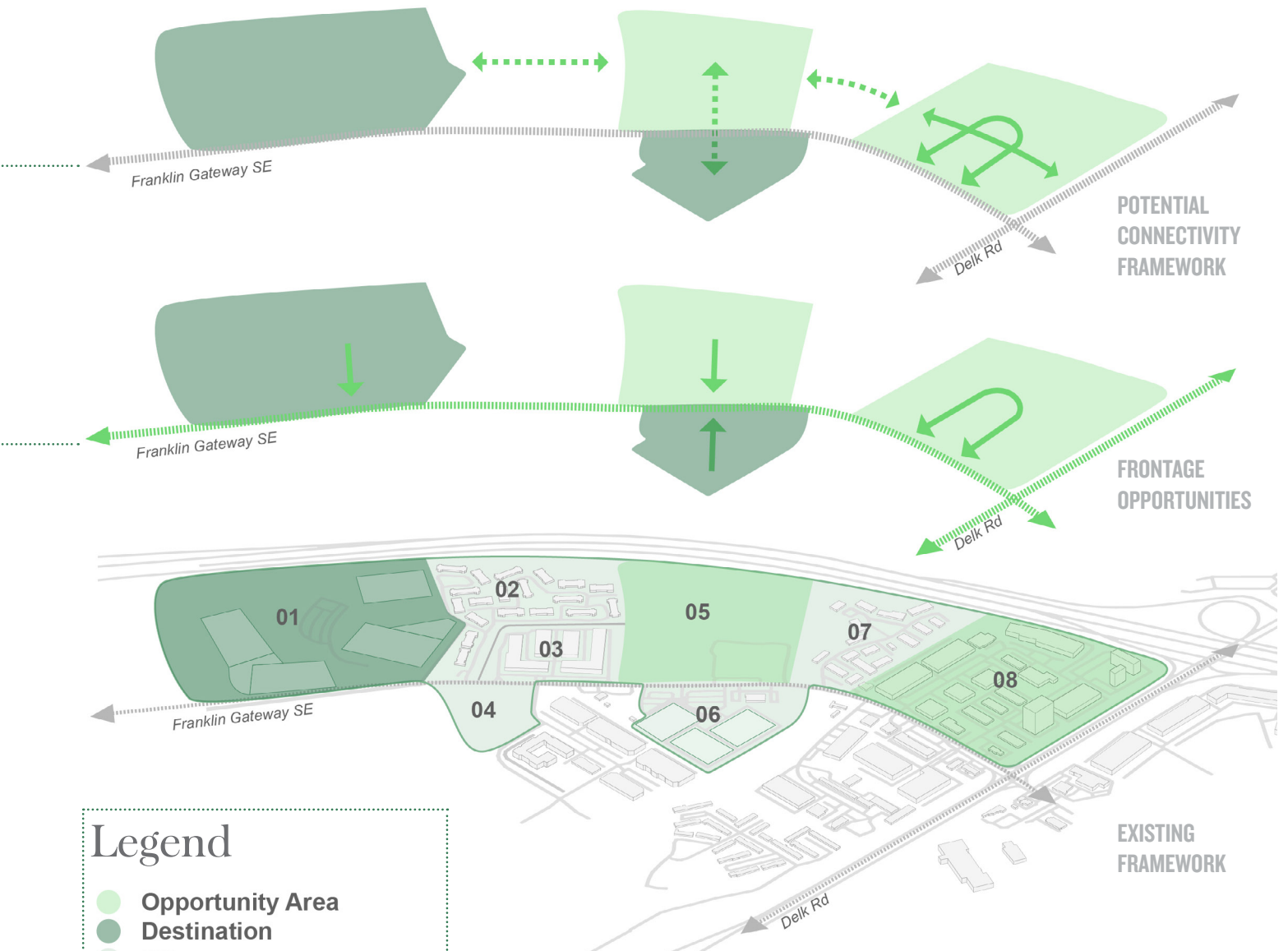
Franklin Gateway Access

Franklin Gateway will serve as a spine, connecting all areas and providing frontage opportunities for new developments in the 1033 Franklin Gateway (05) and the Kingston Court Area (08). This frontage will engage consumers visiting destination areas, while the intermediary connections will offer easier access to the new developments.

MARKET RECOMMENDATIONS

Of the three catalytic area identified, this area represents the largest space for reinvestment, making it the top area in the district to foster a new destination and community focal point. By incorporating aging or underutilized areas bordering Delk Road, access and visibility could be greatly enhanced, increasing market potential for a variety of uses. This is further strengthened by the proximity to I-75, making the district more accessible for visitors from across the region.

The establishment of this mixed-use recreational/entertainment node has the potential to serve as a significant anchor to the CID’s southern boundary and, in combination with a catalytic development on the Northern Gateway, move the needle on future infill investment along Franklin Gateway. The regional draw of the recreation and entertainment components has the potential to boost market demand for related retail and hospitality in the surrounding area, particularly establishments that are accessible from multiple modes (car, walking, etc.). Development potential can further be boosted by the incorporation residential components, which can provide larger and more consistent customer base for surrounding and future businesses and thus drive economic visibility.



Legend

- Opportunity Area
- Destination
- Other

- 01 Children's Healthcare of Atlanta Training Grounds
- 02 The Franklin Apartments
- 03 Gateway Oaks Office Park
- 04 Vacant Parcel
- 05 1033 Franklin Gateway
- 06 Sports Complex
- 07 Barcelo Apartments
- 08 Kingston Court Area

DEVELOPMENT STRATEGY

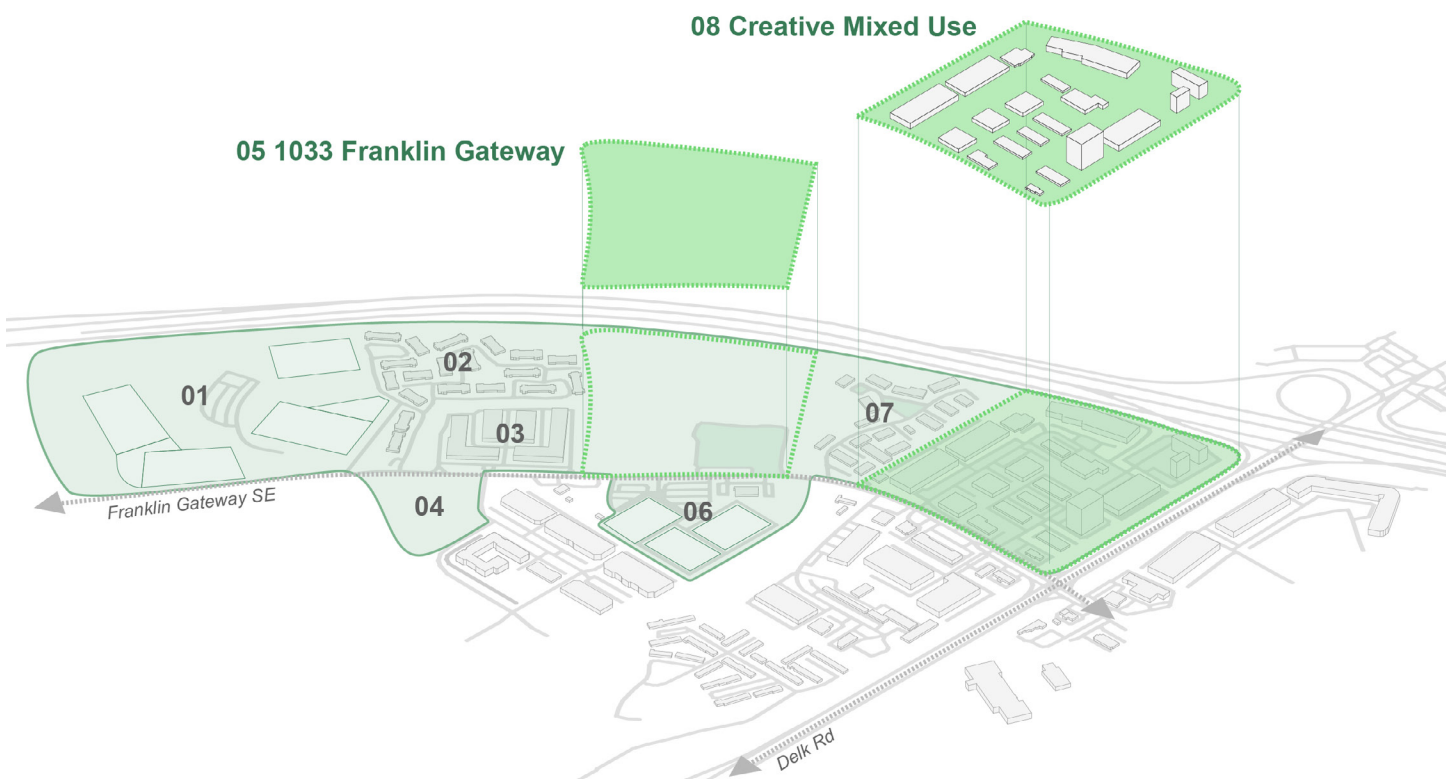
1033 FRANKLIN GATEWAY

The 1033 Franklin Gateway property, originally owned by the City of Marietta, was sold to IKEA in 2018 with plans to establish their second store in metro Atlanta. However, in 2019, IKEA decided to pause these plans to reassess its investment strategies. By December 2025, the City of Marietta reacquired the 34-acre property from IKEA for \$18.5 million, thereby restoring ownership of the property to the city.

The two primary opportunity areas (05 and 08) present a chance to transform the Southern Gateway into a regional destination. 1033 Franklin Gateway (05) is an ideal candidate for a recreational center, entertainment node, or commercial mixed-use development. By promoting community-engaging amenities along Franklin Gateway and using the rear of the site for less public or interactive uses, the site will be balanced economically and thoughtfully situated to maximize benefits to the surrounding community.

CREATIVE MIXED USE DISTRICT

The Creative Mixed Use District will enhance the near-by destinations while introducing a distinctive mixed-use concept within the CID. The district will feature an industrial aesthetic along its edges, seamlessly integrating with the existing environment, while a softer design approach in the core will create an inviting atmosphere that includes residential spaces, offices, restaurants, and retail establishments. This diverse mix of uses will also bolster the retained hotels in the area, fostering a vibrant and supportive community.





CREATIVE MIXED USE DISTRICT DEVELOPMENT SCENARIO

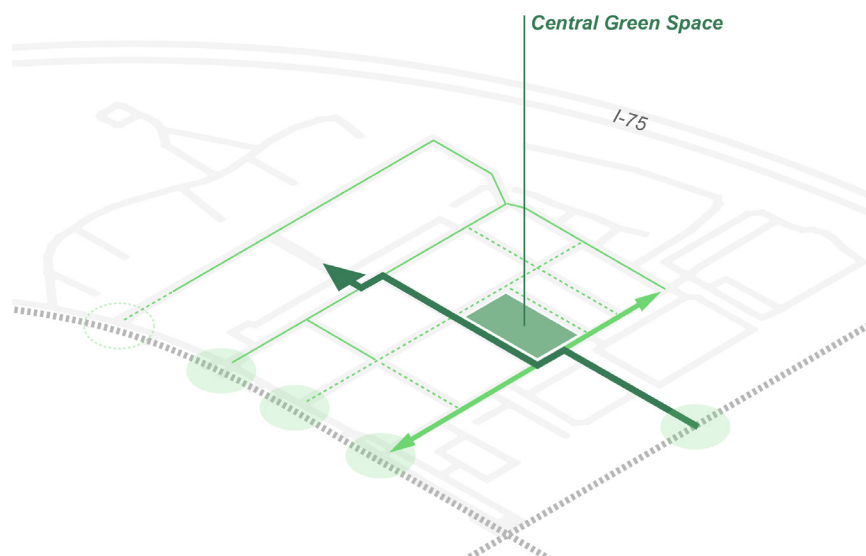
Legend

- Existing Street
- Proposed Street
- Primary E/W Axis (existing)
- Project 9
- Potential FG/Delk Access
- FG/Delk Access
- Proposed Building
- Existing Building

Key Map

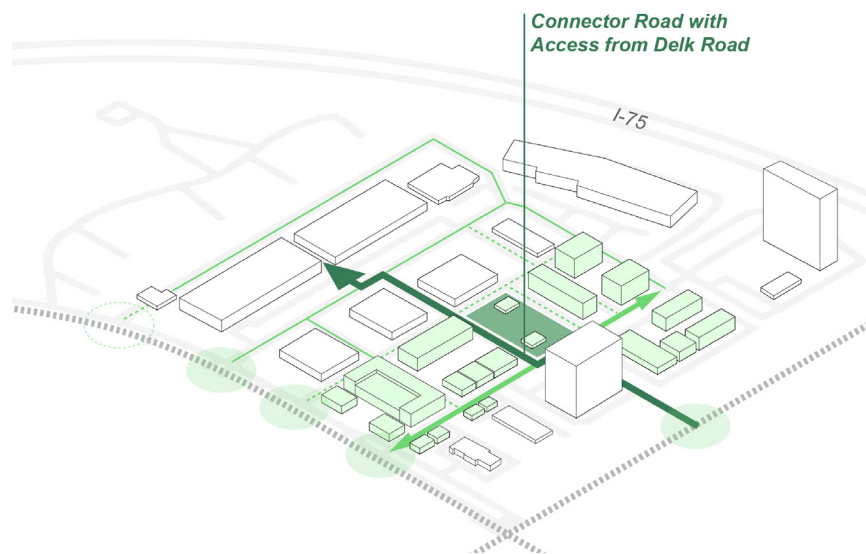
Frontage and Central Green

The proposed development strategy focuses on developing a central green space and maximizing the frontage along both Delk Road and Franklin Gateway in alignment with the overall Southern Gateway development scenario.



Retention and Densification

The central green will provide an orienting element for new development. Existing hotels and industrial buildings will be retained, with the latter acting as a buffer between the development core and existing residential areas. A new connection from Delk Road into the site will provide a framework for future connections in the Southern Gateway area.



DEVELOPMENT STRATEGY

AREA TWO: NORTHERN GATEWAY

The Northern Gateway, located at South Marietta Parkway and Franklin Gateway, boasts excellent visibility and access due to its direct adjacency to I-75 and these busy regional corridors. While redevelopment of this area is essential to maximize its potential, it is crucial to coordinate the type of development with that of the Southern Gateway to avoid oversaturating the market with a single product type. Thoughtful planning and complementary uses in both gateways will ensure a balanced and vibrant development, enhancing the overall appeal and functionality of the district.

Improved Shopping Center

One scenario for the Northern Gateway area is to invest in enhancements and additions to develop an improved shopping center. This could feature retail, restaurants and potentially new residential units, in an updated, attractive, and walkable format, utilizing the existing building pads while upgrading the overall appeal of these parcels. This approach would modernize the shopping experience and create a more inviting environment for visitors and residents, enhancing the visibility and functionality of the area.



Medical Campus or Office/Headquarters

Another alternative for the Northern Gateway area is to develop a medical campus or headquarters. With the existing office towers and strong regional access to the Parkway Place area, this site presents an excellent opportunity for a medical campus. Such a development would provide amenities and convenient access for employees and visitors, making it an attractive location for healthcare or corporate functions while enhancing the area's economic vitality.



Mixed-Use

This area could also lend itself well to a mixed-use development, though on a smaller scale similar to Atlanta Dairies. This is where coordination with the Southern Gateway becomes critical, as having mixed-use developments at both ends of the corridor might not be feasible from a market perspective. Depending on the development decisions for the Southern Gateway, this Northern Gateway area could adapt and respond accordingly, ensuring complementary and balanced growth within the district.





DEVELOPMENT STRATEGY

The Northern Gateway area, situated at South Marietta Parkway and Franklin Gateway, benefits from excellent visibility and access due to its proximity to I-75 and busy regional corridors. To fully realize its potential, redevelopment must complement the Southern Gateway, ensuring market balance and avoiding oversaturation. The area can be divided into three primary sub-districts: the existing office park, Nazareth Plaza and its outparcels, and a vacant parcel.

The existing office park, with its prime location and strong regional access, is ideal for a medical office campus or corporate headquarters. Nazareth Plaza and its outparcels could transform into an improved shopping center with retail, restaurants, and potentially new residential units, creating an updated, attractive, and walkable environment. The vacant parcel offers potential for a smaller-scale mixed-use development, depending on the coordination and development decisions of the Southern Gateway, ensuring complementary and balanced growth within the district. Thoughtful planning and coordination could turn the Northern Gateway into a vibrant and dynamic area that enhances the community's overall appeal and functionality.

MARKET RECOMMENDATIONS

Similar to the Southern Gateway, this area can serve as the northern anchor to spur infill investment along Franklin Gateway. While the Nazareth Plaza shopping center attracts visitors to the area, this alone is not enough to catalyze nearby development. To match the catalytic potential of the Southern Gateway, the Northern Gateway will likely need a mix of uses, such as an updated shopping center with a potential residential component. Its proximity to I-75 and South Marietta Parkway provides the desired accessibility and visibility for commercial users.

With increased activity at Parkway Place office towers, another alternative is to incorporate office uses with the residential component. The attributes that make this area appealing for retail also make it desirable for some office users, especially a medical office campus. An employment-based mixed-use anchor at the northern end of the CID could enhance market diversity and provide additional market audiences within the CID.



01 Existing Office Park

02 Nazareth Plaza and Outparcels

03 Vacant Parcel

DESTINATION/
OPPORTUNITY
AREAS



EXISTING
FRAMEWORK

DEVELOPMENT STRATEGY

AREA THREE: I-75 EAST

The I-75 East area, both north and south of South Marietta Parkway, faces access constraints due to its proximity to the I-75 interchange. Additionally, the surrounding single-family residential character suggests that this area is better suited for residential development. Given the transformative and more commercial scenarios envisioned for the Southern Gateway and Northern Gateway, this I-75 East area could provide the necessary permanent rooftops to support future commercial growth within the CID. The housing options listed below are more dense than traditional single-family detached, which provides transitions to nearby non-residential uses as well as make the most of limited land area.

Townhomes

Given its location near major roadways, one option for the I-75 East parcel is to develop townhomes or single-family attached housing. This type of residential development could seamlessly integrate with the surrounding single-family neighborhoods while providing higher-density housing options



Small Lot Single-Family

Another scenario is to develop small lot single-family houses. This approach would help maximize the use of space while providing a more seamless transition to the surrounding single-family homes. Small lot single-family houses would maintain the area's residential character, offering appealing housing options that blend well with the established neighborhoods.



Mid-Rise Condos

A mid-rise condo building would maximize space effectively while Maintaining more undeveloped land and tree canopy. With the appropriate architectural character and buffers, a mid-rise condo building would not disturb the surrounding neighborhoods, and it would offer attractive, higher-intensity housing options that appeal to senior and young professional residents seeking urban-style amenities and convenience.





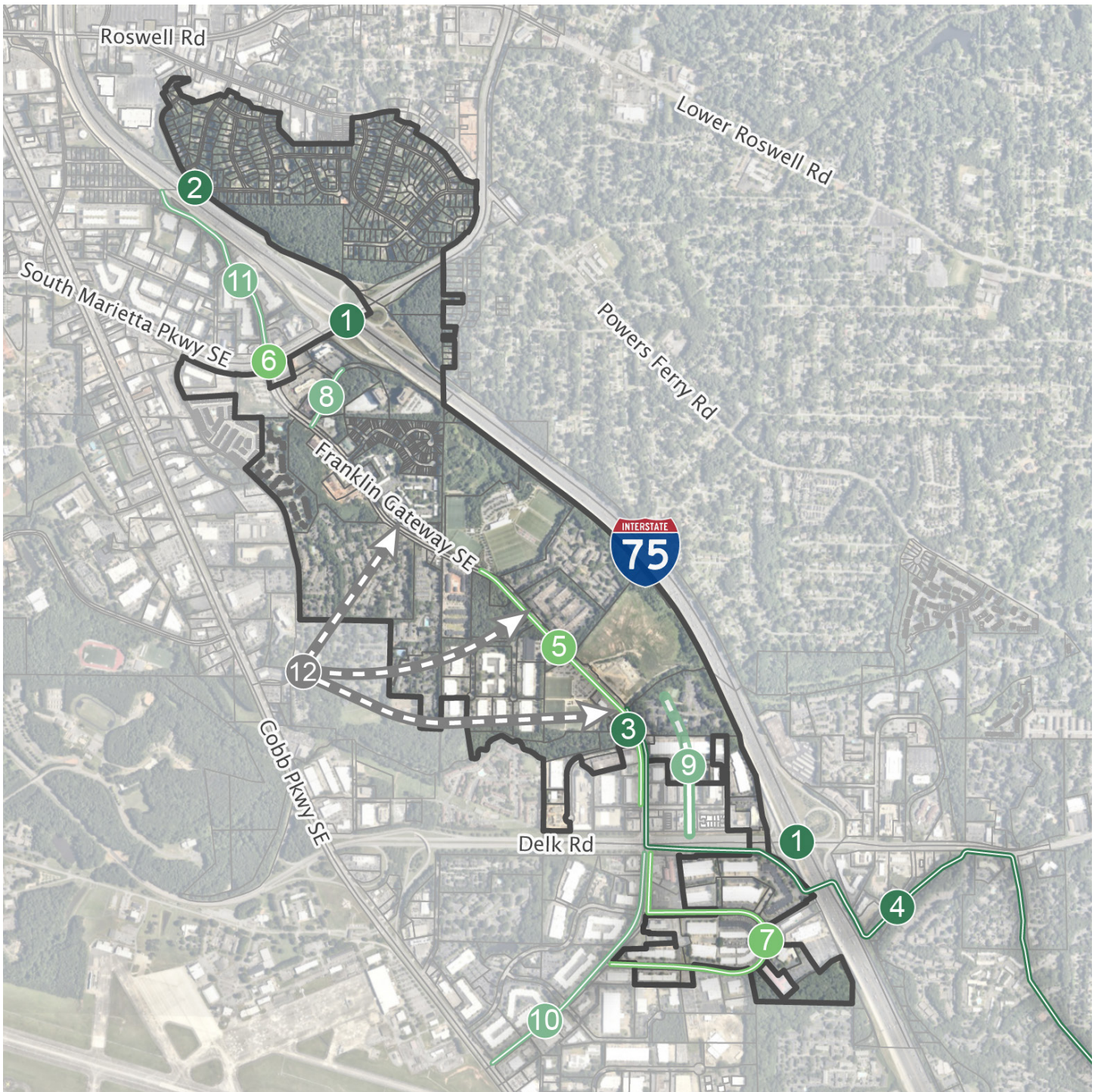
INFRASTRUCTURE PROJECTS

INFRASTRUCTURE PROJECTS

INFRASTRUCTURE PROJECTS & PRIORITIES

To support the development vision, the CID can play a vital role in planning, designing, funding, and partnering on infrastructure projects within its boundaries. The following list of infrastructure projects was created from previous plans, engagement with the Board and stakeholders, and refined and prioritized through the potential to catalyze desired investment and continued input. Each project includes an order of magnitude construction cost estimate and is organized by time frame to reflect the priorities of the CID and area stakeholders. The following pages include conceptual graphics and details illustrating each project.

ID	Project	Estimated Construction Cost
UNDERWAY/PLANNED		
1	Remaining Interchange Quadrant Landscaping	\$800K
2	Blanche Underpass Enhancements	\$100K
3	Franklin Gateway Bridge Replacement	\$20M
4	Rottenwood Creek Trail Phase 2	\$5M
SHORT-TERM PRIORITY		
5	Franklin Gateway Streetscape	\$8M - \$12.5M
6	Gateway Signage at South Marietta Parkway	\$50K
7	NW Parkway Streetscape	\$5.5M - \$8.5M
MID-TERM PRIORITY		
8	Parkway Place Enhancements	\$1M - \$1.5M
9	Connection to 1033 Franklin Gateway	\$2M - \$3M
10	Franklin Gateway Sidepath - South of Delk	\$3M - \$6M
11	Franklin Gateway Streetscape - North of South Marietta Parkway	\$3.5M - \$6M
LONG-TERM PRIORITY		
12	Roadway Connection to Cobb Parkway	\$4.5M - \$25M



INFRASTRUCTURE PROJECTS

PROJECT I - REMAINING INTERCHANGE QUADRANTS

Opinion of Probable Construction Cost (OPCC): \$800,000

✓ UNDERWAY/PLANNED

I-75 and its interchanges with Delk Road and South Marietta Parkway serve as gateways to both the CID and the City of Marietta. With over 200,000 cars traveling this section daily, making a positive impact here is a top priority for the CID. To enhance the aesthetic appeal at these busy interchanges, the CID has designed landscape improvements for the public right-of-way. The Board of Directors prioritized these enhancements based on impact to the area and relative cost. Several of the “interchange quadrants” have been completed, while five remain to be completed as of late 2025.



Source: Winter Design



PROJECT 2 - BLANCHE UNDERPASS

Opinion of Probable Construction Cost (OPCC): \$100,000

✓ UNDERWAY/PLANNED

The Blanche Underpass serves as a crucial connection between the neighborhoods northeast of I-75 and South Marietta Parkway and the Franklin Gateway and the rest of the Community Improvement District (CID). The underpass, which goes beneath I-75, currently presents safety concerns for pedestrians and is unappealing to walk through. A long-term goal has been to transform the underpass with improved lighting, public art, and placemaking efforts to encourage higher usage and provide a safer, more pleasant experience. In the short term, the CID enhanced the entrances to the underpass with landscaping improvements. Two of these corners are currently being addressed, with two remaining. These enhancements will not only make the entrances more safe and inviting but also lay the groundwork for achieving the long-term vision to enhance the districts brand and sense of place.



INFRASTRUCTURE PROJECTS

PROJECT 3 - FRANKLIN GATEWAY BRIDGE REPLACEMENT

Opinion of Probable Construction Cost (OPCC): \$20,000,000

 UNDERWAY/PLANNED

The bridge along Franklin Gateway over Rottenwood Creek, just south of 1033 Franklin Gateway and the Franklin Gateway Sports Complex, has deteriorated to a point where it was deemed unsafe for emergency vehicles, posing significant safety concerns. This not only affects the bridge but also impacts the Franklin Gateway corridor, resulting in longer emergency response times. Recognizing the urgency, the City has decided to undertake the project, and work to reduce the structure is moving forward. Once completed, this project will ensure a safe and enhanced crossing over Rottenwood Creek, improving access to the northern part of the district and addressing critical safety and response time issues.





PROJECT 4 - ROTTENWOOD CREEK TRAIL PHASE 2

Opinion of Probable Construction Cost (OPCC): \$5,000,000

 UNDERWAY/PLANNED

The City planned the Rottenwood Creek Trail, in two phases. Phase 1, which the City is actively progressing, begins at the trailhead at the south corner of the Franklin Gateway Sports Complex crosses westward across Cobb Parkway, and continues behind Kennesaw State's Marietta campus. Phase 2 is proposed to extend south from the trailhead along Franklin Gateway, crossing Delk Road and then continuing southeast, mostly along the creek. This project is a high priority for the City and presents an excellent partnership opportunity for the CID to enhance connectivity and recreational options within the area.



INFRASTRUCTURE PROJECTS

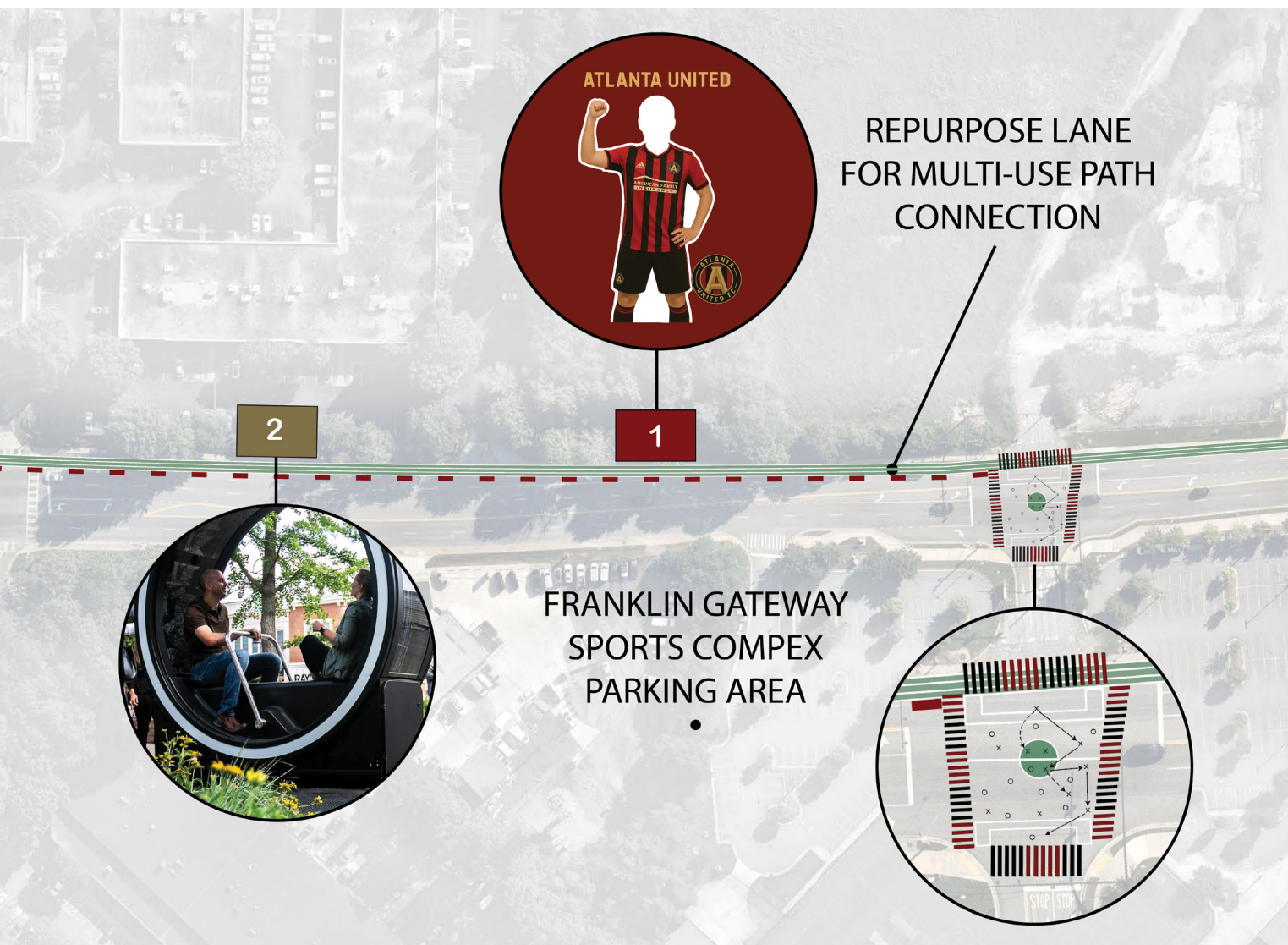
PROJECT 5A - FRANKLIN GATEWAY STREETScape (PILOT)

Opinion of Probable Construction Cost (OPCC): \$150,000 - \$250,000

 SHORT-TERM PRIORITY

The long-term vision for Franklin Gateway includes extending the enhanced streetscape along Franklin Gateway from Atlanta United's facility to the south. In the short term, there is an opportunity to prove the feasibility of removing a travel lane to widen pedestrian and bicycle facilities and implement the envisioned streetscape improvements. This also aims to brand the corridor and enhance mobility for the 2026 World Cup. Atlanta United's training facility will be a basecamp for at least one international federations, requiring safe access from the Franklin Gateway Sports Complex/parking area for media and visitors. To address this, the project involves temporarily closing a northbound lane, restriping crosswalks, and adding public art or interactive placemaking elements, creating a safer and more attractive corridor that addresses the mobility need in the short term, but also serves as a pilot project and text case for the longer term effort.





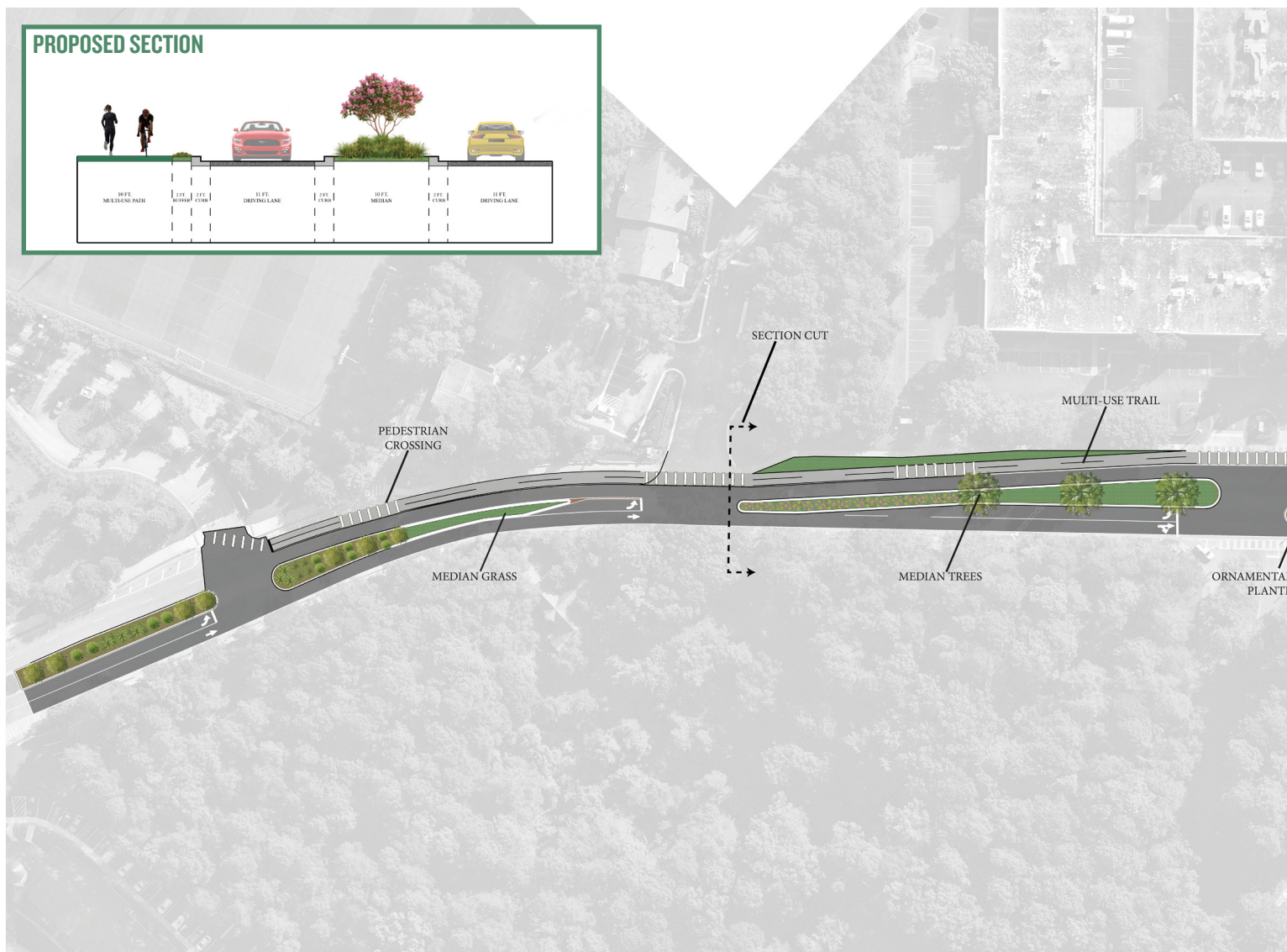
INFRASTRUCTURE PROJECTS

PROJECT 5B - FRANKLIN GATEWAY STREETSCAPE (NORTH)

Opinion of Probable Construction Cost (OPCC): \$4,000,000 - \$6,500,000

 **SHORT-TERM PRIORITY**

This project aims to permanently extend the Franklin Gateway streetscape north from Atlanta United's training facility to the Franklin Gateway Sports Complex. Given the relatively low traffic volumes on Franklin Gateway, it is likely feasible to remove one of the northbound travel lanes to accommodate a multi-use trail on the east side, separated from the road by a landscaped buffer. With the extra space between the curbs, landscaped medians matching the existing streetscape may be added to create a boulevard feel. Additionally, the project will include upgrades and modifications at the Franklin Gateway Sports Complex intersection to enhance pedestrian safety.





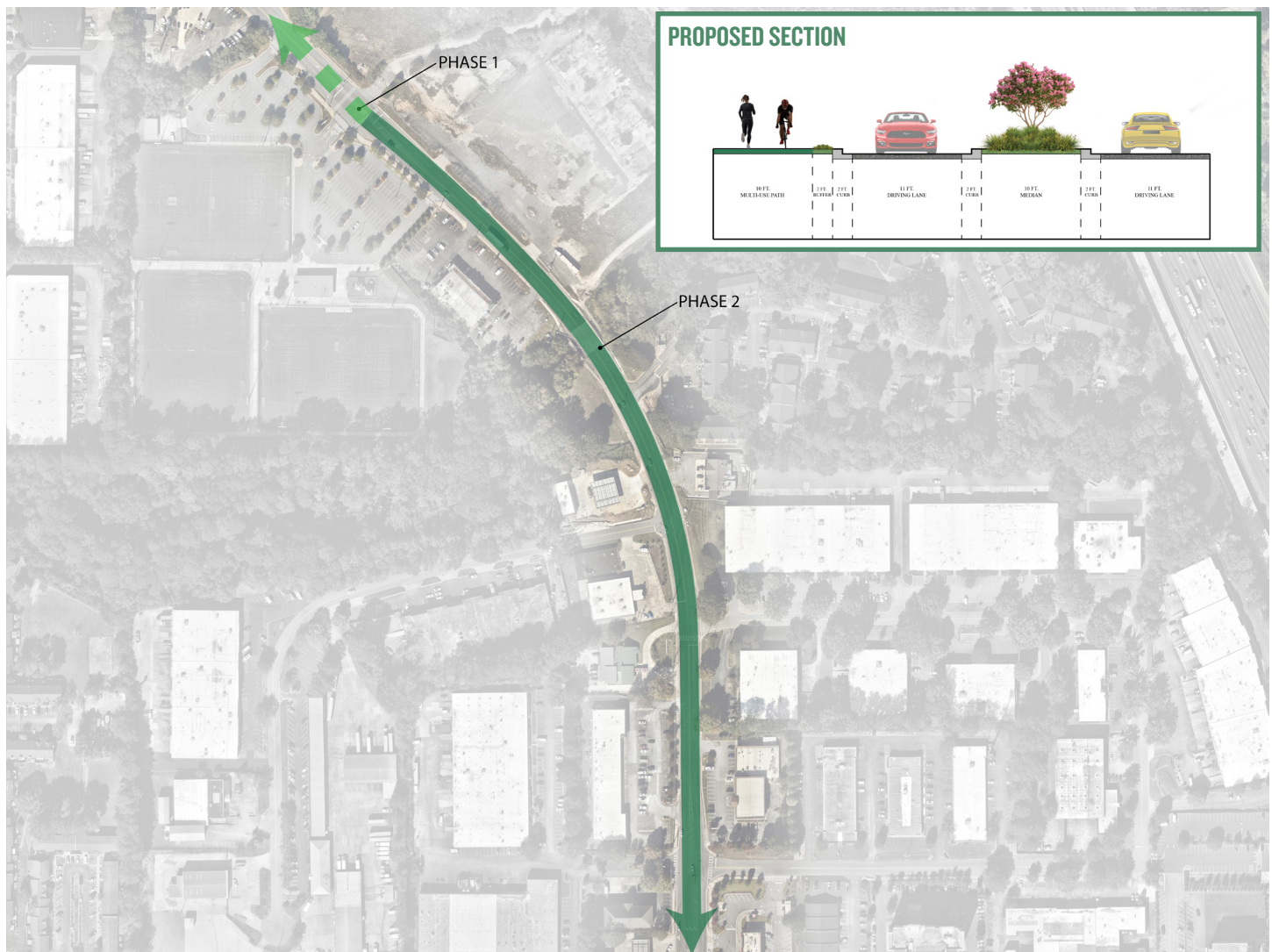
INFRASTRUCTURE PROJECTS

PROJECT 5C - FRANKLIN GATEWAY STREETScape (SOUTH)

Opinion of Probable Construction Cost (OPCC): \$4,000,000 - \$6,000,000

 SHORT-TERM PRIORITY

This project is a continuation of Project 5B, aiming to extend the Franklin Gateway streetscape from the Franklin Gateway Sports Complex south to Kingston Court. Currently, Kingston Court serves as the southern terminus because the additional turn lanes near Delk Road are necessary for smooth access to and from this busier thoroughfare. The project should feature the same multi-use trail on the east side with a landscaped buffer, as well as landscaped medians where feasible, providing a cohesive streetscape that enhances the corridor's aesthetic appeal and functionality.





PROJECT 6 - GATEWAY SIGNAGE AT SOUTH MARIETTA PARKWAY

Opinion of Probable Construction Cost (OPCC): \$50,000

 SHORT-TERM PRIORITY

One of the most cost-effective, yet impactful and visible, initiatives that the CID can implement is district signage. The CID has constructed branded monument signage at Delk Road, and this project aims to add similar signage at South Marietta Parkway. This will provide consistent branding along both key corridors, ensuring that visitors traveling to and from I-75 will see the monument signage and recognize the CID's presence. Effective placemaking and branding are important for the CID as they help create a strong identity, enhance the area's appeal, and foster a sense of place, which is necessary to build community recognition and pride.



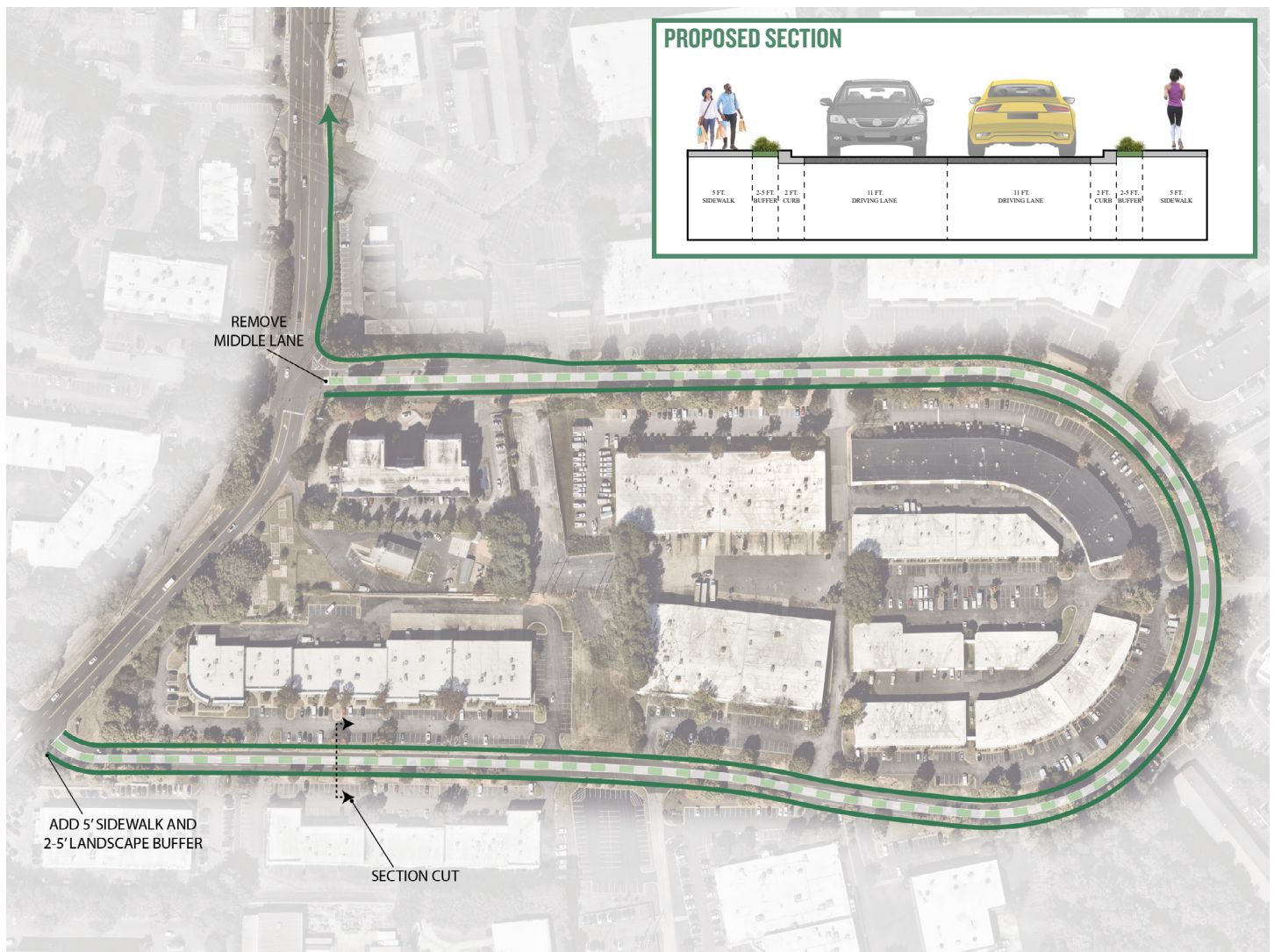
INFRASTRUCTURE PROJECTS

PROJECT 7 - NW PARKWAY STREETSCAPE

Opinion of Probable Construction Cost (OPCC): \$5,500,000 - \$8,500,000

 **SHORT-TERM PRIORITY**

NW Parkway is a local route that connects multiple light industrial and office buildings in the southern part of the CID. As a tree-lined loop road off Franklin Gateway, it has good character but lacks pedestrian infrastructure and placemaking elements to encourage public space or connections to other amenities. This project proposes adding a multi-use path on either side of the roadway with a landscape buffer between the path and the road. Additionally, the existing two-way turn lane provides an opportunity to introduce landscaped medians at key points. These enhancements aim to build on the road's existing character and provide a valuable amenity for the significant office population, encouraging outdoor activity and connectivity within the area.



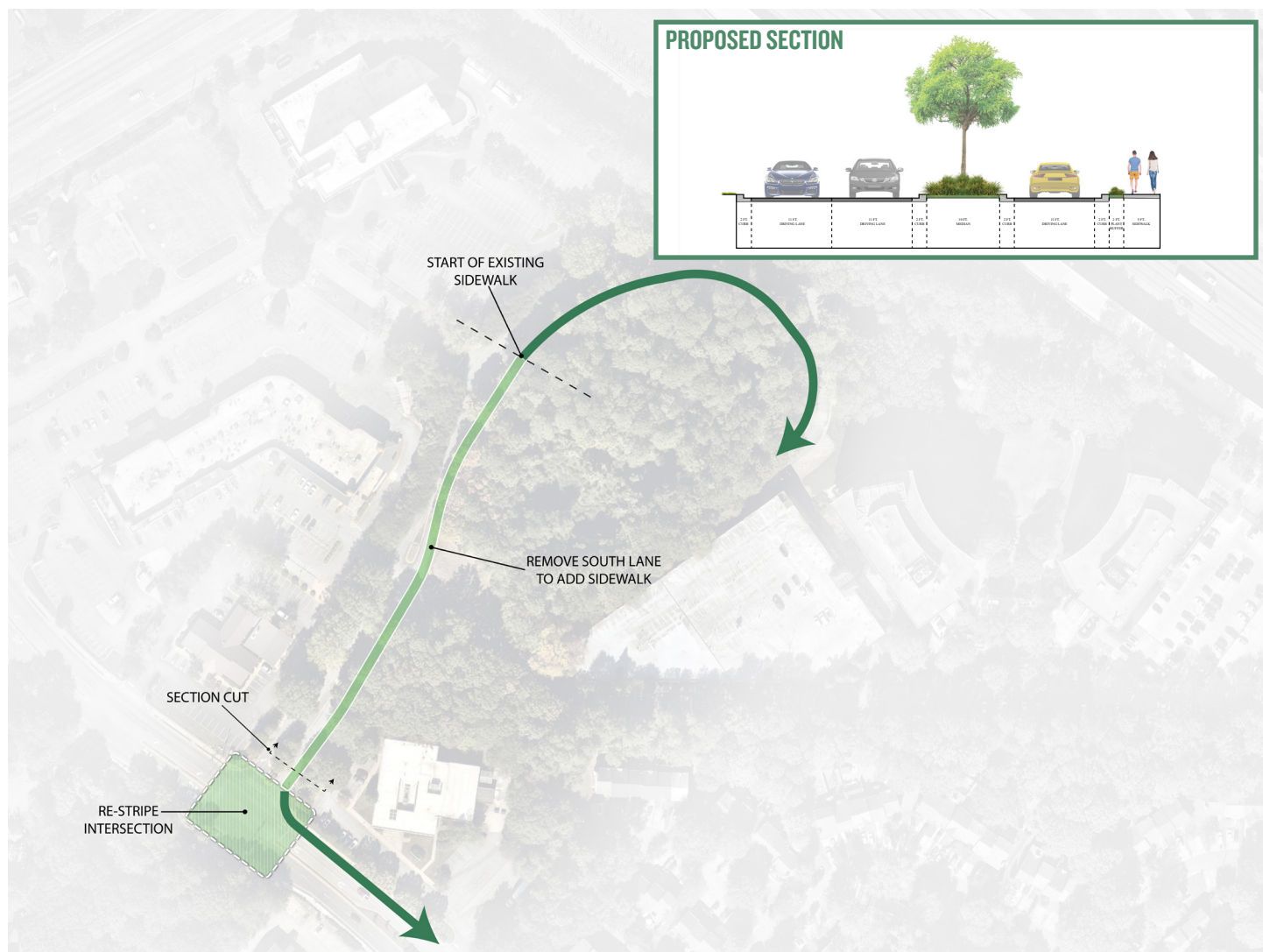


PROJECT 8 - PARKWAY PLACE ENHANCEMENTS

Opinion of Probable Construction Cost (OPCC): \$1,000,000 - \$1,500,000

 SHORT-TERM PRIORITY

The Parkway Place office towers are among the largest drivers of activity in the district, having recently undergone upgrades that have attracted new tenants, including Wellstar, which has leased one of the two towers. The road leading to these office buildings traverses a forested area off Franklin Gateway and currently has three lanes, though only two are likely necessary. To enhance the roadway's placemaking and connectivity to one of the CID's key assets, the project proposes removing one of the eastbound lanes, constructing landscaped buffers where feasible, and adding a sidewalk on the south side with a landscaped buffer. This will align with the existing sidewalk and landscaping of the private road leading up to the office buildings, providing a cohesive character and a continuous path for office users to access Franklin Gateway on foot.



INFRASTRUCTURE PROJECTS

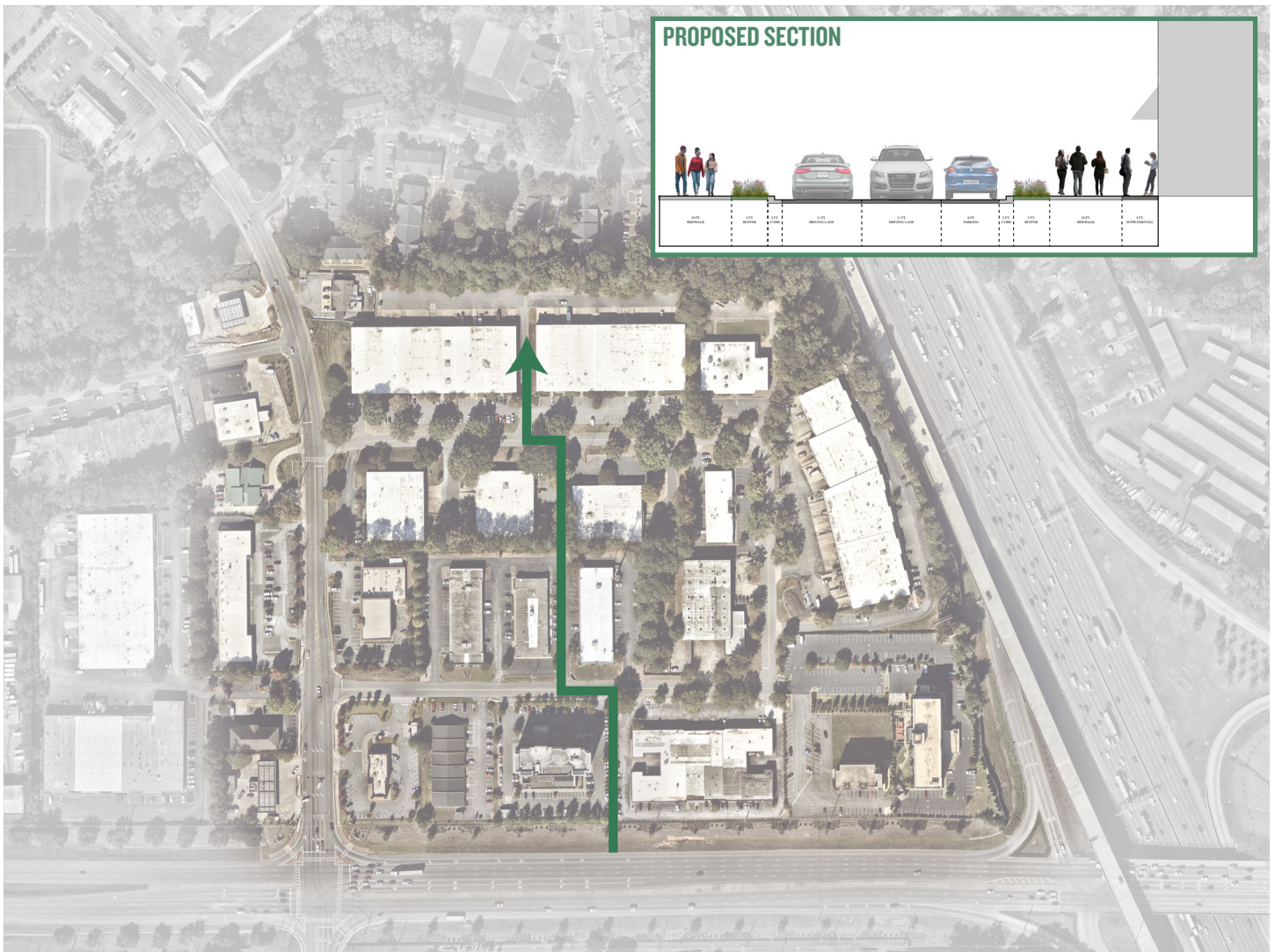
PROJECT 9 - CONNECTION TO 1033 FRANKLIN GATEWAY

Opinion of Probable Construction Cost (OPCC): \$2,000,000 - \$3,000,000



MID-TERM PRIORITY

One of the challenges with the 34 acre city-owned development site is its inboard location from Delk Road, which reduces its desirability for retail or other uses that require visibility and access from a major roadway. As a step toward the longer-term vision of better connecting this parcel to Delk Road, the project proposes creating a right-in/right-out access along Delk Road. This would utilize existing parking lots, driveways, and roadbeds to connect through the flex/office complex at Delk and Franklin Gateway. By providing alternate access, this project opens up the area for future investment and redevelopment, enhancing its potential attractiveness and utility for various uses.





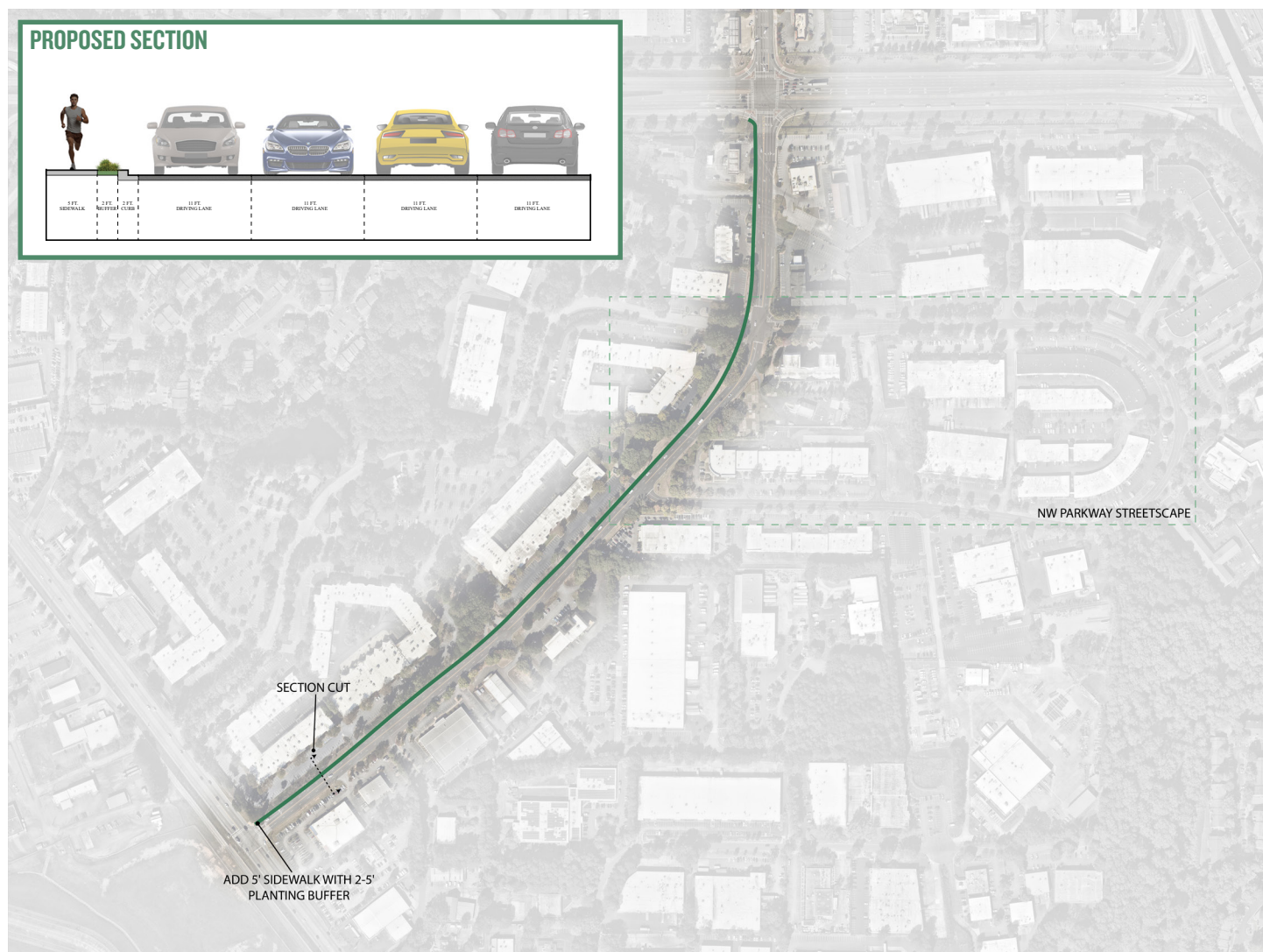
PROJECT 10 - FRANKLIN GATEWAY SIDEPATH (SOUTH OF DELK RD)

Opinion of Probable Construction Cost (OPCC): \$3,000,000 - \$6,000,000



MID-TERM PRIORITY

As a longer-term project following the streetscape enhancements of Project 5, this initiative aims to provide a sidewalk with a landscaped buffer along Franklin Gateway between Delk Road and Cobb Parkway. Given the higher traffic volumes on this roadway, streetscape opportunities are best suited to a sidepath with a landscaped buffer. This approach will enhance pedestrian safety and aesthetic appeal, creating a more inviting environment for those traveling within the Franklin Gateway area while accommodating the significant traffic flow.



INFRASTRUCTURE PROJECTS

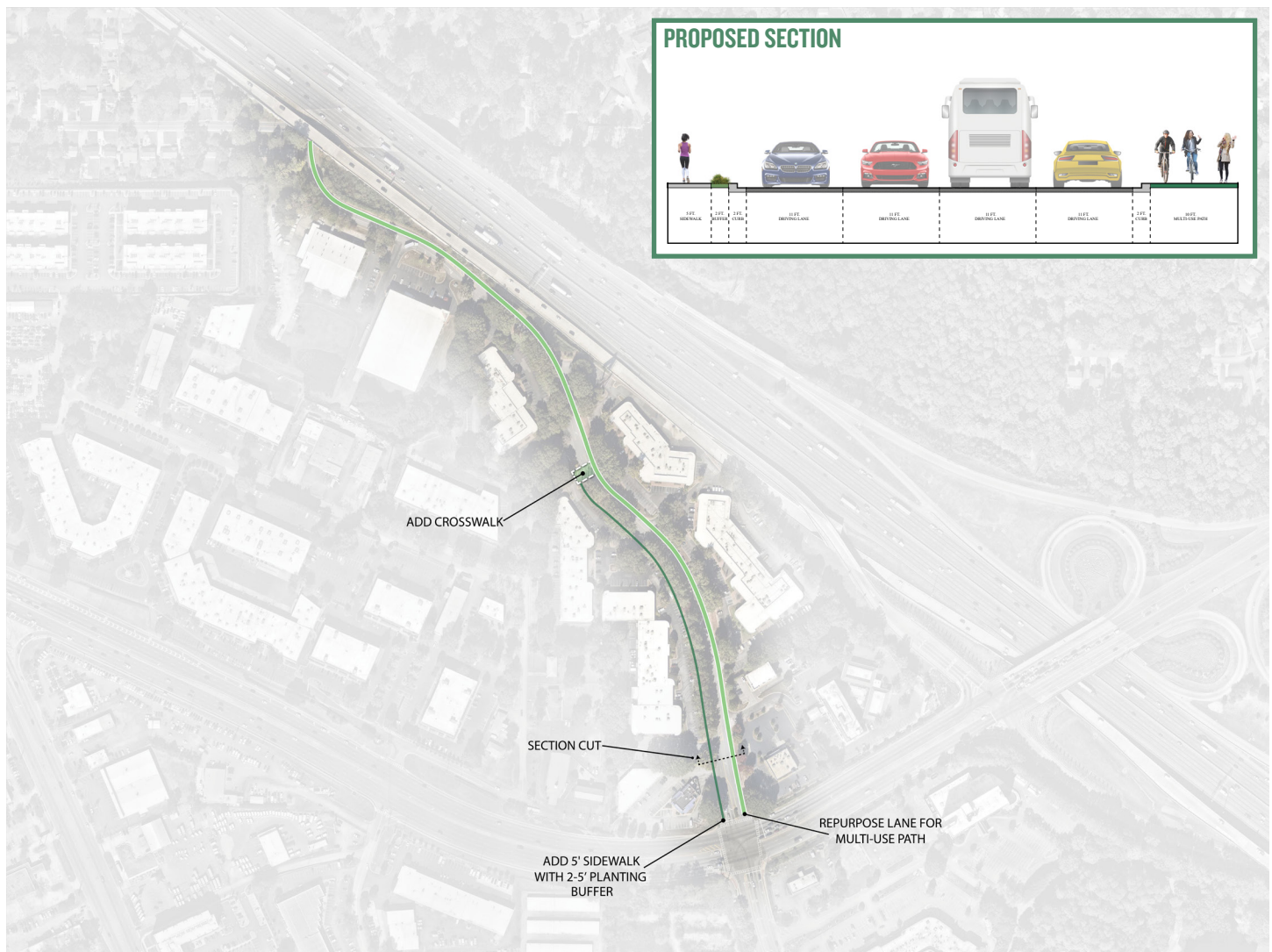
PROJECT II - FRANKLIN GATEWAY STREETSCAPE (NORTH OF SMP)

Opinion of Probable Construction Cost (OPCC): \$3,500,000 - \$6,000,000



MID-TERM PRIORITY

Similar to the NW Parkway streetscape in Project 7, this section of Franklin Gateway from South Marietta Parkway to the Blanche Underpass boasts great character with its tree-lined sides as it weaves through a flex/industrial park. However, as this segment connects the neighborhoods to the northeast with the core of the district, enhancing placemaking and walkability for existing businesses and adjacent areas is a priority for the CID. This project proposes adding a multi-use trail on the east side of the road and a sidewalk with a landscaped buffer on the west side. These enhancements aim to foster a greater sense of connectivity and placemaking, making the area more inviting and accessible for both businesses and residents.



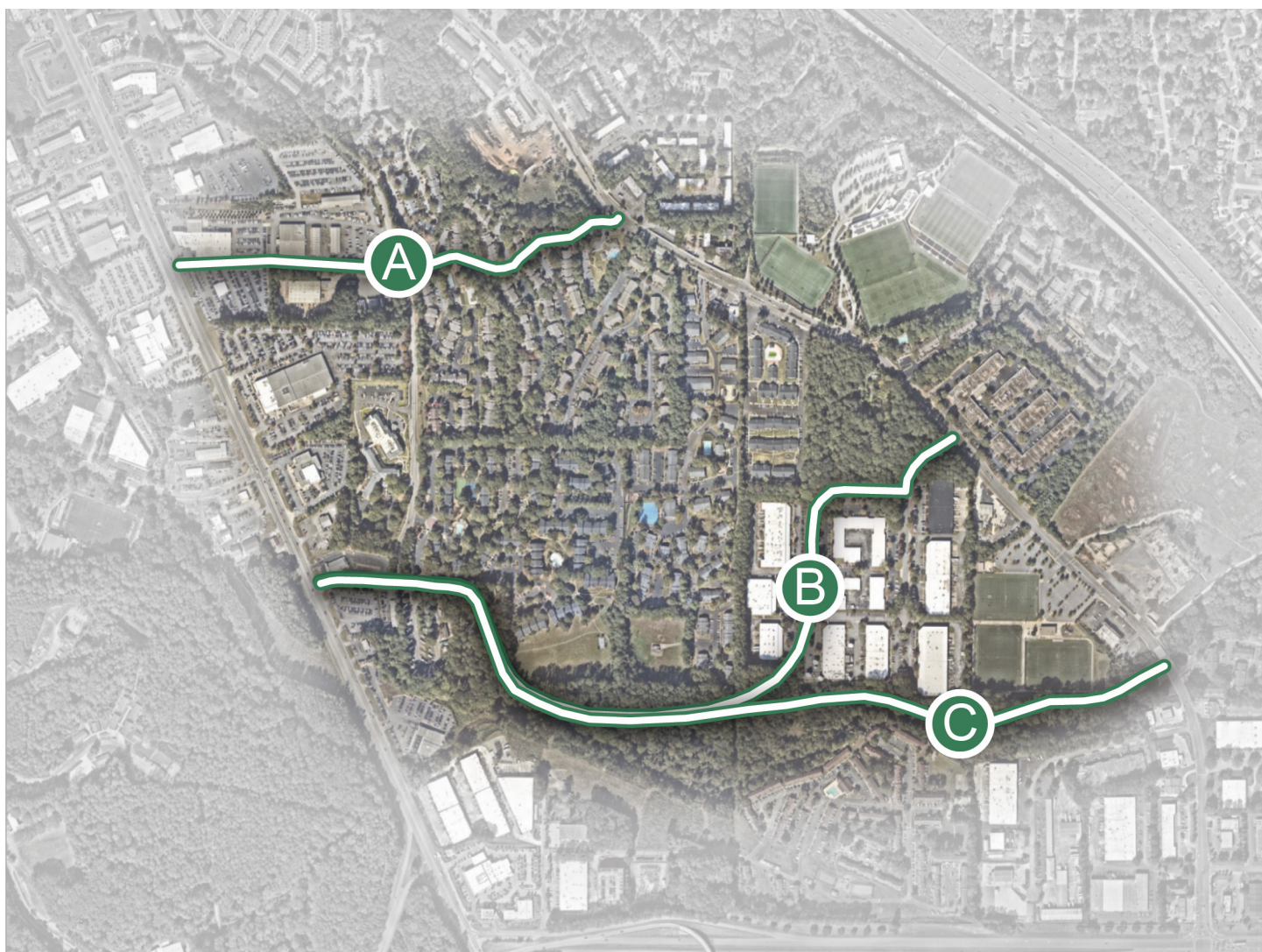


PROJECT 12 - CONNECTION TO COBB PARKWAY

Opinion of Probable Construction Cost (OPCC): \$4,500,000 - \$25,000,000

 LONG-TERM PRIORITY

A connection from Cobb Parkway to Franklin Gateway has long been discussed as a long-term vision. This project aims to create direct access between Cobb Parkway, which handles nearly 30,000 cars daily, and the core of the CID, facilitating connectivity for area residents, employees, and visitors. Three alternatives were conceptualized at a high level, each varying in cost and effort. Option A is less costly as it utilizes an existing roadway through a multifamily complex, but would require coordination to open this roadway to the public. Options B and C have fewer right-of-way impacts but are by topography and potential environmental impacts that would require mitigation and, therefore, more costly as they follow Rottenwood Creek. This project is envisioned over the next 10-20 years, and the recommendation is to ensure future connections are not precluded in the future.



ACTION PLAN

IMPLEMENTATION PLAN

INFRASTRUCTURE PROJECTS

The following table highlights potential infrastructure projects with a recommended timeline, estimated construction cost, and potential partners. Cost estimates are order of magnitude construction costs and do not include right-of-way.

Timeframe	Project	Type of Improvement	Engineering
			Year
Underway/Planned	1 Remaining Interchange Quadrants	Landscaping/Placemaking	—
Underway/Planned	2 Blanche Underpass	Landscaping/Placemaking	—
Underway/Planned	3 Franklin Gateway Bridge Replacement	Infrastructure	—
Underway/Planned	4 Rottenwood Creek Trail Phase 2	Trail	—
Short-Term	5A Franklin Gateway Streetscape (Pilot)	Tactical Urbanism/Streetscape	2026
Mid-Term	5B Franklin Gateway Streetscape (ATL UTD to FG Sports Complex)	Streetscape	2027
Mid-Term	5C Franklin Gateway Streetscape (FG Sports Complex to Kingston Ct)	Streetscape	2027
Short-Term	6 Gateway Signage at SMP	Placemaking/Branding	2026
Short-Term	7 NW Parkway Streetscape	Streetscape	2028
Mid-Term	8 Parkway Place Enhancements	Streetscape	2028
Mid-Term	9 Connection to 1033 Franklin Gateway	Roadway	2028
Mid-Term	10 Franklin Gateway Sidepath (South of Delk)	Pedestrian	2030
Mid-Term	11 Franklin Gateway Streetscape (North of SMP)	Streetscape	2030
Long-Term	12 Connection to Cobb Parkway	Roadway	2035



g/Design	Construction		Funding	
	Estimate	Year	Cost Estimate	Primary Source
N/A	2026	\$800,000	CID	—
N/A	2026	\$100,000	CID	—
N/A	2026	\$20,000,000	City	—
N/A	2027	\$5,000,000	City	—
\$30,000 - \$50,000	2026	\$150,000 - \$250,000	CID	City, Local Business Partners, Atlanta United
\$800,000 - \$1,300,000	2029	\$4,000,000 - \$6,500,000	CID/City of Marietta	GDOT, ARC, Grants
\$800,000 - \$1,200,000	2029	\$4,000,000 - \$6,000,000	CID/City of Marietta	GDOT, ARC, Grants
\$8,000	2026	\$40,000	CID	City, GDOT, Local Business Partners
\$1,100,000 - \$1,700,000	2028	\$5,500,000 - \$8,500,000	CID/City of Marietta	ARC GDOT, Grants
\$200,000 - \$300,000	2029	\$1,000,000 - \$1,500,000	CID/City of Marietta	ARC GDOT, Grants
\$400,000 - \$1,200,000	2030	\$2,000,000 - \$3,000,000	CID/City of Marietta	ARC GDOT, Grants
\$600,000 - \$1,200,000	2032	\$3,000,000 - \$6,000,000	CID/City of Marietta	ARC GDOT, Grants
\$700,000 - \$1,200,000	2033	\$3,500,000 - \$6,000,000	CID/City of Marietta	ARC GDOT, Grants
\$900,000 - \$5,000,000	2038	\$4,500,000 - \$25,000,000	CID/City of Marietta	ARC GDOT, Grants

POLICY ACTIONS

The following policy actions are intended to be low or no-cost efforts that the CID can undertake or initiate within the next 100 days, many in partnership with the City of Marietta. These actions focus on leveraging existing resources and strategic collaborations to enhance the district's functionality and appeal. By targeting initiatives that require minimal financial investment, the CID can quickly implement impactful changes, demonstrating commitment to master plan implementation and setting the foundation for long-term success.



Revisit branding and marketing, and enhance social media presence

The CID should revisit its branding marketing efforts, and enhance its social media presence to increase visibility, engage the community more effectively, and attract new businesses and visitors to the area.



Collaborate with City of Marietta to integrate vision and priorities into City's Comprehensive Plan

Collaborating with the City to integrate the vision and priorities from this master plan into their comprehensive plan is crucial, as the city ultimately serves as the policymaker and can ensure these goals are effectively supported and implemented.



Work with appropriate parties to implement the Franklin Gateway tactical urbanism project

With the 2026 World Cup approaching, the CID should continue to collaborate with appropriate leaders to assess the feasibility of and implement the tactical urbanism project to enhance mobility and placemaking during the 2026 World Cup.



Coordinate with Atlanta United on future endeavors

Continued collaboration with Atlanta United, one of the CID's largest and most influential member properties, is crucial and mutually beneficial for driving community engagement and shared success as well as monitoring and executing enhancements in the central and southern portions of the Gateway.



Support the City's efforts on the Rottenwood Creek Trail

Supporting the City's effort on the Rottenwood Creek Trail is a great partnership opportunity as a key amenity and asset for the CID and the broader community.



Pursue Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) funding

The CID should pursue having this master plan grandfathered as an LCI study, given that this is a former LCI area, to ensure continued alignment with established planning and potential project funding.



Zoning

Advocate for appropriate zoning classification changes to align the City of Marietta's policy with the vision and objectives of the Master Plan.

The following table highlights parcels with zoning classifications that may not be aligned with the vision for priority opportunity areas within the CID. While it has been recommended for some parcels to change to different zoning classifications as outlined below, the City's zoning classifications are generally conducive to the vision outlined in this master plan. They promote or allow for urban, walkable environments with reduced setbacks, encourage shared parking, and provide adequate pedestrian facilities.

The recommended zoning or development changes below are for consideration by the City of Marietta, as they would align the City's policy with the vision in this Master Plan to foster a cohesive strategy that supports plan implementation.

Opportunity Area	Parcel(s)	Current Zoning	Recommendation to Consider
1 - South	The Barcelo and The Franklin Apartments	Planned Residential Development - Multifamily (PRD_MF)	The PRD_MF zone is for multifamily residential only, with no by-right commercial use. Therefore, MXD zoning may be more suitable for aligning with the area's vision and context.
1 - South	1033 Franklin Gateway	Planned Commercial Development (PCD)	PCD allows a variety of commercial and office uses. Recreational or entertainment uses could be approved if they align with the ordinance intent and compatibility standards, as detailed in the General and Detailed Development Plans adopted with the rezoning.
1 - South	Gateway Oaks Business Park	Office Services (OS)	OS allows office uses. Considering adjacent parcels and the overall vision for the southern area, MXD zoning may be more compatible.
1 - South	Kingston Court Light Industrial Area	Light Industrial (LI)	Though LI zoning permits maker spaces and arts uses, MXD or PCD zoning could better support the vision for a mixed-use area.
2 - North	Parkway Place and Former Raddison Hotel	Office High Rise (OHR)	While conducive to current uses, if residential development is envisioned, such as for the former hotel, rezoning to PRD_MF might be more appropriate.
2 - North	Nazareth Plaza and Outparcels	Community Retail Commercial (CRC)	Although CRC zoning allows for a pedestrian-friendly shopping center with clustered buildings, aligning with an improved shopping center, MXD zoning may be more appropriate to incorporate residential or create a mixed-use district with retail and office spaces.
2 - North	Former Flea Market Site	Planned Commercial Development (PCD)	If the adjacent Nazareth Plaza and its outparcels become mixed-use with residential, the current zoning may support commercial uses. However, adopting MXD zoning could offer greater flexibility.

APPENDIX A: MARKET ASSESSMENT

GATEWAY MARIETTA CID MASTER PLAN: MARKET ASSESSMENT

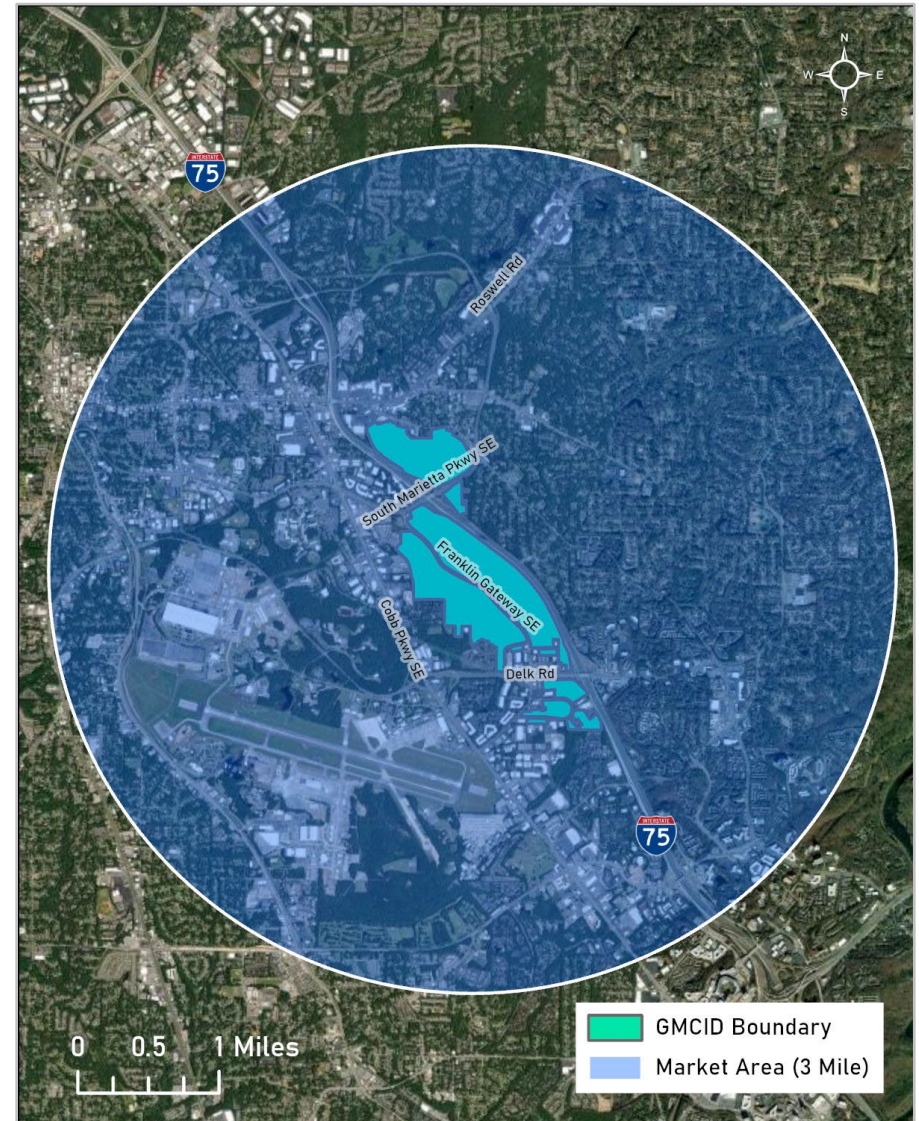


KB | ADVISORY GROUP

CONTEXT

This assessment aims to observe the various factors that influence the market dynamics in and around the Gateway Marietta CID (GMCID). This includes demand drivers, such as population growth and spending patterns, and supply drivers, such as historical development patterns and performance of existing commercial real estate inventory.

Because these drivers are not confined to governmental boundaries, this analysis also establishes a wider Market Area that will be used for forecasting future demand. A 3-mile radius from the center of the CID was used which captures the areas between, without including, the Barrett Parkway/Town Center and Cumberland Activity Centers as well as Downtown Marietta.



KEY TAKEAWAYS

Demographic and Economic Trends

Demographics

- Both the CID and Market Area have continued to draw new residents and households since 2010, with the CID adding 191 households and the Market Area adding 3,231.
- Similar to trends countywide, the majority of households are smaller and consist of only one or two people.
- Most households are renting their homes and multifamily unit living is the dominant housing type within each area.
- KSU's Marietta campus has likely influenced the younger median age within each compared to Cobb County overall, with the median age being 32 within the CID and 35 within the larger Market Area.

GMCID: 5,469 residents 2,204 households

Market Area: 82,827 residents 35,374 households

Economics

- The CID is not currently a major job center, hosting less than 1% of the county's total jobs.
- Comparatively, the larger Market Area hosts 17% of the county's total jobs. From 2019-2022, employment within major office-using industries has increased by 3% annually.
- The owner-occupied homes that exist within the CID are significantly more affordable than the county overall. Median home values are also less than half of what they are in the Market Area and County overall, estimated at \$210,000.
- Based on spending levels by existing households, there is retail opportunity in the Market Area in most retail categories such as restaurants, clothing stores, personal care, and sporting goods store.

Median Household Income

GMCID: \$54,610

Market Area: \$71,674

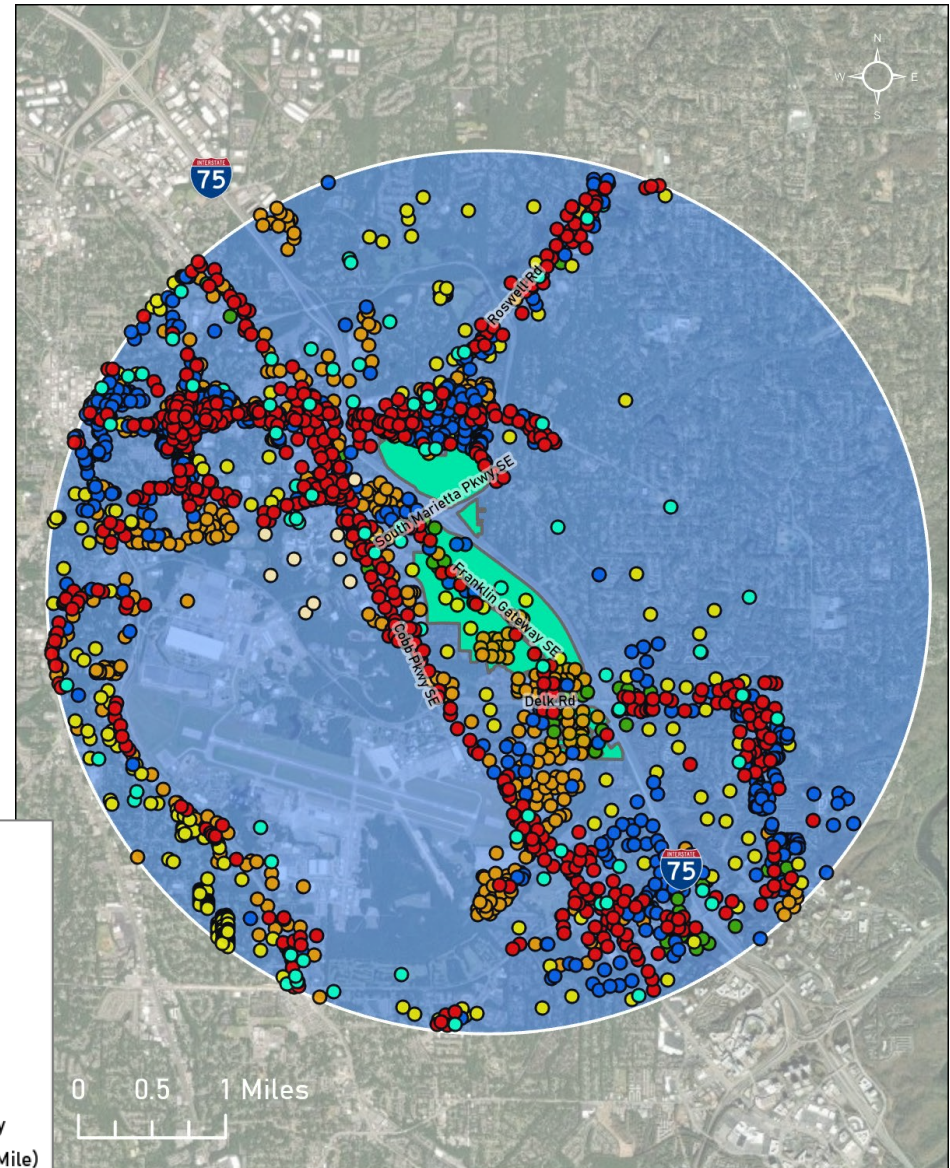
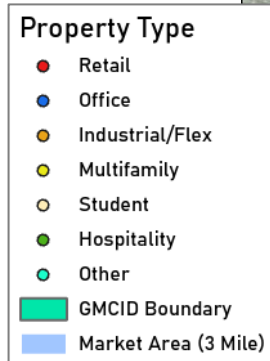
Cobb County: \$99,567

KEY TAKEAWAYS

Commercial Real Estate

The Market Area hosts 62.7 million square feet of commercial real estate space – with a wider mix of real estate types than the CID area.

- Multifamily space is the largest share (41%), but the Market Area has an ample share dedicated to office, retail, and industrial/flex space – 16%, 13%, and 21% respectively.
- Properties are clustered along the major corridors surrounding the CID: Roswell Rd/St, Cobb Pkwy, Atlanta Rd, and Powers Ferry Rd.
- Approximately 7% of the Market Area’s total commercial real estate inventory is concentrated in the CID.



KEY TAKEAWAYS

Visitors

In the past 12 months, approximately 132,000 people visited the Market Area daily – lower than a year ago.

Based on information from Placer.ai, on average, 30,870 people commuted into the Market Area per day and 100,850 people visited the Market who do not live or work there. The majority of these non-residents are coming into the Market Area from other areas north up I-75.

Both the number of employees and out-of-market visitors going into the Market Area are lower than a year ago – indicating that the Market Area may have diminishing “work-play” amenities and places.

Avg. Daily Visitors in
the Past 12 Months

132K

Total Visitors

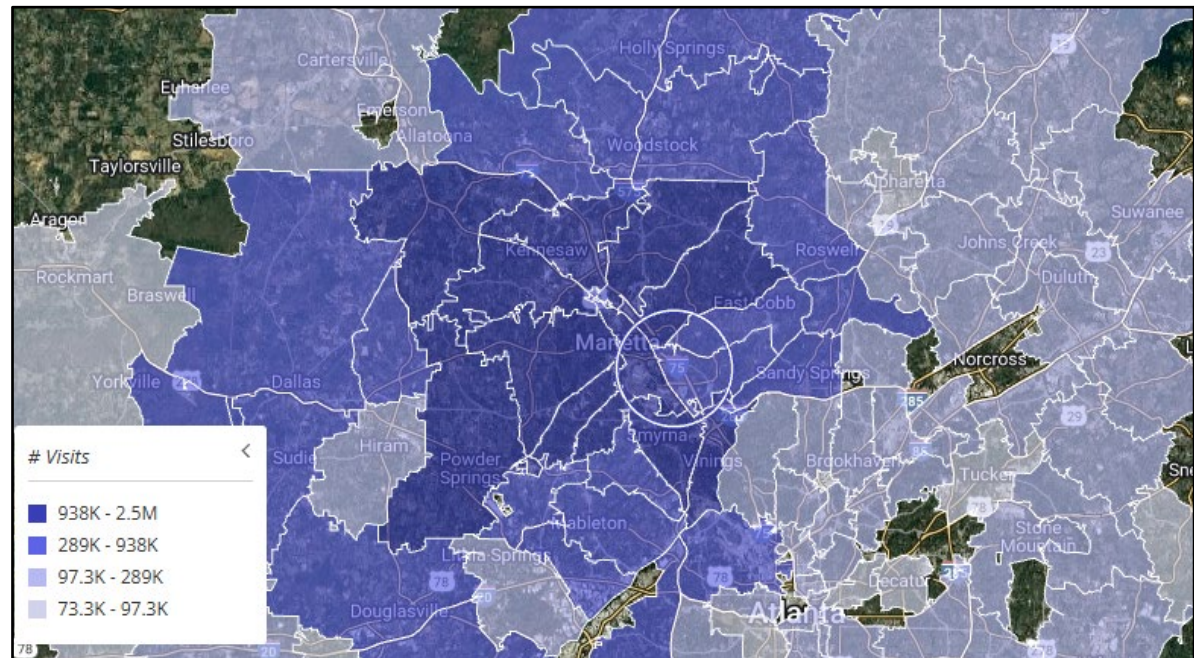
101K

Out-of-Market
Visitors

31K

In-Commuters

Non-Resident Origins by Zipcode



KEY TAKEAWAYS

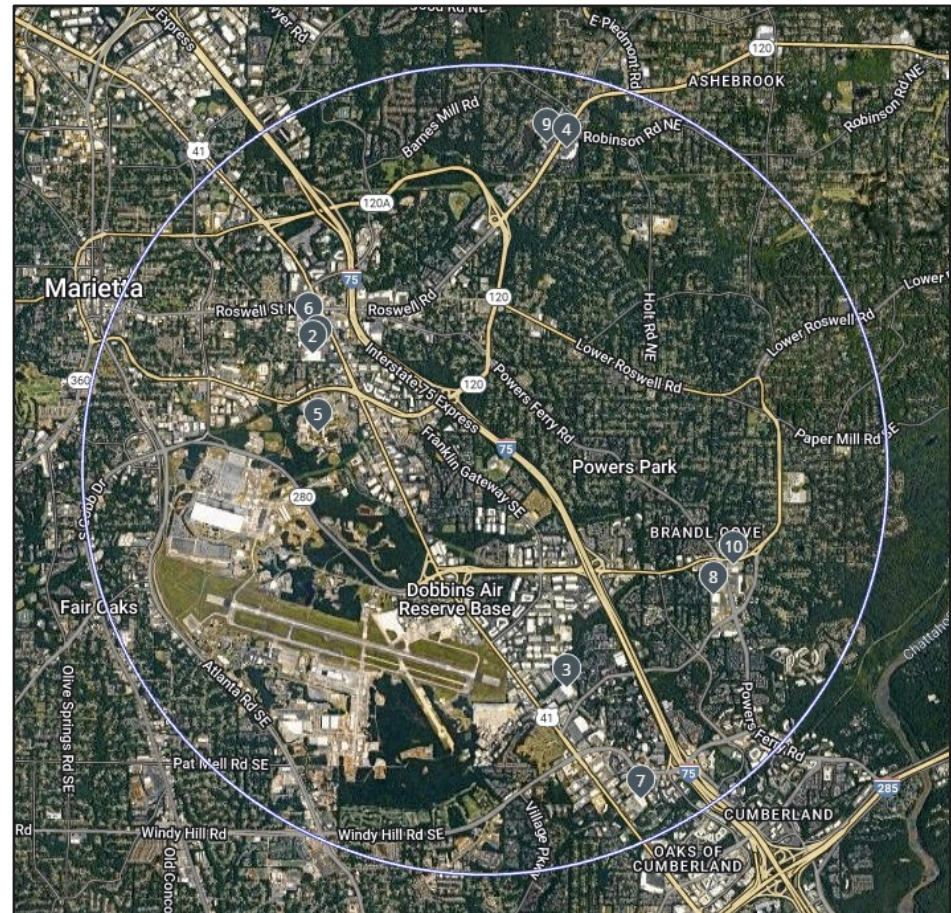
Visitor Hotspots

The top ten visitor hotspots within the Market Area over the past 12 months are all outside of the CID.

Within the Market Area, the locations that have drawn the most visitors are all large big-box retailers or shopping centers (excluding KSU). They are listed in the table below in order of number of visits in the past 12 months. With the median household income of the total visitors at almost \$95,000, the Market Area draws wealthier visitors from outside the area.

Rank	Location	Number of Visits
1	Marietta Trade Center	3,471,376
2	Walmart	2,439,214
3	Walmart	2,077,795
4	Pavilions at Eastlake	1,822,616
5	Kennesaw State University	1,793,031
6	Sam's Club	1,610,718
7	Target	1,547,423
8	Kroger	1,512,149
9	East Lake Shopping Center	1,508,298
10	Sope Creek Crossing	1,405,717

Top 10 Visited Places in the Past 12 Months



KEY TAKEAWAYS

Visitor Hotspots

In comparison, only approximately 6% of visits to the Market Area in the past 12 months were to somewhere within the CID.

After the QuickTrip gas station, Nazareth Plaza experienced the highest number of visits in the past 12 months and has had the largest year-over-year growth. Although overall out-of-market visits to the CID are up year-over-year, visitation to both the Franklin Gateway Sports Complex and the Atlanta United FC Training Ground has decreased since last year.

Rank	Location	Number of Visits	Median Household Income of Visitors	YoY Visit %
1	QuickTrip (640 Franklin)	491,522	\$63,800	+3.2%
2	Nazareth Plaza	346,478	\$76,900	+23.2%
3	Franklin Gateway Sports Complex	316,120	\$118,100	-1.6%
4	Parkway Two	144,305	\$83,700	+10%
5	Home2 Suites	128,658	\$60,800	-2.3%
6	Parkway One	118,688	\$114,100	+15%
7	Northwest Business Park	92,566	\$83,500	-19.5%
8	Atlanta United FC Training Ground	90,422	\$92,000	-8.8%
9	Golden Tropics Jamaican Restaurant	86,802	\$63,600	+19.8%
10	Citgo (780 Franklin)	67,968	\$54,500	+12.9%

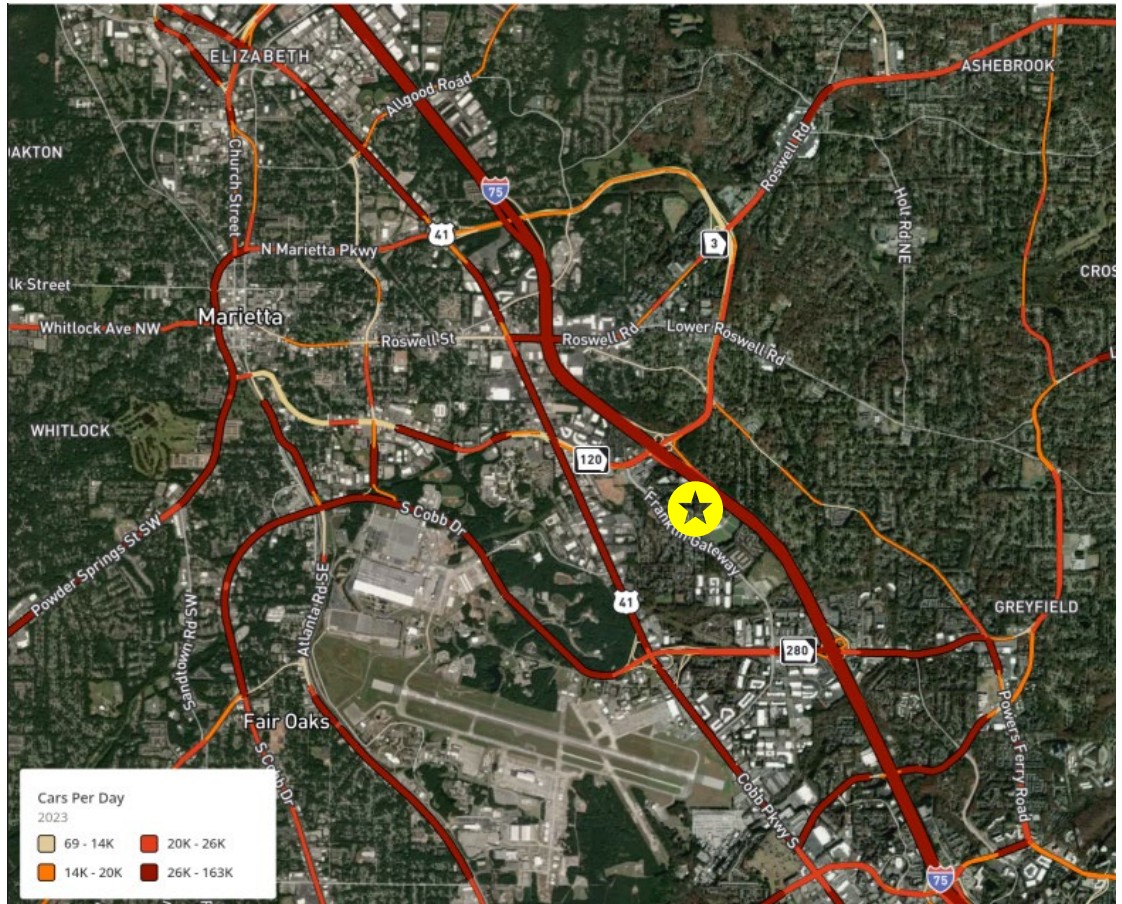
Source: Placer.ai

KEY TAKEAWAYS

Visitors

As of 2023, the artery of the CID, Franklin Gateway, received less than 14,000 cars per day.

Currently the major roads surrounding the CID, namely Cobb Parkway, receive the highest daily ridership. Areas closest to South Marietta Parkway and Delk Road will likely redevelopment faster due to their frontage or proximity to established higher traffic volumes. Otherwise, targeted investment will need to be made to assist the recruitment of a catalytic development that would draw visitors to drive through the Gateway.



Source: Placer.ai

KEY TAKEAWAYS

Future Five-Year Demand Potential

Assuming that these existing trends and similar capture rates continue, and there is no significant catalytic (re)development within the CID, the future five-year demand potential is as follows:

Real Estate Type	Current Market Area Demand Potential	Current CID Capture Potential
Retail	80,000-100,000 SF	7,000-8,500 SF
Residential	1,300-1,450 Unit	115-180 Unit
Single-Family	350-450	15-30
Multifamily	950-1,000	100-150
Office*	500,000-550,000 SF	25,000-30,000 SF
Hospitality	500-900 Keys	100 Keys

**Assumes 80% office utilization*

DEMAND DRIVERS

Economic and Demographic Analysis

DEMAND DRIVERS

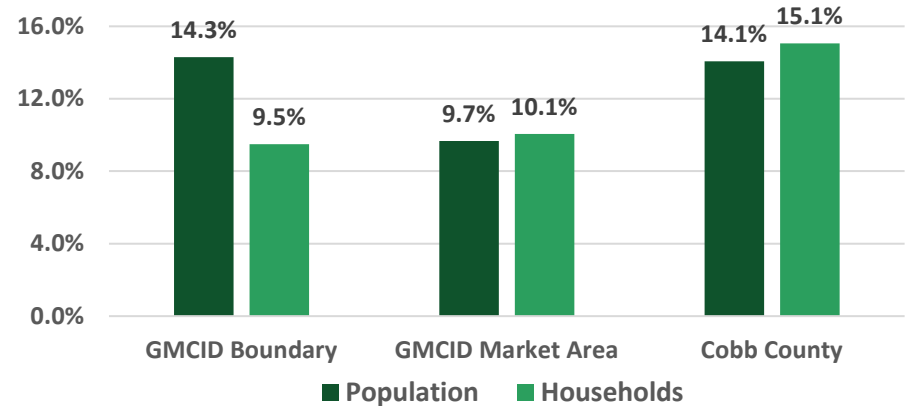
Population and Household Growth

The GMCID is currently home to 5,469 residents and 2,204 households.

Since 2010, GMCID has added almost 685 residents and 191 households – growing by 14.3% and 9.5% respectively. Over this same time period, the Market Area has had similar population and household growth – adding 7,303 residents and 3,231 households.

Population	GMCID Boundary	GMCID Market Area	Cobb County
2010 Census	4,785	75,524	688,078
2020 Census	5,294	81,117	766,148
2025 Estimate	5,469	82,827	784,830

Population & Household Growth, 2010-2025



Population & Household Growth, 2020-2025



Source: KB Advisory Group with data from Claritas

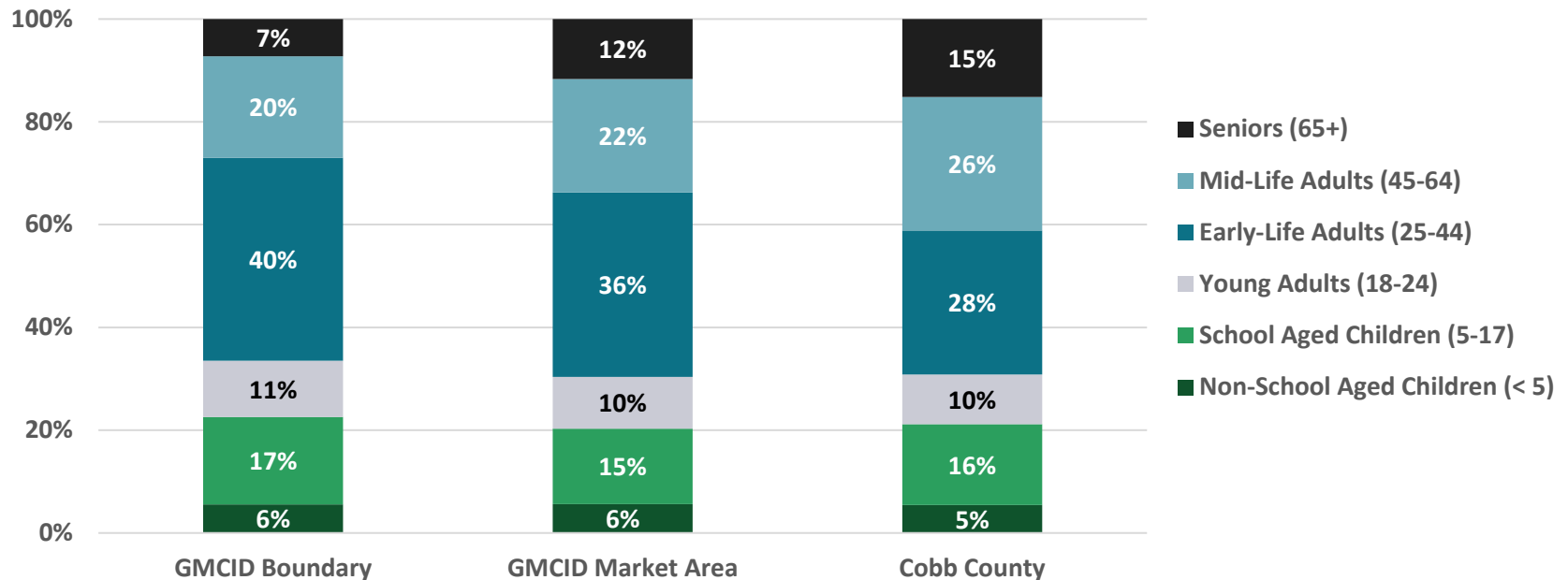
DEMAND DRIVERS

Age Cohorts

Residents within the GMCID are relatively younger than the Market Area and county overall.

The median age within the CID is 32 years old, compared to 35 in the Market Area and almost 40 countywide. This is largely driven by the relatively larger share of Early-Life Adults within the CID, or those aged between 25 and 44. This cohort is synonymous with those beginning their careers, potentially expanding their family size, and pursuing homeownership opportunities.

Population by Age Cohort, 2025



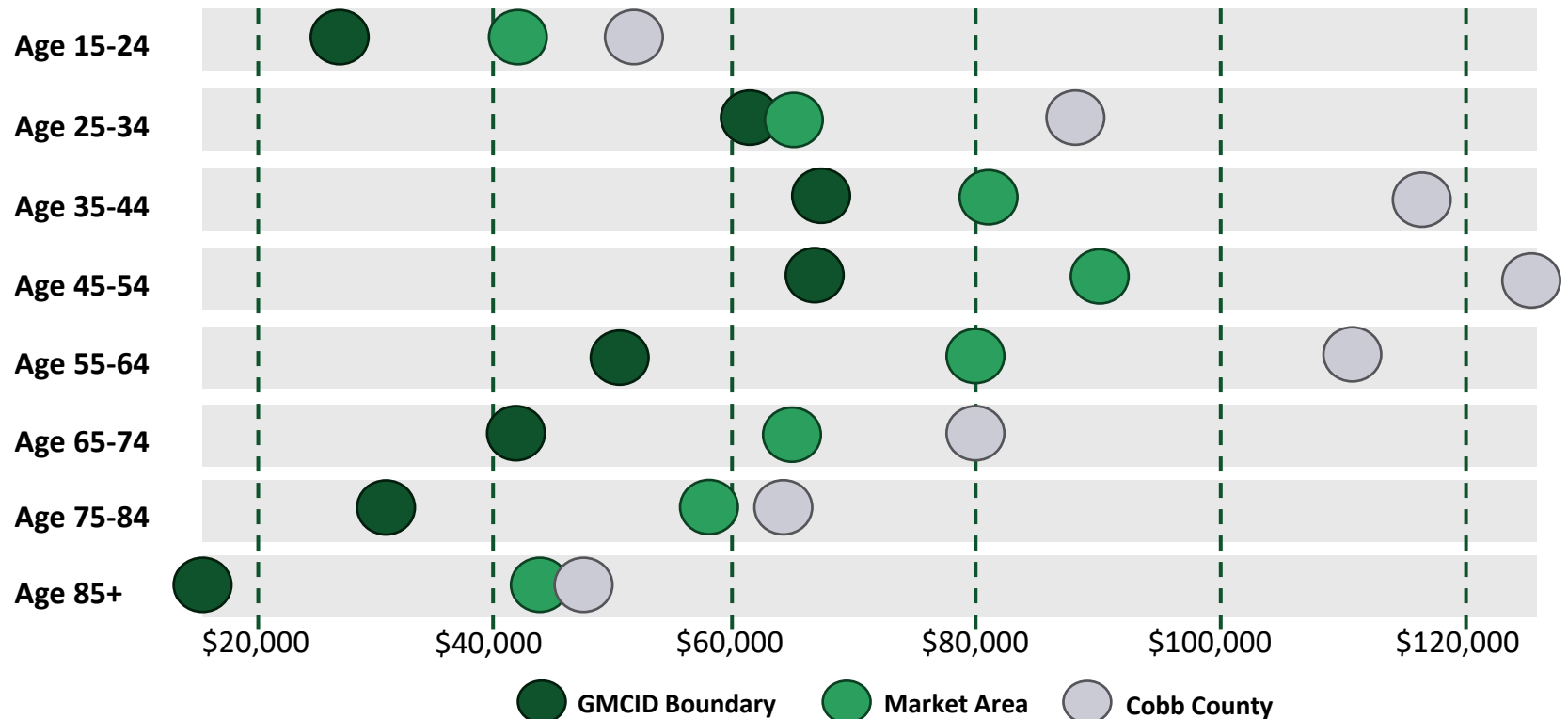
Source: KB Advisory Group with data from Claritas

DEMAND DRIVERS

Median Household Income by Age Cohort

Within the CID, median household incomes are lower than the Market Area and countywide averages across each age cohort.

The overall median household income within the CID is \$54,610 compared to \$71,674 within the larger Market Area and \$99,567 in Cobb County overall.



Source: KB Advisory Group with data from Claritas

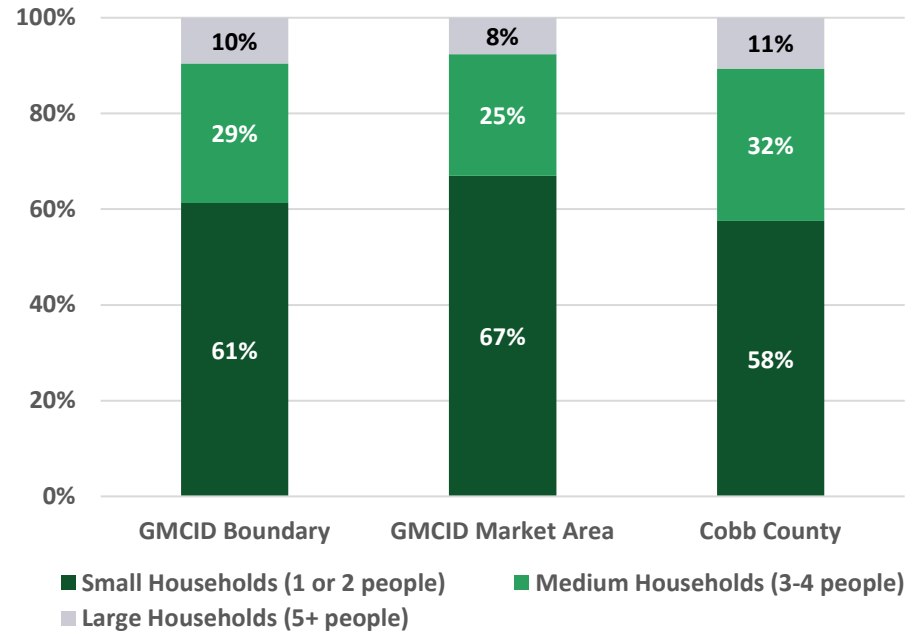
DEMAND DRIVERS

Household Size and Unit Type

A majority of households within the CID are smaller households of 1 or 2 people and live in a multifamily building.

Even at the county-level, the majority of households consist of only 1 or 2 people. The Market Area has the highest share of small households – at almost 70%. However, unlike countywide trends, the majority of households within both the CID and Market Area are living in multifamily buildings. The relative share is highest within the CID itself, where almost three-quarters of households are in multifamily residences. The highest concentration of these residences are in medium-sized buildings that contain less than 20 units per building.

Share of Households by Size, 2025



Housing Units by Type	GMCID Boundary	GMCID Market Area	Cobb County
Single-Family	28%	46%	74%
Detached	15%	34%	65%
Attached	13%	12%	9%
Multifamily	72%	54%	25%
Small (2-4 Units/Bldg)	6%	5%	2%
Medium (5-19 Units/Bldg)	44%	31%	13%
Large (20+ Units/Bldg)	23%	18%	10%
Other	0%	1%	1%

Source: KB Advisory Group with data from Claritas

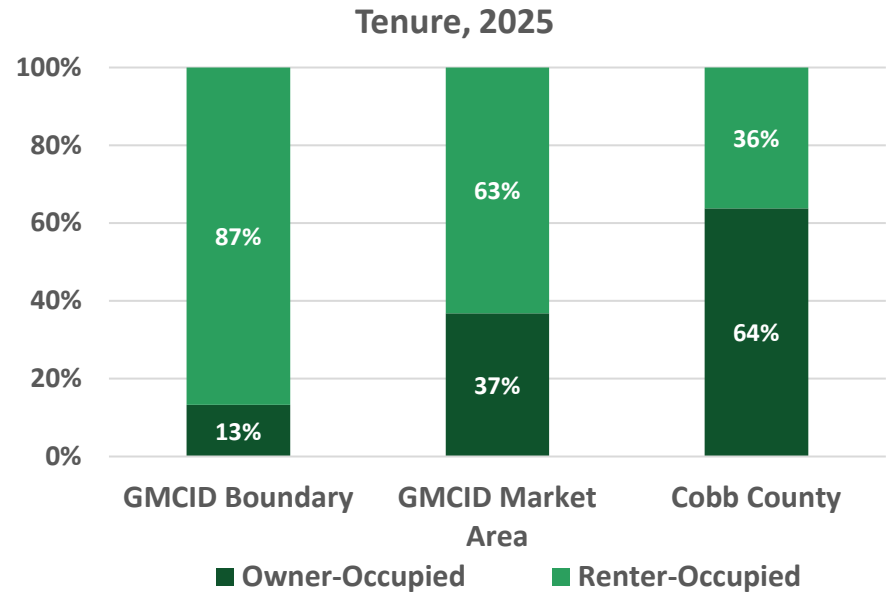
DEMAND DRIVERS

Household Tenure and Home Value

Unlike trends countywide, the vast majority of households within the CID are renter-households.

Almost 90% of households within the CID are renters, compared to only 36% countywide. The tenure relationship within the Market Area is the reverse of countywide trends. However, the median home value within the Market Area is similar to countywide averages. The median home value within the CID, on the other hand, is less than half that both the larger Market Area and county overall.

While influenced by a much lower inventory of for-sale product, relatively lower home values within the CID mean that this product can more easily meet demands for affordable for-sale housing. However, an area characterized with lower home values can act as a deterrent for future for-sale home building activity if it is perceived to be due to a lack of demand to live within that area. Often, the activation of another site within the area will be necessary to spur demand and incentive more construction activity.



Median Home Value, 2025



\$468K Cobb County

\$458K GMCID Market Area

\$210K GMCID Boundary

Source: KB Advisory Group with data from Claritas

DEMAND DRIVERS

Employment Profile

The CID is not currently a job center, with less than 1% of the county's job concentrated within its boundary.

Of the estimated 2,500 jobs within the CID, 20% are dedicated to Professional and Technical Services.

However, the larger Market Area hosts 17% of the county's total jobs. Manufacturing is the largest industry within the Market Area - hosting almost 50% of the county's total jobs in this industry.

Share of Employment by Industry	GMCID Boundary	Market Area	Cobb County
Construction	16.1%	6.0%	5.8%
Manufacturing	5.8%	17.7%	6.3%
Wholesale Trade	3.6%	6.6%	4.5%
Retail Trade	13.2%	12.3%	14.4%
Transportation and Warehousing	2.1%	2.6%	1.8%
Information	1.7%	5.6%	3.6%
Finance and Insurance	2.5%	2.7%	4.1%
Real Estate and Rental and Leasing	5.2%	3.0%	3.8%
Professional, Scientific, and Technical Services	20.0%	9.2%	8.4%
Administrative & Support, Waste Management & Remediation	4.7%	4.9%	3.9%
Educational Services	0.1%	4.6%	6.9%
Healthcare and Social Assistance	7.6%	9.2%	17.4%
Arts, Entertainment, and Recreation	1.8%	1.2%	1.6%
Accommodation and Food Services	11.3%	7.2%	8.7%
Other Services (except Public Administration)	3.5%	5.8%	5.6%
Public Administration	0.8%	1.2%	2.5%
Other	0.1%	0.4%	0.8%
Total Jobs	2,524	65,380	374,858

**Industries representing less than 1% of total jobs across all three areas were excluded
Source: KB Advisory Group with data from Claritas*

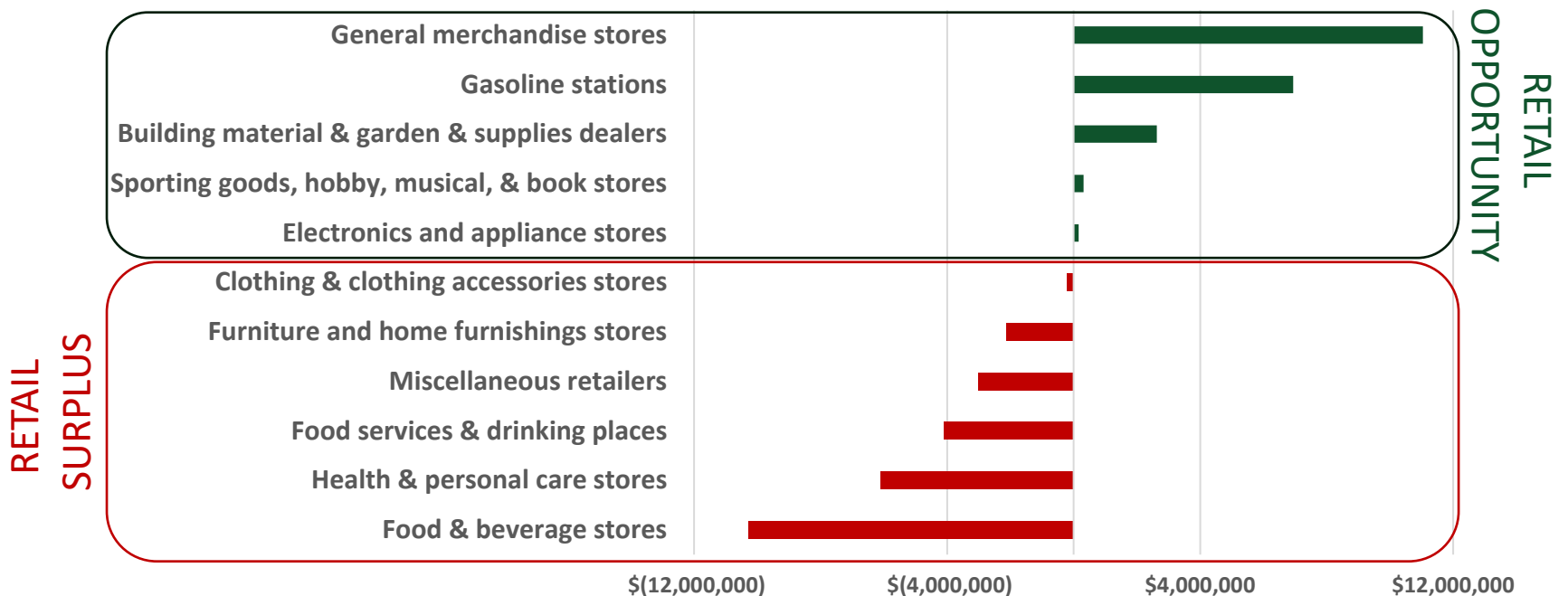
DEMAND DRIVERS

Consumer Spending

Looking just within the CID itself, there is a retail surplus or where retail sales exceed the level of retail spending from local households.

Collectively, households within the CID have a retail spend of approximately \$108.0 million. Total annual sales across all the retailers within the CID is estimated at \$688.5 million, indicating that the majority of these sales were from households living outside the CID. However, there is a retail opportunity for general merchandise stores. Currently, the spending by local households at these stores exceeds local retail sales from those stores within the CID.

GMCID Retail Opportunity Gap



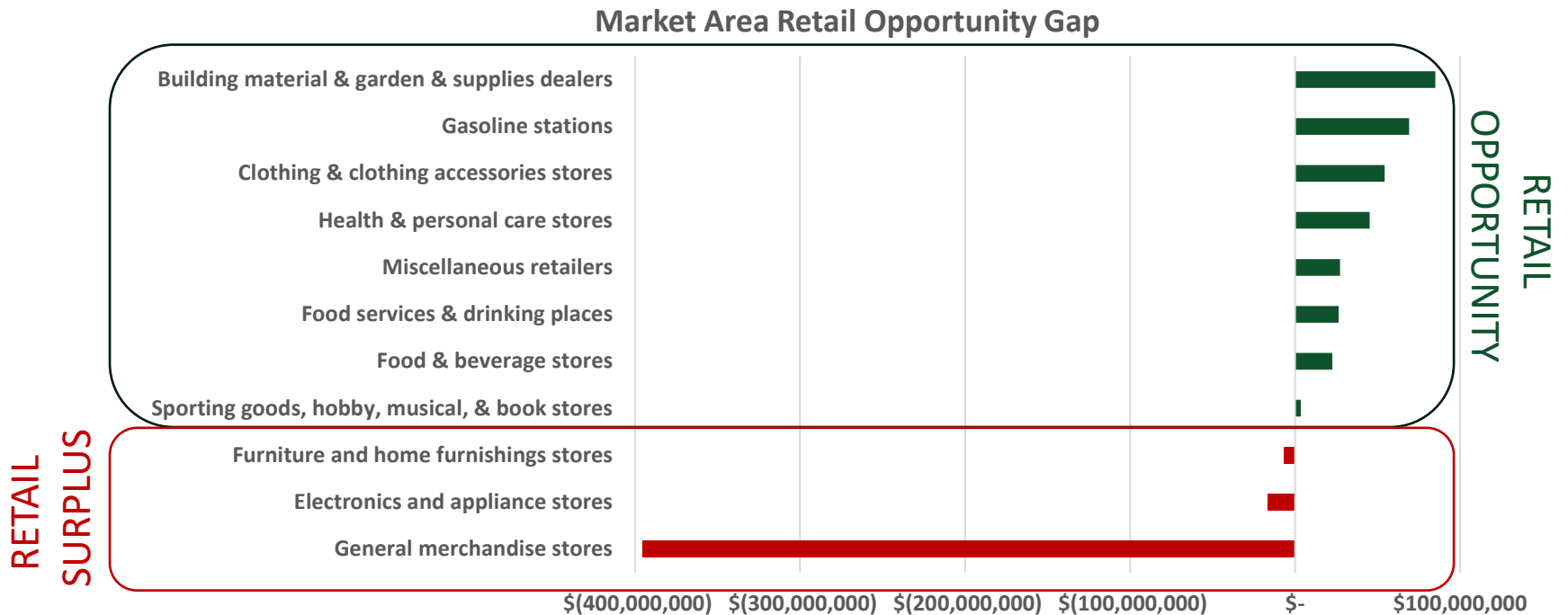
Source: KB Advisory Group with data from Claritas

DEMAND DRIVERS

Consumer Spending

Expanding to look at just the larger Market Area, there is also a retail surplus – emphasizing the importance of outside visitors to retailers in this area.

Unlike the smaller CID area, there is a large retail surplus of general merchandise stores when considering just the local housing spending. There is a larger retail opportunity in most other retail categories such as restaurants, clothing stores, personal care, and sporting goods store.



Source: KB Advisory Group with data from Claritas

SUPPLY DRIVERS

Real Estate Analysis

SUPPLY DRIVERS

Commercial Real Estate Summary

The GMCID hosts over 4.3 million square feet of commercial real estate space.

Approximately 45% of this space is dedicated to multifamily properties, 36% to industrial/flex, and 12% to office. The remaining types of space, including retail and hotels, constitute less than 5% each.

Commercial spaces within the CID are relatively affordable compared to the county overall. The exception is industrial/flex space, where both average rents and vacancy rates are higher than the county average. Since the wider Market Area has even higher rents but lower vacancy levels, this may indicate a larger portion of the industrial/flex space within the CID does not meet the needs and preferences of current users of those spaces.

However, vacancies in this context refer to leased space and does not reflect actual space utilization. For example, even though the CID has significantly lower office vacancies than the Market Area and county overall, this does not necessarily mean all that “occupied” space is actively being used.

Source: KB Advisory Group with data from CoStar (May 2025)

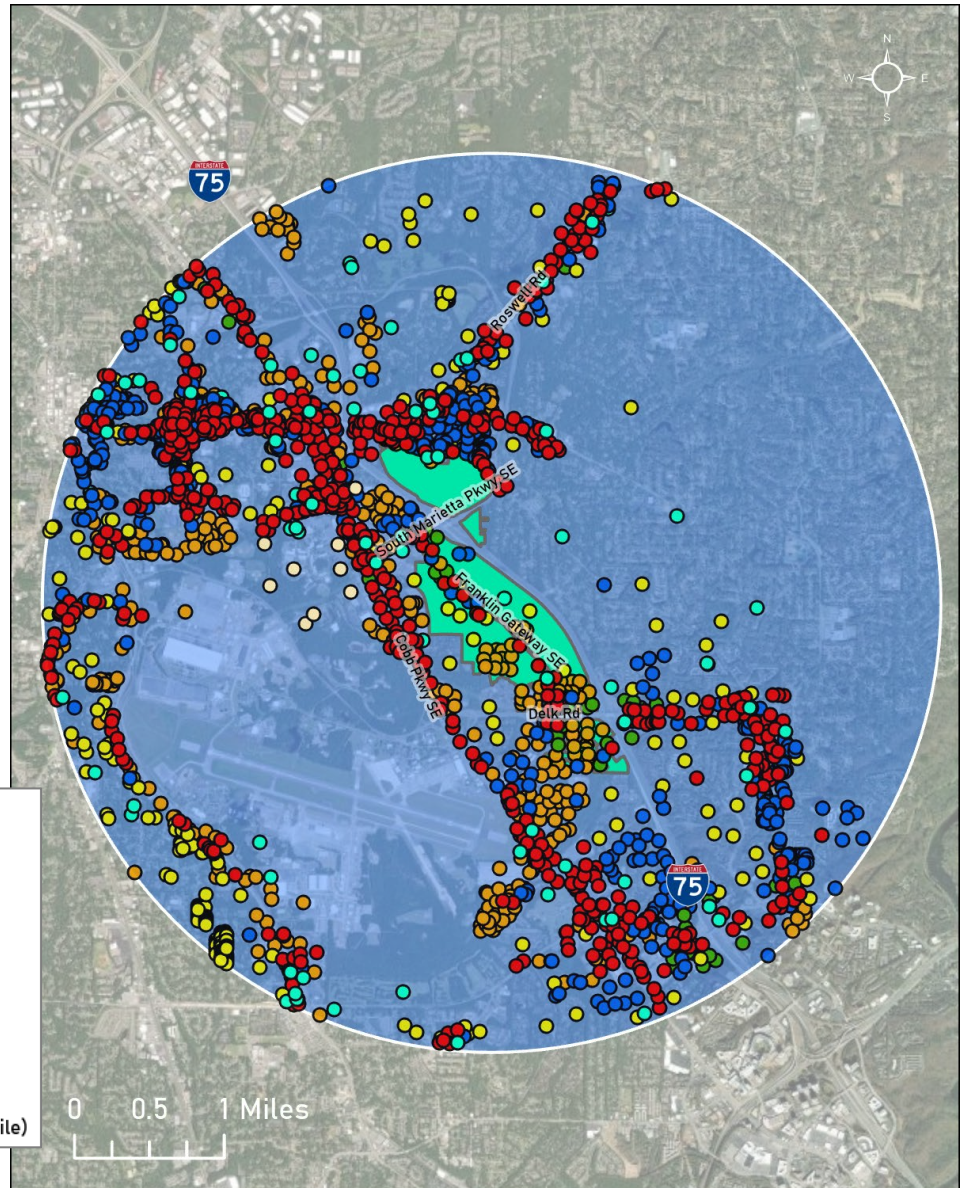
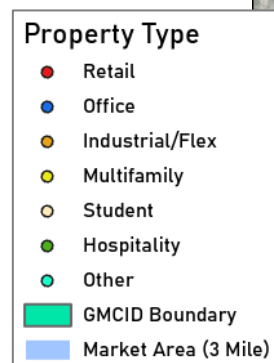
	GMCID	Market Area	Cobb County
Multifamily			
Properties	8	167	529
Existing Units	1,812	21,241	81,538
Vacancy %	6.7%	9.7%	10.9%
Avg. Rent/SF	\$1.39	1.56	\$1.60
Avg. Rent/Unit	\$1,489	\$1,527	\$1,612
Retail			
Properties	11	687	3,670
Existing SF	138,503	8,239,212	9,334,713
Vacancy %	-	2.6%	4.2%
Avg Rent/SF	-	\$22.78	\$20.14
Office			
Properties	10	625	2,470
Existing SF	504,480	10,088,432	42,212,785
Vacancy %	7.1%	17.6%	14.4%
Avg Rent/SF	\$27.06	\$25.71	\$27.35
Industrial/Flex			
Properties	40	412	2,179
Existing SF	1,557,906	13,457,005	82,596,732
Vacancy %	11.2%	4.4%	6.4%
Avg Rent/SF	\$13.00	\$16.37	\$10.93
Hospitality			
Properties	5	41	134
Existing Rooms	443	4,326	14,632
Vacancy %	38.3%	38.2%	38.1%
Average Daily Rate	\$85.07	\$90.46	\$110.06

SUPPLY DRIVERS

Existing Commercial Real Estate

The larger Market Area hosts 62.7 million square feet of commercial real estate space – with a wider mix of real estate types than the CID area.

Multifamily space still is the largest share (41%), but the Market Area has an ample share dedicated to office, retail, and industrial/flex space – 16%, 13%, and 21% respectively. Properties are clustered along the major corridors surrounding the CID: Roswell Rd/St, Cobb Pkwy, Atlanta Rd, and Powers Ferry Rd.



Source: KB Advisory Group with data from CoStar (May 2025)

SUPPLY DRIVERS

Visitors

In the past 12 months, approximately 132,000 people visited the Market Area daily – lower than a year ago.

Based on information from Placer.ai, on average, 30,870 people commuted into the Market Area per day and 100,850 people visited the Market who do not live or work there. The majority of these non-residents are coming into the Market Area from other areas north up I-75.

Both the number of employees and out-of-market visitors going into the Market Area are lower than a year ago – indicating that the Market Area may have diminishing “work-play” amenities and places.

Avg. Daily Visitors in
the Past 12 Months

132K

Total Visitors

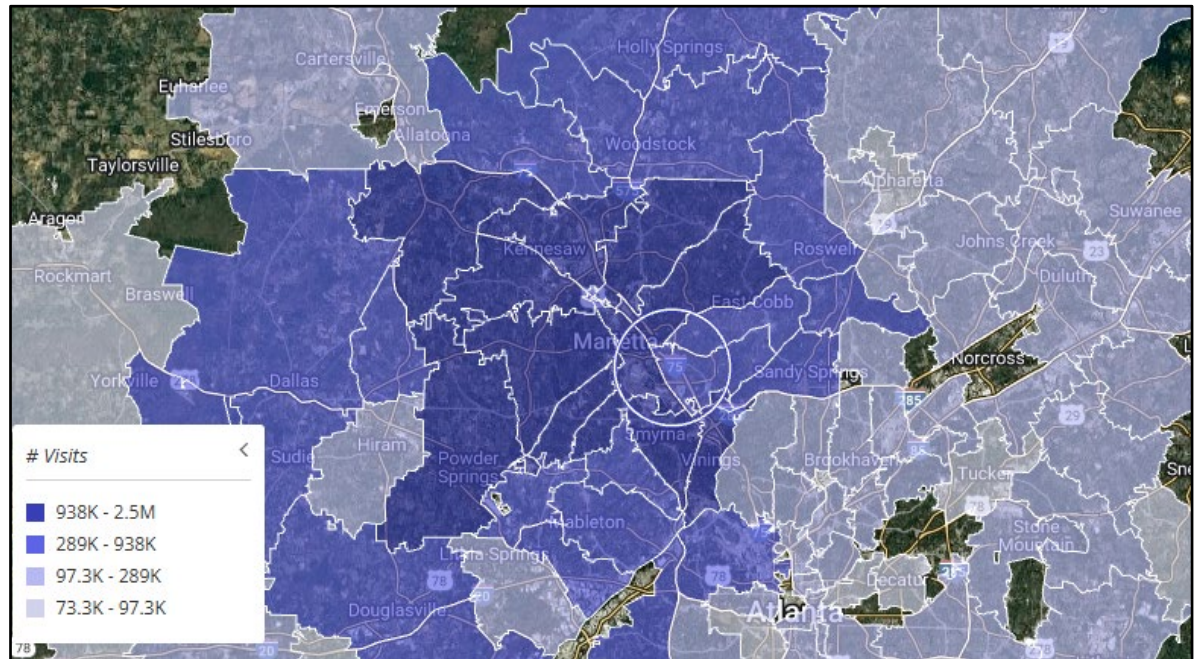
101K

Out-of-Market
Visitors

31K

In-Commuters

Non-Resident Origins by Zipcode



Source: Placer.ai

SUPPLY DRIVERS

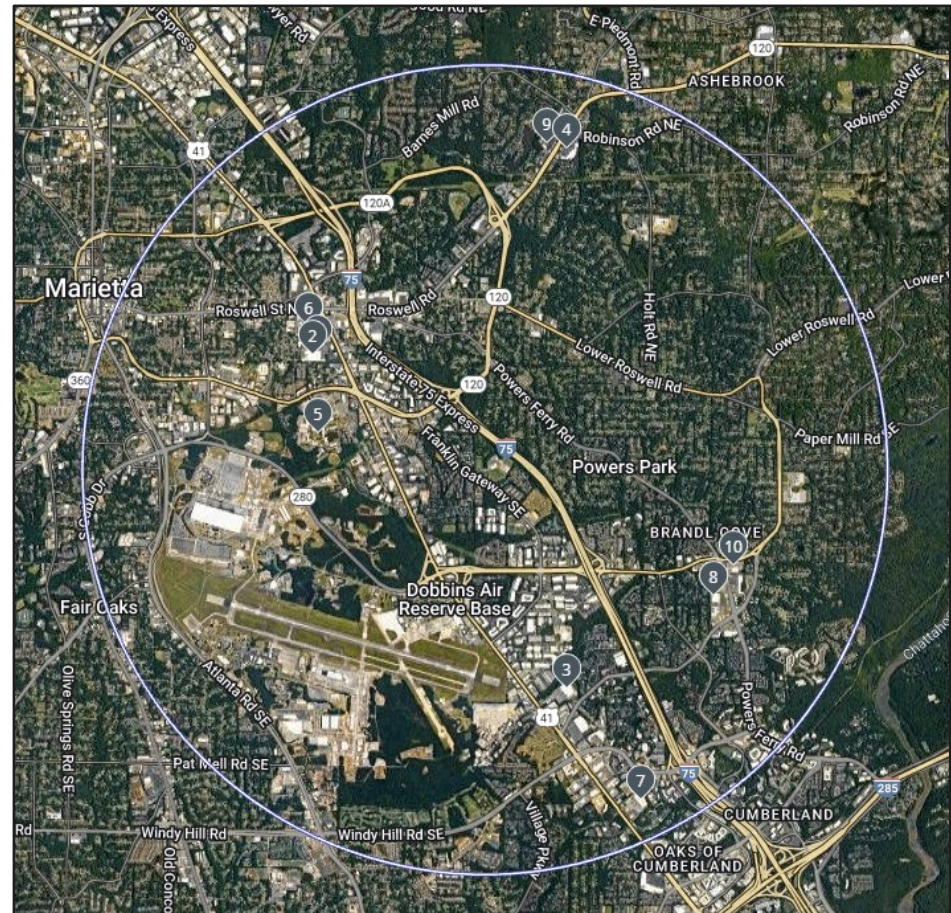
Visitor Hotspots

The top ten visitor hotspots within the Market Area over the past 12 months are all outside of the CID.

Within the Market Area, the locations that have drawn the most visitors are all large big-box retailers or shopping centers (excluding KSU). They are listed in the table below in order of number of visits in the past 12 months. With the median household income of the total visitors at almost \$95,000, the Market Area draws wealthier visitors from outside the area.

Rank	Location	Number of Visits
1	Marietta Trade Center	3,471,376
2	Walmart	2,439,214
3	Walmart	2,077,795
4	Pavilions at Eastlake	1,822,616
5	Kennesaw State University	1,793,031
6	Sam's Club	1,610,718
7	Target	1,547,423
8	Kroger	1,512,149
9	East Lake Shopping Center	1,508,298
10	Sope Creek Crossing	1,405,717

Top 10 Visited Places in the Past 12 Months



Source: Placer.ai

SUPPLY DRIVERS

Visitor Hotspots

In comparison, only approximately 6% of visits to the Market Area in the past 12 months were to somewhere within the CID.

After the QuickTrip gas station, Nazareth Plaza experienced the highest number of visits in the past 12 months and has had the largest year-over-year growth. Although overall out-of-market visits to the CID are up year-over-year, visitation to both the Franklin Gateway Sports Complex and the Atlanta United FC Training Ground has decreased since last year.

Rank	Location	Number of Visits	Median Household Income of Visitors	YoY Visit %
1	QuickTrip (640 Franklin)	491,522	\$63,800	+3.2%
2	Nazareth Plaza	346,478	\$76,900	+23.2%
3	Franklin Gateway Sports Complex	316,120	\$118,100	-1.6%
4	Parkway Two	144,305	\$83,700	+10%
5	Home2 Suites	128,658	\$60,800	-2.3%
6	Parkway One	118,688	\$114,100	+15%
7	Northwest Business Park	92,566	\$83,500	-19.5%
8	Atlanta United FC Training Ground	90,422	\$92,000	-8.8%
9	Golden Tropics Jamaican Restaurant	86,802	\$63,600	+19.8%
10	Citgo (780 Franklin)	67,968	\$54,500	+12.9%

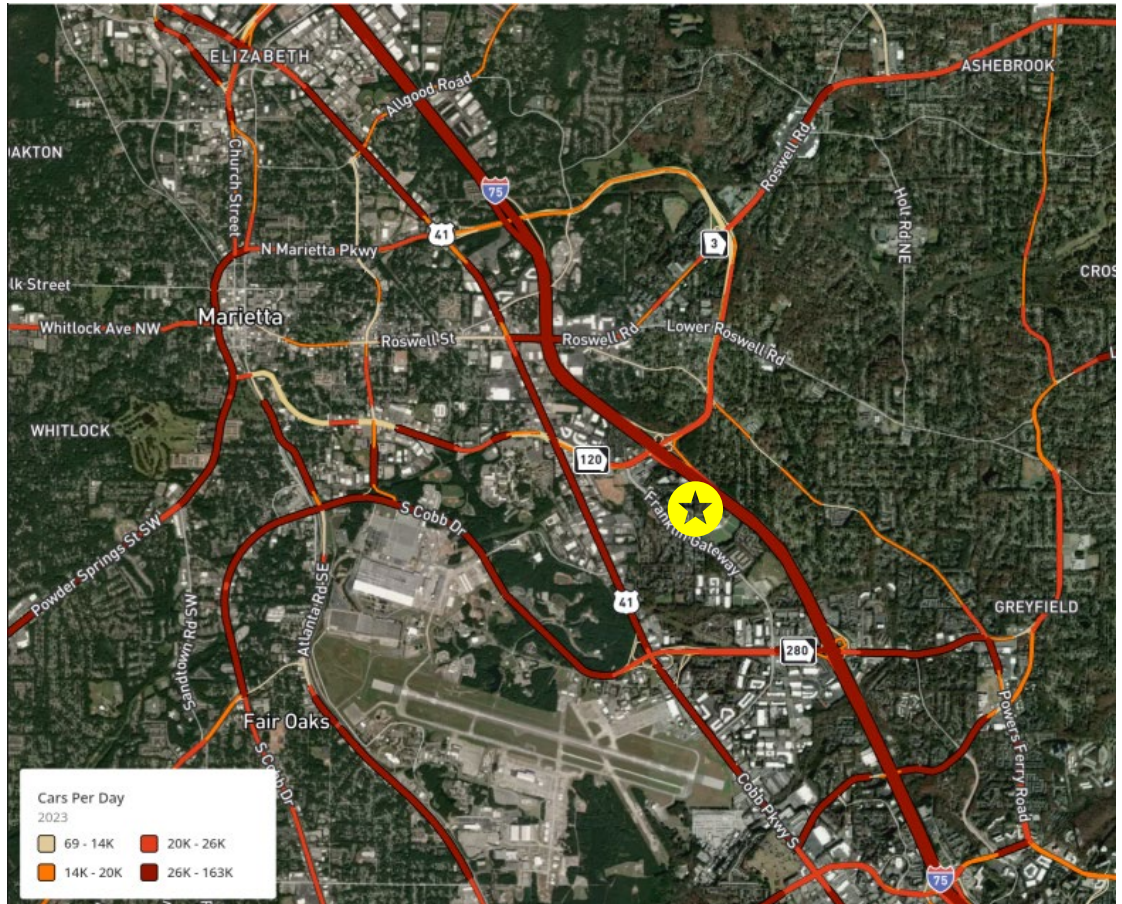
Source: Placer.ai

SUPPLY DRIVERS

Visitors

As of 2023, the artery of the CID, Franklin Gateway, received less than 14,000 cars per day.

Currently the major roads surrounding the CID, namely Cobb Parkway, receive the highest daily ridership. Areas closest to South Marietta Parkway and Delk Road will likely redevelopment faster due to their frontage or proximity to established higher traffic volumes. Otherwise, targeted investment will need to be made to assist the recruitment of a catalytic development that would draw visitors to drive through the Gateway.



Source: Placer.ai

SUPPLY DRIVERS

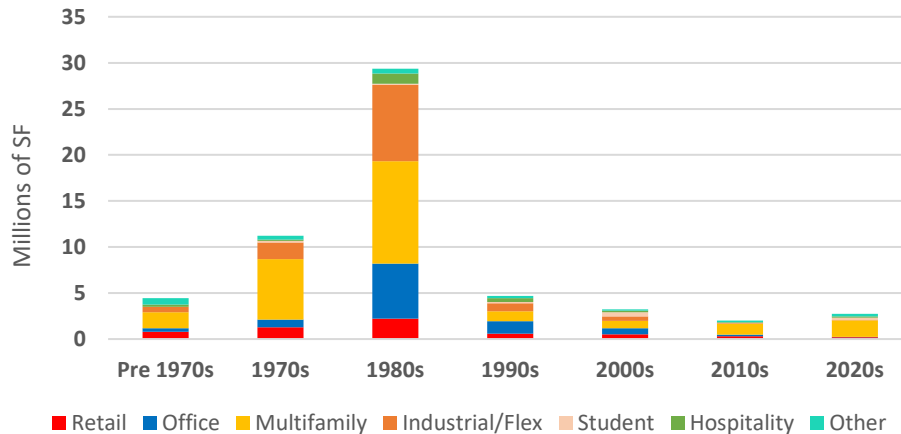
Development Over Time

The commercial real estate inventory within the Market Area is dated and there are minimal projects in the development pipeline.

Just over half of all the commercial real estate within the Market Area was delivered in the 1980s. This has factored into approximately 63% of the inventory being considered Class C space – older, little if any amenities, and in fair or poor condition.

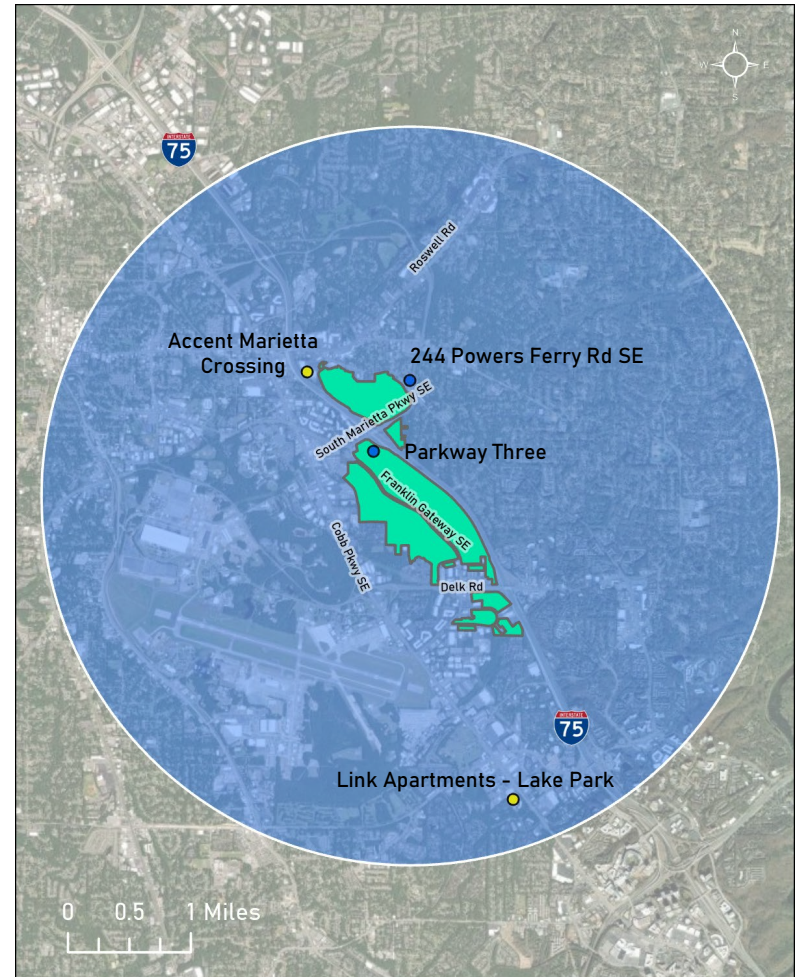
The current development pipeline through 2028 consists of only four properties – two multifamily and two office projects.

GMCID Market Area: Commercial Development by Decade



Source: KB Advisory Group with data from CoStar (May 2025)

Commercial Developments Under Construction or Proposed



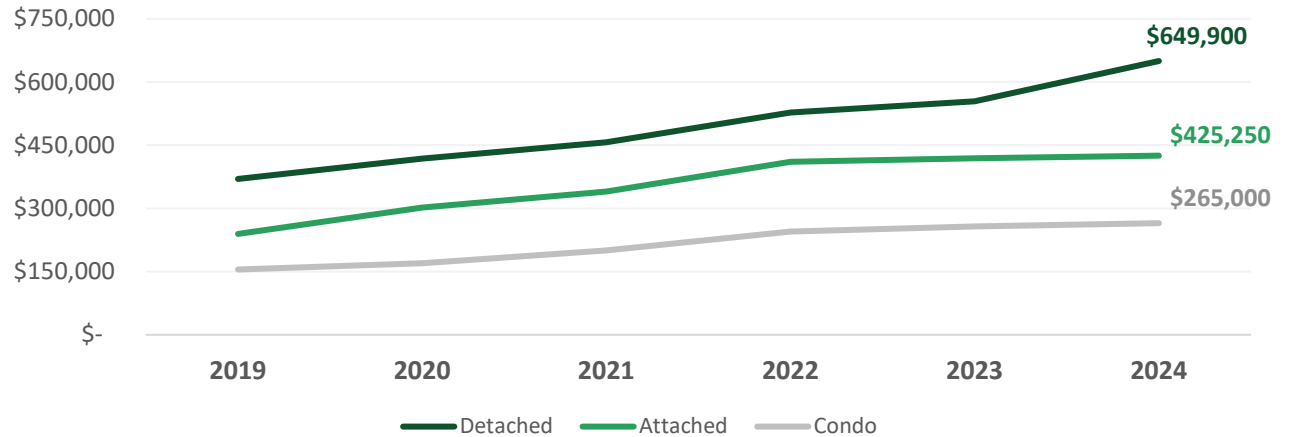
SUPPLY DRIVERS

For-Sale Residential

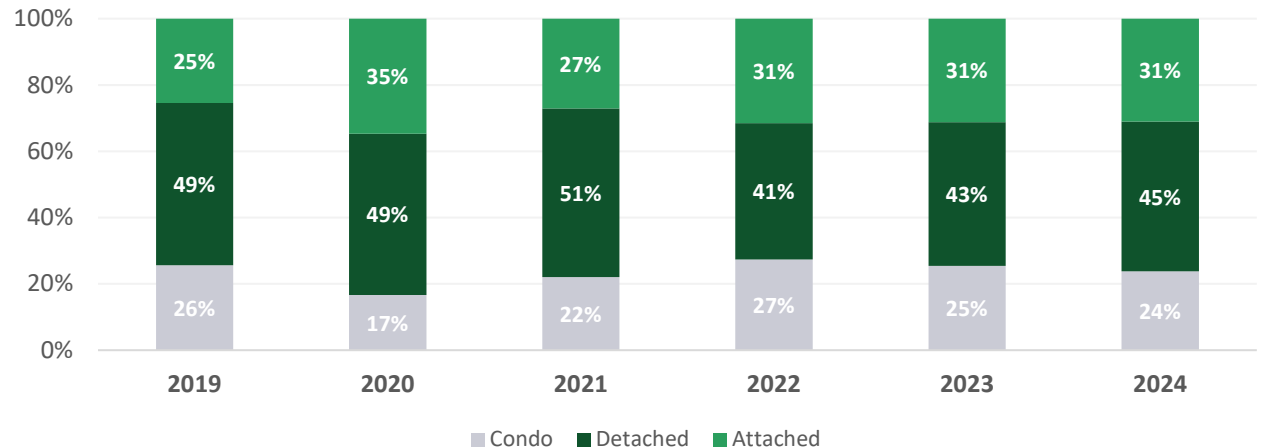
Home prices have continued to rise within the Market Area and are still dominated by sales of detached homes.

The median home sale price in 2024 within the Market Area was approximately \$440,000, up from \$280,000 in 2019. Almost 47% of homes sold since 2019 were detached. Since 2022, a little under a third of home sales were for attached housing products (townhomes). Although the vast majority of home sales have been resales, attached housing products have made up almost 60% of new home sales since 2019.

Median Home Sale Price, 2019-2024



Share of Total Homes Sold by Type, 2019-2024



Source: KB Advisory Group with data from SmartRE

MARKET DEMAND

Real Estate Analysis



MARKET DEMAND

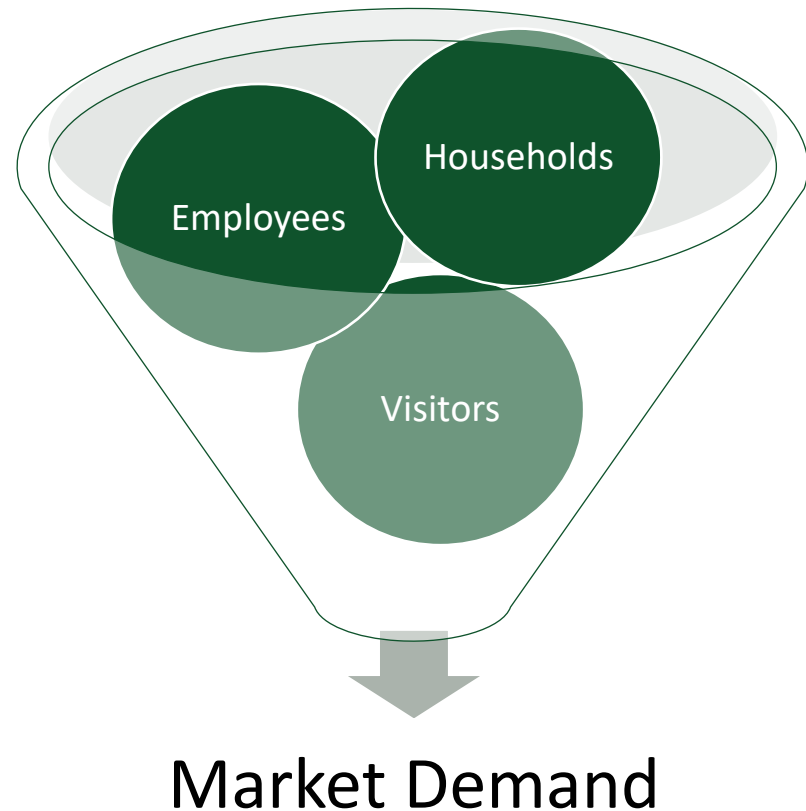
Main Drivers

The three main drivers that influence future real estate demand within the Market Area and the CID are:

Households: Households provide a more “permanent” customer base for nearby commercial spaces, and their forecasted growth is the basis for future residential demand.

Employees: The growth in employment influences the demand for specific commercial space – such as office space.

Visitors: Visitation by people who do not live or work in the area is often a critical third pillar for commercial demand. If an area is not able to grow in the first two, then having amenities or places that can attract more outside visitors is key for incentivizing more real estate development.



MARKET DEMAND

Retail

Household growth can increase retail demand within the Market Area - and subsequently within the CID. Should the Market Area continue its historical trend, then by 2030 the Market Area will add approximately 830 new households. Based on existing spending per household within the Market Area and average retail sales/sf, these additional households could support an additional 80,000-100,000 SF of retail space. The CID currently captures 9% of the Market Area’s retail sales. Assuming this capture rate is maintained, then **an estimated 7,000-8,500 of retail SF has the potential to be supported within the CID based on current conditions.**

However, if these new households have an average household spending that was closer to the average in Cobb County overall, then 8,500-10,500 SF of additional retail could be supported.

Household Growth	2025	2026	2027	2028	2029	2030	2025-2030 Growth
2020-2025 CAGR*** (0.5%)	35,374	35,538	35,703	35,868	36,035	36,202	828

Spending Potential (Mil)	Avg Retail Sales/SF	Retail SF Potential	CID Capture	CID New Retail SF
\$44.6	\$450-\$550	80,000-100,000	9%	7,000 – 8,500

*Current retail spending per household within the Market Area: \$53,875

**Current retail spending per household within the Cobb County: \$65,140

***Compound Annual Growth Rate

Source: KB Advisory Group with data from Claritas

MARKET DEMAND

Residential

Household growth also directly contributes to residential demand. Within the Market Area most home sales have been resales – of the over 4,300 homes sold since 2019, only 540 were new construction. Overall, the majority of new housing units have been multifamily units. If the ratio of new sales/deliveries per new household within the Market Area continues, then there will be an estimated demand potential for 1,300-1,450 total housing units between 2025 and 2030.

Although there have not been new residential deliveries within the CID, that does not mean the area could not capture any of this larger residential demand. Single-family home sales have still occurred within the CID, capturing on average 5% of the Market Area’s resale activity over the past five years. Assuming the CID area continues this capture of the estimated Market Area’s demand over the next five years, this would translate to 15-30 single-family homes within the CID. Furthermore, since the majority of the new residential demand within the Market Area is focused in multifamily, the CID’s capture of total housing units would also be higher within this housing type. Over the past five years the Market Area has been capturing, on average, 30% of the County’s new multifamily deliveries. Given the lack of new inventory within the CID, the CID is not likely to mirror this capture rate of the Market Area’s demand. However, capturing 10-15% would yield an estimated 100-150 units over the next five years. With the Market Area average of 125 units/building, this would be enough units for one standard multifamily building. **Based on current conditions, an estimated 115-180 total housing residential housing units has the potential to be supported within the CID.**

Market Area	Historic Sales/Deliveries						
	2019	2020	2021	2022	2023	2024	2025 YTD
New Detached	45	67	46	20	22	19	5
New Attached	28	75	39	52	74	42	6
New Multifamily	284	298	171	0	303	494	0

	Market Area 5-Year Demand	CID 5-Year Demand Potential
New Detached/Attached	350-450	15-30
New Multifamily	950-1,000	100-150
TOTAL	1,300-1,450	115-180

Source: KB Advisory Group with data from Claritas, SmartRE, CoStar

MARKET DEMAND

Office

With the post-pandemic office environment still shifting, historical employment trends for the main office-using industries* were observed to forecast potential office demand. If an almost 3% annual growth rate continues and the CID continues to host 5% of the jobs within these industries within the Market Area, then there is the potential for the CID to host **approximately 27,600 SF of new office space over the next five years**. However, the type of office space that companies and their workers demand are focused on locations with amenities both inside and outside of the building.

OFFICE DEMAND		2025	2026	2027	2028	2029	2030
	2019-2022						
	CAGR						
Market Area Office-Using Employment	2.6%	33,949	34,824	35,720	36,640	37,584	38,552
Office Utilization (80%)		27,160	27,859	28,576	29,312	30,067	30,841
CID Capture (5%)		1,358	1,393	1,429	1,466	1,503	1,542
Net New Office Employees			35	36	37	38	39
New Space per Office Worker	150		5,200	5,400	5,500	5,700	5,800
Cumulative New Office Space			5,200	10,600	16,100	21,800	27,600

**Information, Finance and Insurance, Real Estate, Professional Services, Administrative Services, Ambulatory Healthcare
Source: KB Advisory Group with data from U.S. Census on the Map, CoStar*

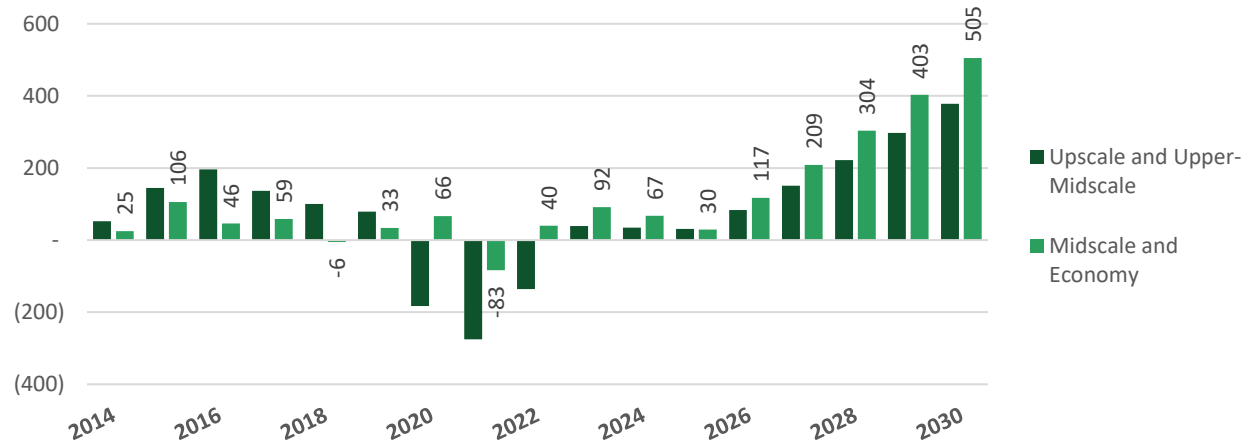
MARKET DEMAND

Hospitality

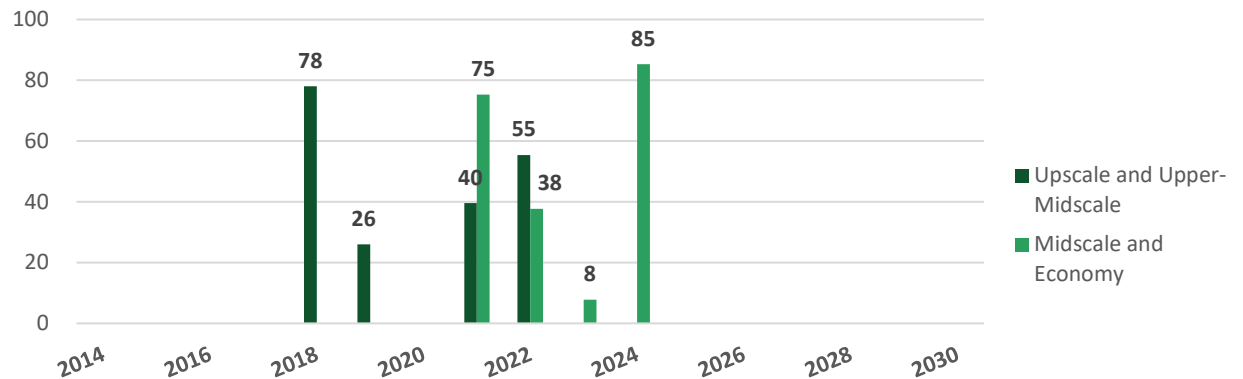
Prior to the pandemic, the occupancy for both hotel categories within the Market Area was at or below 70%, an indicator of minimal to moderate demand. Both markets have recovered to pre-pandemic occupancy rates. There currently are no hotels in the development pipeline. Of the rooms that have been delivered since 2014, an equal share have been Upscale and Upper-Midscale or Midscale and Economy.

With these current conditions, the larger Market Area is anticipated to see hotel demand increase in 2026 – with the potential to reach almost 900 rooms by 2030. The CID is currently capturing 10% of the Market Area’s hotel supply, if this capture rate holds then the CID area **could support the addition of one small hotel (~100 keys) by 2030 under current conditions.**

Net Room Night Demanded



Room Deliveries



Source: KB Advisory Group with data from CoStar

VISITOR LIFESTYLE SEGMENTATION

Experian Mosaic

GATEWAY MARIETTA CID VISITORS

These profiles are designed and organized by Experian, not KB Advisory Group. Typically used for marketing strategy initiatives, these Consumer Classification Groups use data gathered by Experian to create broad market segment profiles. Because these are based on national trends and behaviors, they cannot account for localized nuances and equity mismatches. As such, it is recommended that these psychographic profiles serve as internal supplementary information only.

O – SINGLES AND STARTERS

One-Line Description: Young singles starting out and some starter families living a city lifestyle

Key Characteristics:

25-30 years old	Suburban city
Single-family units	\$50,000–\$74,999 household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



19% of
Visitors

A – POWER ELITE

One-Line Description: The wealthiest households in the U.S., living in the most exclusive neighborhoods, and enjoying all that life has to offer

Key Characteristics:

36-45 years old	Suburban city
Single-family units	\$750,000+ household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



14% of
Visitors

D – SUBURBAN STYLE

One-Line Description: Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

Key Characteristics:

36-45 years old	Suburban city
Single-family units	\$500,000–\$749,999 household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



13% of
Visitors

C – BOOMING WITH CONFIDENCE

One-Line Description: Prosperous, established couples in their peak earning years living in suburban homes

Key Characteristics:

51-65 years old	Suburban city
Single-family units	\$750,000+ household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



10% of
Visitors

GATEWAY MARIETTA CID 3- MILE MARKET AREA VISITORS

These profiles are designed and organized by Experian, not KB Advisory Group. Typically used for marketing strategy initiatives, these Consumer Classification Groups use data gathered by Experian to create broad market segment profiles. Because these are based on national trends and behaviors, they cannot account for localized nuances and equity mismatches. As such, it is recommended that these psychographic profiles serve as internal supplementary information only.

A – POWER ELITE

One-Line Description: The wealthiest households in the U.S., living in the most exclusive neighborhoods, and enjoying all that life has to offer

Key Characteristics:

36-45 years old	Suburban city
Single-family units	\$750,000+ household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



18% of
Visitors

O – SINGLES AND STARTERS

One-Line Description: Young singles starting out and some starter families living a city lifestyle

Key Characteristics:

25-30 years old	Suburban city
Single-family units	\$50,000–\$74,999 household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



14% of
Visitors

D – SUBURBAN STYLE

One-Line Description: Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

Key Characteristics:

36-45 years old	Suburban city
Single-family units	\$500,000–\$749,999 household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



13% of
Visitors

C – BOOMING WITH CONFIDENCE

One-Line Description: Prosperous, established couples in their peak earning years living in suburban homes

Key Characteristics:

51-65 years old	Suburban city
Single-family units	\$750,000+ household income

KB Advisory Group with data from Placer.ai and Experian Mosaic



12% of
Visitors

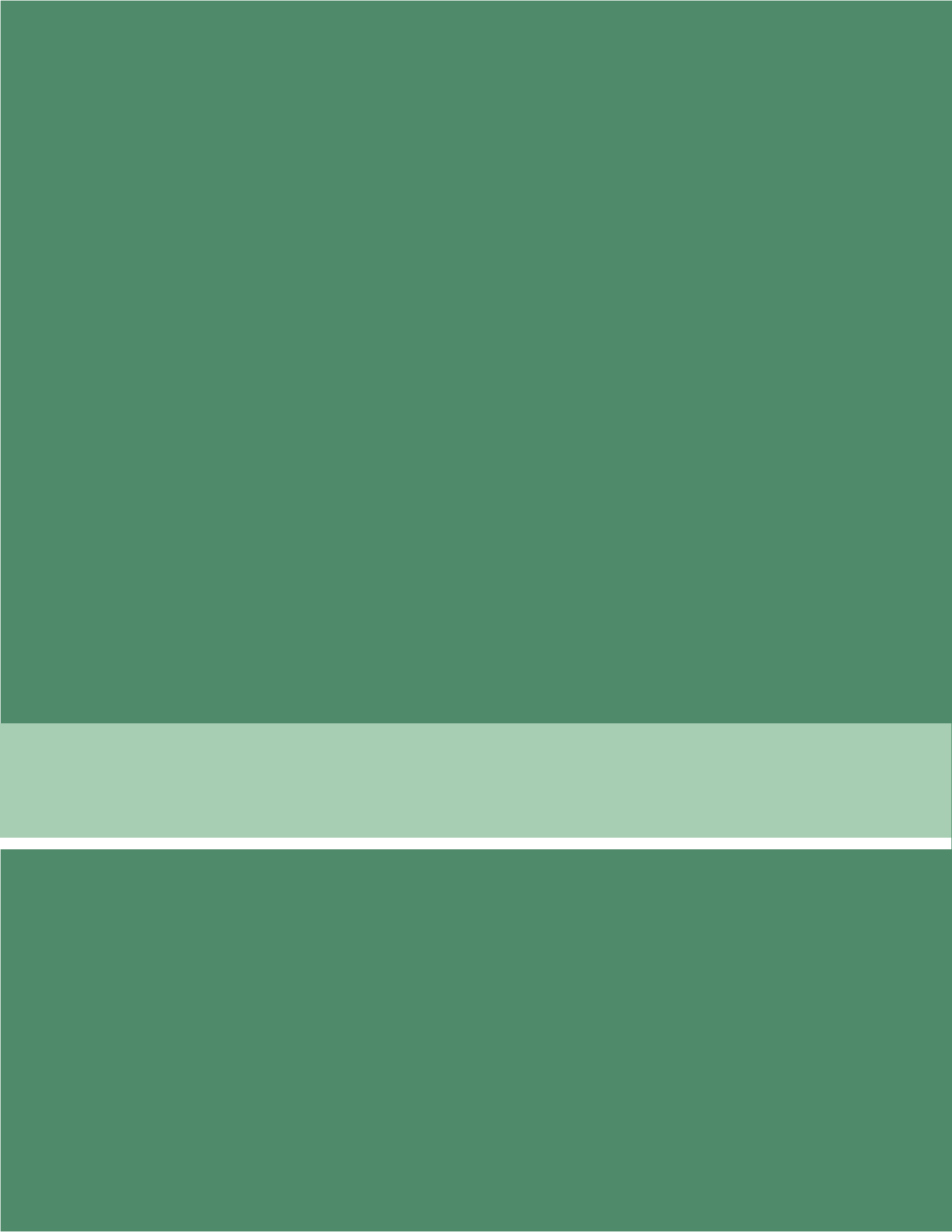


TERMS AND LIMITING CONDITIONS

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APPENDIX B: ENGAGEMENT

Board 1: Background & Context

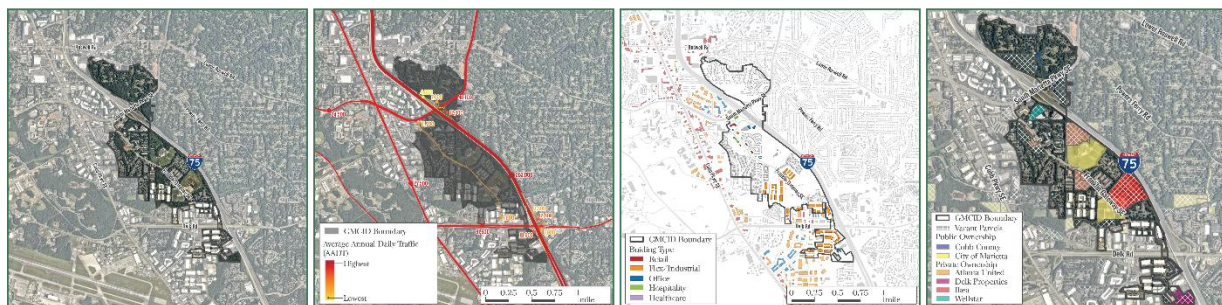
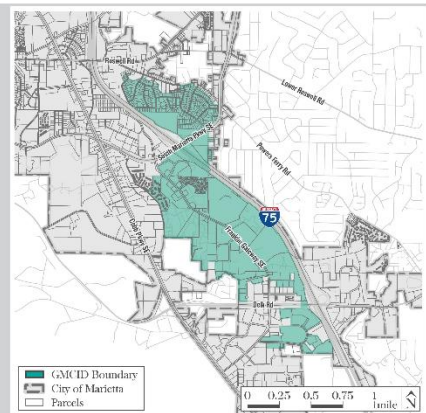
Background & Context

What and where is the Gateway Marietta Community Improvement District (CID)?

The Gateway Marietta CID is a collection of commercial property owners who agree to invest in the area by levying an additional tax on themselves to be spent on projects that benefit the entire community. Established in 2014, the Gateway Marietta CID's goal is to encourage revitalization and redevelopment of Delk Road, South Marietta Parkway and Franklin Gateway.

What is the Master Plan and why are we doing it?

The Gateway Marietta CID's first ever Master Plan will establish a cohesive vision for the area based on the priorities of the member properties and its board of directors, provide a realistic outlook on the market potential of the area and identify catalytic sites along the corridor, and outline a clear investment plan with short, mid, and long-term action items to help the CID realize its established vision.



Board 2: Vision

Vision

The Gateway Marietta CID Master Plan envisions leveraging the district's strategic geographic location and strong community partnerships to create a cohesive, safe, and vibrant community. Our vision is to build upon the area's rich culture while evolving into a distinctive destination with a strong community feel, characterized by active and attractive spaces.

We seek to attract high-quality mixed-use development that serves the needs of our diverse community and offers a range of amenities, for both the immediate area and the broader region.

By prioritizing infrastructure enhancements, beautification, and placemaking efforts, we aim to enhance the district's impression and stimulate development momentum.

What would you add or remove from this vision?

Gateway Marietta CID Master Plan

Comments

Beautification & Placemaking

- “Beautification”
- Add: a place for gatherings of families in the community. Also to be used for special events.
- A place for people to hang out in like a library. But more focus on the teens in the community.
- Beautification, nature trails, street trails, community and cultural awareness

- Place-making, community-centered, elevating the opportunities in this dense neighborhood for walkability and community building.
- Public art. Add “Creative” before “Placemaking.”

Public Safety & Transportation Enhancements

- Add more streetlights, crosswalks, and traffic lights. Increase visibility & safety.
- More streetlights. Fix sidewalks.
- Add traffic light in front of Briggs Park for people to make U-turn or cross the street. Cut the middle tree shorter.
- Access to transit quality bike infrastructure areas where your kids could walk to school safely.
- Reducing car lanes on streets with lower traffic counts
- Invest in public transit, shared bike lanes.

Community Investment

- Add: Grocery Store on Franklin Gateway
- High-Quality commercial and mixed-use development
- Public Place to own businesses for people on Franklin.
- Add more retail shops on the 1033 Franklin Gateway lot.
- Leverage draw of powerful community to help build reputation of neighborhood as an authentic/unique community – lift mom + pop diverse restaurants, community events, etc.

Additional Comments

- No Brown & White 4-story, high density apartments

Notes

Place-making,
Community-centered
Elevating the opportunities
in this dense neighborhood
for walkability &
community building

Access to transit
quality bike infrastructure
Areas where your kids could
walk to school safely

Add: a place
for gatherings
of families in
the community.
Also to be used
for special events.

Leverage draw of
powerful community
to help build reputation
of neighborhood as
an authentic/unique
community - lift up
mom + pop diverse
community event, etc.

- Reduce car lanes
on streets with lower
traffic counts (Franklin gate)
- Restroom in public transit
- Bike share

Beautification
nature trails
street light
community art
cultural awareness

Add more retail
shops on the I kea
lot. More street
lights. Fix the side
walk

Public Place to own
businesses for people
on Franklin

a. Place for people to
hang out in, like a library
But more focus on the teens
of the residents

ADD Grocery Stores
on Franklin Gateway!

Add more street lights,
Cross walks, and
traffic lights.
Increase visibility &
Safety
"Beautification"

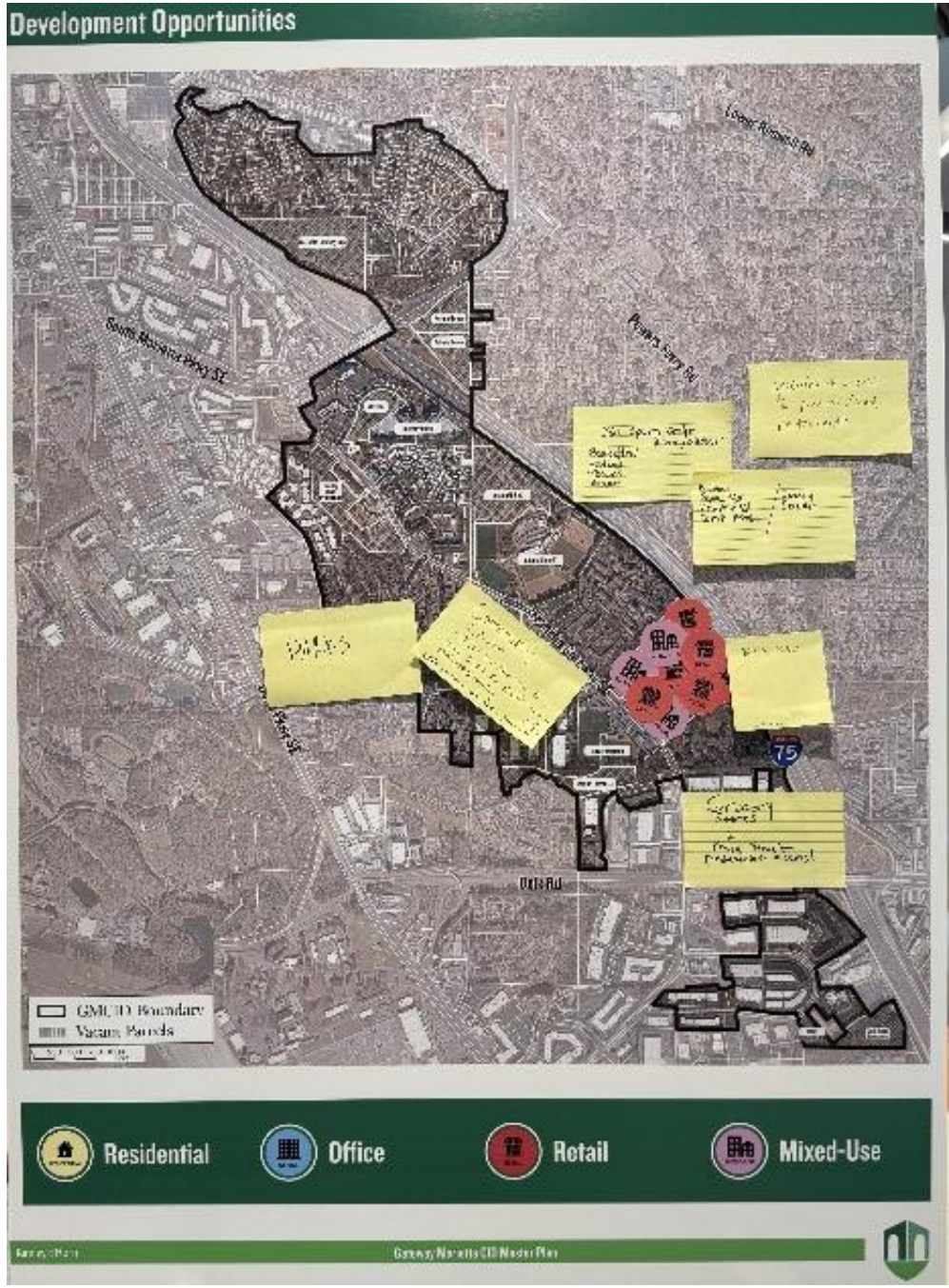
high quality, commercial
and mixed use development

add traffic light
in front of Briggs
Park for people
to make a turn
or go to
cross the street
cut the middle tree
shorter

NO Brown + white
4 story, high density
Apartments

PUBLIC ART
ADD "CREATIVE"
BEFORE "PLACEMAKING"

Board 3: Development Opportunities



Stickers placed on the 1033 Franklin Gateway property showed a preference for mixed-use and retail development.

Comments

Community Facilities & Centers

- Building space for Franklin Rd. Community Association / Family Center
- Community Center. YELLS land/Building to create space for resident-driven community building (1033 Franklin Gateway property or other unused parcels)

Parks & Rec

- Parks
- 360 sports centers indoor/outdoor: Basketball, Football, Tennis, Soccer

Retail/Grocery

- Groceries and access to produce? Food / restaurants
- Add a Publix
- Grocery store and more street pedestrian access!

360 Sports Center
indoor/outdoor
Basketball
Football
Tennis
Soccer

Building
Space for
Franklin Rd.
Comm. Assoc. / Family
Center

groceries + access
to produce / food,
restaurants

Community
Center
- YELLS land/building to
create space for resident-driven
community building
(1033 Franklin Gateway property or other unused parcels)

PARKS

ADD a publix

Grocery
Stores
↓
More Street
pedestrian access!

Board 4: Infrastructure Enhancements, Beautification, and Placemaking



- Preference for more trails with the CID-Rotten wood Creek, Franklin Gateway, and South Marietta Loop
- Placemaking potential on South Marietta Loop at I-75 and along Franklin Gateway
- Beautification suggested along Franklin Gateway, at 1033 Franklin Gateway site, Delk Road interchange, and South Marietta, Loop at Cobb Parkway
- Wayfinding suggested for Rotten wood Creek Trail

Comment Cards

- More trails, More/ Bigger Playgrounds
- Mixed-Use, Permanent residences without road disruption
- 1033 Franklin Gateway, Sidewalks
- Community Centers
- YELLS to have their own building.
- ~~Beautification, especially under the 17S bridge~~

-
- YELLS is a community-oriented organization on YELLS. We are needing a new space, and I was wondering if we can possibly make a way for that to happen. Also, the only thing I'm worked about is the raising in prices of our surrounding areas. What do we do to prevent the outwards push of the surrounding community members.

From Journee- JustJournee15@gmail.com

-
- The vacant spaces provide opportunities for growth within the community if it can be used as a public space. This would enable further communication in the community and inspire cultural awareness. Through the use of these vacant spaces, we can also utilize the public spaces to market local businesses. **From Kyan Hill**

-
- Does CID have property owner resident on Board? If not, a rep from both of owner/occupies develops should be bid voting members.

DRAFT
CORE TEAM REVIEW



2024 Master Plan
Core Team Meeting – April 30th, 2025

Agenda

Introductions

- Master Plan Process and Goals
- Role of the Core Team

Existing Conditions Update

Setting the Vision

Next Steps & Adjourn



Master Plan Process and Goals

- Evaluate work conducted and existing conditions of Gateway Marietta CID
- Receive input from stakeholders and public on vision for the CID
- Define a vision
- Evaluate short-, medium-, and long-term investments and priorities to achieve the vision
- Goals
 - Develop a unified vision that defines how the area should evolve
 - Evaluate areas with development/redevelopment potential
 - Project list that highlights infrastructure investments with timeframe, partners, and level of investment



Role of the Core Team

- As members of the Core Team, you have been identified as a key stakeholder to:
 - Review critical information
 - Discuss key findings and objectives
 - Provide feedback on materials to be shared with the public
 - Assist in defining and shaping the vision and recommendations
- First of four Core Team meetings throughout the year at key points in the process



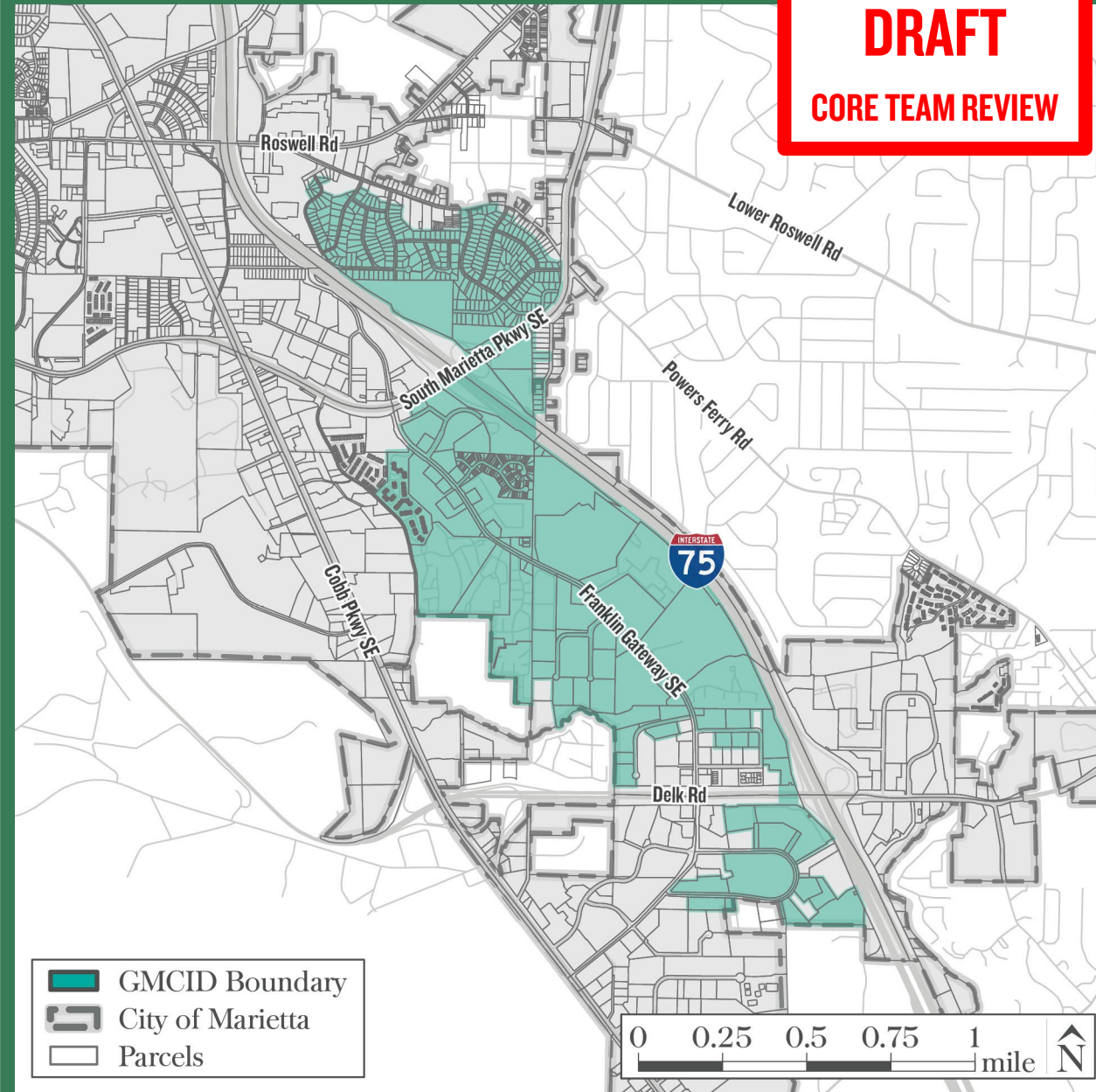
DRAFT
CORE TEAM REVIEW

Existing Conditions Assessment



CID Context

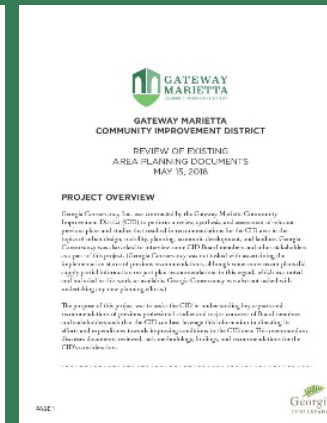
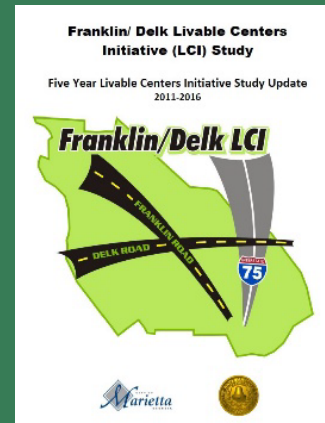
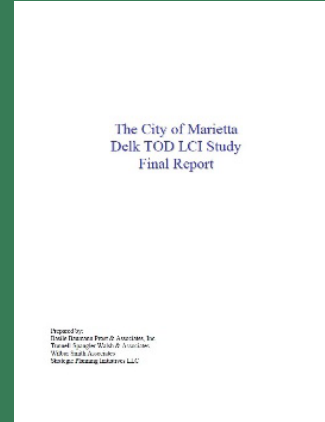
- The Gateway Marietta CID is located entirely within the City of Marietta as of Fall 2024
- Key corridors within the CID are South Marietta Parkway, Franklin Gateway, and Delk Road
- Just outside of the CID, key corridors are I-75, Cobb Parkway, Roswell Road, and Powers Ferry Road



Plans Reviewed

- 2004 Delk TOD LCI Study
- 2009 Franklin/Delk LCI Study
- 2017 Franklin/Delk LCI Study Update
- 2018 Georgia Conservancy Study
- 2019 Impact and Future Growth Analysis
- 2021 Creative Placemaking, Wayfinding, and Signage Study

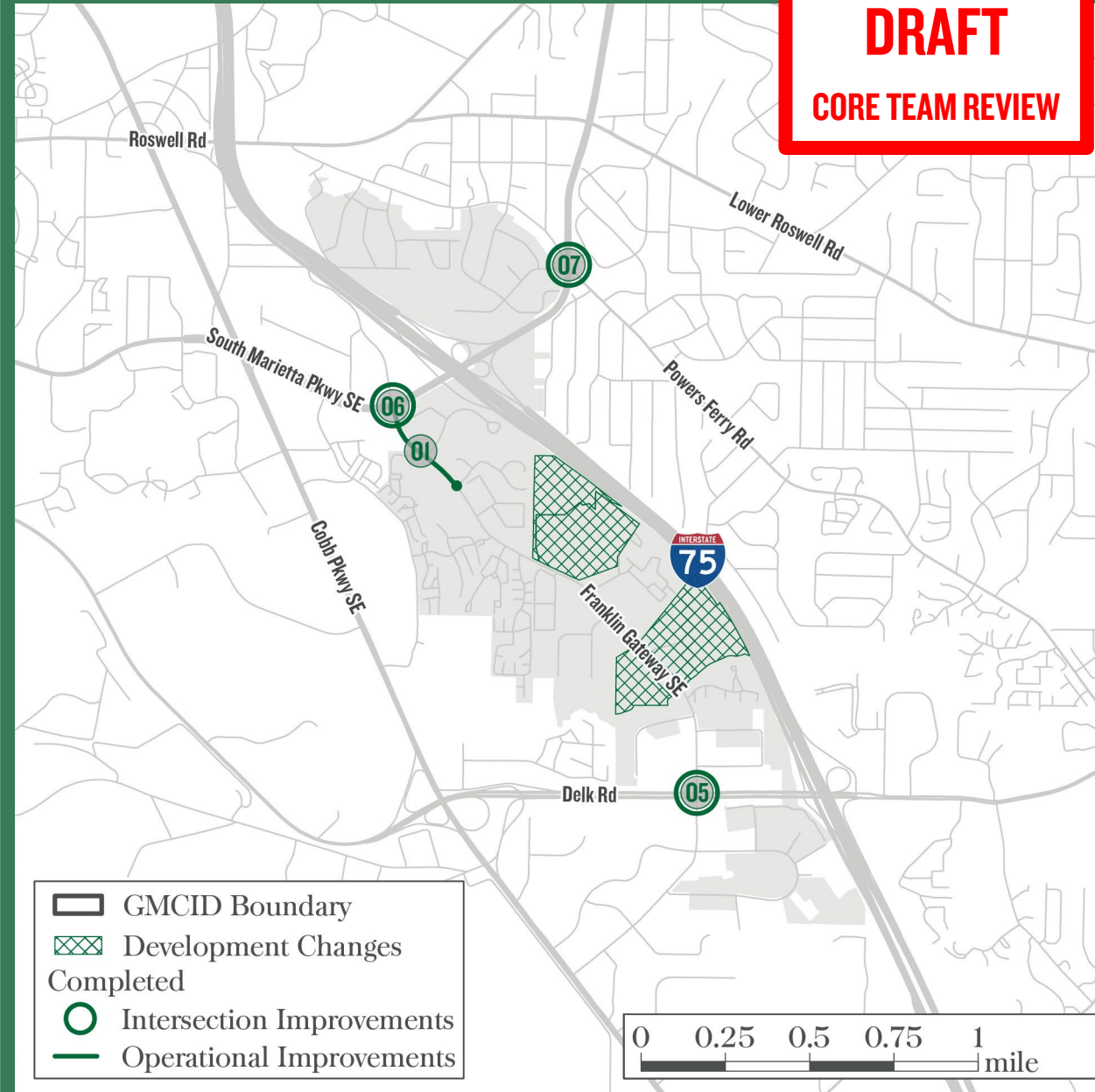
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CORE TEAM REVIEW



Area Improvements since 2010

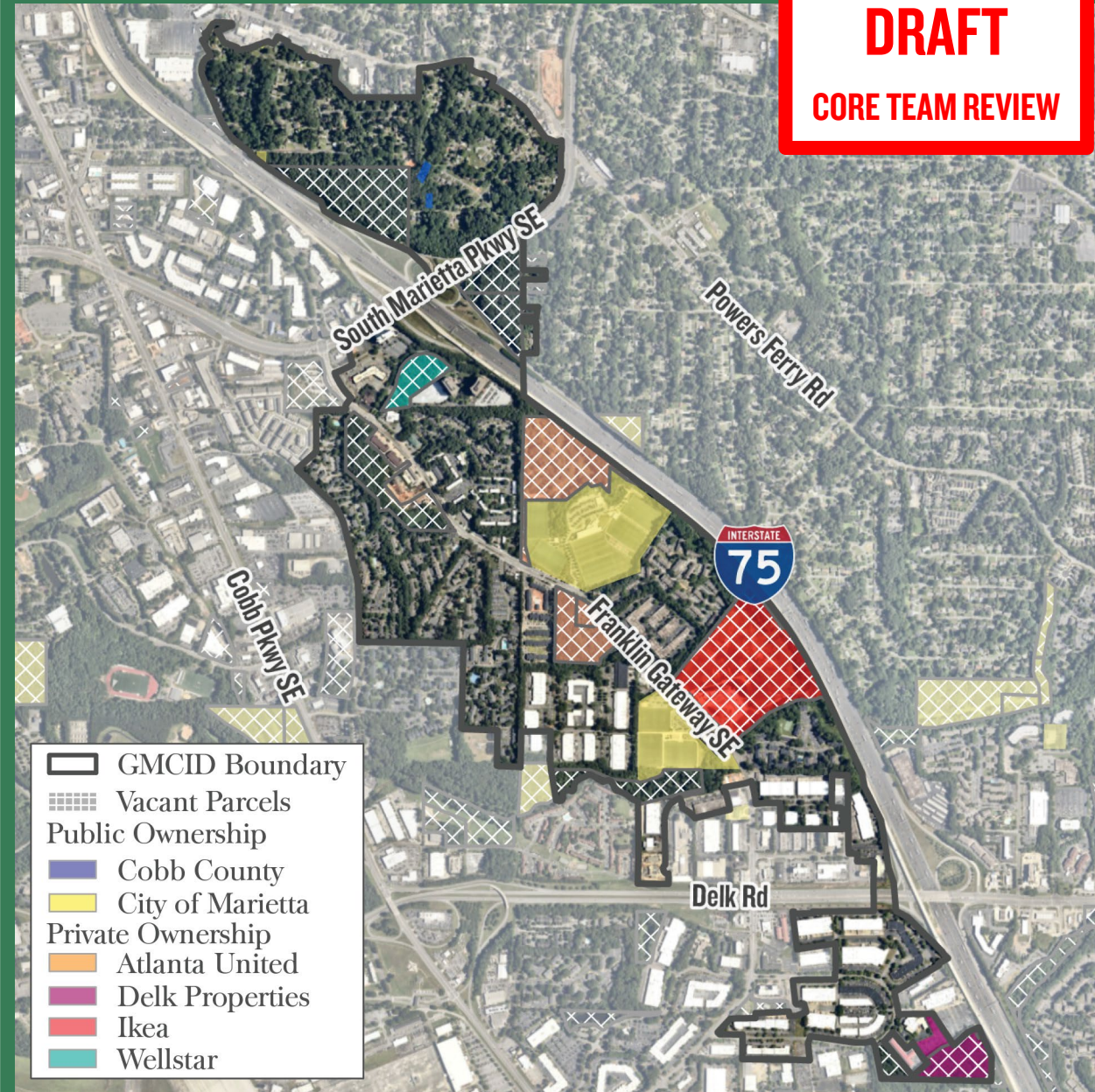
- Development changes with Atlanta United, 1033 Franklin Gateway property, and City recreation facility
- Several area improvements in 2012

ID	Project
01	Franklin Gateway Improvements Phase I
05	Delk Road at Franklin Road Intersection Improvements
06	S. Marietta Pkwy (SR I20) at Franklin Rd Intersection Improvements
07	S. Marietta Pkwy (SR I20) at Powers Ferry Rd Intersection Improvements



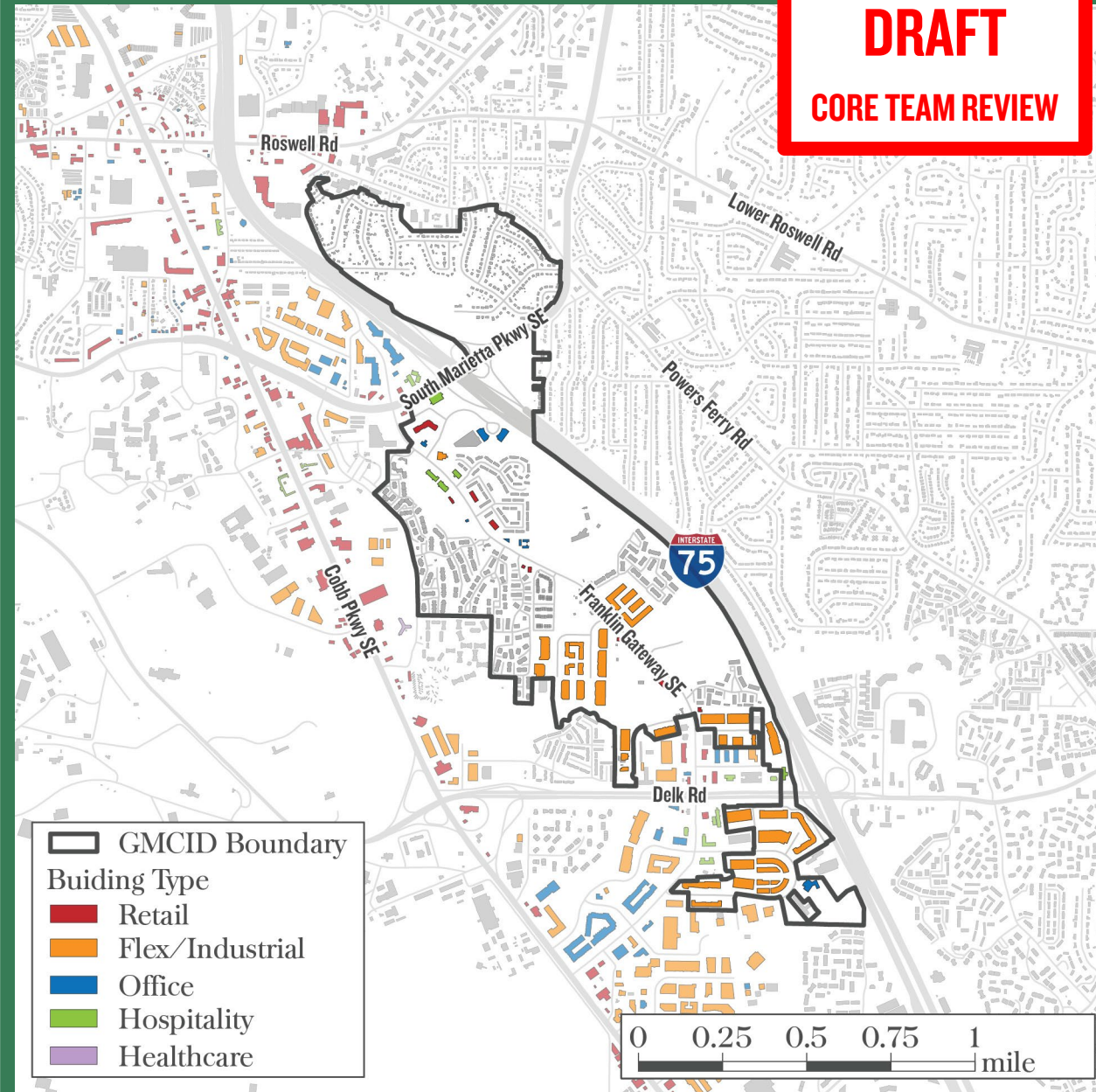
Property Ownership

- There are limited vacant parcels within the CID
- There are a few large vacant parcels within the CID:
 - One North along Franklin Gateway is owned by Atlanta United (17 acres)
 - One South along Franklin Gateway is owned by 1033 Franklin Gateway (34 acres)
 - Store was proposed in 2017, but since 2018 latest news is that it is not yet determined
- Two parcels Northeast of I-75 on either side of South Marietta Pkwy



Property Type

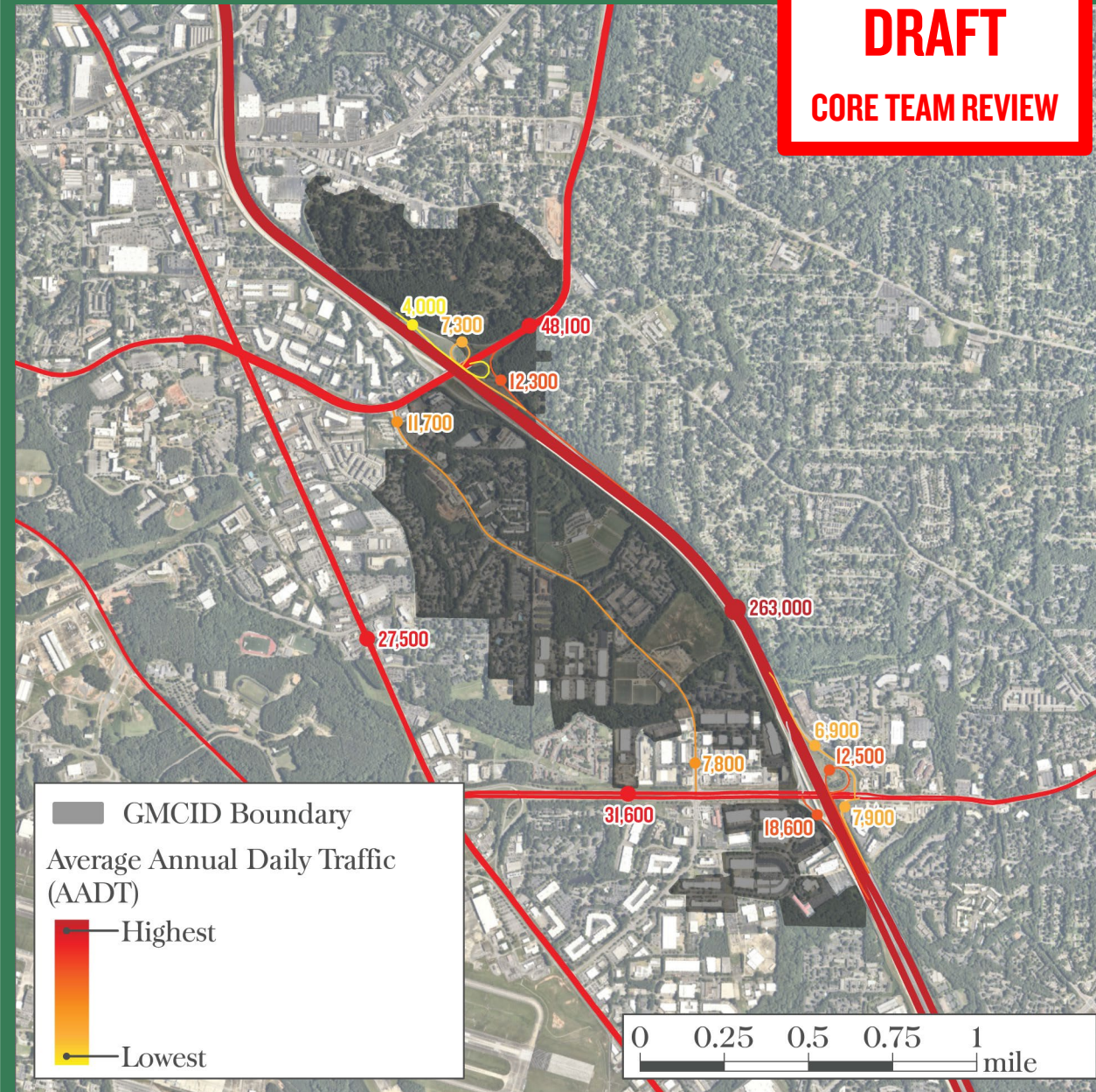
- Within the CID, the dominant property type is Flex/Industrial space
- Outside of the CID, particularly along Cobb Parkway, the dominant property type is Retail



Traffic Volumes

- Traffic volumes for the surrounding roadways are very high, however Franklin Gateway's volumes are much lower
- This is indicative of the lack of amenities and draw along the corridor, highlighting the area's challenge to capitalize on the high volumes of surrounding corridors

DRAFT
CORE TEAM REVIEW



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CORE TEAM REVIEW

Setting the Vision



Perception of the Gateway Marietta CID/Area

- Perception is improving
- Good development potential
- Ambiguous identity
- Need for branding and awareness



Strengths of Area

- Central geographic location
- Community partnerships
- Key assets to build upon
- Short-term opportunities

Greatest Challenges

- First impressions
- Perceived security concerns
- Lack of amenities and destination appeal
- Lack of investment and development momentum



Vision for the District in 10 Years

- A cohesive vision
- More mixed-use development
- Destination and community feel
- Attractive and active area



Draft Vision

The Gateway Marietta CID Master Plan envisions leveraging the district's strategic geographic location and strong community partnerships to create a cohesive and vibrant community. Our vision is for the area to evolve into a distinctive destination with a strong community feel, characterized by active and attractive spaces.

- We seek to attract high-quality mixed-use developments that offer a range of amenities, serving both the immediate area and the broader region, fostering a unique character that all can enjoy.
- By prioritizing beautification and placemaking efforts, we aim to enhance first impressions and stimulate development momentum.





2025 Master Plan

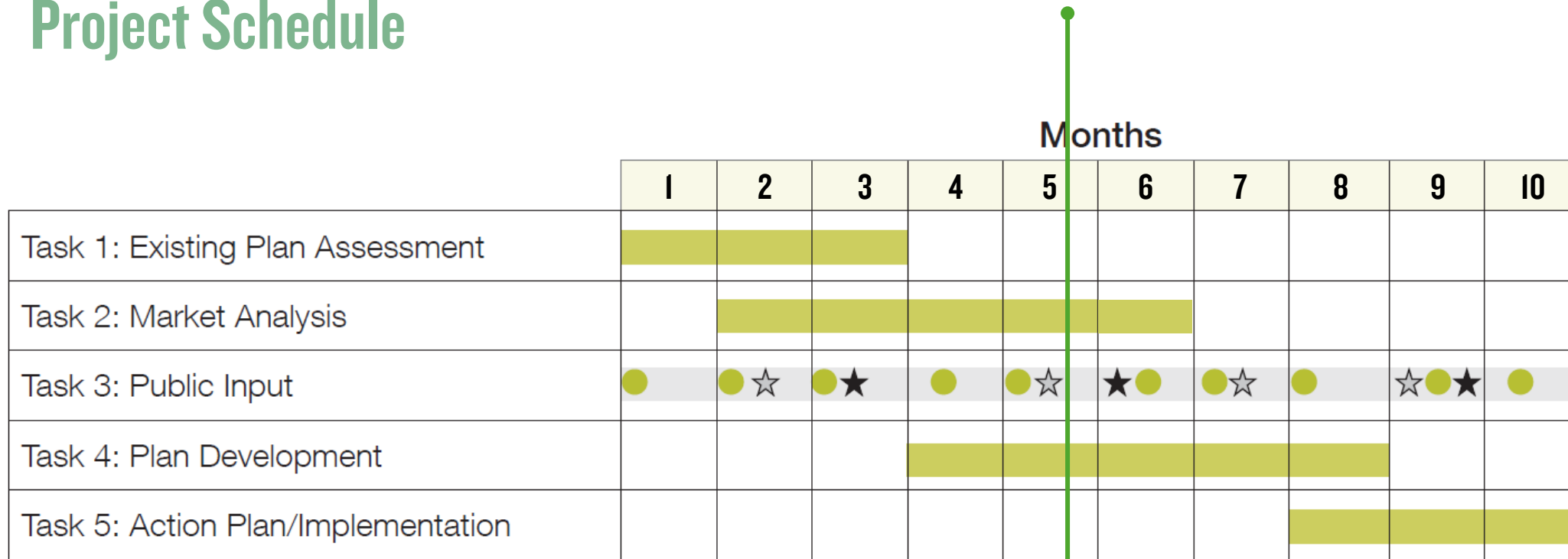
Core Team Meeting #2 – August 27th, 2025

Master Plan Process and Goals

- Evaluate work conducted and existing conditions of Gateway Marietta CID
- Receive input from stakeholders and public on vision for the CID
- Define a vision
- Evaluate short-, medium-, and long-term investments and priorities to achieve the vision
- Goals
 - Develop a unified vision that defines how the area should evolve
 - Evaluate areas with development/redevelopment potential
 - Project list that highlights infrastructure investments with timeframe, partners, and level of investment



Project Schedule



Project Kickoff and PMT Meetings

- ☆ Core Team Meetings
- ★ Public Meetings/Events



Role of the Core Team

- As members of the Core Team, you have been identified as a key stakeholder to:
 - Review critical information
 - Discuss key findings and objectives
 - Provide feedback on materials to be shared with the public
 - Assist in defining and shaping the vision and recommendations
- Four Core Team meetings throughout the year at key points in the process



Work Conducted

- Existing Conditions Assessment
- Stakeholder Interviews
- Core Team #1
- Public Open House
- Concepts and Alternatives
- Core Team #2



Core Team #2



Agenda

Project Schedule and Status Update

Development Concepts and Alternatives

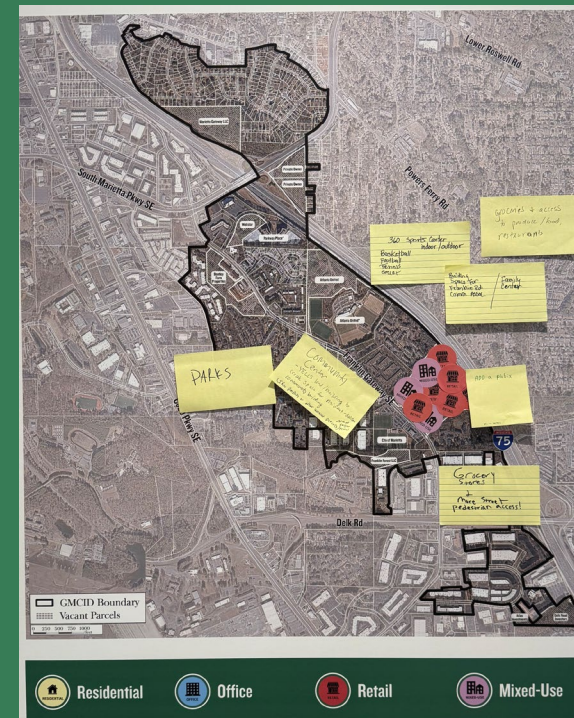
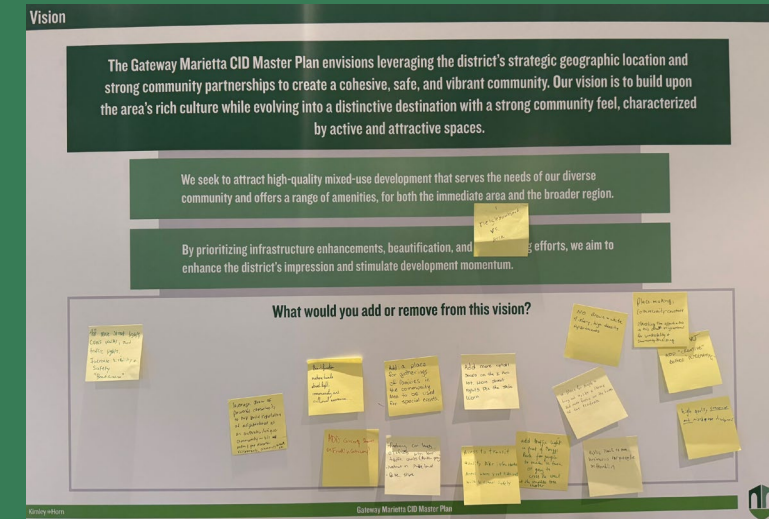
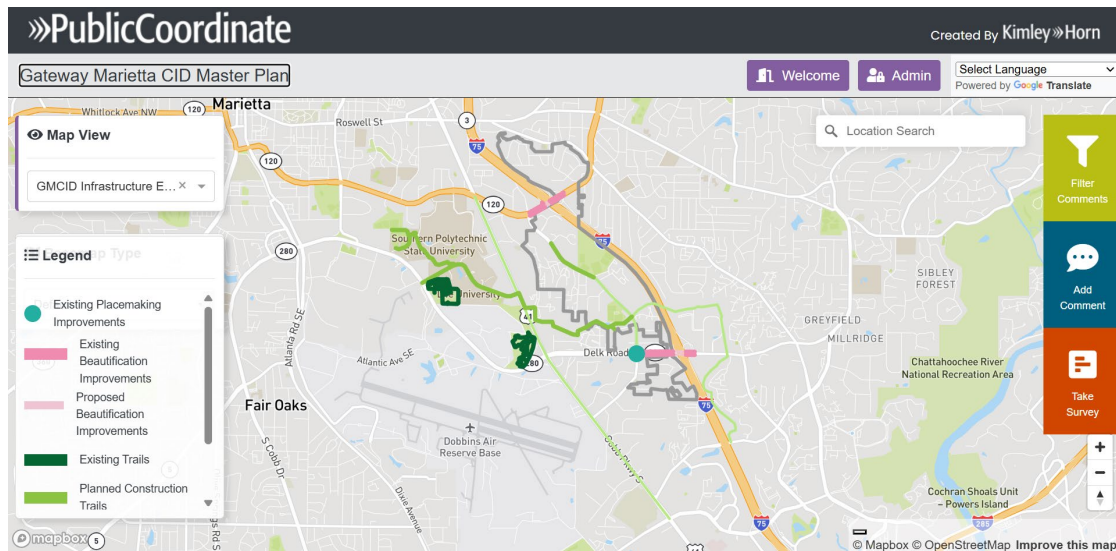
Potential Infrastructure Project List

Next Steps



Public Engagement

- Hosted a public meeting at Parkway Place on June 3rd
- 20-30 participants, mostly residents
- Asked about vision, development opportunities and infrastructure improvements
- Developed online version of public meeting to capture more employee and business owners' feedback



Vision

The Gateway Marietta CID Master Plan envisions leveraging the district's strategic geographic location and strong community partnerships to create a cohesive, safe, and vibrant community. Our vision is to build upon the area's rich culture while evolving into a distinctive destination with a strong community feel, characterized by active and attractive spaces.

- We seek to attract high-quality mixed-use development that serves the needs of our diverse community and offers a range of amenities, for both the immediate area and the broader region.
- By prioritizing infrastructure enhancements, beautification, and placemaking efforts, we aim to enhance the district's impression and stimulate development momentum.



Development Concepts & Alternatives



CID Opportunity Areas

Areas within the CID with potential for development or redevelopment:

- 1. 1033 Franklin Gateway/ Southern Gateway
- 2. Northern Gateway
- 3. I-75 East Parcels



Opportunity Areas Beyond

The decisions within the CID will inform the future growth of the areas adjacent to the CID boundaries:

1. 1033 Franklin Gateway/ Southern Gateway
2. Northern Gateway
3. I-75 East Parcels
4. South Flex Office Park
5. Cobb Parkway
6. North Flex Office Park



Opportunity Area One: 1033 Franklin Gateway/ Southern Gateway

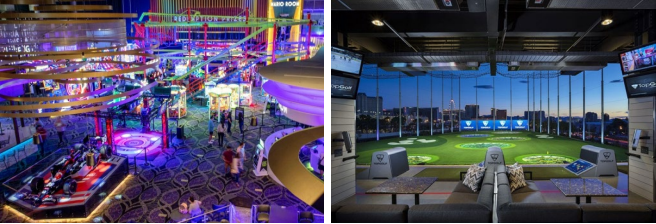
Expand the Park

Example: Franklin Gateway Sports Complex



Solo Entertainment

Example: Andretti's, Top Golf



Residential

Single Family and Townhomes



Flex/Industrial



Opportunity Area One: *1033 Franklin Gateway/ Industrial Area*

Recreational Center
Example: Lake Point in Emerson



Entertainment Node
Example: Buford Dr. near Mall of GA



Mixed-Use
Example: Halcyon



Opportunity Area Two: *Northern Gateway*

Improved Shopping
Center



Medical Office HQ



Mixed-Use
Example: Atlanta Dairies



Opportunity Area Three:

I-75 East Parcels

Mid-rise Condos



Small Lot Single Family

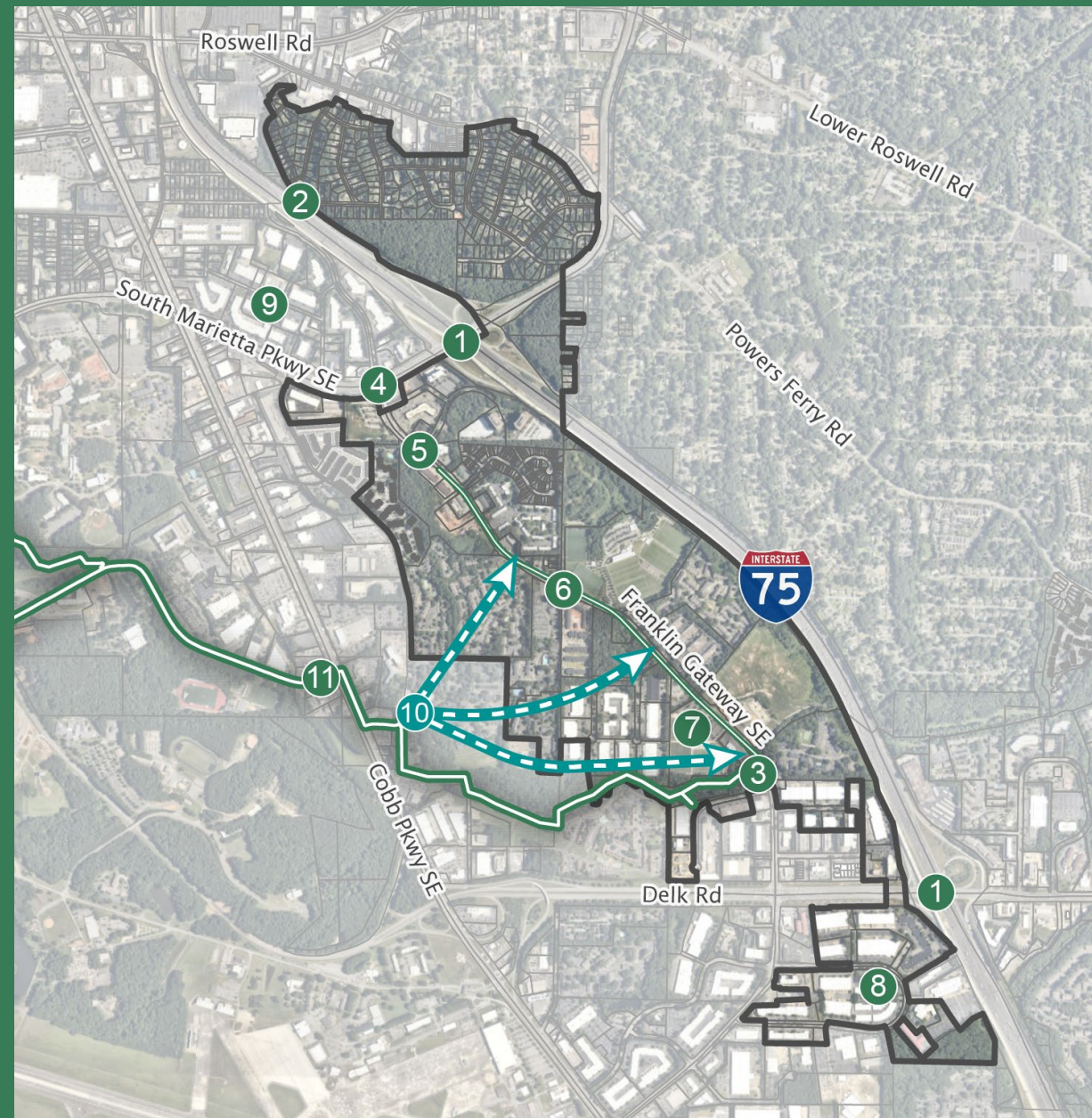


Townhomes



Infrastructure

1. Finish out interchange quadrants (S Marietta and Delk)
2. Blanche underpass
3. Franklin Gateway bridge replacement
4. Gateway signage at South Marietta Parkway to match Delk Road
5. Intersection enhancements at Parkway Place
 - Sidewalk/streetscape along Parkway Place
6. Extension of streetscape along Franklin Gateway
 - Short-term: Pilot project for 2026 World Cup
 - Long-term: Permanent trail and beautification
7. Midblock crossing at 1033 Franklin Gateway and Franklin Gateway Sport Complex
8. Sidewalk/streetscape improvements in flex office park to South
9. North office park sidewalk streetscape improvements if joins the CID
10. Connection to Cobb Parkway
11. Continue to build out Rottenwood Creek Trail



Opportunity Areas Beyond

The decisions within the CID will inform the future growth of the areas adjacent to the CID boundaries:

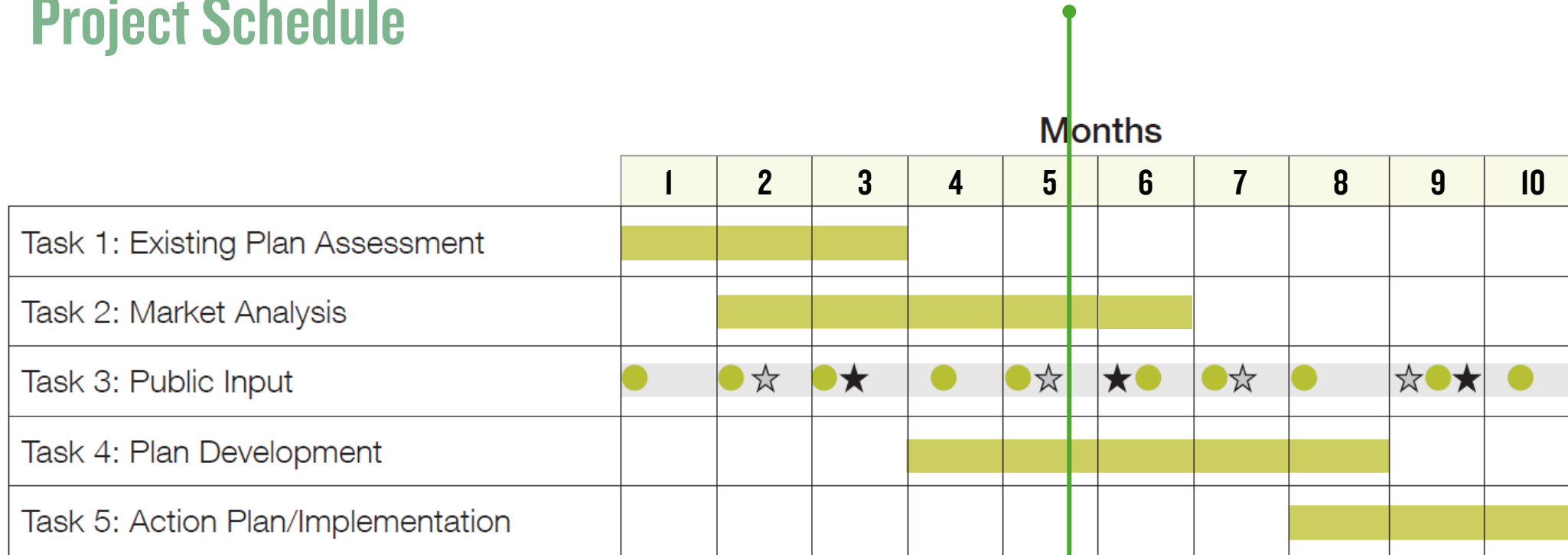
1. 1033 Franklin Gateway/ Southern Gateway
2. Northern Gateway
3. I-75 East Parcels
4. South Flex Office Park
5. Cobb Parkway
6. North Flex Office Park



Next Steps



Project Schedule



Project Kickoff and PMT Meetings

- ☆ Core Team Meetings
- ★ Public Meetings/Events





2025 Master Plan

Core Team Meeting #3– November 13th, 2025

Agenda

Project Schedule/Status Update

Core Team #2 Recap

Potential Infrastructure Project List

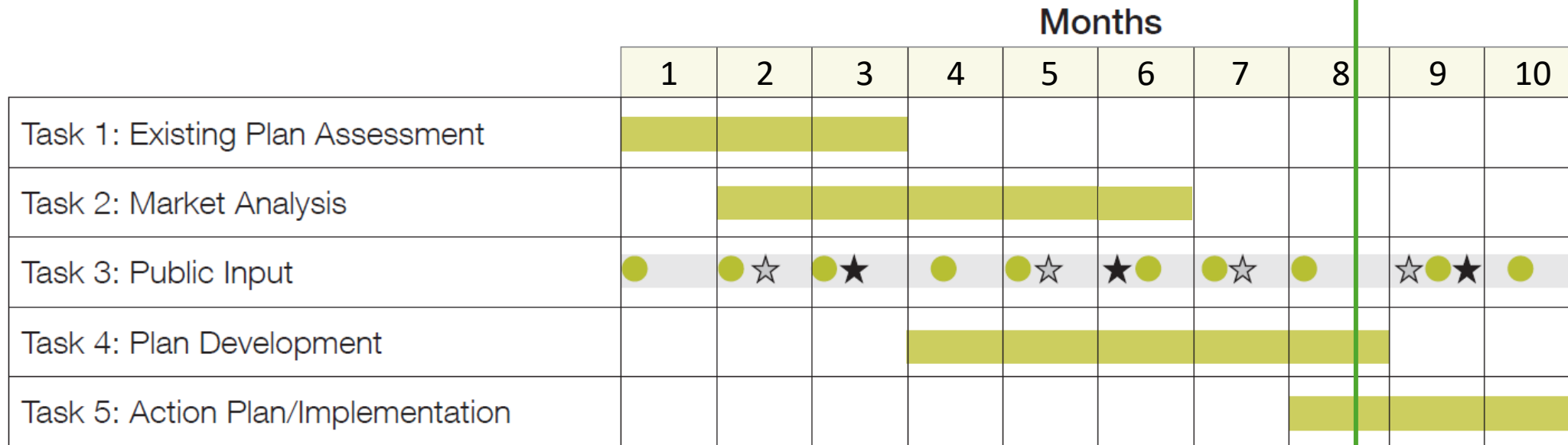
Development Vision

Prioritization Activity

Next Steps



Project Schedule



Project Kickoff and PMT Meetings

- ☆ Core Team Meetings
- ★ Public Meetings/Events



CID Opportunity Areas

Areas within the CID with potential for development or redevelopment:

1. 1033 Franklin Gateway/ Southern Gateway
2. Northern Gateway
3. I-75 East Parcels



Opportunity Areas Beyond

The decisions within the CID will inform the future growth of the areas adjacent to the CID boundaries:

1. 1033 Franklin Gateway/ Southern Gateway
2. Northern Gateway
3. I-75 East Parcels
4. South Flex Office Park
5. Cobb Parkway
6. North Flex Office Park

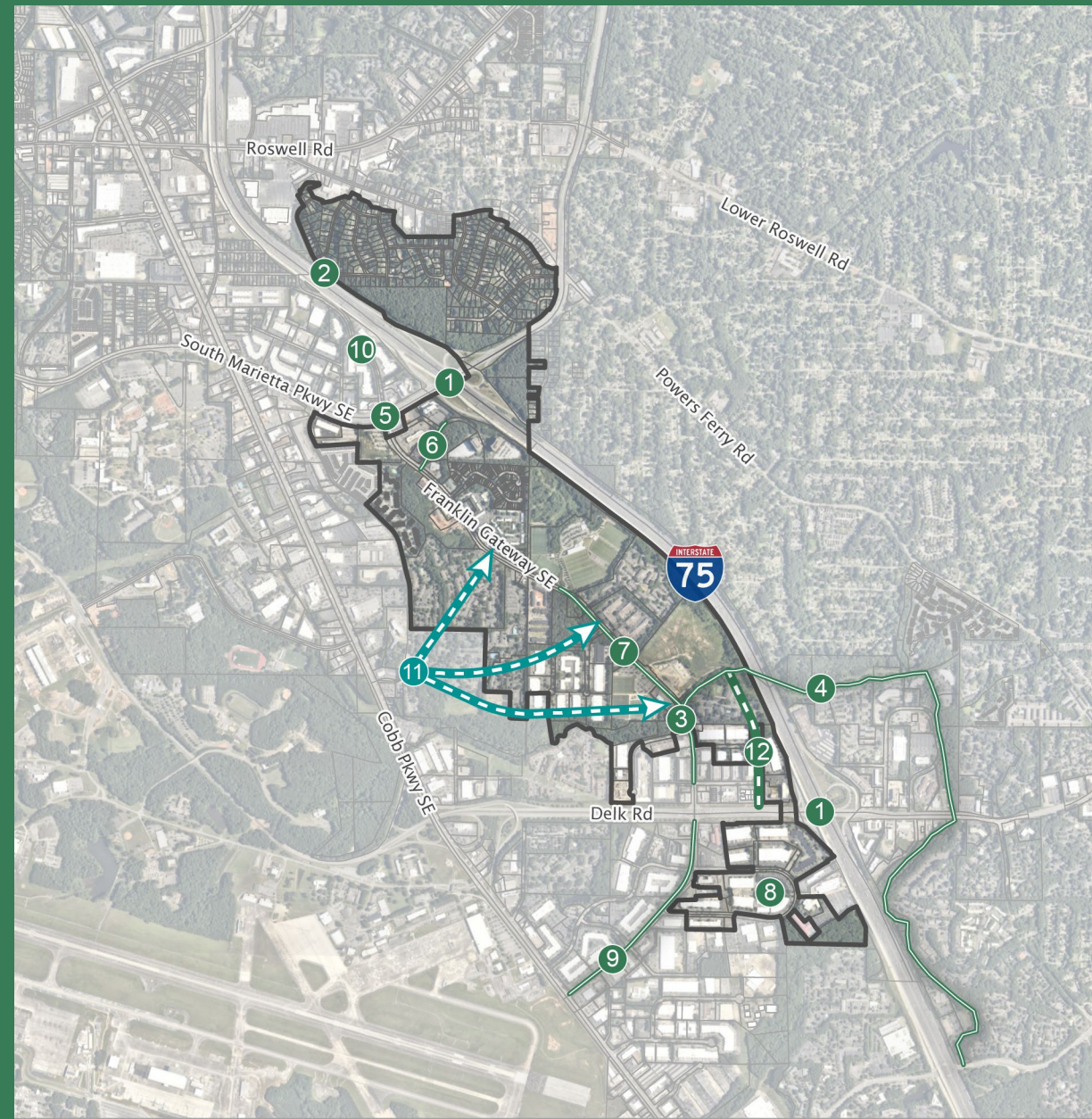


Infrastructure



Infrastructure

1. Remaining Interchange Quadrants
2. Blanche Underpass
3. Franklin Gateway Bridge Replacement
4. Rottenwood Creek Trail Phase 2
5. Gateway Signage at South Marietta Parkway
6. Parkway Place Enhancements
7. Franklin Gateway Streetscape
8. NW Parkway Streetscape
9. Franklin Gateway South Streetscape
10. Franklin Gateway North Streetscape
11. Connection to Cobb Parkway
12. Connection to 1033 Franklin Gateway



1 – Remaining Interchange Quadrants

Description: Finish landscaping work at remaining interchange quadrants (Delk L3 & L5, SMP L3, L4, & L5)

Potential Cost: \$800K



2 – Blanche Underpass

Description: Finish corners 1 and 4 with landscaping to match the current project.

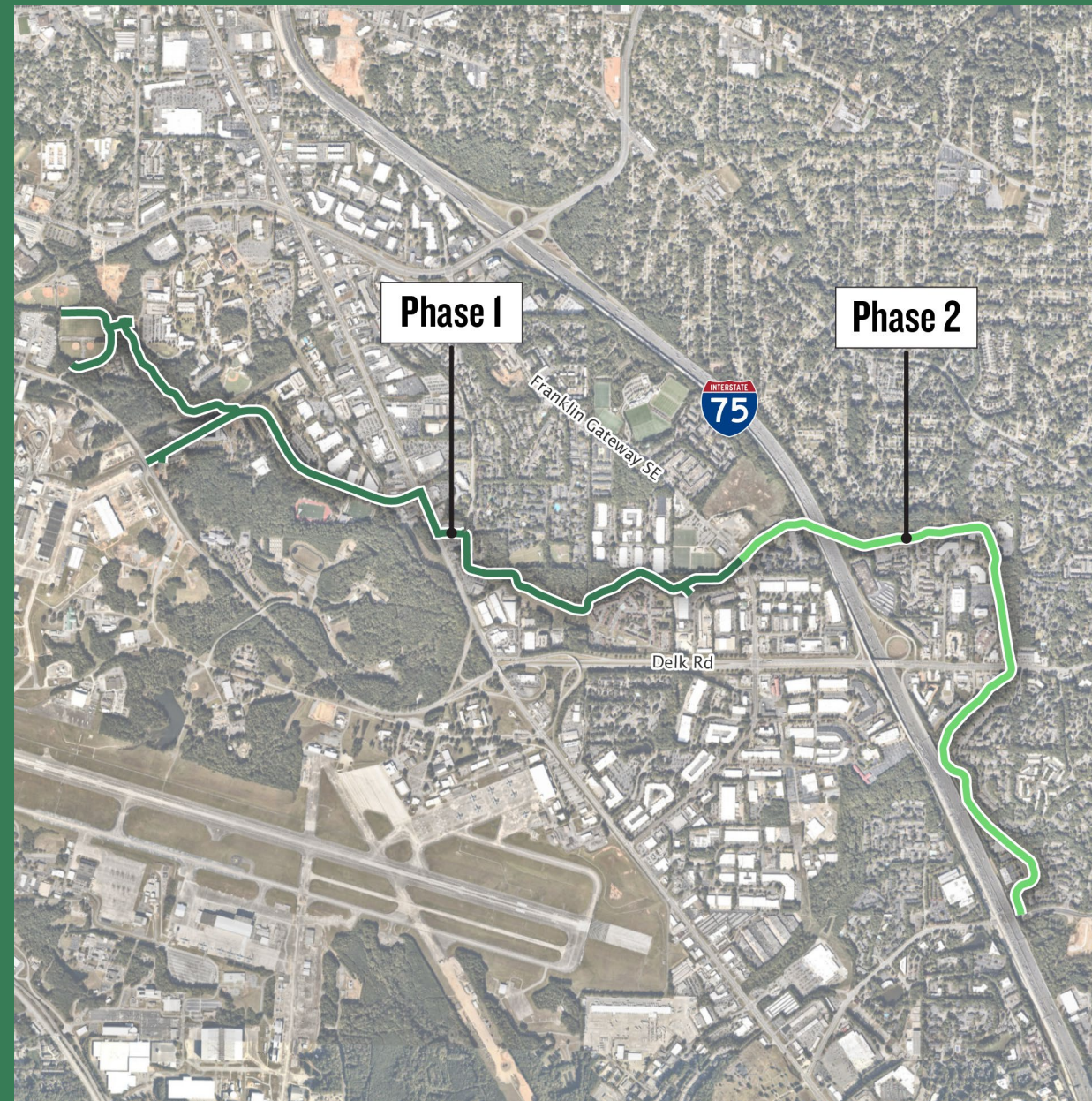
Potential Cost: \$100K



3 – Rottenwood Creek Trail Phase 2

Description: Extend Rottenwood Creek Trail south along Franklin Gateway and then east.

Potential Cost: \$20M total (2020 inflated to 2025)



4 – Franklin Gateway Bridge

Description: Replace Franklin Gateway bridge.

Potential Cost: \$5M (2022 inflated to 2025)



5 – South Marietta Parkway Signage

Description: Install Gateway Marietta CID signage at South Marietta Parkway similar to at Delk Road.

Potential Cost: \$50K



6A – Parkway Place Intersection

Description: Intersection improvements at Parkway Place and Franklin Gateway including upgraded crosswalks, pedestrian signals, pedestrian refuge islands, and resurfacing of the intersection.

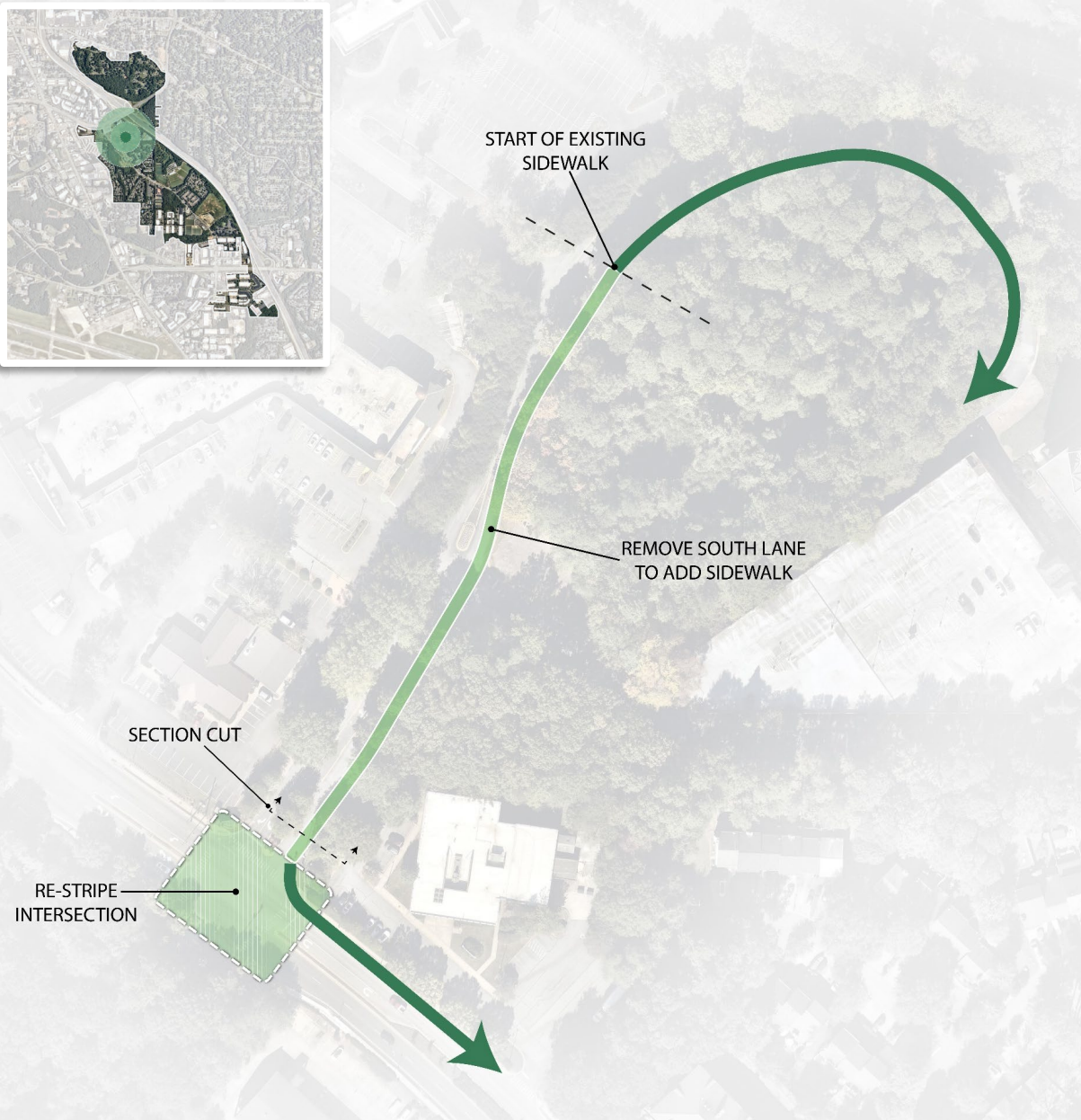
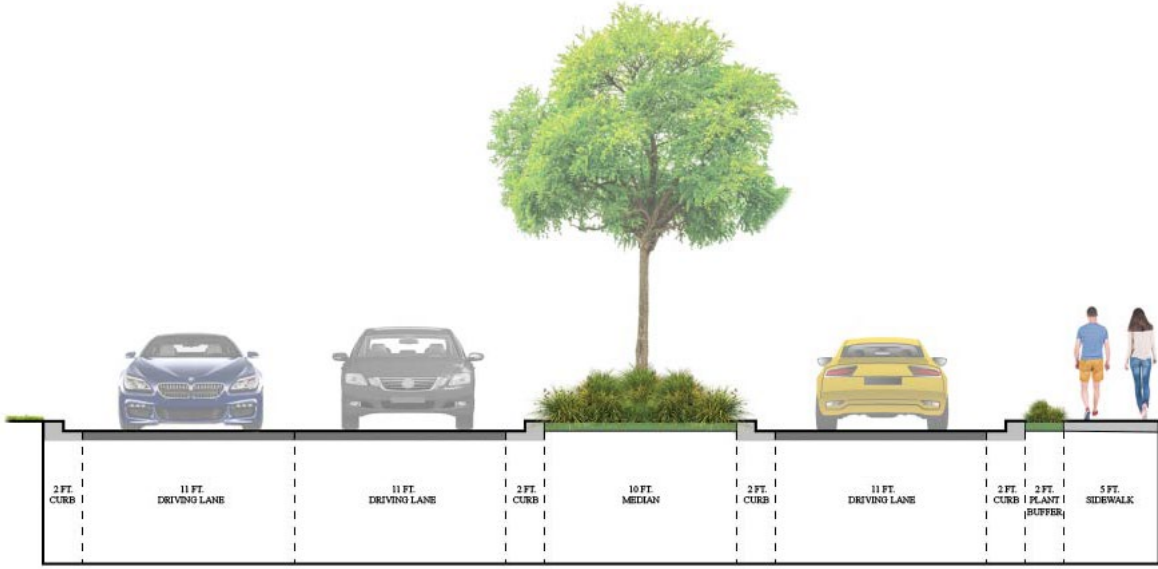
Potential Cost: \$400K - \$600K



6B – Parkway Place Streetscape

Description: Remove lane to accommodate new 5' sidewalk and resurfacing.

Potential Cost: \$700K - \$1M



7A – Franklin Gateway Tactical Urbanism

Description: Temporarily remove a northbound lane to assess feasibility of a road diet and provide multiuse path connection during the World Cup with interactive sports-themed activations.

Potential Cost: \$150K - \$250K

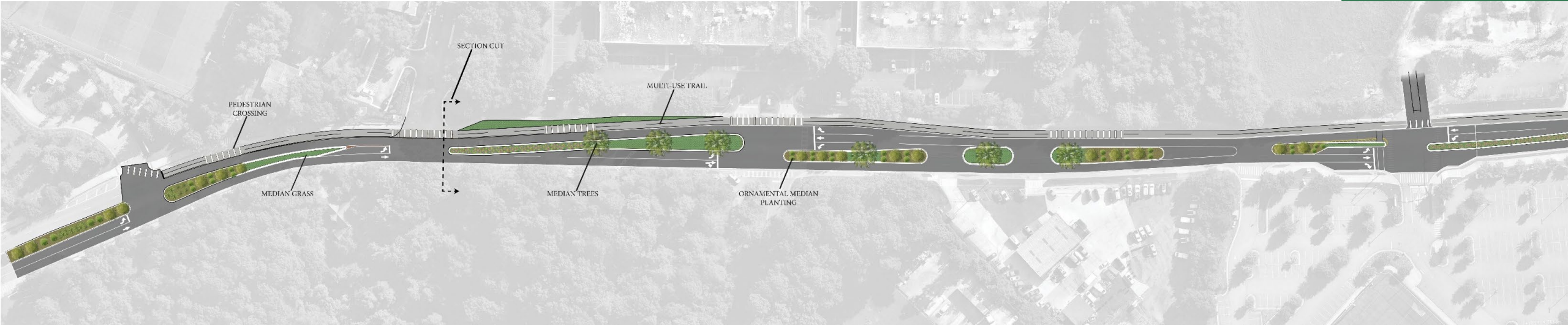
- 1. Cutout Soccer Frame**
Interactive photo moment celebrating Atlanta United.
- 2. Spin-the-Wheel Exhibit**
Discover soccer and Atlanta United history through play.
- 3. Interactive Game Zone**
Encourages community engagement and movement.
- 4. Story booth Installation**
Dial in for stories on soccer, Atlanta United, and the World Cup.
- 5. Atlanta United Mural**
Public art celebrating Atlanta's soccer culture.



7B – Franklin Gateway Streetscape (North)

Description: Road diet and trail along Franklin Gateway from Sports Complex to north streetscape. Trail, landscaped medians and enhanced intersection at Sports Complex.

Potential Cost: \$4M - \$6.5M



7C – Franklin Gateway Streetscape (South)

Description: Road diet and trail along Franklin Gateway from Sports Complex to Kingston Court. Trail and landscaped medians.

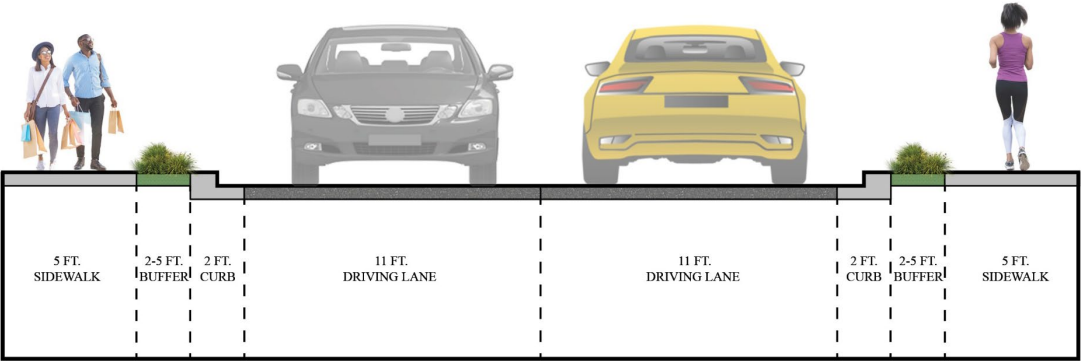
Potential Cost: \$4M - \$6M



8 – NW Parkway Streetscape

Description: Road diet to accommodate sidewalk and landscape buffer on both sides and landscaped medians.

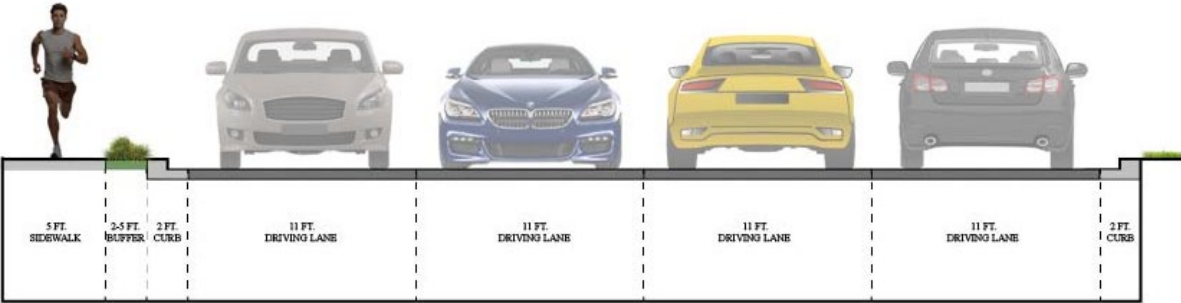
Potential Cost: \$5M - \$8M



9 – Franklin Gateway Streetscape (Delk Road to Cobb Parkway)

Description: Sidewalk and landscape buffer along Franklin Gateway from Delk Road to Cobb Parkway.

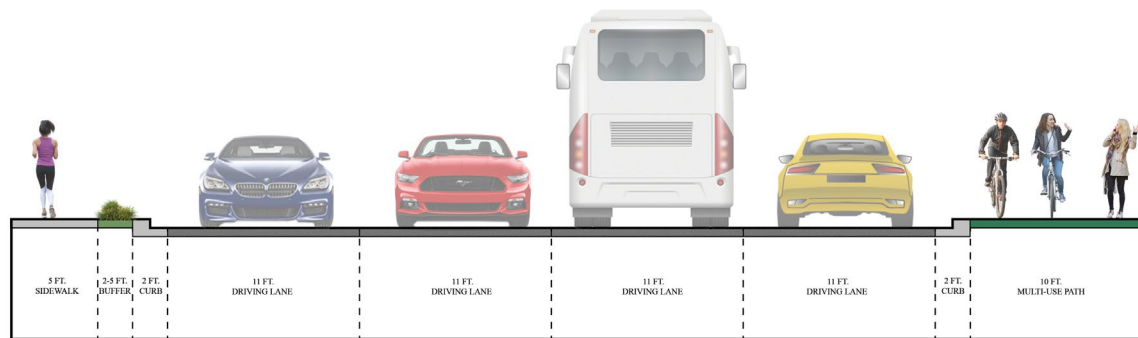
Potential Cost: \$3M - \$6M



10 – Franklin Gateway Streetscape (S Marietta to Blanche)

Description: Road diet with trail on one side from South Marietta Parkway to the Blanche Underpass.

Potential Cost: \$3.5M - \$6M



11 – Cobb Parkway Connection

Description: Roadway connection from Franklin Gateway to Cobb Parkway.

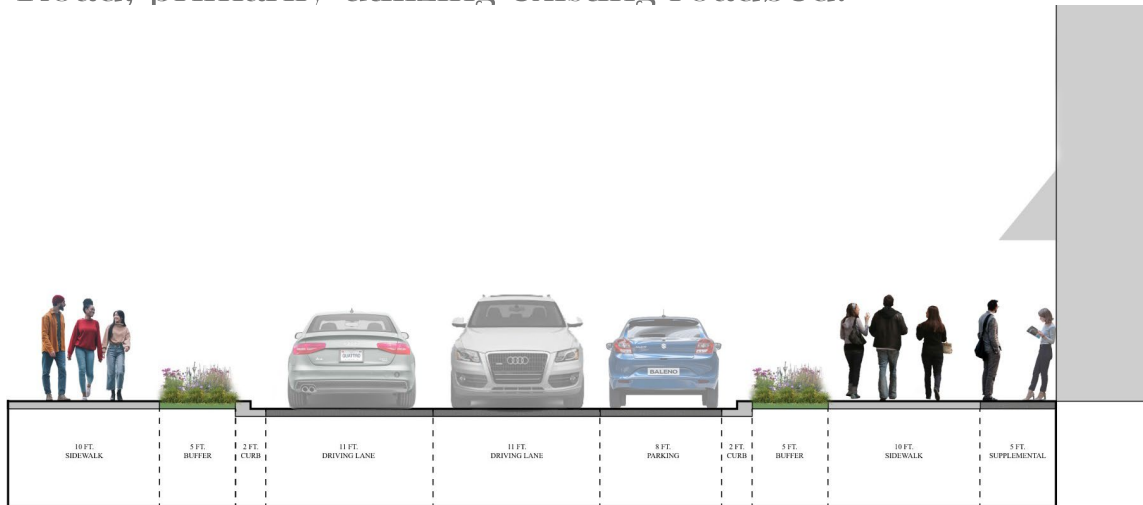
Potential Cost:

- A: \$4.5M - \$6.5M
- B: \$12.5M - \$18.5M
- C: \$17M - \$25M



12 – Connection to 1033 Franklin Gateway

Description: Roadway connection toward the 1033 Franklin Gateway parcel with right in/right out from Delk Road, primarily utilizing existing roadbed.



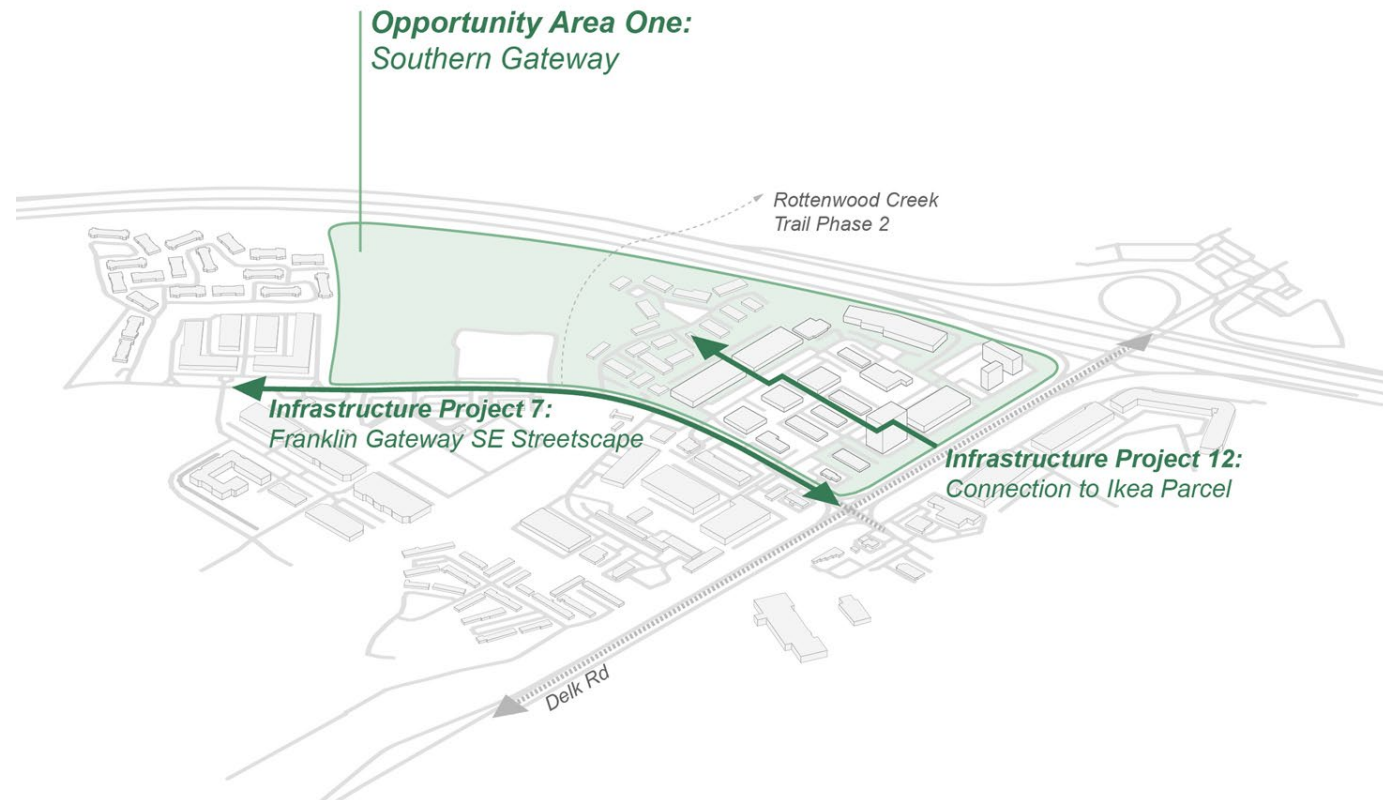
Development



Opportunity Area One – Southern Gateway

Description:

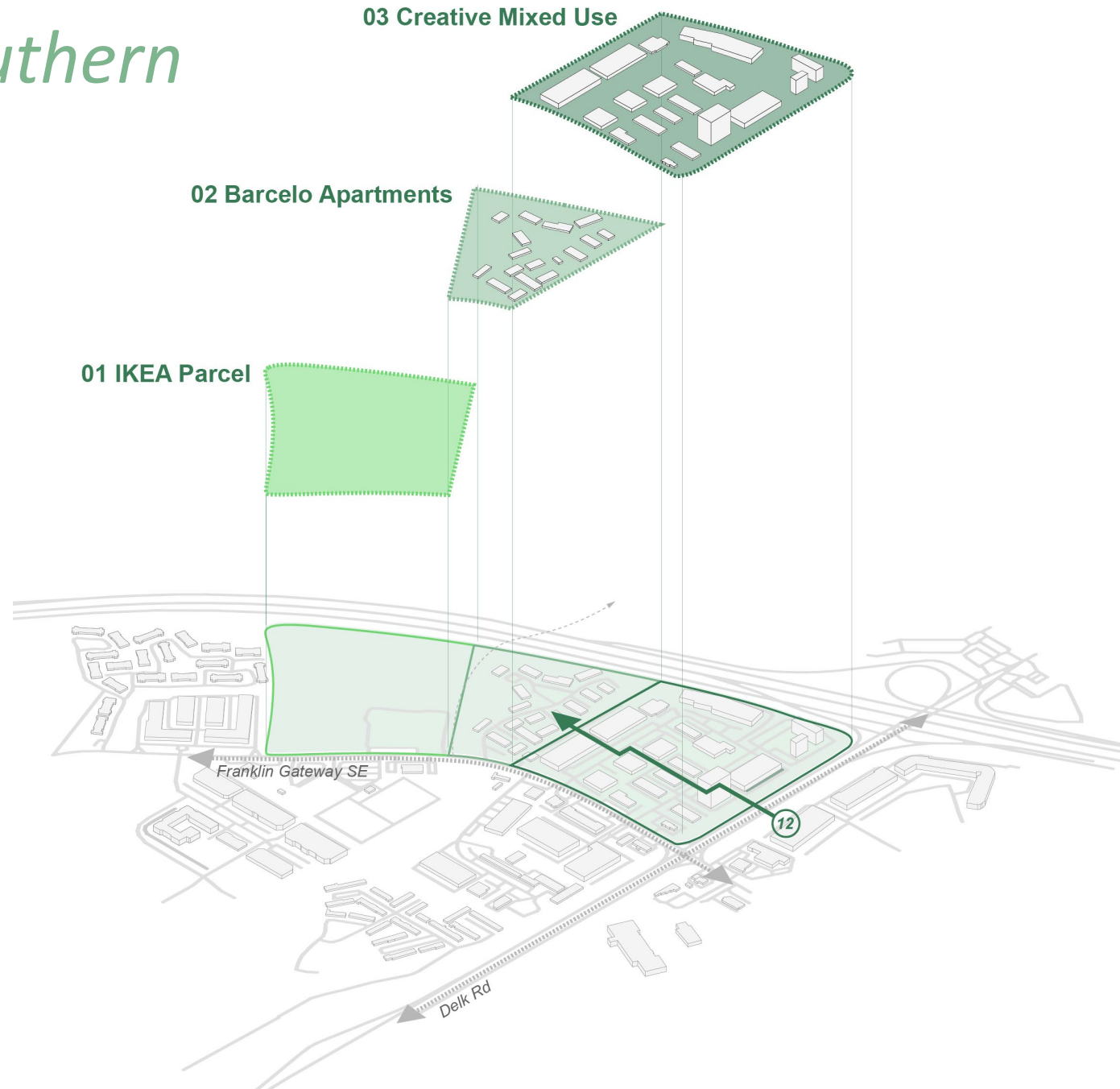
- Framed by I-85, Delk Rd., and Franklin Gateway SE.
- Infrastructure projects 7 and 12 provide a strong foundation for future development.
- The future development on this site will define the Southern Gateway and provide support for the existing recreational facilities within the CID.



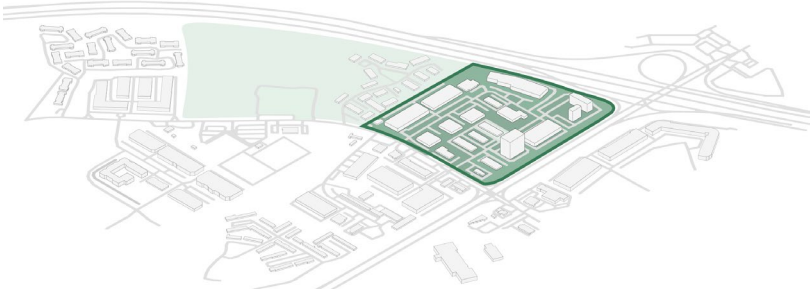
Opportunity Area One – *Southern Gateway*

The Southern Gateway is made up of three primary areas:

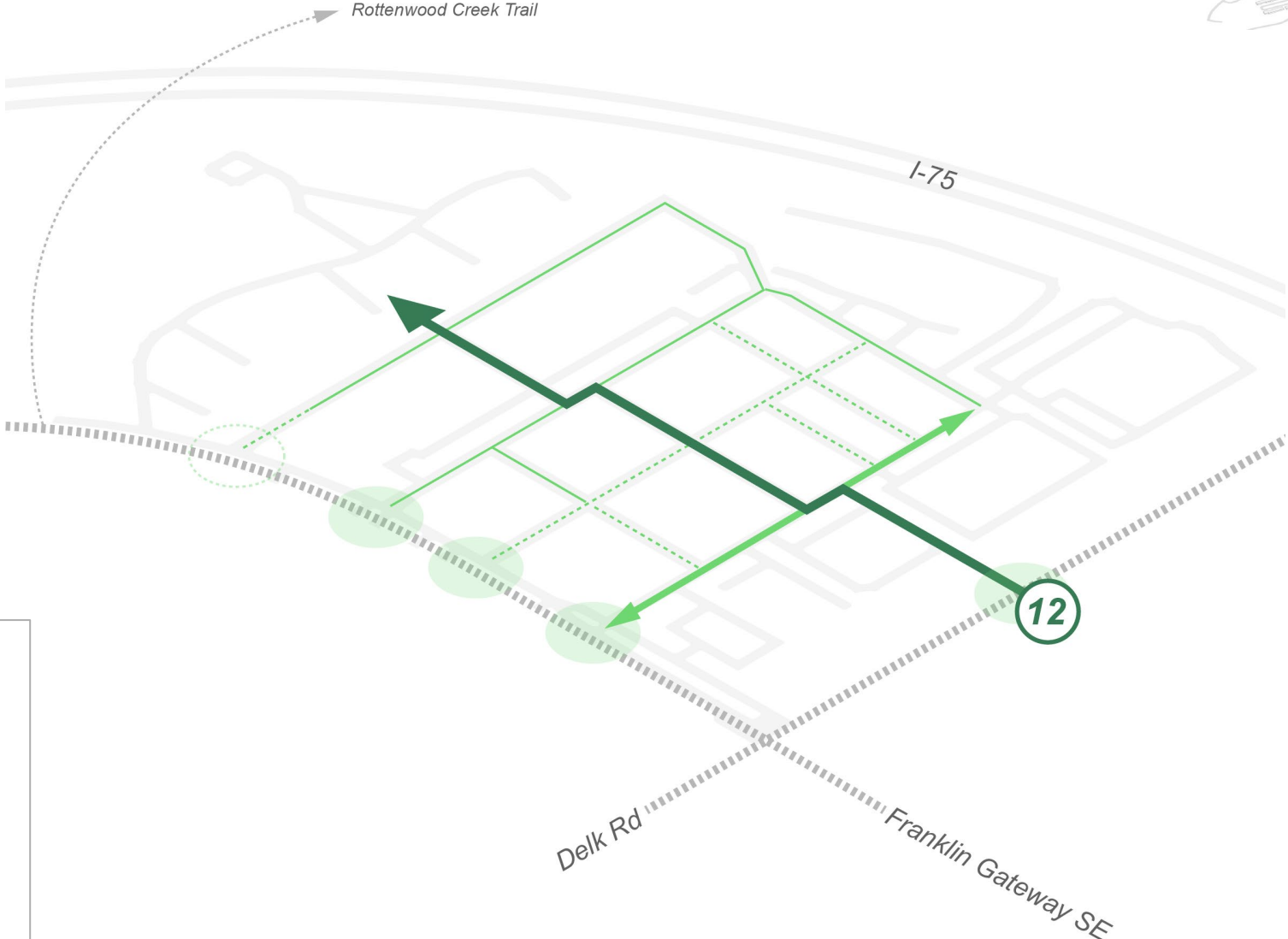
- **01 1033 Franklin Gateway**
 - Slated for new development
- **02 Barcelo Apartments**
 - Existing residential area
- **03 Creative Mixed-Use District**
 - Strong re-development potential to become a regional attraction.



Southern Gateway – Creative Mixed-Use District

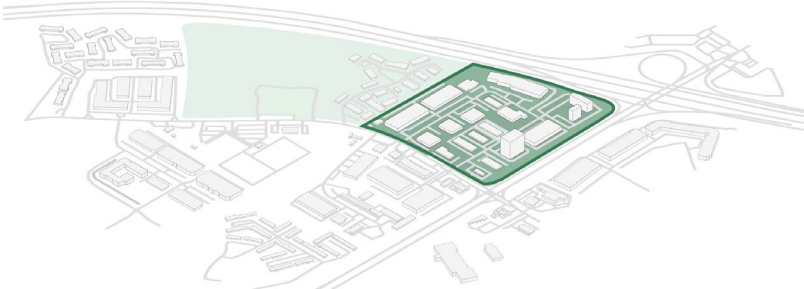


KEY MAP



- Existing Street
- Proposed Street
- Primary E/W Axis (existing)
- Project 12
- Potential FG/Delk Access
- FG/Delk Access

Southern Gateway – Creative Mixed-Use District

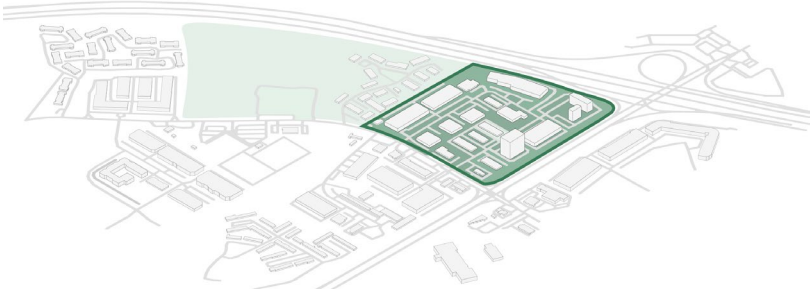


KEY MAP

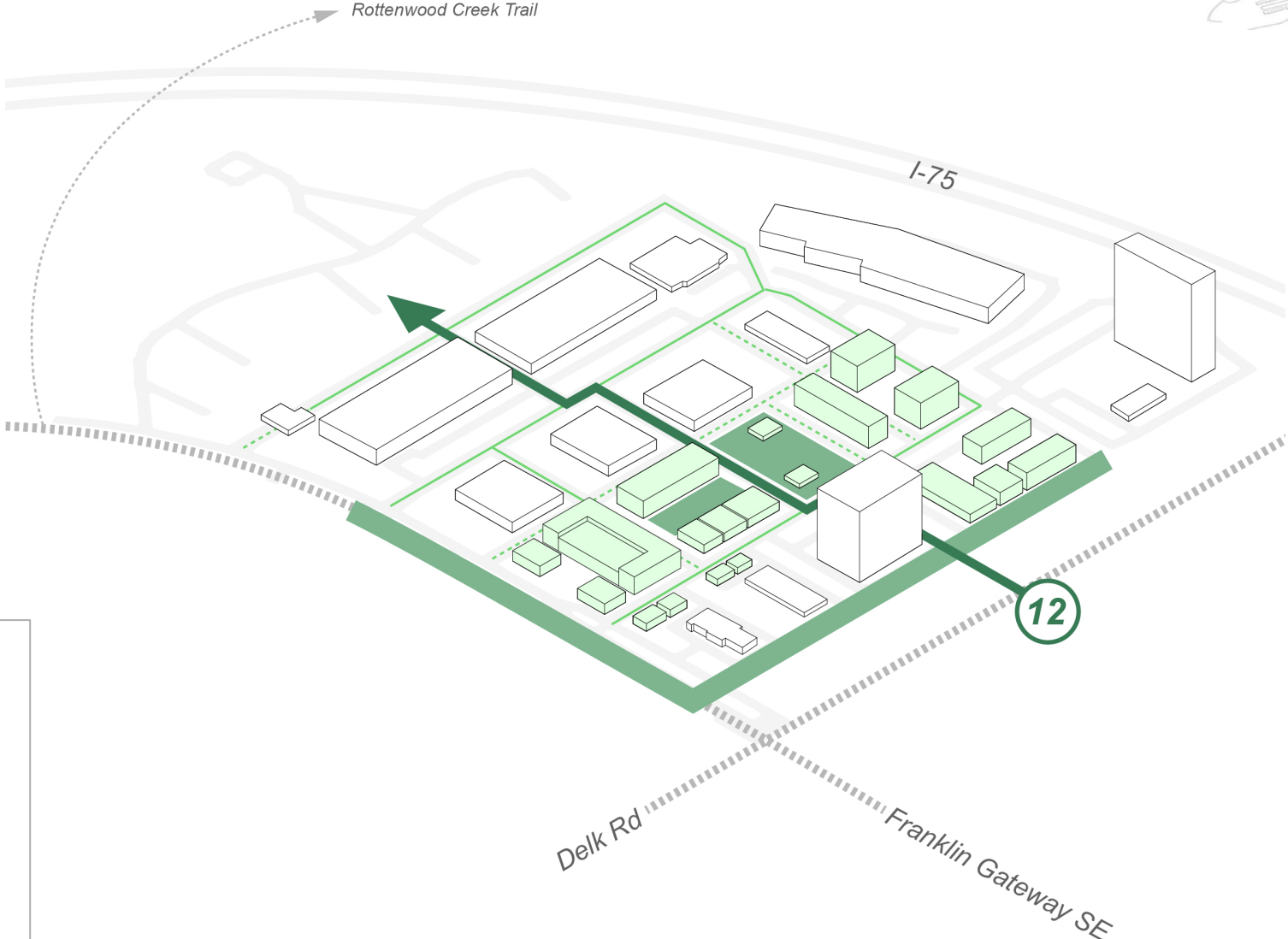


- Existing Street
- Proposed Street
- Primary E/W Axis (existing)
- Project 12

Southern Gateway – Creative Mixed-Use District



KEY MAP



- Existing Street
- Proposed Street
- Primary E/W Axis (existing)
- Project 12
- Proposed Building
- Existing Building

Opportunity Area Two – *Northern Gateway*

Description:

- The existing office space combined with the proximity to KSU's Marietta campus allow this site to lend itself to a Mixed-Use development.
- Ideally, this site will more heavily focus on providing medical office space and a variety of housing options in contrast to the Creative Mixed-Use neighborhood proposed in the Southern Gateway.

