



MEMO

TO: Marietta Road Community Initiative Team
CC: Billy Peppers, City Manager

FROM: Brittany Anderson, Planner 

SUBJECT: Marietta Road Community Initiative Meeting Discussion w/ Property and Business Owners

DATE: February 18, 2020

Present: Mayor Bill Grant, Councilor Sandy McGrew, Billy Peppers, Merrick McClure, Sherri Cloud, James Groves, Patsy Saxon, Cynthia Cifuentes, Wes Latimer, Bill Kent, Walker Cloud, and Brittany Anderson

The Marietta Road Community Initiative team met with property and business owners from the area on February 13, 2020 at 4pm to familiarize attendees with the project and its objectives and goals. During the meeting, the public briefly provided staff with their concerns in the area. Staff also provided the attendees with projects and action items that each department are currently working on to improve the area. The group continued the conversation by identifying assets, issues and, concerns in the area. The group identified challenges and concerns by conducting a Strength, Weaknesses, Opportunities, and Threats (SWOT) Analysis. Along with input from other community members, the information obtained from the SWOT analysis will set the direction for identifying needs and opportunities in the boundary area for the Marietta Road Community Initiative project. Below are the items identified:

Strengths

1. Family area
2. Greenspace
3. Etowah River
 - a. Best view in the City
4. Food / restaurants in the area

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5. Existing businesses
6. Family owned / local businesses
7. Character / history of the area
 - a. The Sunnyside brand
8. Safe / low crime area
9. Walkable
10. Proximity to downtown

Weaknesses

1. Perception that the area is not safe
2. Hard to attract new businesses due to blight
3. Lack of landscaping along Marietta Road and Hickory Flat Highway
4. City is not aware of the community's needs
5. Lack of community organization or knowledge on how to engage and bring the community together
 - a. No leadership
6. Lack of communication between the City and the community

Opportunities

1. Need for a supermarket
2. Food trees
3. Well kept community gardens / spaces
4. Soccer field at Harmon Field
5. Fishing Dock at Harmon Field
6. Private gardens
7. Pavilion at Harmon Field can be converted into event space
 - a. Community outreach
 - b. Partnership with Upper Etowah River Alliance
8. Night market / community market
 - a. Local entrepreneurship
 - b. Economic driver
9. Banners and branding of the area
 - a. Sunnyside
10. Installation of sidewalks near the railroad tracks
11. Cultural / arts center
12. Pedestrian Bridge along Canton Creek



Threats

1. Blight
2. Lack of property maintenance
3. Economic downturn
4. Floodplain concerns
5. Workforce housing concerns
 - a. Affordability
6. Traffic along Marietta Road

The group discussion came to an end with staff thanking everyone for the time and input. Staff made the attendees aware that this will be an ongoing project that will result in a plan to be implemented upon completion. Staff will be in touch with the public regarding additional meetings and feedback. The public may contact staff if they have any questions or would like to provide further information regarding this project initiative.

Should you have any questions, please do not hesitate to contact me.