

CITY OF KENNESAW  
GEORGIA

RESOLUTION NO. 2022-24, 2022

RESOLUTION ADOPTING THE CITY OF KENNESAW  
2022 COMPREHENSIVE PLAN UPDATE

**BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF KENNESAW, COBB COUNTY, GEORGIA AS FOLLOWS:**

**WHEREAS**, the comprehensive plan contains all supporting data analysis and data maps pertaining to Demographics, Housing, Transportation, Economic Development, Broadband Availability, Natural and Cultural Resources, Facilities and Service Issues, Land Use; and

**WHEREAS**, the City of Kennesaw submitted the Comprehensive Plan containing the above referenced Minimum Planning Elements required by the State of Georgia and following the "Minimum Planning Standards and Procedure" as set forth by the Georgia General Assembly, except as otherwise set forth in various changes approved pursuant to said Minimum Standards to Atlanta Regional Commission and the Department of Community Affairs and received approval with recommendations by the Department of Community Affairs; and

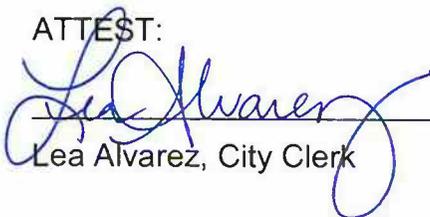
**WHEREAS**, the updated Comprehensive Plan has been presented at two duly advertised public hearings held on November 1, 2021 and April 4, 2022 at which the City of Kennesaw solicited community input on community needs and issues and which were conducted pursuant to the State's Minimum Planning Standards and Procedures; and

**WHEREAS**, the Comprehensive Plan has been recommended for approval by the Mayor and City Council of Kennesaw. The Mayor and City Council finds that the Comprehensive Plan furthers the purposes of promoting the health, safety, morals, convenience, order, prosperity, aesthetics and general welfare of the present and future residents of the City of Kennesaw.

**NOW, THEREFORE BE IT RESOLVED**, by the City of Kennesaw that, having met the public participation requirements of the Minimum Planning Standards and Procedures, and having been approved by the Atlanta Regional Commission and Department of Community Affairs, this 2022 Comprehensive Plan Update is hereby adopted.

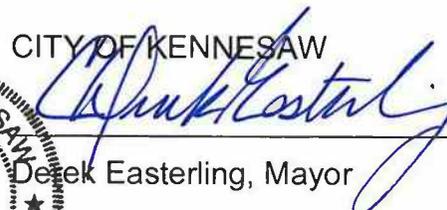
PASSED AND ADOPTED by the Kennesaw Mayor and Council on this 20<sup>th</sup> day of June, 2022

ATTEST:

  
Lea Alvarez, City Clerk



CITY OF KENNESAW

  
Derek Easterling, Mayor



# CITY OF KENNESAW

## 2022 COMPREHENSIVE PLAN UPDATE

**City of Kennesaw, Georgia**  
**2022 Comprehensive Plan Update**

**Adopted June 2022**

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## Funding

This document was prepared by the Atlanta Regional Commission using funds provided by the State of Georgia.



# Acknowledgements

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# EXECUTIVE SUMMARY



## Executive Summary

A jewel of Cobb County, the City of Kennesaw is a historic and vibrant community that has persevered since its inception in 1887. Warm, friendly, welcoming and having a small-town charm are only a few out of many adjectives used to describe this place. With having a population of just over 33,000 people, Kennesaw boasts a rich economy and offers a blend of older and newer neighborhoods that allow a diverse mixture of age groups, young professionals, Millennials, Generation X and Baby Boomers who call this city home.

Offering an abundance of cultural and natural resources, the City prides itself on being a safe community for growing families. With three regional parks, thirteen neighborhood parks, plenty of annual festival celebrations and activities all year-round, this city is in no short supply of things to do.

In order to keep this forward momentum, Kennesaw must create new opportunities, preserve its historical resources and protect the high quality of life. By doing the aforementioned items, the city will achieve the balance the community is looking for in attaining the vision set out in this comprehensive plan.

Saturday, April 12, 1862 at 6 A.M.

**“Big Shanty! Twenty minutes for breakfast!**

- Conductor Fuller’s announcement  
upon arriving at Big Shanty.



# INTRODUCTION

WELCOME TO  
CITY OF  
KENNESAW

EXPLORE AND ENJOY  
OUR COMMUNITY

# Welcome to Kennesaw, Georgia

This is an exciting time for the City of Kennesaw. We are a highly desirable place to be in the Atlanta region. Our residents love living here, with public surveys showing excellent community ratings. At the same time, we look forward to a future of continued success, growth and change.

Broadly speaking, a comprehensive plan is a way to guide development, investment and the allocation of services within a jurisdiction. Cities, towns and counties are intricate and detailed places. Decisions are made every day in response to new opportunities or unexpected problems.

A comprehensive plan like the City of Kennesaw's Comprehensive Plan is one tool to help guide these decisions and includes three distinctive features:

1. It is a long-range plan, looking ahead five, ten or twenty-five years.
2. It is comprehensive and looks across many different facets of what a city does.
3. It is deliberative, looking within to understand the needs and desires of the city.



City Hall Plaza

## Last Update: 2017

The City of Kennesaw last updated its comprehensive plan in 2017. This current document will supersede that plan with updated policies, data and a new community work program. This update affirms the City's big picture vision, defines goals and lays out a task list for city leaders, staff and citizens to address issues and to position the City of Kennesaw to be a leader within metro Atlanta.

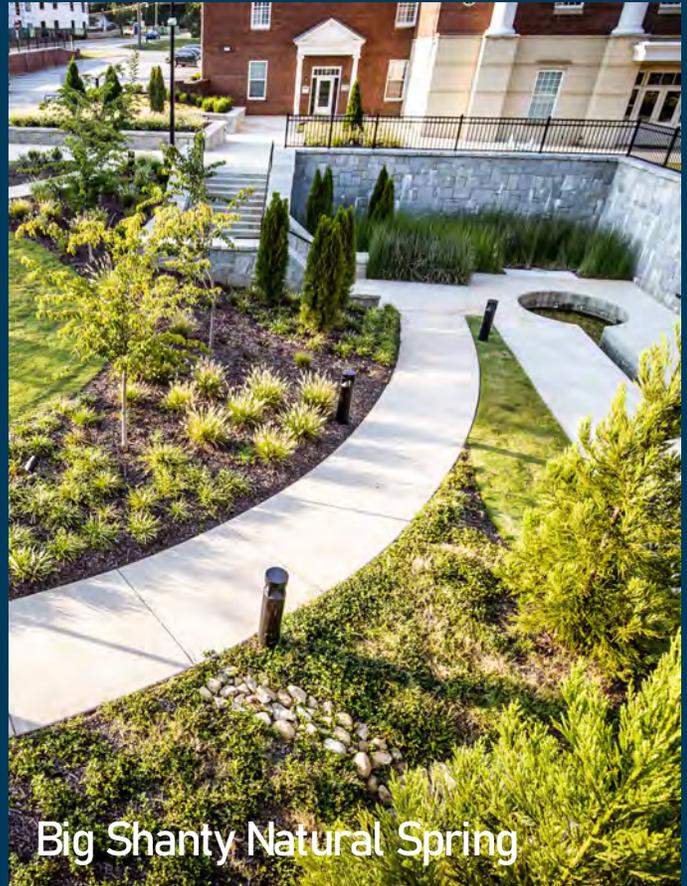
In Georgia, towns, cities and counties are required to update their comprehensive plan every five years as required by the Minimum Standards of Local Comprehensive Planning. The development of a comprehensive plan helps a community to:

- Develop a vision for what it wants
- Establish priorities
- Encourage dialogue and actions
- Guide decision making
- Determine how to best allocate limited resources

Most of the work of shaping the City of Kennesaw's future will be done by the residents, businesses, and nonprofits. The City of Kennesaw's government has a key role to play through these implementation tools:

- Regulations
- Capital spending
- Programs and staffing

The success of the goals of the City of Kennesaw depends on being able to tap into the many voices of the City and weave their ideas, viewpoints and thoughts into a common vision. Outreach and engagement were critical to reach a broad consensus of the diverse citizens who live and work in the City.



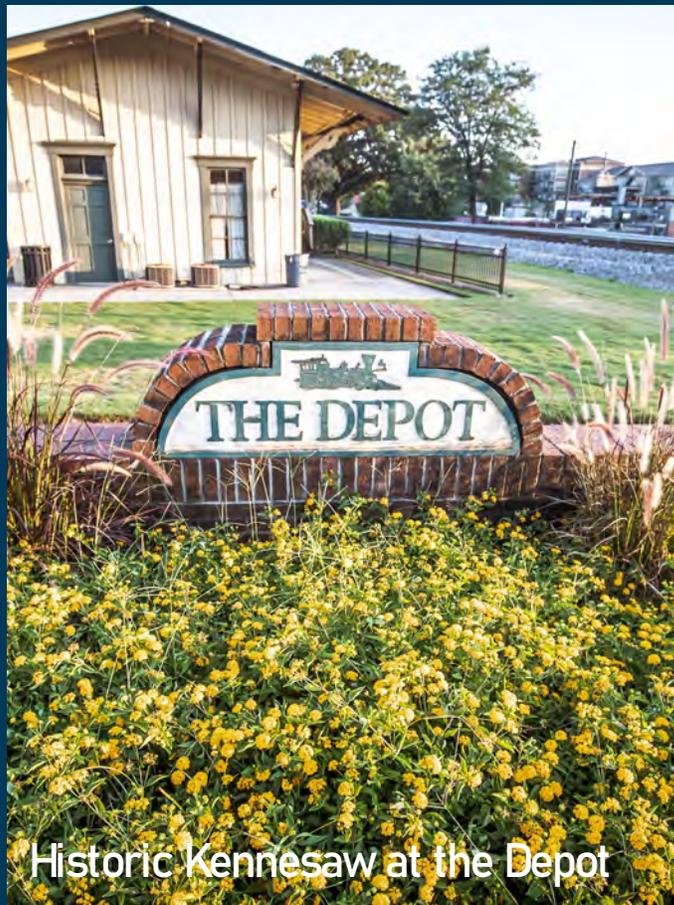
Big Shanty Natural Spring



Artist Crafted Manhole Covers



Entertainment District



Historic Kennesaw at the Depot

## Working Towards the Goal

To meet the goal of an inclusive process meant creating multiple opportunities to get involved. The planning team developed several communication tools and forums to ensure that meaningful community involvement would form the backbone of the plan.

A steering committee was convened to oversee the process and act as an instrument to guide the development of the plan. Steering committee members were appointed from the business community, residents, city staff, elected officials, Cobb County, Town Center Community Improvement District and Kennesaw State University.

Two open houses, which were held in the Ben Robertson Community Center, allowed people to drop in and learn about the planning process. Visitors who attended the open houses were able to listen to a short data presentation and provide valuable feedback. In addition, the City utilized Facebook Live to allow interested parties to participate virtually. A dedicated website with a community survey was also provided.

Data analysis and the community's ideas for the future were combined and turned into action areas. The plan focuses on elements to improve the City of Kennesaw with targeted policies to enhance the assets and address the issues of the City of Kennesaw. The plan is divided into six interrelated sections:

1. Kennesaw Today
2. Citizen Engagement
3. Destination Kennesaw
4. Future Land Use
5. Area Descriptions
6. Community Work Program

## Goal Outcomes

The City of Kennesaw is a diverse and forward looking community engaged in shaping its own future. The people of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

Through data analysis and public engagement, the following assets (opportunities) and challenges (needs), as shown to the right of the page, were identified for the City of Kennesaw.

As the City moves forward in implementing the comprehensive plan, these assets (opportunities) and challenges (needs) should be monitored to ensure that they are still relevant to the community.

## Assets (Opportunities)

- Downtown Kennesaw
- Cultural Institutions: The Southern Museum of Civil War and Locomotive History and the Smith-Gilbert Gardens
- City Parks & Annual Events
- Kennesaw State University
- Cobb County International Airport

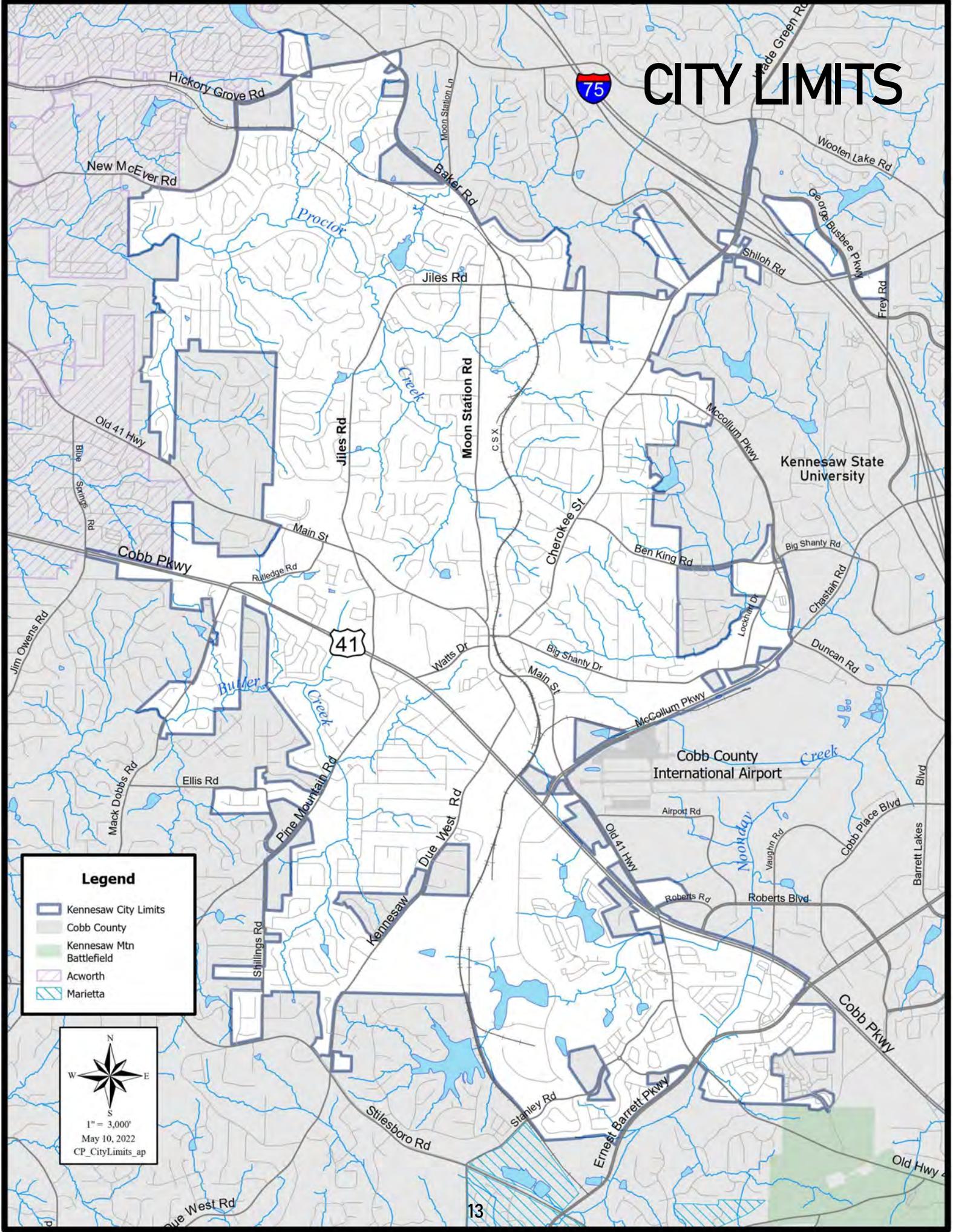
## Challenges (Needs)

- Perception of Downtown
- Transportation Modes and Transit
- City Boundaries
- Broadband Readiness
- Housing (Inventory and Affordability)



Village at Fullers Chase

# CITY LIMITS



**Legend**

- Kennesaw City Limits
- Cobb County
- Kennesaw Mtn Battlefield
- Acworth
- Marietta

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W E  
S  
1" = 3,000'  
May 10, 2022  
CP\_CityLimits\_ap

## Supplemental Plans

In conjunction with the comprehensive plan update, the City of Kennesaw utilizes other plans to achieve its goals, follow recommendations and implement policies. A list of these supporting documents can be found below.

- City Cemetery Strategic Plan, City of Kennesaw (2018)
- Cobb County 2040 Comprehensive Plan, Cobb County, Georgia (2017)
- CobbForward Comprehensive Transportation Plan, Cobb County Department of Transportation (2022)
- Depot Park Master Concept Plan, City of Kennesaw (2015)
- Downtown Kennesaw Livable Centers Initiative Plan, City of Kennesaw (2015)
- Downtown Kennesaw Streetscape Standards, City of Kennesaw (2016)
- Kennesaw Historic Preservation Commission Design Standards, City of Kennesaw (2006)
- Kennesaw Parks and Recreation Master Plan, City of Kennesaw (2020)
- Kennesaw State University Campus Master Plan - Presidential Update (2020)
- Public Art Master Plan, City of Kennesaw (2018)
- Strategic Economic Development Plan, City of Kennesaw (2021)
- Swift-Cantrell Park Master Plan Update, City of Kennesaw (2014)
- The Kennesaw Building Research Project (2004)

## Key Partners

In developing the implementation program for the Comprehensive Plan, it is important to recognize other organizations in the Kennesaw area that may partner with the city or even take the lead on certain local actions. The City of Kennesaw recognizes that they are unable to achieve the plan goals and policies without our partners. A collection of some of the many key partners are below.

- Atlanta Regional Commission
- City of Acworth, Georgia
- Cobb County, Georgia
- Cobb County School District
- Cobb Chamber
- Cobb Electric Membership Corporation
- Cobb Travel & Tourism
- Council for Quality Growth
- Georgia Power
- Kennesaw Business Association
- Kennesaw Development Authority
- Kennesaw Downtown Development Authority
- Kennesaw Downtown Merchants Association
- Kennesaw State University
- National Park Service
- Town Center Community Improvement District

# KENNESAW TODAY





Historical Marker



Big Shanty (1887)

Source: Georgia State University Library

## From Then To Now

The City's roots run deep in American history, as the first part of this chapter will discuss. This chapter begins with how the City's origin came to be in the early nineteenth century as a shanty town built along the Western and Atlanta railroad. Home to one of the largest Civil War confederate soldier training camps in the country, Camp McDonald, which existed within what is now the city limits of Kennesaw, was the perfect site due to railroad access and an abundance of natural resources. After the Civil War, Cobb County's economy remained agriculturally based. In 1880, the county ranked fourth in the state in total farm value which included land, fencing and buildings. Kennesaw was incorporated as a city in 1887 and remained a boom town through the early twentieth century as it was a prosperous and thriving center of trade and commerce. By the mid-twentieth century, Cobb County saw a shift from agriculture to manufacturing as seen by the establishment of the airplane industry in the county brought on by World War II. After the war, the county's population began to explode. By 1950, the population of the county increased by 60% from the decade before and continued to increase as seen by suburban sprawl leading into the twenty-first century.

After reading about the history of Kennesaw, this chapter will go into the current trends of the City, describing demographics, housing, transportation, economics and broadband availability. Then, it will discuss the City's cultural resources, the Central Business District and downtown. Finally, it will conclude with touching on the abundance of natural amenities.

## Big Shanty

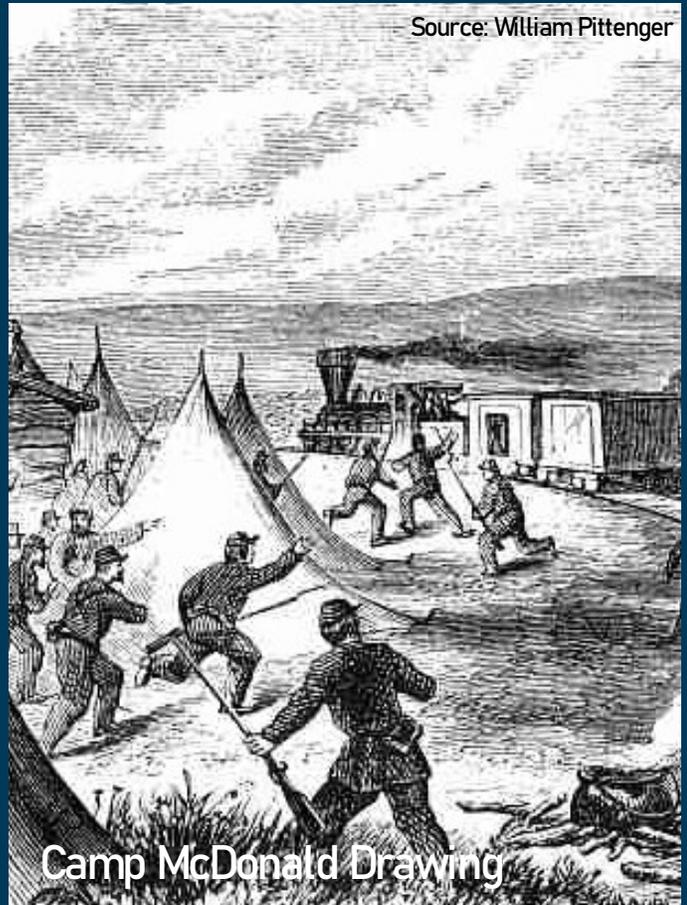
The Western and Atlantic Railroad was one of Georgia's main rail arteries, and it was the only one that traversed the rugged terrain between Atlanta and Chattanooga, Tennessee. The railroad was approved by the Georgia legislature in the 1830s, and the track was constructed between Terminus (later Atlanta) and Cartersville as early as 1846. One of the small towns soon established along the railroad was the unincorporated community of "Big Shanty Grade," which got its name from the cluster of railroad worker shanties located at the high point between the Chattanooga and Etowah rivers.

By the outbreak of the Civil War the name was shortened to "Big Shanty." It was more than 20 years after the Civil War before this community was finally incorporated, at which point it took the name "Kennesaw" (Jones 2006). It is possible that the name Big Shanty was the third name given to the community. Postal records indicate that the settlement was known as Kennesaw in 1853, Moons in 1854-1856 and finally Big Shanty from 1856-1868. It was not until 1868 that the name Kennesaw appears on postal records again (Jones 2006).

On the eve of the Civil War, the biggest economic activity in the Big Shanty area, aside from farming, was the railroad. According to the 1860 census, a full 12% of local heads of households worked on the railroad. In the late 1850s, the Western and Atlantic Railroad Company acquired a tract immediately east of the rail line for the establishment of a depot and an "eating house." The latter soon became known as the Lacy Hotel, operated by Mr. and Mrs. George Lacy. The exact location of the Lacy House is not known, but it is believed to be under the Kennesaw Depot parking lot (Jones 2006).



Source: Wilber Kurtz Collection, 1923



Source: William Pittenger

## The Civil War and Camp McDonald

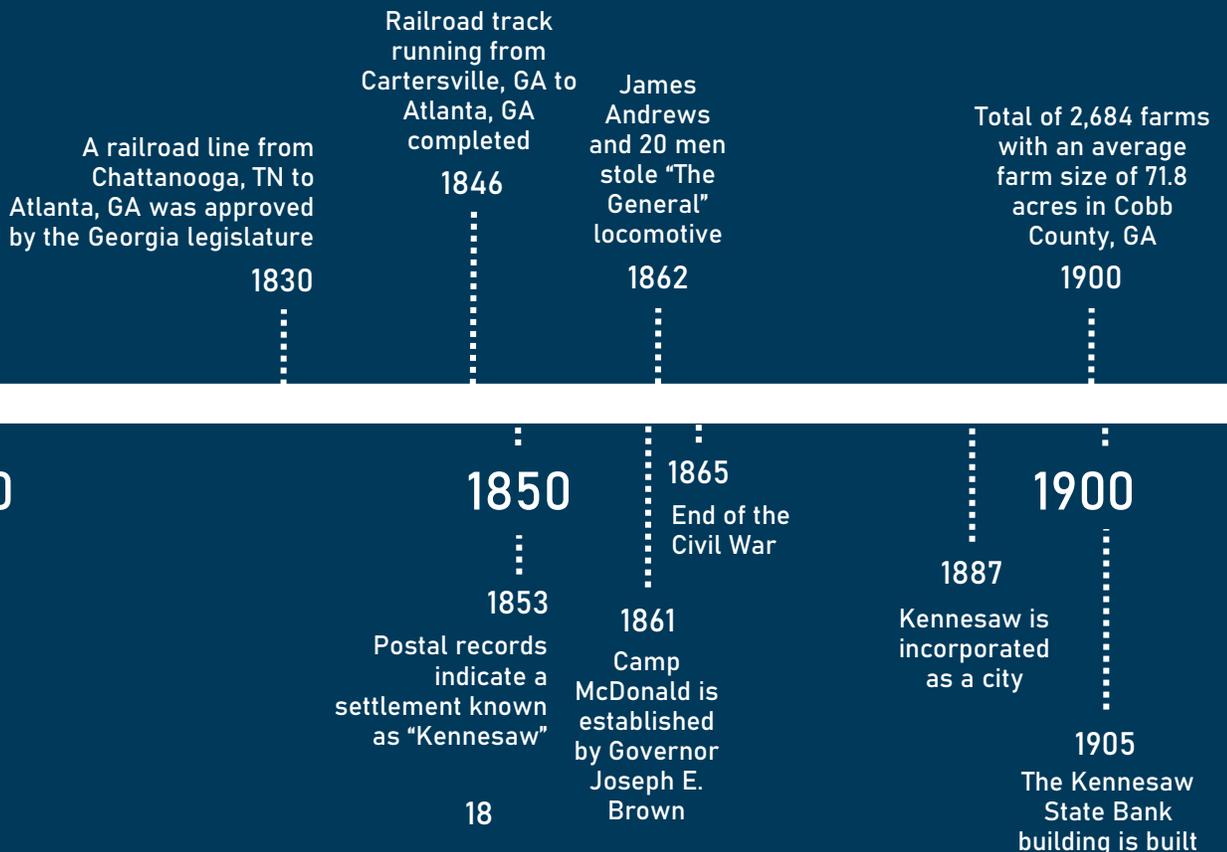
Cobb County was a major war theater during the Atlanta Campaign of 1864; three of the eight battles that were fought in the march to Atlanta took place here. The presence of the railroads and factories made the county a target for the Union forces, and the county's mountainous terrain offered natural areas for defense (Roth 1988). Additionally, Camp McDonald, established by Governor Joseph E. Brown in 1861, had served as a training facility for thousands of Confederate soldiers.

Camp McDonald was one of the major training camps for volunteers and recruits in north Georgia during the American Civil War. It covered 60 acres, and the parade ground of the camp was located where Highway 41 now

crosses the Kennesaw Due West Road. At the time of the Civil War, the main reason for the location of the camp was the presence of the Western and Atlantic Railroad, located immediately to the east (Jones 2006).

The presence of the railroad, the Lacy Hotel and reliable fresh water soon made Big Shanty attractive as a possible training camp after Georgia seceded from the Union in January of 1861. After the surrender of Fort Sumter in mid-April, large numbers of volunteers crowded makeshift training camps across the state. One such camp was located in what is now Smyrna, but it proved too small. Governor Brown closed the camp and moved the facilities to Big Shanty. "Camp McDonald" was created by the governor

# HISTORICAL TIMELINE

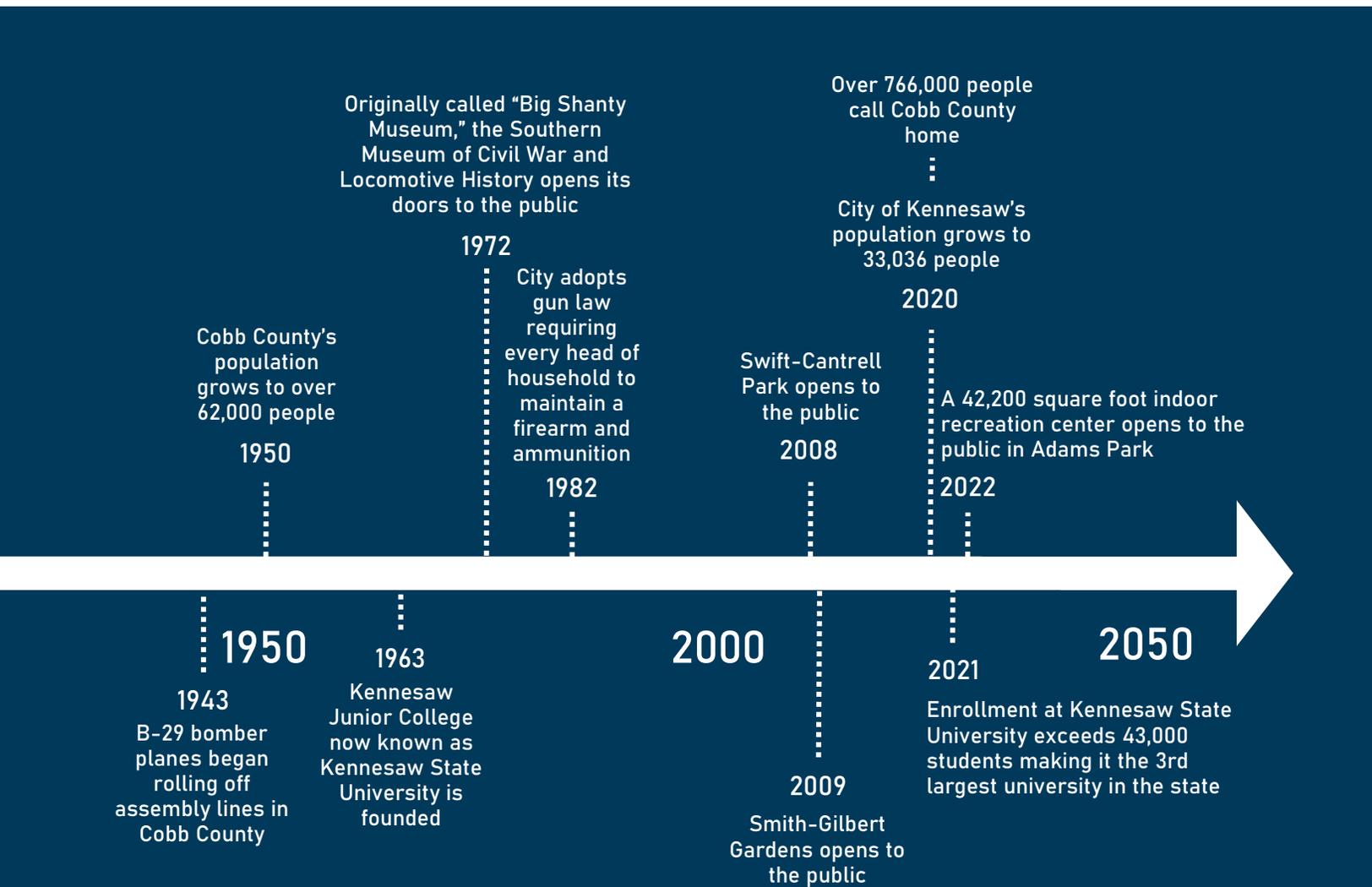


on June 11, 1861 and was named after former governor Charles C. McDonald of Marietta. Brown also named General William Phillips of the Georgia Militia as the first camp commandant. The instructors were cadets from the Georgia Military Institute (Jones 2006).

Thousands of troops trained here between 1861 and 1863, but there is no evidence that Camp McDonald ever contained any permanent structures. It appears to have been a large tent city, and sometimes even the tents were lacking, according to some accounts. Even so, Governor Brown attended a grand review of the first wave of 2,500 troops, held on July 31, 1861 (Jones 2006).

Another formation that left the camp for Virginia during this same period was Phillip's Legion, also known as Phillip's Georgia Legion. This was an irregular grouping of five rifle companies, four cavalry companies and an artillery unit, created in early August during the controversy between Brown and Davis over the issue of troop formations. Phillip's Legion would see action in Virginia virtually throughout the entire war, from Second Bull Run and Fredericksburg to Cold Harbor and the siege of Petersburg (Jones 2006).

By the end of November 1861, Camp McDonald was closed after the last of the troops left. The camp was reopened in early spring of 1862, when a new round of troops was called up in



## The Civil War and Camp McDonald

the wake of a series of Confederate defeats in the Western Theater. This second wave of troops were not just volunteers like the first; some were drafted as the Confederacy implemented the first conscription law ever put into effect on the North American continent.

On April 12, 1862, James Andrews and 20 other Federal spies boarded a north-bound train at Marietta. At Big Shanty, while the engineer, the crew and the passengers were eating at the Lacy Hotel, Andrews and his men uncoupled most of the cars from the engine, an action that was done in plain sight of the soldiers at Camp McDonald. Andrews and his men then took the locomotive, named the General, and headed toward Tennessee in hopes of cutting rail lines and telegraph lines along the way. This proved impossible since they were so closely chased by William Fuller, the General's train conductor, and Antony Murphy of the Western & Atlantic Railroad. They caught up with the saboteurs outside of Ringgold after pursuing them in three other locomotives and by foot and handcar (Jones 2006).

Camp McDonald was again used in 1863 for more troop training, but there appears to be limited information on this phase of its occupation. By 1864, the camp was no longer a training ground but rather a staging area. Big Shanty and what was left of Camp McDonald were occupied by Union forces on June 6, 1864, and used as a supply depot for the Union army in the days that followed. Sherman used Big Shanty while preparing for his "March to the Sea" campaign.

Sherman himself used Big Shanty as his personal headquarters from roughly mid-June

until the Battle of Kennesaw Mountain on June 27, 1864 (Jones 2006).

On October 3, 1864, after the fall of Atlanta to Sherman, Big Shanty was again the scene of fighting as General John Bell Hood raided the town, capturing 350 Federal prisoners. However, Hood's forces were not strong enough to confront Sherman, and as the Federal reinforcements approached from Atlanta, Hood was forced to vacate the area.

In November of 1864, before beginning the March to the Sea, Sherman pulled up the Western and Atlantic Railroad from Big Shanty to the Chattahoochee River. He also ordered the destruction of the Lacy Hotel, which was burned on November 14 (Jones 2006). By this time, Camp McDonald was abandoned. In later years, after Big Shanty was incorporated as Kennesaw, a portion of the original camp was dedicated as a cemetery.

## Post Civil War

The effect of the Civil War on the county can only be estimated. Farms were destroyed along with factories or other buildings that were considered military targets. Industry would not recover until the 1880s when new rail lines were completed. The overall economy remained agricultural after the war, but it took two decades for corn production to rebound. Farm size, land ownership patterns and farm labor changed dramatically.

Post-war, Cobb County saw the expansion of cotton agriculture and an increase in tenant farming. Agricultural statistics for 1880 estimated an average size of 112 acres for the county's 1,896 farms.

## Post Civil War

Sixty-six percent of all farms were owner-operated while 30% were sharecropped. The value of the farms, including the land, fences and buildings, was \$1,932,192. In this category, Cobb County ranked fourth in the state. By 1900, average farm size was reduced to 71.8 acres while the total number of farms rose to 2,684. This was part of a larger pattern as sharecropping and tenancy became fixtures within the regional economy. Sharecroppers farmed 43.6 percent of the county's farms while only 38.8 percent of all farms were owner-operated. The majority of the farmers were White; only 21.8 percent were African Americans. The crops produced included corn, oats, rye, wheat and cotton. Poultry and livestock continued to be raised as well.

The 1870s and 1880s witnessed an increase in industry in Cobb County as the presence of new rail lines afforded business opportunities and places of employment. The Western and Atlantic was joined by the Louisville and Nashville, the Seaboard and the Southern Railroad companies.

Railroad communities mushroomed beside them, such as Elizabeth on the Louisville and Nashville line (Roth 1988). In 1870, there were 21 manufacturing businesses, including seven leatherworks, seven sawmills, two cotton manufacturers, three woolen goods factories, one flour mill and one paper mill. Twenty years later, there were 60 industrial operations. Cotton goods production became a major economic focus during this period. Due to mills being able to shift from creek beds into towns, at least six textile mills besides the Roswell factories were established.

Towns that had pre-Civil War origins were incorporated in the 1870s and 1880s, including Acworth in 1860, Smyrna in 1872, Powder Springs in 1883, Austell in 1885 and Big Shanty or Kennesaw in 1887 (Roth 1988) and were mostly considered social and economic hubs.

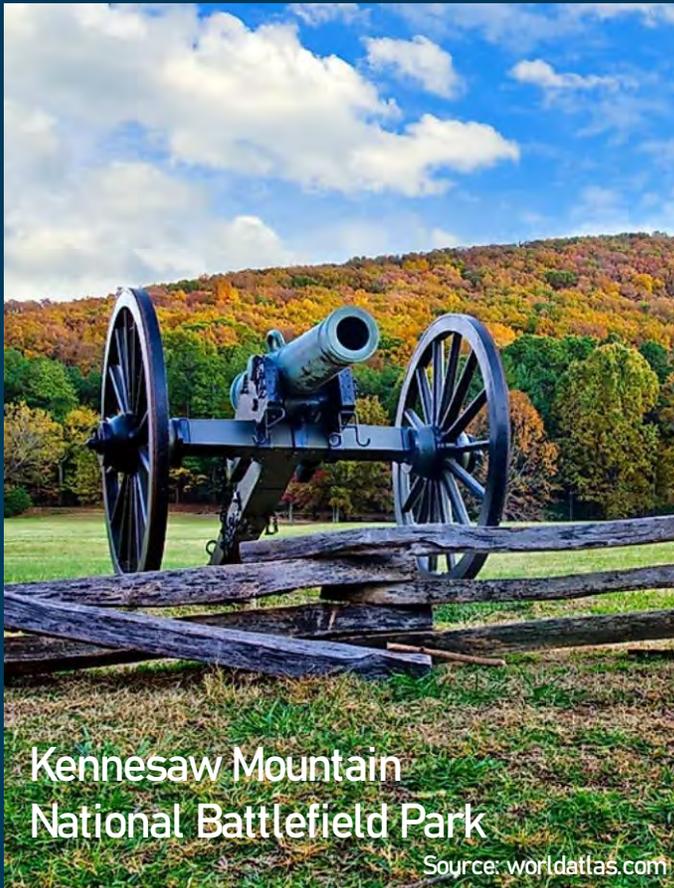
Only Marietta, the county seat, was a town of some size. A Department of Agriculture Report for 1896 (Nesbitt 1896) noted that Marietta had the largest chair manufactory and paper mill in the state and a number of marble yards.

The 1896 Agricultural Report authored by Nesbitt also noted that Atlanta was a home market for Cobb County's agricultural products, particularly dairy products, vegetables and poultry.

Moreover, the county's crop repertoire was noted as diversified with corn, oats, wheat, Irish potatoes, sweet potatoes, field peas, cotton, crab grass hay, clover hay, fodder and sorghum syrup noted as the principal products of the county's farms.

## Kennesaw Boom

The post-war increases in cotton production as well as the expansion of industry in Cobb County was a boom for Kennesaw. The City prospered as a center of railroad shipping for the cotton and other agricultural products that were produced in the surrounding farms. A cotton gin was built near the site of the old Lacy Hotel. Most of the existing historic houses in the five current National Register districts were built during a period of growth from the late nineteenth into the early twentieth century. These houses include a variety of types and styles that were typical of the period including: Georgian, Queen Anne,



Kennesaw Mountain  
National Battlefield Park

Source: worldatlas.com



Source: Bramlett Family Collection

The General (1962)

## Kennesaw Boom

New South and gable-wing cottages. By the early twentieth century, Kennesaw was a prosperous and thriving center of trade and commerce. In addition to the railroad, the Dixie Highway passed through the commercial district via the Old Cassville Road (now portions of Summer and Main Streets), further increasing traffic and commerce in the city. It was during this time that several of the commercial buildings downtown were constructed west of the railroad. These buildings included the Masonic Hall and dry goods store built in 1902, the Kennesaw State Bank building built in 1905 and the W & A depot built in 1908 (Jones 2008).

By 1930, 75% of the land in Cobb County was under cultivation, producing dairy products, fruit, poultry and market produce. In addition, 2,600 of the county's 3,000 farms were characterized as cotton producers. Cobb's agricultural base was hindered in the 1930s as the Depression, the boll weevil and low cotton prices came to bear, forcing many farmers off the land in search of employment. By the late 1940s, less than half the county was under cultivation and the number of farms cut in half (Roth 1988).

The reduction in cultivated land in Cobb County was also prompted by an increase in manufacturing jobs, specifically when World War II brought the aircraft industry to the county. In 1943, B-29 bombers began to roll off the assembly lines of the newly completed Bell Bomber plant, north of Atlanta. The location was chosen in large part due to access to roads and railways as well as a large pool of potential workers. At the height of production in early 1945, the factory employed 28,158 workers, most of whom were from northwest Georgia. As the war drew to a close, so too did the Bell Bomber plant.

By the war's end, the Cobb County plant had produced 663 B-29 bombers for the war effort (Scott 2003). The effect of this factory brought a new industry to north Georgia, and in the years that followed, other aircraft and aerospace industry arrived to the county.

Cobb County continued to grow during the 1940s. By 1950, the population of Cobb County had grown to over 62,000, up 60% from the previous decade. In the 1950s, the new Highway 41 bypassed downtown south of the commercial core of the city. This change in traffic flow prompted a decline for the commercial district of Kennesaw as businesses began to develop along the new highway. Still, neighborhoods and housing continued to be built in the City as the need for modern housing increased. These new neighborhoods developed between existing historic houses and farmsteads, and in many cases, they were built upon land that previously had been small farms and pastures.

Suburban sprawl northward from Atlanta bolstered the population in the region, showing significant development in the second half of the twentieth century and into the twenty-first century. By the 1970s, the county was the third most populous in the state and was growing by more than 10,000 people per year (Scott 2018). As calculated by the 2010 U.S. Census, the population has grown to 688,078 people. This growth has expanded many public services in the region. Kennesaw State University has expanded from its origins as a junior college in 1963 to a four-year university offering numerous degree paths. Adding to the growth, industries like Lockheed-Martin are located in Cobb County and serve as one of the county's largest employers.



Skip Spann Connector Bridge

Source: croyengineering.com



The Stanley-Lewis House (c. 1889)

## Today's Trends

To get a better understanding of how to plan for the future, this chapter will explore Kennesaw's current trends. These trends will focus on key demographic, housing, transportation and economic data. Then, this chapter will explore broadband availability within the City. Concluding this chapter will be an overview of Kennesaw's rich cultural and natural resources.

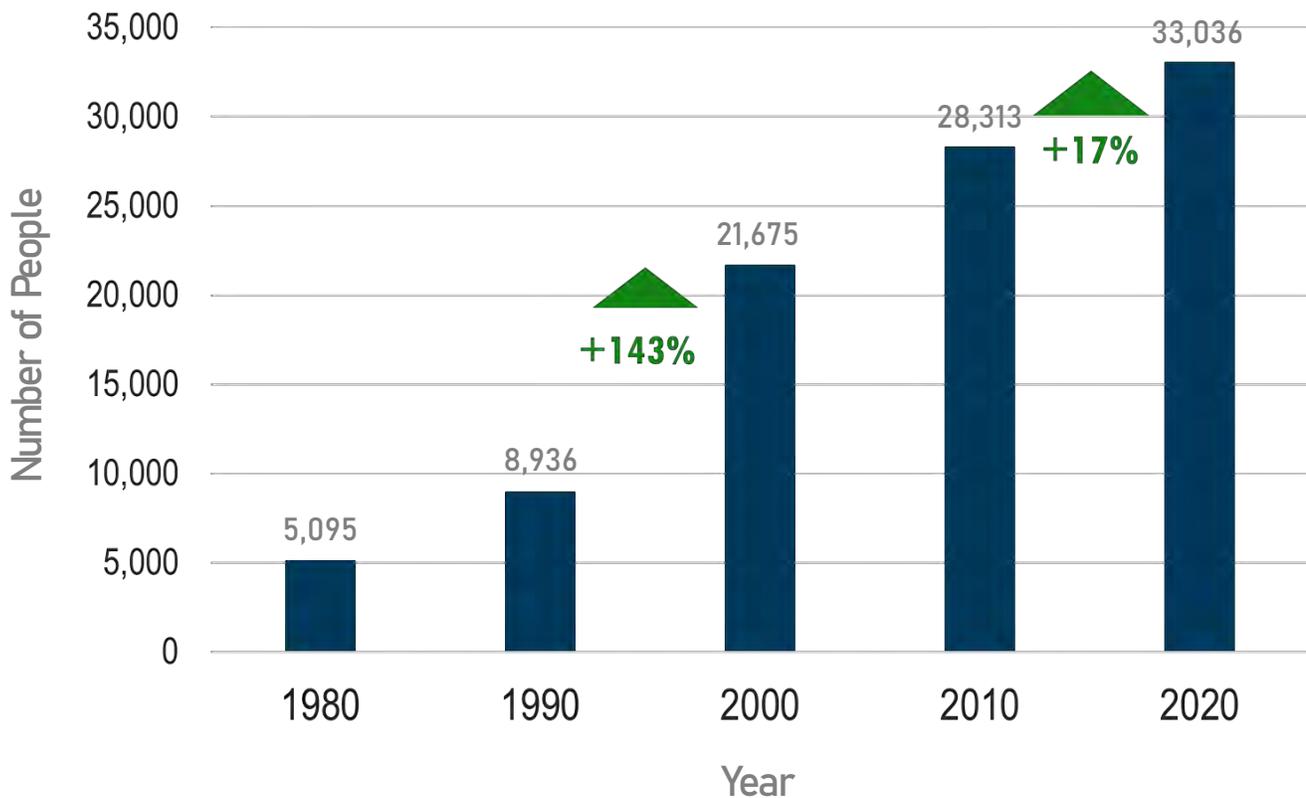
## Demographics

As the third largest city in Cobb County, Kennesaw has grown from a small town of less than 5,000 people in 1970 to over 33,000 people in 2020. Growth is anticipated to slow as the city matures with more redevelopment than greenfield growth.

Kennesaw currently has about 10,000 more residents than the City of Acworth and City of Cartersville and a similar population to that of City of Canton.

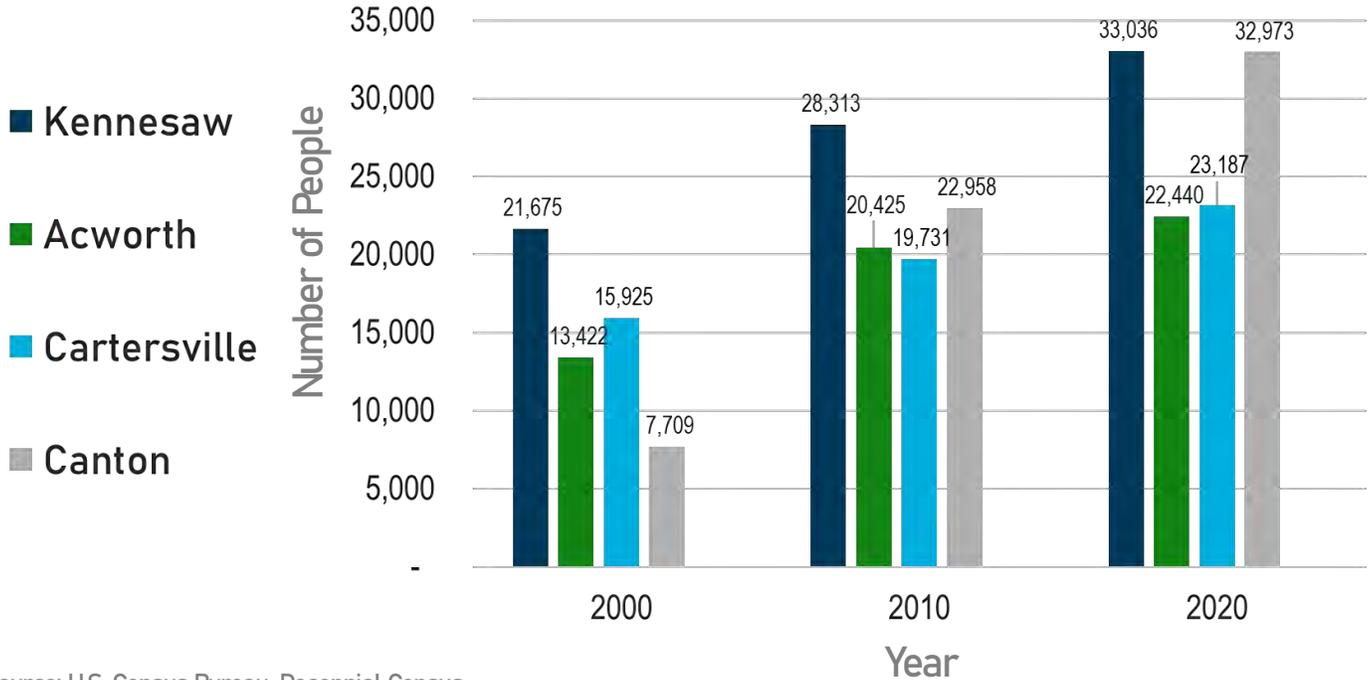
Kennesaw's racial composition is quite similar to that of the 11-county Atlanta Metropolitan Area or metro area. The proportion of black residents increased by 3% while the white population decreased by the same percentage rate. Eleven percent of the residents of any race identified as Hispanic in 2010, and this increased to 12% in 2019. Kennesaw is home to a larger portion of white residents and people of two or more races than the 11-county metro area. The median age of residents in the City is 33.3, slightly younger than Cobb County, which is 37.3.

## Population Change Over the Last 40 Years



Source: U.S. Census Bureau, Decennial Census

Population Comparison to Neighboring Cities

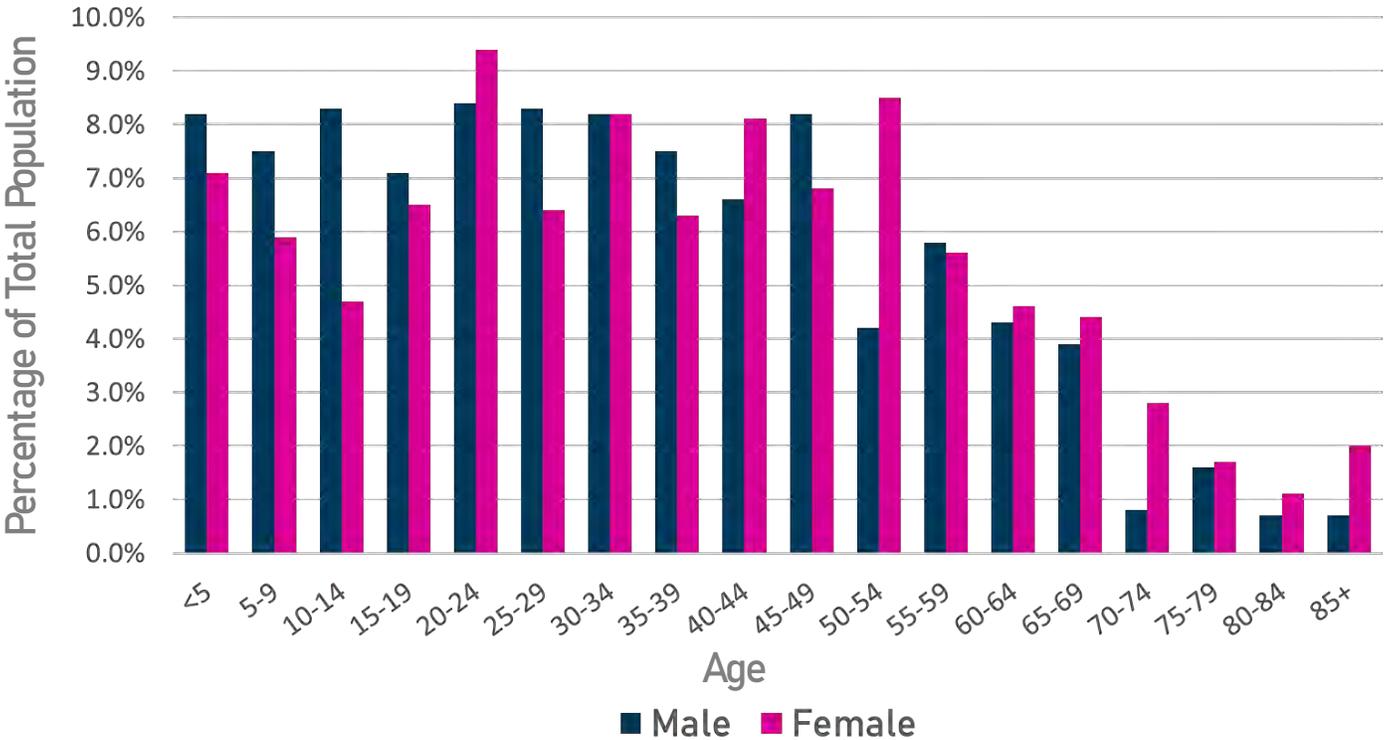


Source: U.S. Census Bureau, Decennial Census

Population Age by Sex

**33.3**  
Median age  
Kennesaw

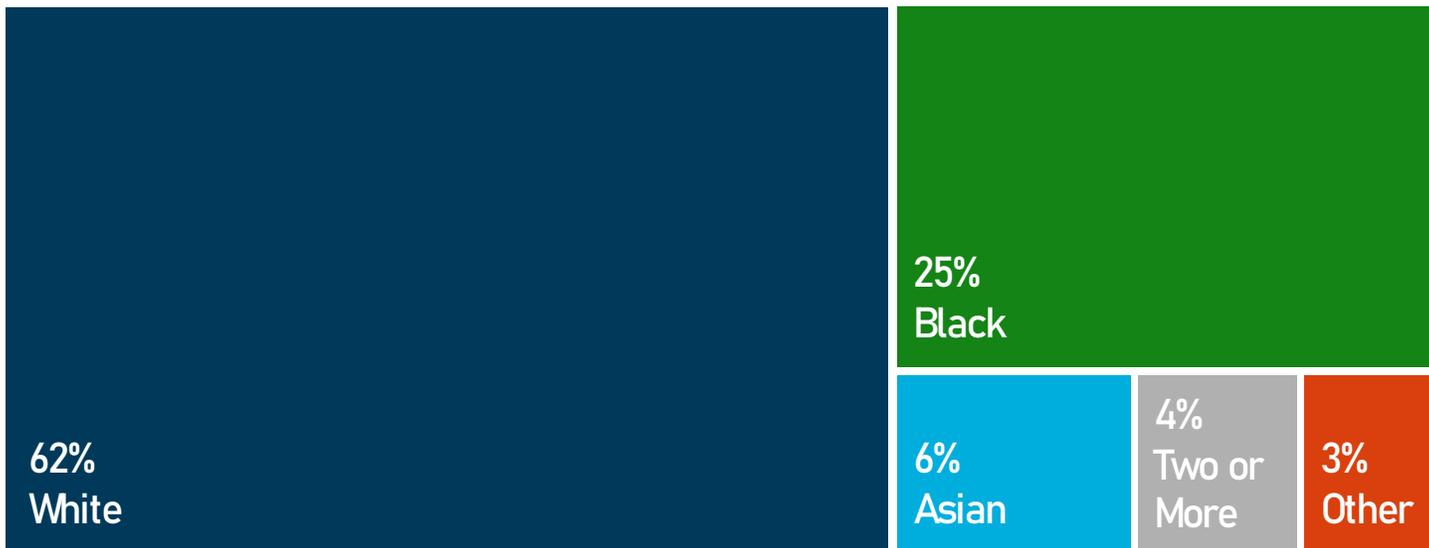
**37.3**  
Median age  
Cobb County



Source: U.S. Census Bureau, American Community Survey, 2019

# Demographic Data

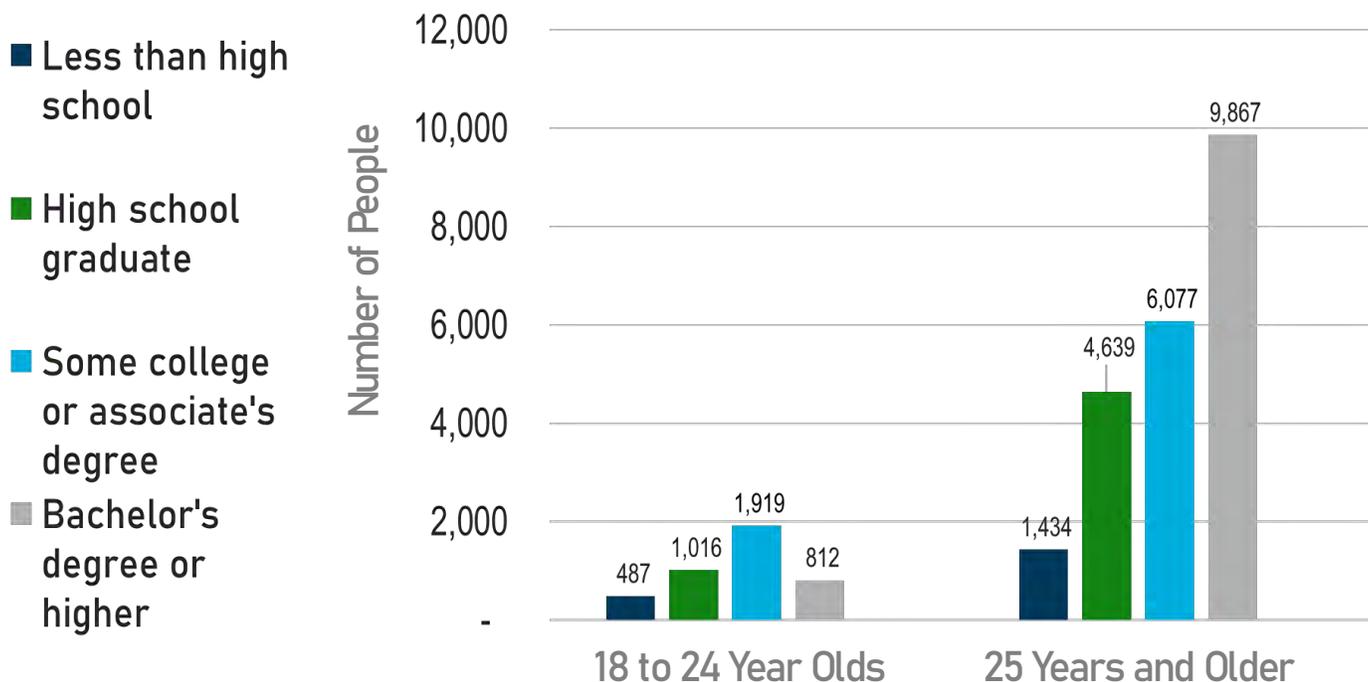
## Racial Composition



Source: U.S. Census Bureau, American Community Survey, 2019

## Educational Attainment of Adults

**3,600**  
Residents enrolled in college or graduate school in 2020



Source: U.S. Census Bureau, American Community Survey, 2020

## Cobb County School District

The quality of education throughout the area is critical and Kennesaw's future relies on the ability to offer a quality education for all.

Below is a list of schools serving the Kennesaw area.

### Elementary Schools

- Baker Elementary School
- Big Shanty Intermediate School
- Bullard Elementary School
- Hayes Elementary School
- Kennesaw Charter School
- Kennesaw Elementary School

### Middle Schools

- Awtrey Middle School
- Barber Middle School
- McClure Middle School
- Palmer Middle School
- Pine Mountain Middle School

### High Schools

- Harrison High School
- Kell High School
- Kennesaw Mountain High School
- North Cobb High School

### Kennesaw's Private Schools

- Non-sectarian, parochial, Montessori, special needs and day-care facilities

## Kennesaw State University

Kennesaw State University, or KSU, offers more than 150 undergraduate, graduate and doctoral degrees to its more than 43,000 students. With thirteen colleges on two metro Atlanta campuses, KSU is a member of the University System of Georgia and the third largest university in the state. The university's vibrant campus culture, diverse population, strong global ties and entrepreneurial spirit draw students from throughout the region and from 92 countries across the globe. The university's alumni network is 100,000 strong. As a Carnegie-designated doctoral institution, it is one of the fifty largest public institutions in the country.

## Chattahoochee Technical College

Located in the City of Acworth, Chattahoochee Tech is a fully accredited, state-supported post-secondary technical college with programs designed to prepare individuals to enter the workforce, transfer to another college or university, enhance present job skills or get a head start on college while still attending high school.

## Life University

Located in the City of Marietta, Life University is a private, non-profit institution offering undergraduate and graduate degree programs and postgraduate education in the fields of health care, science, nutrition and business.

## Demographics

People making between \$25,000 and \$100,000 a year make up 60% of the City's residents. The median income in Kennesaw has raised from just above \$61,000 in 2010 to over \$70,000 in 2019.

The educational attainment data of adults, or persons 18 and older, who call Kennesaw home, show that almost 75% have either some college or an associate's, bachelor's, master's or doctoral degree. The breakdown is as follows: 41% of adults hold a bachelor's degree or higher, 31% of adults have some college or associate's degree, 21% of adults have a high school diploma and 7% of adults have not completed high school. Over the last five years, the number of individuals with professional or doctorate degrees increased by 81% or 399 individuals. The U.S. Census data

reports that in 2020, there were 3,600 Kennesaw residents enrolled in college or graduate school.

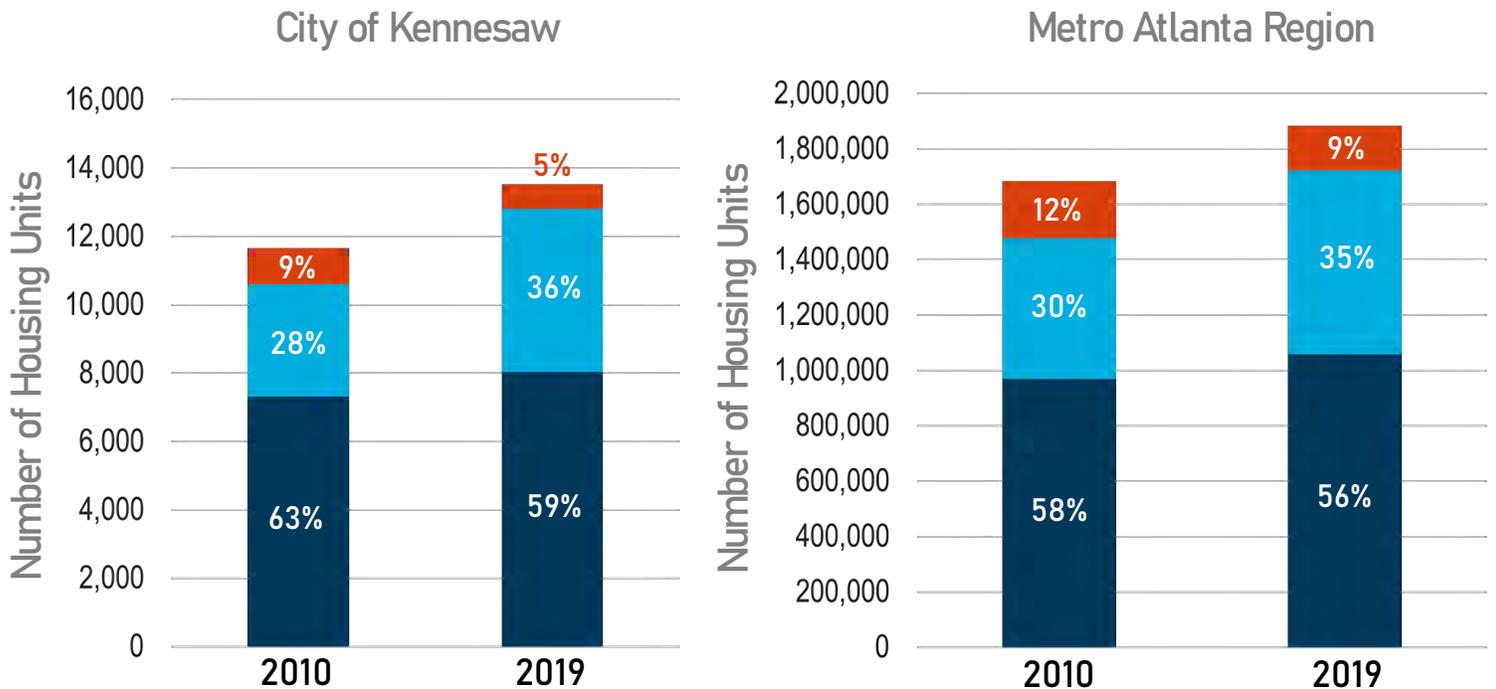
## Housing

Across the 11-county metro region, housing costs have risen. In Kennesaw, the median home price is \$240,000, which is up by 61% since 2013. Home sale price is about \$134 per square foot, and the median building area of a home sale is about 1,702 square feet.

According to a 2019 Metro Atlanta Housing Strategy study conducted by the Atlanta Regional Commission, Kennesaw's housing is defined by two submarkets: suburban neighborhoods along employment corridors and suburban neighborhoods with moderate to higher priced housing.

## Housing Tenure

■ Owner Occupied ■ Rented ■ Vacant



Source: U.S. Census Bureau, American Community Survey, 2010 & 2019

## Housing

Housing tenure in the City from 2010 to 2019 has seen a significant rise in rental properties. Homeowner-occupied properties increased slightly while the amount of vacant properties diminished from nine to five percent since 2010. Kennesaw has added about 2,000 housing units over the last nine years.

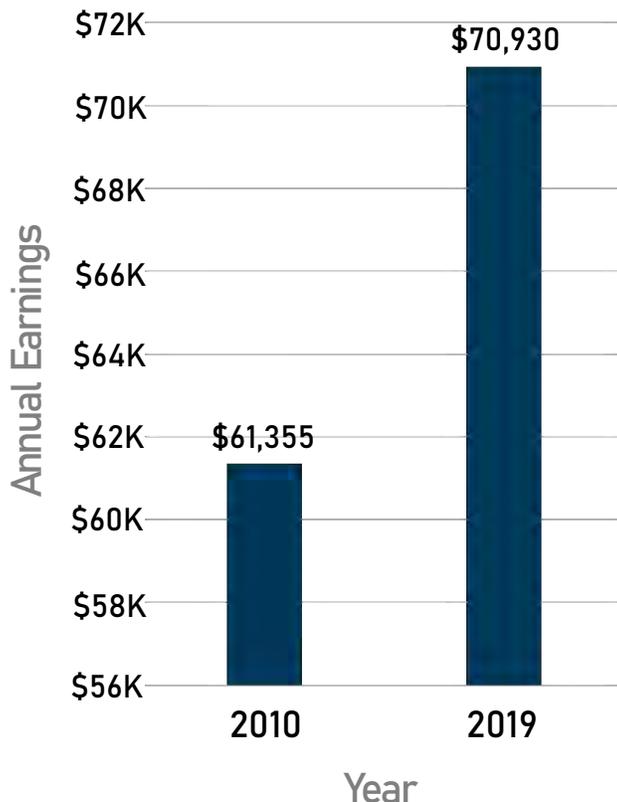
The median household income in Kennesaw increased from \$61,355 in 2010 to \$70,930 in 2019. As of 2019, the median income of homeowners was \$79,698 and was \$51,959 for renters. A majority of renters spend between \$1,000 and \$1,499 on housing costs each month while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$1,999 on housing costs per month.

## Top Strategies for Kennesaw Housing Submarket

- Increase supply
- Preserve affordable supply
- Reduce housing and transportation costs
- Expand capitol resources
- Promote housing stability
- Develop leadership and collaboration on affordability

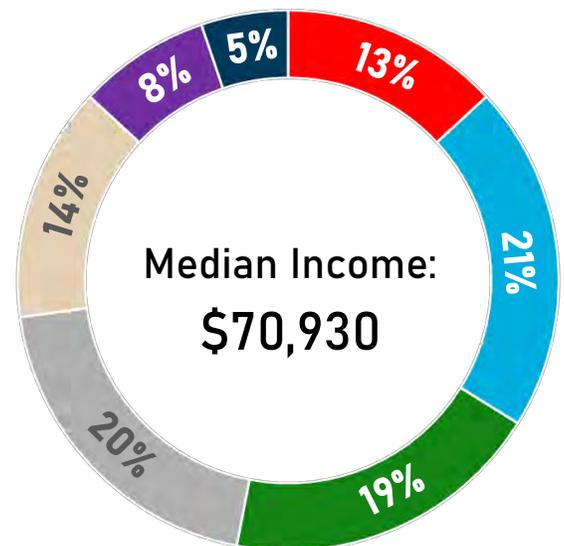
Source: Atlanta Regional Commission

## Median Household Income



Source: U.S. Census, American Community Survey, 2010 & 2019

## Household Income Distribution



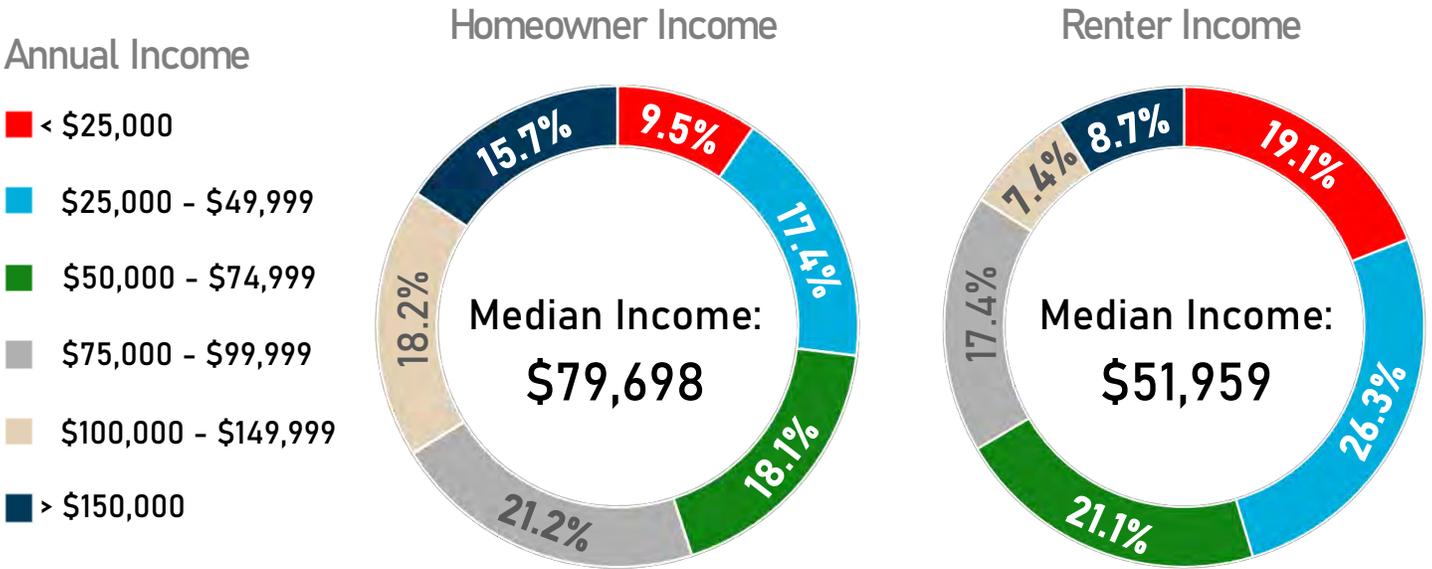
### Annual Income

- < \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- > \$200,000

Source: U.S. Census, American Community Survey, 2019

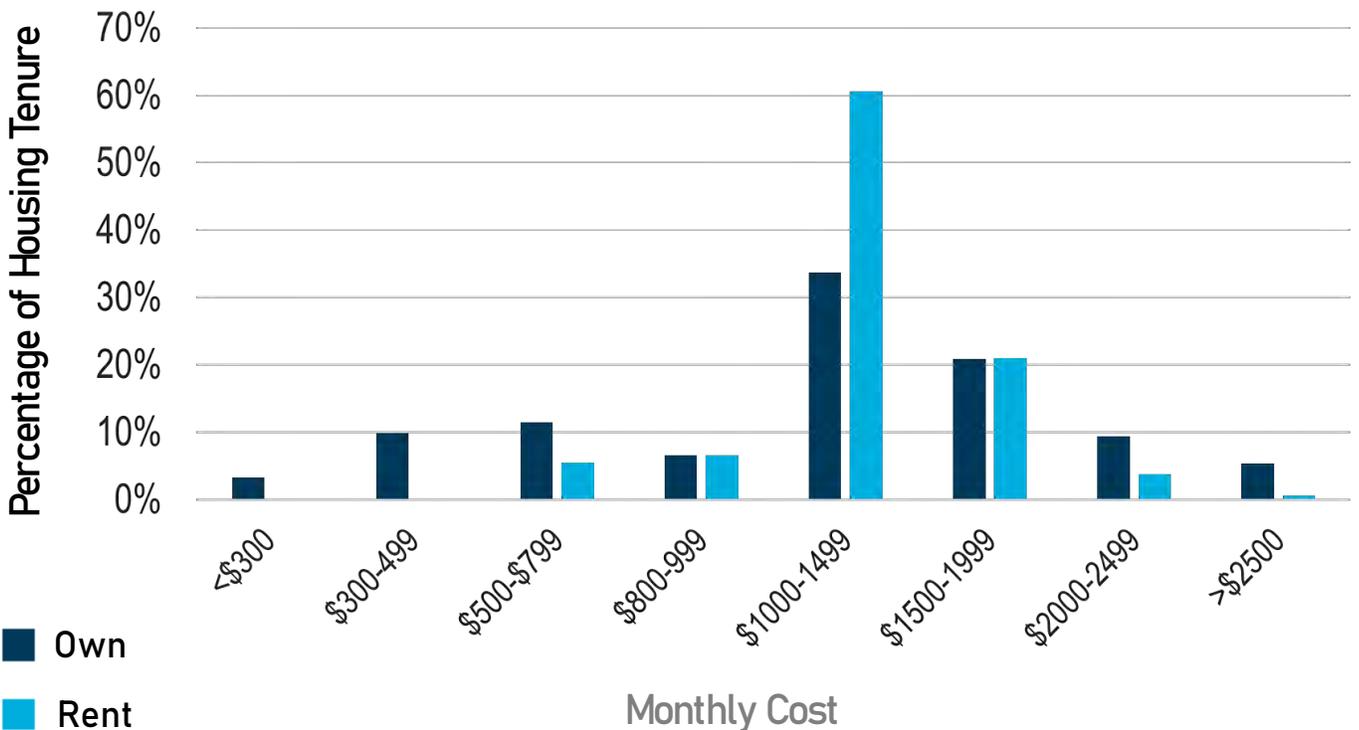
# Housing Data

## Household Income Distribution: Homeowners & Renters



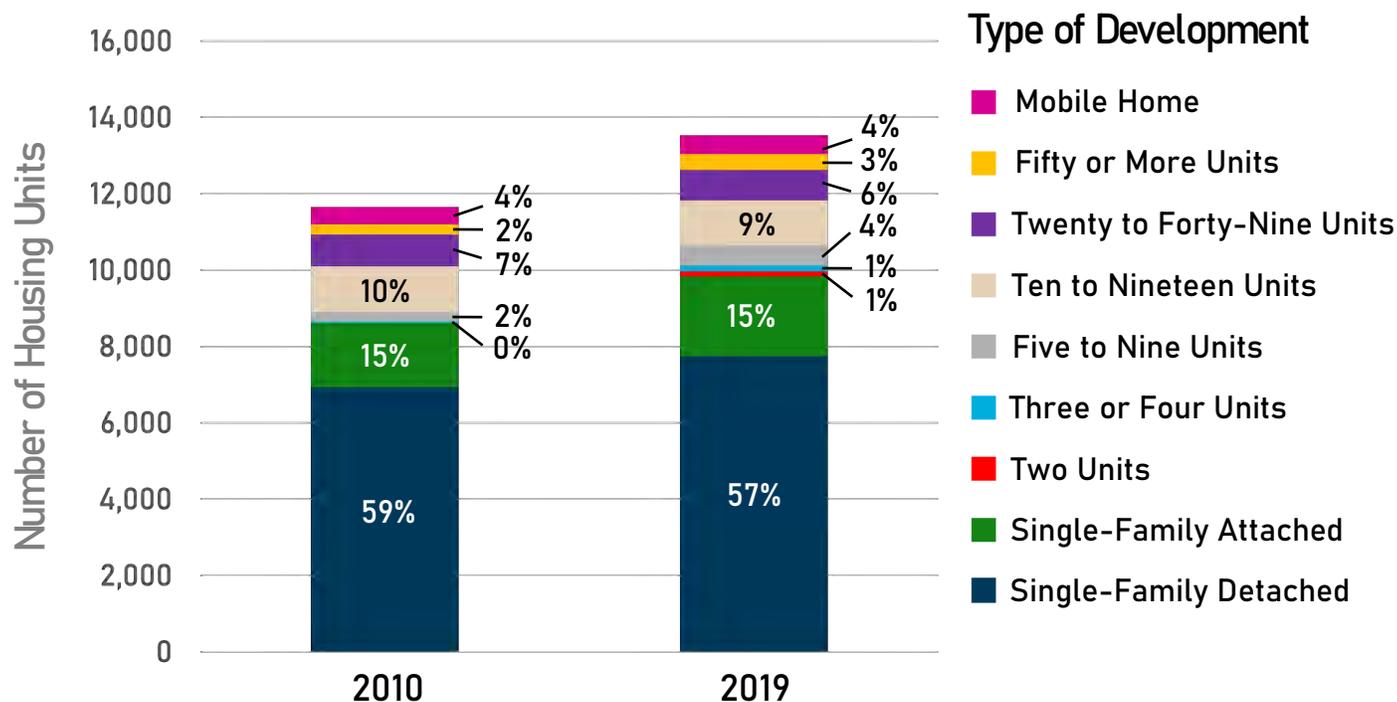
Source: U.S. Census Bureau, American Community Survey, 2019

## Monthly Housing Costs: Homeowners & Renters



Source: U.S. Census Bureau, American Community Survey, 2019

## Housing Types



Source: U.S. Census Bureau, American Community Survey, 2010 & 2019

## List of Residential Zoning Districts

### Single-Family Residential

- R-40 (40,000 square foot lot size)
- R-30 (30,000 square foot lot size)
- R-20 (20,000 square foot lot size)
- R-15 (15,000 square foot lot size)
- R-12 (12,000 square foot lot size)
- R-10 (10,000 square foot lot size)
- PUD-R (Planned Unit Development)
- RA-4 (8,400 square foot lot size)
- RA-5 (7,000 square foot lot size)
- RA-6 (6,200 square foot lot size)
- FST (Fee-Simple Townhome)
- MHP (Mobile Home Park)

### Multi-Family Residential

- RM-8 (8 units per acre)
- RM-12 (12 units per acre)
- RM-16 (16 units per acre)

### Student Housing

- PBSH (Purpose Built Student Housing)

### Mixed-Use Developments

- CBD (Central Business District)
- PVC (Planned Village Community)
- UVC (Urban Village Commercial)

Source: City of Kennesaw Unified Development Code



## Northbound Interstate-75 & Interstate-575 Split

Source: Google Maps

### Transportation

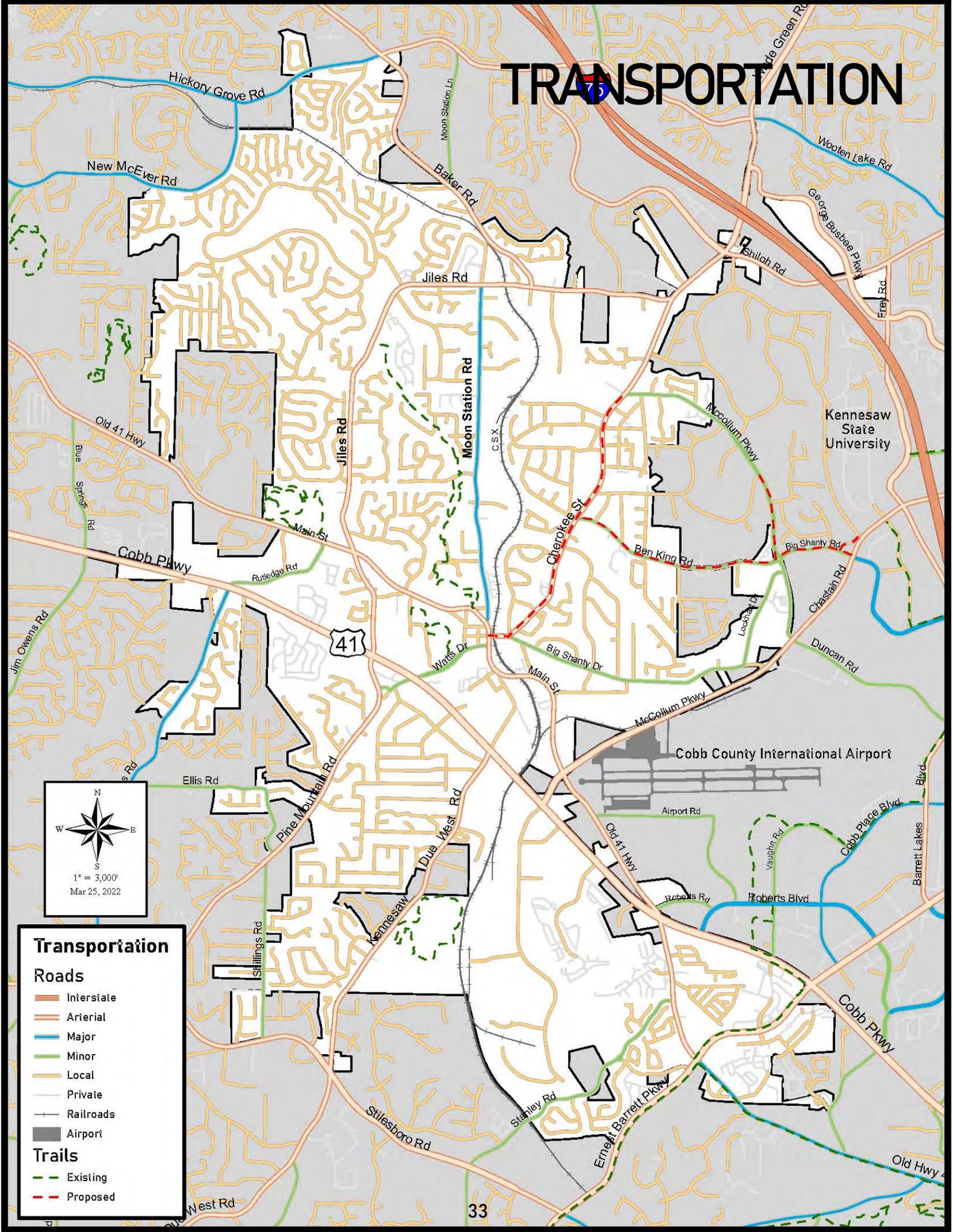
Kennesaw is located in north Cobb County along the Interstate-75 (I-75) and US Highway -41 (Cobb Parkway) corridors. These major transportation routes provide connections for residents and businesses to connect to the interstate system and Hartsfield-Jackson Atlanta International Airport, which allows for connections across the United States and the world. However, transportation is a concern among residents.

Traffic and job accessibility are major issues. 13,280 people commute into the City of Kennesaw for work each day. Seven-hundred-and-forty people live and work in Kennesaw while 13,606 people commute out of Kennesaw to work. Most residents work along the I-75 corridor south to Downtown Atlanta or in other metro Atlanta employment centers, such as Buckhead, Perimeter or the Georgia State Route 400 Corridor.

The vast majority of in-and-out-commuters drive, which places a huge strain on the existing road network. This is particularly important as public transportation is limited.

Of the working age residents, 78% use a car to get to work each day, down from 92% in the 2017 plan. In addition, 10% of residents carpool, 1% use public transportation, 7% work from home and another 3% use alternative modes of transportation, such as walking or biking to get to work. Commute times to work for Kennesaw residents vary: 17% of residents travel under 15 minutes, 26% travel 15 to 29 minutes, 25% travel 30 to 44 minutes, 12% travel 45 to 59 minutes and 20% travel over 60 minutes.

# TRANSPORTATION



**Transportation**

**Roads**

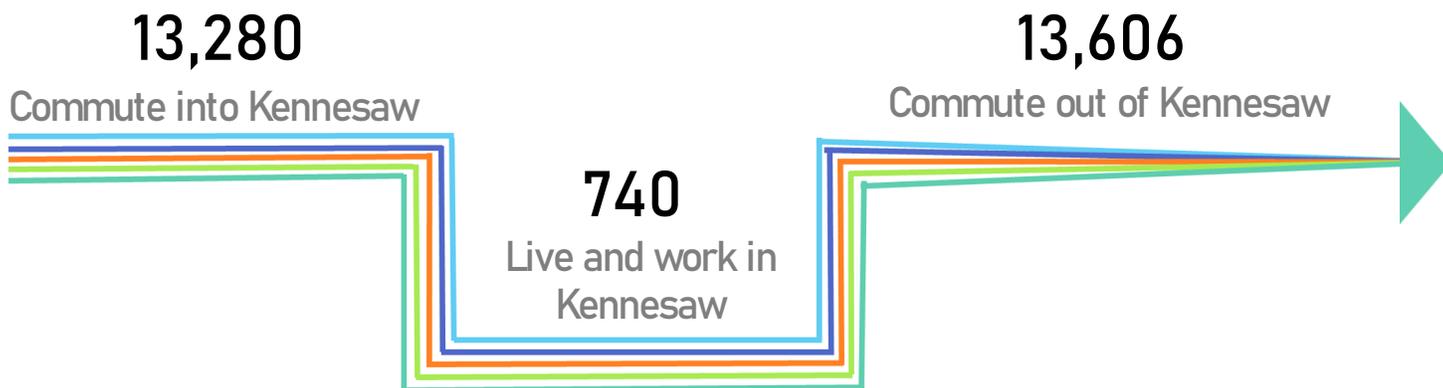
- Interstate
- Arterial
- Major
- Minor
- Local
- Private
- Railroads
- Airport

**Trails**

- Existing
- Proposed

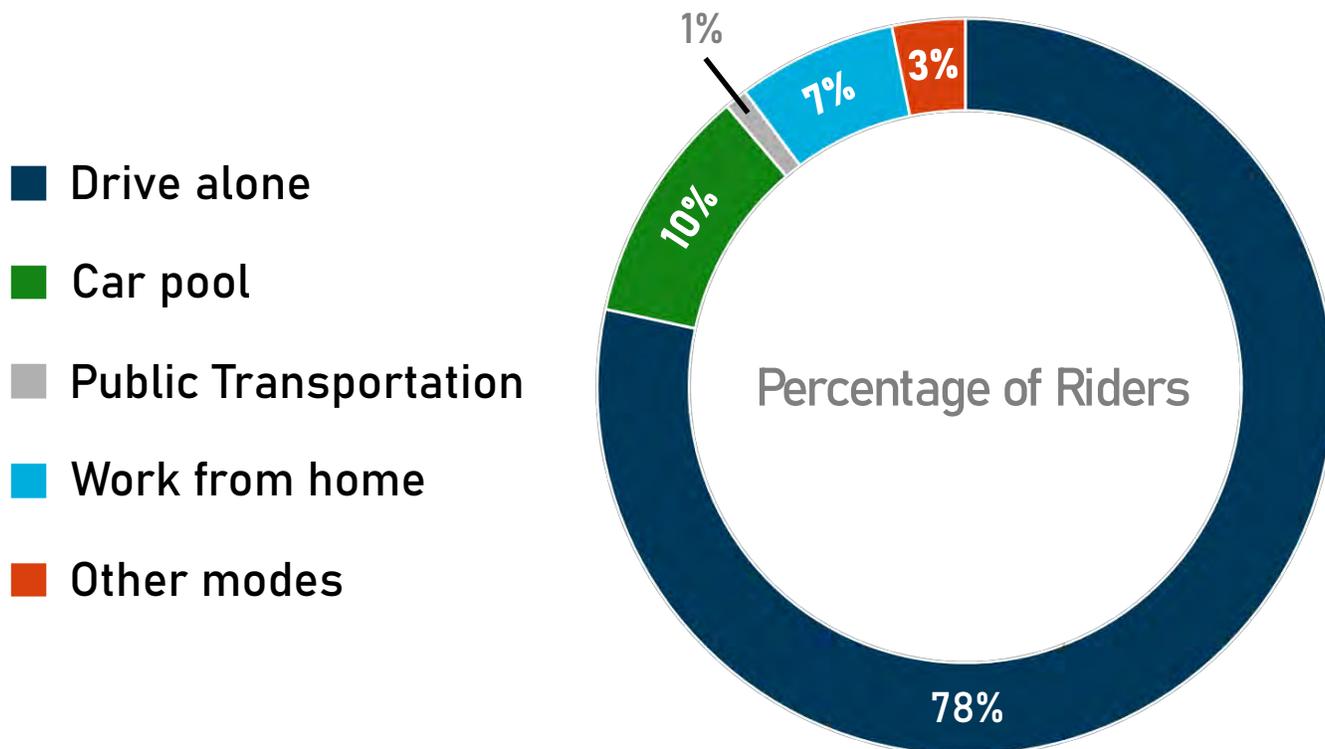
## Transportation Data

### Traffic Flow by Number of People



Source: LEHD Origin Destination Employment Statistics, 2018

### Transportation Modes



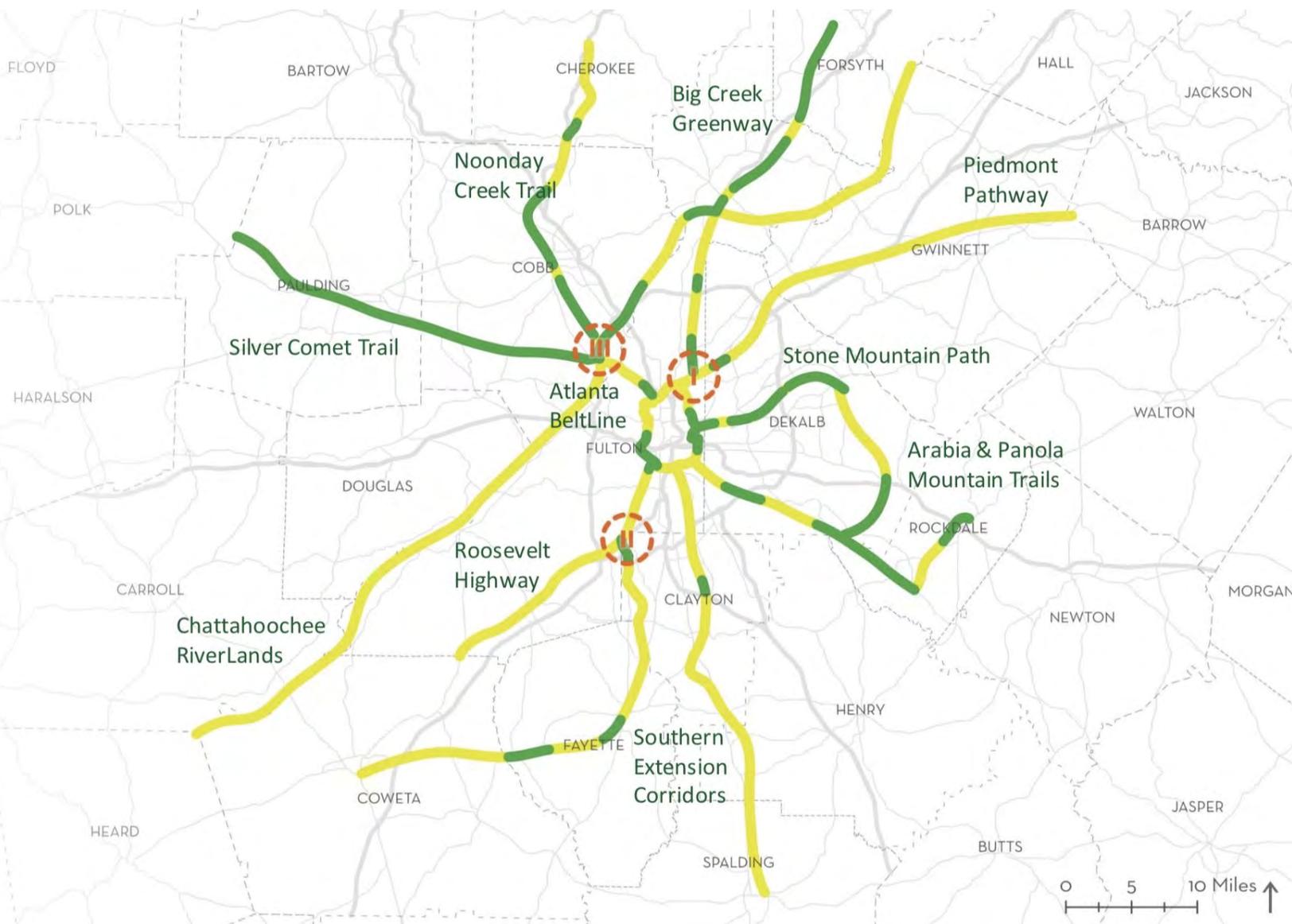
Source: U.S. Census Bureau, American Community Survey, 2018

# Trail Connectivity

At the open houses, residents expressed a desire for more trail connections to key destinations within the city, such as downtown and Kennesaw State University, to encourage pedestrian traffic between those areas. There are proposed trails that are currently building that connection. At the regional level, the Atlanta Regional Commission has identified the need for a Northwest trail connection that would go through the City of Kennesaw.

This connection would connect Kennesaw to the Silver Comet Trail and the Atlanta Beltline and be part of a larger regional trail network. This concept will need further study, but it will have an impact on the city. The Cobb County Department of Transportation has initiated a Greenways and Trails Master Plan process to help determine priorities for future trails throughout the county.

# Regional Trail System Vision



- Confluence areas
- Existing
- Proposed
- Interstates
- Highways
- Counties

Source: atlantaregional.org



## 7575 Cobb International Boulevard

Source: [aerialinnovations.com](http://aerialinnovations.com)

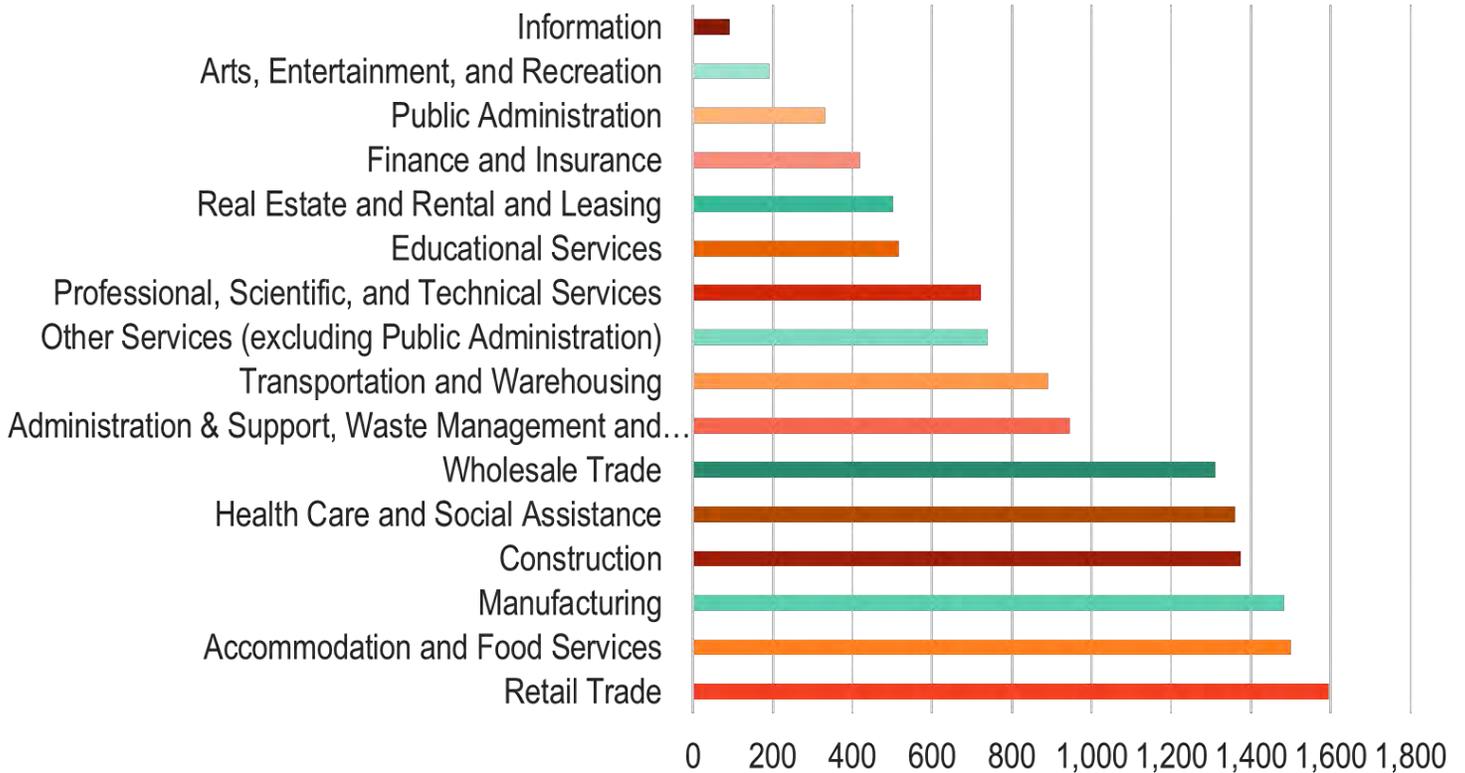
### Economy

Job growth in Kennesaw has been strong and has outpaced the Metropolitan Atlanta Region. Between 2010 and 2020, the City's job base increased from 54,516 to 71,781 jobs, a growth rate of nearly 32%. The employment base of the City is made up of small- and medium-sized businesses in a variety of sectors, including transportation, warehousing and manufacturing. The largest industries located in Kennesaw is retail trade, accommodation and food services and manufacturing.

What do Kennesaw resident's do for work? The largest industries that employ City residents are retail, healthcare and accommodation and food services.

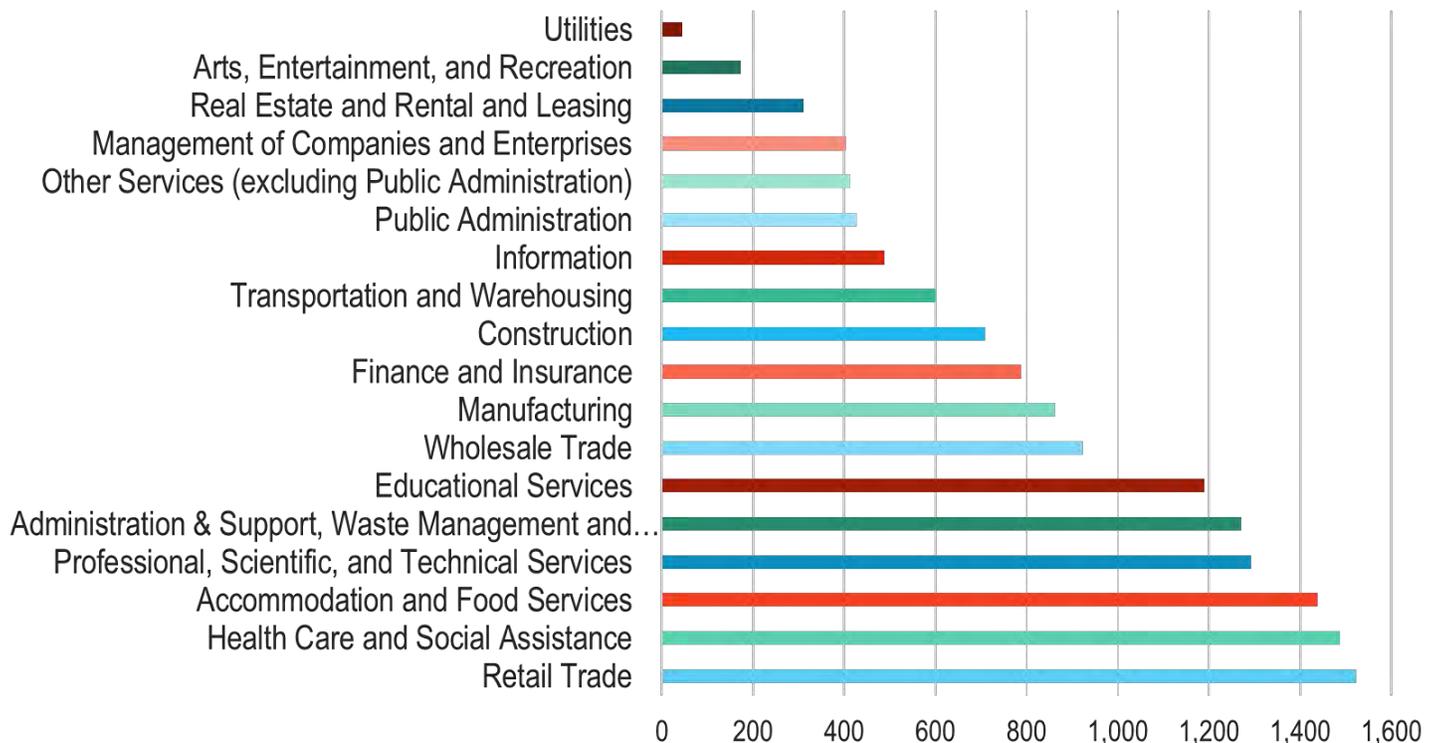
Kennesaw is a nearly balanced white- and blue-collar employment market. The five largest industries in the City have concentrations of both highly-skilled white-collar jobs and lower-skilled blue-collar jobs, constituting almost 50% of the City's total employment base.

## Employment Opportunities in Kennesaw by Industry



Source: LEHD Origin Destination Employment Statistics

## What Do Residents Do for Work by Industry



Source: LEHD Origin Destination Employment Statistics

## Broadband Availability

The map on page 39 shows that the City of Kennesaw is well served by access to broadband. Although being well served for minimal needs, a lack of broadband infrastructure to serve future technologies was indicated by the Steering Committee and the public. The area identified as unserved on page 39 is the Kennesaw City Cemetery.

The community stressed the importance of addressing future needs. The City is investigating both the Georgia Broadband Ready Community Designation and the Georgia Broadband Site Designation. The City will work with carriers and other partners to address this need to remain competitive in the region.

## Key Explanation

The Georgia Broadband Map project represents a location-level methodology that precisely maps the availability of broadband services to every home and business in the state, which includes all 159 counties.

The map is created by overlaying: (1) all the locations of homes and businesses in the State of Georgia and (2) broadband provider service availability for those locations within the state. Broadband services are defined by the state as a minimum of 25 megabits per second (Mbps) down and 3 Mbps up in speed. When 20% of homes and businesses in a census block cannot subscribe to these services, the entire census block is deemed unserved.



Pedestrian Tunnel at Depot Park

# Broadband Availability in Kennesaw GA



**Broadband Status**

- No Locations
- Served
- Unserved

## Cultural Resources

The City of Kennesaw has three National Register Sites and five National Register Historic Districts (NRHD). Redevelopment within these areas can be eligible for tax credits if the development restores a contributing resource to those historic districts. Promotion of these tax credits can work to save the historic character of Kennesaw.

## National Register Historic Districts

In 2019, New South Associates (NSA) completed the Survey and Evaluation of the Kennesaw National Register Districts. One-hundred-and-fifty-seven resources were identified within the five listed districts. Each was then determined to be contributing or

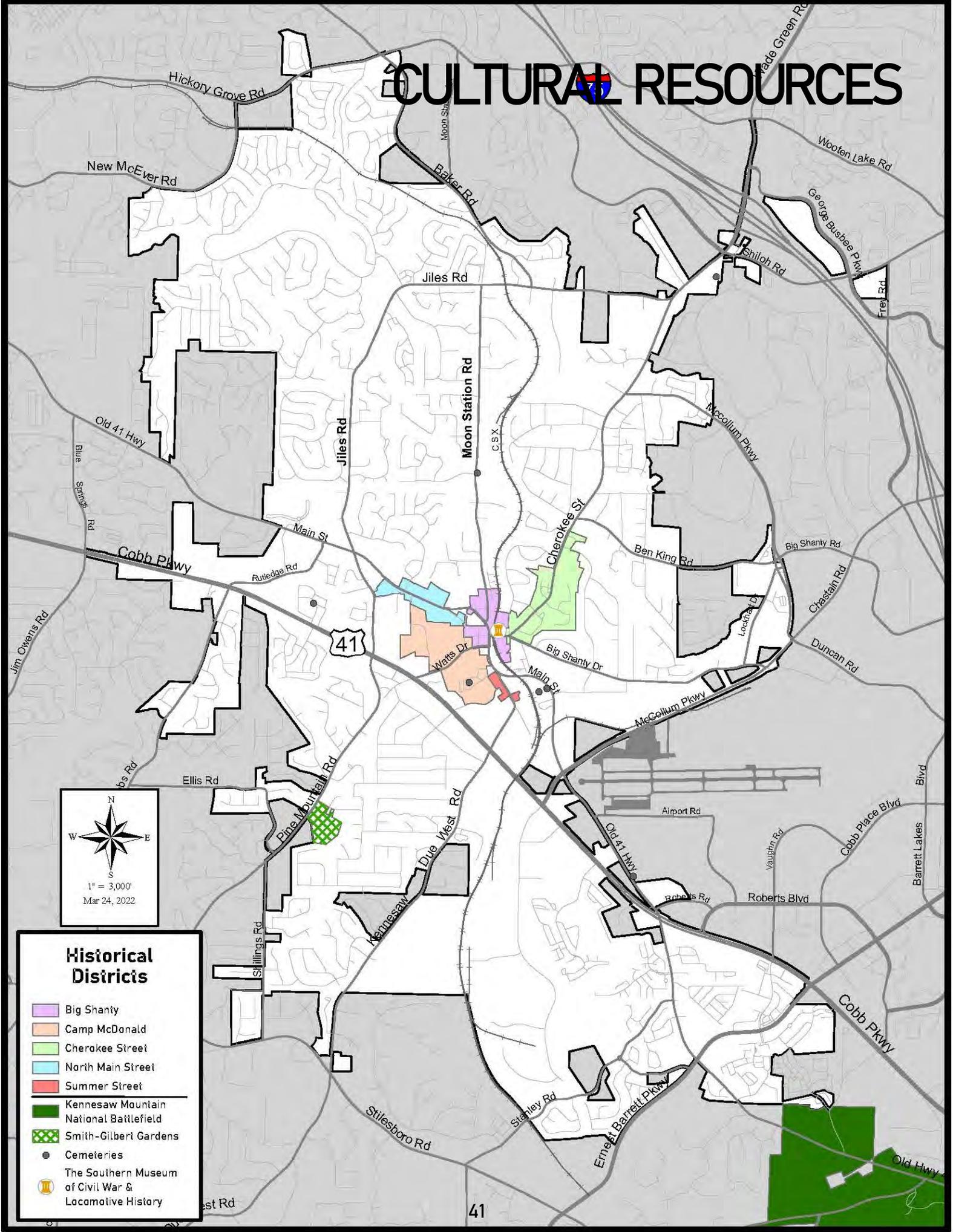
non-contributing based on its date of construction, integrity and significance. Of the 157 resources assessed, 94 were determined to be contributing or potentially contributing. NSA proposes that these five separate districts be combined into a single historic district that would include the historically significant resources in the City of Kennesaw within a new NRHD boundary.

In addition to adding the Kennesaw City Cemetery, it is recommended that the new district include two mid-twentieth century neighborhoods that are adjacent to the existing district boundaries in order to document community development in Kennesaw in the twentieth century.



Cherokee Street Historic District

# CULTURAL RESOURCES



- Historical Districts**
- Big Shanty
  - Camp McDonald
  - Cherokee Street
  - North Main Street
  - Summer Street
  - Kennesaw Mountain National Battlefield
  - Smith-Gilbert Gardens
  - Cemeteries
  - The Southern Museum of Civil War & Locomotive History

# HISTORICAL STRUCTURES

## Big Shanty District

- 2829 Cherokee St. - Southern Museum (2003)
- 2839 Dallas St. - J.W. McClesky House (1908)
- 2529 J.O. Stephenson Ave. - Big Shanty Spring
- 2250 J.O. Stephenson Ave. - York House (1890)
- 2259 Lewis St. - W.P. Giles House (1914)
- 2305 Lewis St. - S.J. Baldwin House (1904)
- 2891 Lewis St. - Stanley/Lewis House (1889)
- 2927 Lewis St. - Hull-Hilderbrand House (1913)
- 2926 Lewis St. - Brooks-West House (1926)
- 2831 S Main St. - Wilbanks House (1900)
- 2839 S Main St. - Dr. J.W. Ellis House (1933)
- 2843 S Main St. - Hill Store Building (1880)
- 2871 N Main St. - E.R. Wooten Building (1946)
- 2879 N Main St. - Kennesaw State Bank (1908)
- 2881 N Main St. - J.G. Lewis Building (1903-04)
- 2908 Moon Station Rd. - S.J. Ellis House (1911)
- 2921 Moon Station Rd. - Willis McMullen (before 1883)
- 2933 Moon Station Rd. - J.W. Bennett House (1883)
- 2934 Moon Station Rd. - Harrington-Benson (1910)
- 2950 Moon Station Rd. - Calvin N. Price House (1885)
- 2951 Moon Station Rd. - L.P. Whitfield (1900-08)
- 2962 Moon Station Rd. - William Bennett (1900)
- 2974 Moon Station Rd. - G.W. Prichard House (1901)**

## Camp McDonald District

West of Dallas Street/South of N Main Street Camp McDonald Historic Site (1861-1862)

## Cherokee Street District

- 2822 Cherokee St. - Railroad Depot (1908)
- 2838 Cherokee St. - B.H. Carrie House (1890)
- 2839 Cherokee St. - Holland-Gatlin House (1896)
- 2839 Cherokee St. - Gibson-Chalker House (1849)
- 2886 Cherokee St. - J.T. Carrie House (1883)
- 2870 Cherokee St. - Carrie House (1870)
- 2871 Cherokee St. - United Methodist (1881)
- 2871 Cherokee St. - W.T. Gatlin House (1900)
- 2904 Cherokee St. - Mashburn-Sims House (1880)
- 2905 Cherokee St. - J.V. Smith House (1860)
- 2913 Cherokee St. - E.M. Kendrick House (1887)
- 2921 Cherokee St. - Mrs. Gibson House (1889)
- 2927 Cherokee St. - F.T. Gibson House (1887)
- 2950 Cherokee St. - Various
- 2985 Cherokee St. - S. Dewey Galt House (1890)
- 3007 Cherokee St. - R.M. Grambling House (1880)
- 3008 Cherokee St. - Galt House (1864)
- 3045 Cherokee St. - J.T. Chalker House (1907)
- 3059 Cherokee St. - Will B. Winn House (1906)
- 3076 Cherokee St. - Hildebrand House (1887)
- 2881 Shirley Dr. - Springfield House (1892)

## North Main Street District

2940 Dallas St. - Eidson House (1895)  
2971 N Main St. - W.B. Adams House (1907)  
2972 N Main St. - G.C. Scroggs House (1930)  
2975 N Main St. - Thompson-Wooten House (1920)  
2976 N Main St. - McRea House (1902)  
2981 N Main St. - G.R. Skelton House (1908)  
2982 N Main St. - J.V. Smith House (1907)  
2985 N Main St. - W.H. Weeks House (1916)  
2986 N Main St. - Mrs. M.V. Skelton House (1905)  
2990 N Main St. - J.R. Skelton House (1909)  
2996 N Main St. - E.M. Skelton House (1902)  
3000 N Main St. - John E. Cagle House (1906)  
3001 N Main St. - James Pyron House (1908)  
3002 N Main St. - I.S. Morgan House (1903)  
3007 N Main St. - Charles F. Morgan House (1895)  
3031 N Main St. - Robertson House (1951)

## Summers Street District

0 Cemetery St. - Kennesaw Cemetery (1863)  
**6997 Keene St. - Kennesaw School (1938)**  
2676 Summers St. - Hill Manor House (1900)  
2689 Summers St. - Burrell House (1898-1908)  
2695 Summers St. - C.S. Baldwin House (1908)  
2701 Summers St. - E.E. Keen House (1949)  
2731 Summers St. - H.M. Gatlin House (1886)  
2741 Summers St. - Butler House (1908)

### Legend

White = still standing (year built)

**Yellow = demolished (year built)**



**Kennesaw Methodist Church**

Source: Rick Kienel



**Apotheos Roastery & The 1808**

## Protecting Our Cultural Resources

Investing in the past can produce financial benefits. Historic preservation is a developmental strategy, providing one of the best methods available to accomplish revitalization and development in cities and towns (Fogerty 1982).

During both open houses, people who participated in the historic preservation exercise showed overwhelming support in protecting Kennesaw's cultural and historic resources.

Real progress in revitalization begins when a community identifies with its historic architecture and with the concept of historic preservation as a developmental strategy (Fogerty 1982).

The City of Kennesaw and developers who wish to participate within the Historic Central Business District area should seek out preservation programs, projects and development strategies that tie its historic architecture with economic opportunities inherent in the historic building stock.

Any new development proposal or existing exterior improvements within the five historic districts must be reviewed by the Kennesaw Historic Preservation Commission using the Kennesaw Historic Design Standards as adopted in 2006.

### What is Historic Preservation?

Historic preservation is place making through identification, evaluation and conservation of components of the built environment that convey historic significance for the enjoyment and education of the community now and in the future.

## City Cemetery

The Kennesaw City Cemetery is located in the southeastern portion of the Camp McDonald District. It is the oldest cemetery in Kennesaw and is the most intact historic site that represents the full span of the City's history from early development as Big Shanty, through the Civil War and Camp McDonald and finally to the City of Kennesaw in the late nineteenth and twentieth centuries. As a municipal cemetery, its burials include many prominent members of Kennesaw, including former mayors, business owners and founding families. It continues to be used by many of the same families today. The date the Kennesaw Cemetery was established is not known, but the earliest known burial is the infant Lucius B. Summers in 1863. There are three other graves from the 1860s and three from the 1870s when the town was known as Big Shanty. There are a number of unmarked graves in the old Section of the cemetery that may date to this period as well. The cemetery has been in continuous use from the mid-nineteenth century to the present with several sections added over this span. The Kennesaw City Cemetery is currently under preliminary evaluation for inclusion on the National Register of Historic Places.

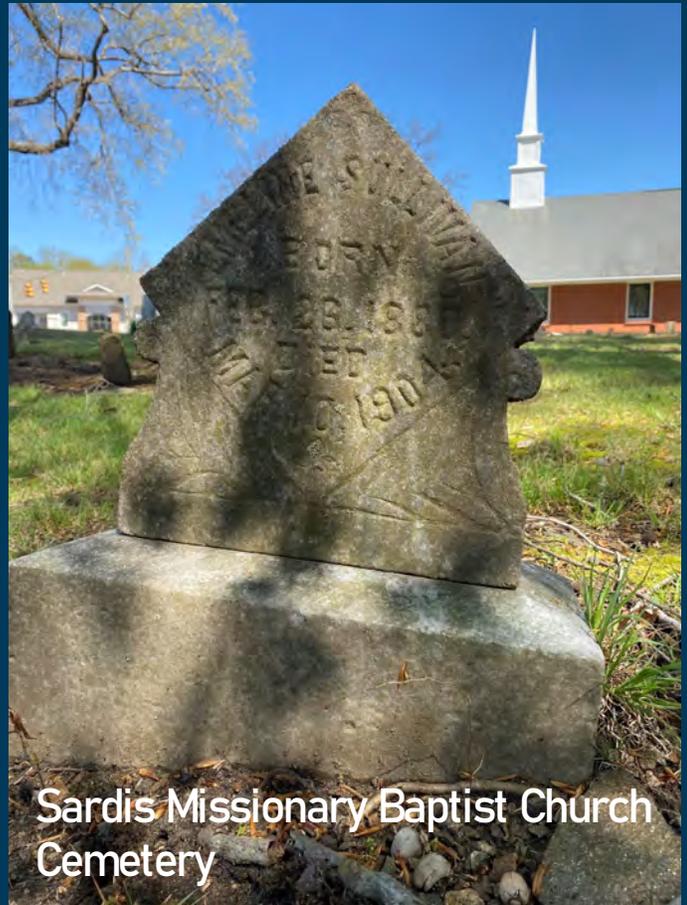
## Private Cemeteries

In addition to the City's cemetery, there are four private cemeteries located within Kennesaw's jurisdiction and known as:

- Cherokee Street Cemetery
- Henderson Cemetery
- Pineridge Memorial Park
- Sardis Missionary Baptist Church Cemetery



Kennesaw City Cemetery



Sardis Missionary Baptist Church Cemetery

# DOWNTOWN DEVELOPMENT MAP LEGEND

## Recent Developments

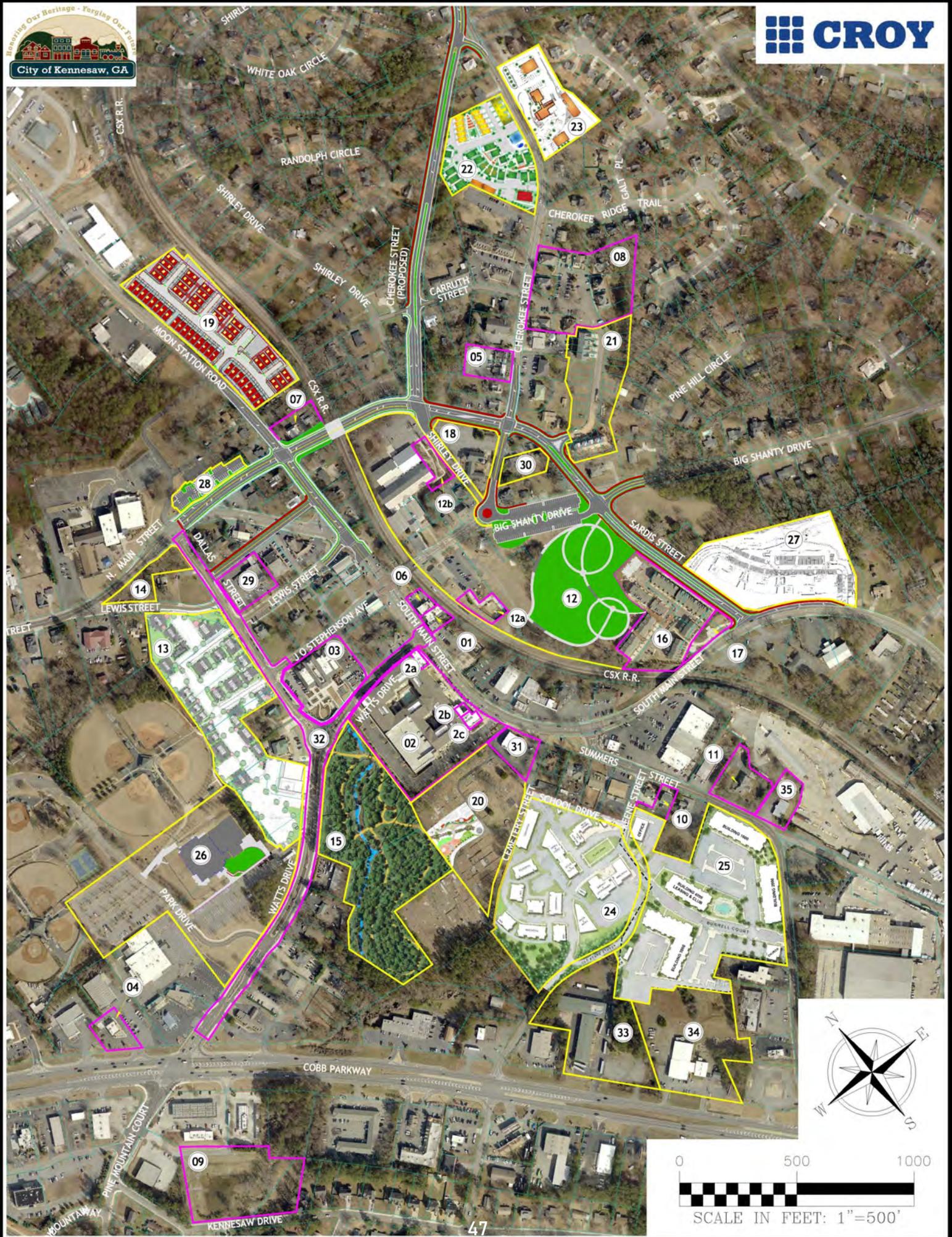


- 01. Trackside Grill
- 02. Revival on Main
  - 02a. Bernie's
  - 02b. Honeysuckle Biscuits & Bakery
  - 02c. Gus's Fried Chicken
- 03. City Hall Plaza
- 04. Cheese Burger Bobby's
- 05. The Nest
- 06. Burger Fi
- 07. Lazy Guy Distillery
- 08. Fullers Chase (Phase 1)
- 09. Kennesaw Regional Stormwater Management Facility
- 10. Keller Williams
- 11. Hill Manor
- 12a. Depot Park Plaza
- 12b. Southern Museum (ADA Accessible Route)
- 16. Terraces at Depot Park
- 17. Gateway Park
- 18. Apotheos Roastery & The 1808
- 21. Fullers Chase (Phase 2)
- 27. The Enclave at Depot Park
- 29. Shared Parking Agreement
- 31. Horned Owl Brewery
- 32. Dallas Street/Watts Drive Road Project

## Future Developments



- 12. Depot Park
- 13. Lewis House (Phase 1 - Multi-Family)
- 14. Lewis House (Phase 2 - Commercial)
- 15. Camp McDonald Park
- 19. Prichard Park
- 20. City Cemetery Upgrades
- 22. Galt Commons
- 23. Sanctuary Companies
- 24. Future Development
- 25. Core Property Capital Project (Phase 1)
- 26. Adams Park Indoor Recreation Center
- 28. Potential Shared Parking Agreement
- 30. Lazy Labrador Coffee
- 33. Redevelopment of Former Budgetel Hotel Site
- 34. Core Property Capital Project (Phase 2)



## Downtown Kennesaw

Downtown Kennesaw, or the Central Business District, is the heart and epicenter of the city. One can access downtown through many corridors, such as Main Street/Old 41 Highway, Watts Drive, Cherokee Street, Big Shanty Drive and Moon Station Road. The City's origins started within this area, and downtown is still home to many historic homes, buildings and businesses.

Downtown has seen many changes over the last 135 years but remains the same through its historical legacy which still remains the same. Some historic buildings have disappeared, but many are still standing, active and thriving. Evidence of this can be seen through infill development of dilapidated or forgotten historic homes turned into beautiful bustling businesses. One can walk down Main Street or Cherokee Street and grab a bite to eat or go shopping in one of the City's local mom-and-pop shops.

The downtown district has been able to stay successful for numerous reasons. One reason is because the community has embraced downtown and wants to see it flourish. Another reason is zoning. The Central Business District (CBD) zoning district allows for flexibility in uses whether single-family, multi-family, commercial or institutional. The CBD zoning district also allows building standards that are site driven with zero setback lines. In addition to the downtown zoning designation, the downtown district is also overlaid with an Entertainment District, which allows for people to carry open containers within the confines of the adopted City Ordinance (ORD #2019-01 & #2019-09). Downtown Kennesaw also contains acres of greenspace, cultural centers, public parking and numerous places for family-friendly fun for people of all ages.

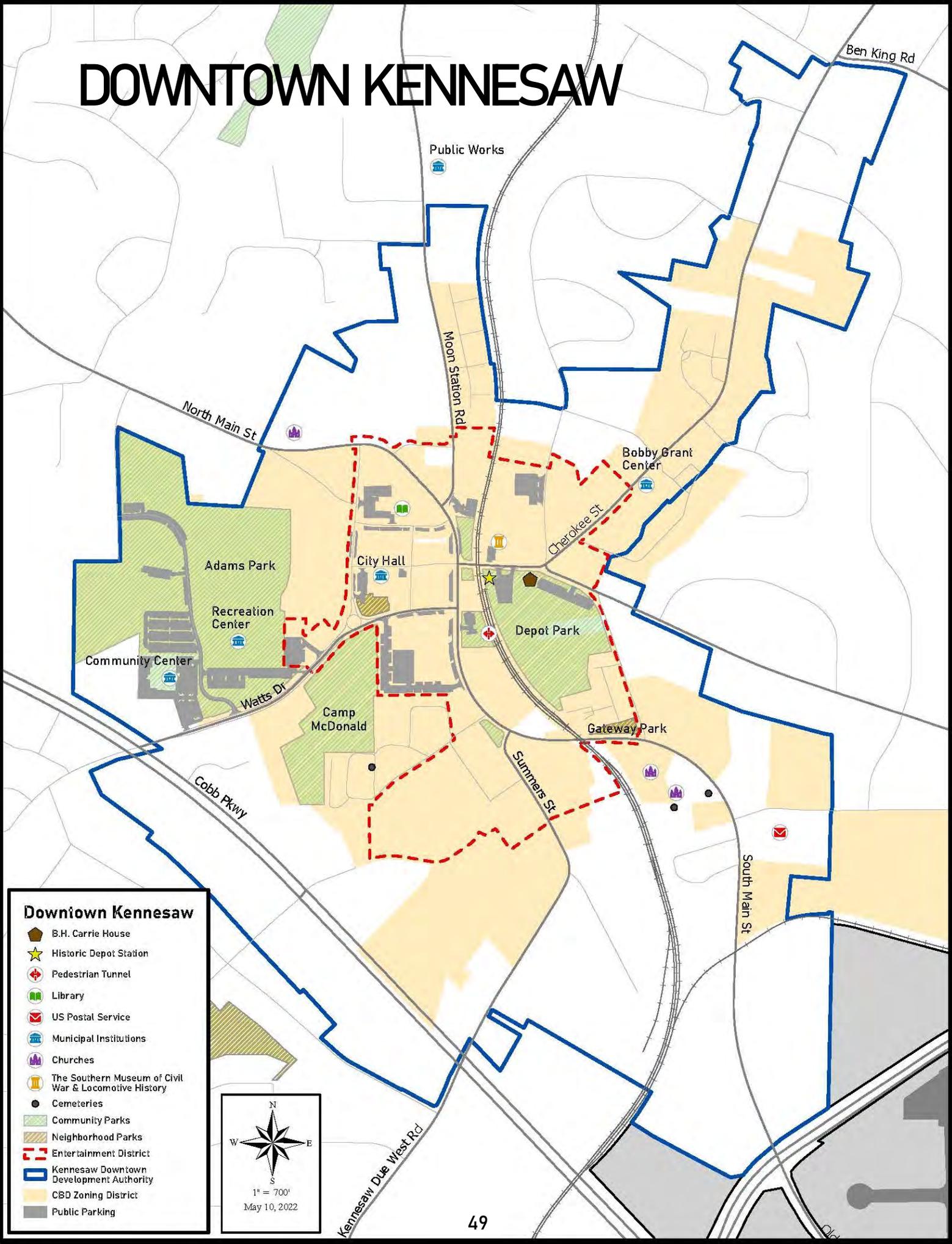


Frozen Cow



Lazy Guy Distillery

# DOWNTOWN KENNESAW



- Downtown Kennesaw**
- B.H. Carrie House
  - Historic Depot Station
  - Pedestrian Tunnel
  - Library
  - US Postal Service
  - Municipal Institutions
  - Churches
  - The Southern Museum of Civil War & Locomotive History
  - Cemeteries
  - Community Parks
  - Neighborhood Parks
  - Entertainment District
  - Kennesaw Downtown Development Authority
  - CBD Zoning District
  - Public Parking

1" = 700'
   
 May 10, 2022



The General



Smith-Gilbert Gardens

## Cultural Resources

### Southern Museum of Civil War and Locomotive History (A Smithsonian Affiliate)

As a prestigious Smithsonian Affiliations member, the Southern Museum is an inclusive institution devoted to history and education. The museum provides a quality experience that fosters conversation about the strategic and economic use of railroads during and after the Civil War. It seeks to inspire and enrich people of all ages and backgrounds through knowledge sharing and open dialogue. The Southern Museum is home to the General locomotive, made famous during the Civil War's Great Locomotive Chase of 1862.

### Smith-Gilbert Gardens

As the City of Kennesaw botanical garden, the mission of Smith-Gilbert Gardens is to serve as a resource for conservation, education and the enjoyment of horticulture, fine arts and historic preservation. Smith-Gilbert Gardens is seventeen acres of serene beauty with thousands of plants - several rare in American gardens. With a variety of plantings, the Hiram Butler Home (ca. 1880) and art sculptures, the Gardens has something for everyone.

### Archaeological Sites

There are two recorded archaeological sites within the downtown area. The first site is located in the Camp McDonald Historic District and is a partial trench that dates to the main occupation period of Camp McDonald. The second site is located in the Big Shanty Historic District and is potentially the location of the Lacy Hotel, which was burned down by General William Sherman in 1864.

## Natural Resources

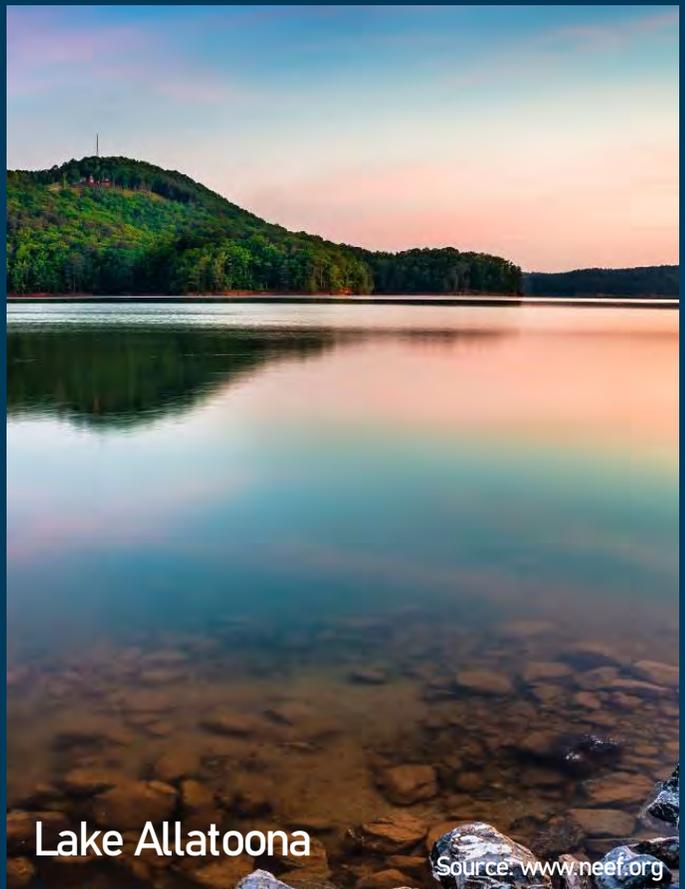
### Regional Watersheds

A watershed is an area of land that drains into a local stream system or waterway. Four watersheds serve the City and are known as Butler Creek, Clark Creek, Lower Noonday Creek and Upper Noonday Creek. A fifth watershed can be found just outside of the city's jurisdiction to the southwest and can be seen on page 52. The watershed that encompasses the majority of the City is Butler Creek with the second largest being the Upper Noonday Creek. The boundary line for these two major watersheds runs along Cherokee Street and Kennesaw Due West Road.

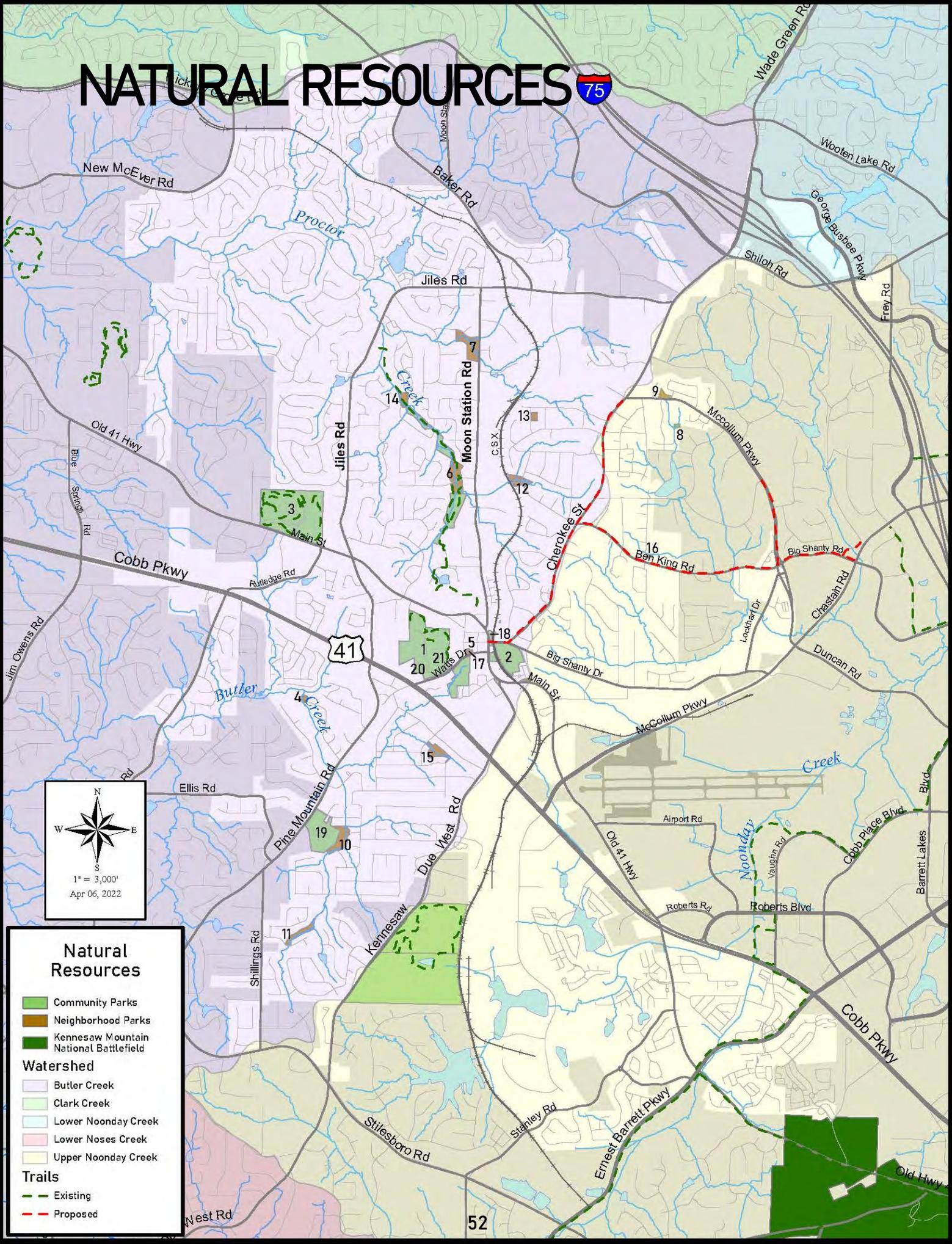
### Streams & Creeks

Both the State of Georgia and City of Kennesaw have protection buffers along all streams and creeks. The state regulates that development cannot occur within 25-feet from the top of the stream bank out horizontally. City code contains two buffers: one 50-foot buffer from the top of the stream bank out horizontally and an additional 25-foot buffer from the beginning of the first 50-foot buffer. No development may encroach within these buffers without a proven and justified hardship. Streams should be reserved for passive recreational amenities, such as greenspace and trails. Streams should accompany pathways to allow for connectivity for pedestrians and bicyclists throughout the City. Development should not occur within these buffers. Below is a list of streams found within the City:

- Butler Creek
- Tate Creek
- Noonday Creek
- Tanyard Creek
- Proctor Creek



# NATURAL RESOURCES



### Natural Resources

- Community Parks
- Neighborhood Parks
- Kennesaw Mountain National Battlefield

### Watershed

- Butler Creek
- Clark Creek
- Lower Noonday Creek
- Lower Noses Creek
- Upper Noonday Creek

### Trails

- Existing
- Proposed

# CITY PARKS & PUBLIC SPACES

Park or Facility Name	Acres	Ball fields	Batting cages	Amphitheater	Public art	Tennis courts	Basketball courts	Trail	Skate park	Dog park	Playground	Pavilion	Picnic tables	Grills	Benches	Wi-Fi	Wellness station	Drinking fountains	Splash pad	Address
<b>Community Parks</b>																				
1. Adams	33	X	X			X		X			X	X	X		X	X		X		2600 Park Drive
2. Depot	4.5			X	X			X			X		X		X					2820 Cherokee Street
3. Swift-Cantrell	42				X			X	X	X	X	X	X	X	X	X	X	X	X	3140 Old 41 Highway
<b>Neighborhood Parks</b>																				
4. Butler Ridge	0.5										X	X	X	X	X					4020 Wellcrest Drive
5. City Hall	0.5			X											X					2529 J.O. Stephenson Ave.
6. Deerfield	5						X	X			X	X	X		X					2401 Deerfield Drive
7. Fairfax	2										X	X	X	X	X					2253 Bayswater Drive
8. Kennesaw Station	0.2										X	X	X		X					3506 Lee Court
9. McCollum	0.5										X	X	X		X					McCollum Parkway
10. Butler Creek	4.5												x		x					7100 Woodland Place
11. Shillings	.25										X	X	X	X	X					2869 Shillings Chase Court
12. Tara	0.5						X				X		X		X					2095 Twelve Oaks Circle
13. Terry Lane	0.5										X	X	X							3530 Terry Lane
14. Winchester Forest	1.2						X	X			X	X	X	X	X					2126 Lindley Lane
15. Woodland	3.5																			2568 Dobbs Drive
16. Wrens Ridge	0.5										X	X	X	X	X					4040 Wrens Way
<b>Special Use Areas</b>																				
17. City Hall - Spring	0.5			X											X					2529 J.O. Stephenson Ave.
18. Commemorative	0.5			X											X					2870 North Main Street
19. Smith-Gilbert Gardens	17			X			X						X		X					2382 Pine Mountain Road
<b>Indoor Facilities</b>																				
20. Ben Robertson	2			X											X		X			2753 Watts Drive
21. Recreation Center	1.5						X	X							X		X			2737 Watts Drive



Adams Park Baseball Fields



Swift-Cantrell Park Skate Park

## Natural Resources

## Community Parks

### Adams Park

Adams Park is a 33 acre community park located near the intersection of Watts Drive and US-41/ Cobb Parkway at 2600 Park Drive. This park offers a unique blend of active and passive recreation. Adams Park is the home of the Ben Robertson Community Center and the Recreation Center.

### Depot Park

Depot Park is located in downtown Kennesaw at 2828 Cherokee Street, across from the Southern Museum of Civil War and Locomotive History. The park serves as the backdrop for many city events, provides passive recreation to residents and welcomes visitors to our historic community.

### Swift-Cantrell Park

Swift-Cantrell Park is located at 3140 Old 41 Highway and serves as one of the premier recreation, relaxation and central gathering places for area residents. Park hours of operation are from 6 A.M. to 10 P.M. At 42 acres, Swift-Cantrell Park is the City of Kennesaw's largest community park.

## Neighborhood Parks

In addition to Kennesaw's three community parks, several smaller parks serve residents within various neighborhoods throughout the City. These 13 parks provide a daily recreational option for the community. Active amenities include playgrounds, basketball courts, open space and free play areas. A complete list of these parks can be found on page 53.



# CITIZEN ENGAGEMENT

## Engaging the Community

The City of Kennesaw and planning team designed several communication tools and activities to ensure that meaningful community input would form the backbone of this plan. A steering committee convened to oversee the process and was the main instrument for guiding development of the plan.

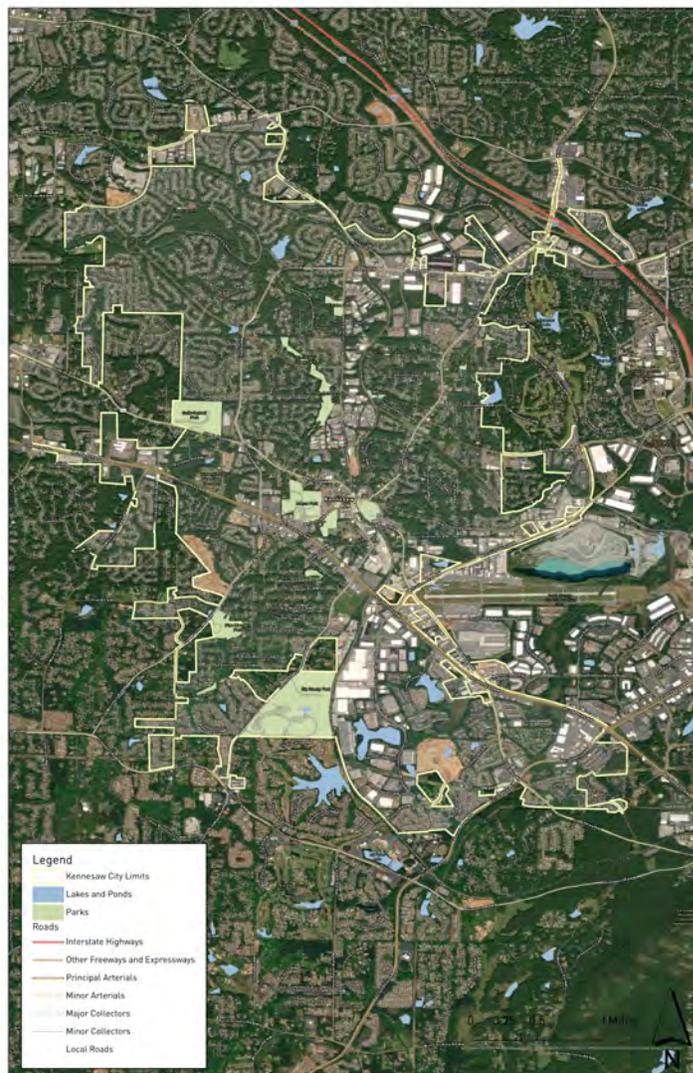
Steering committee members played a key role in the Comprehensive Plan preparation process in that they provided plan oversight and input. At each phase of the planning process, they provided the planning team with a valuable perspective that helped refine the comprehensive planning process.

## Engagement Meetings

Open houses were held in-person on February 9, 2022 and February 24, 2022, and hosted over forty residents, officials, stakeholders and staff. Participants shared feedback on what they imagined for the future of the city. In addition to the in-person activities, interested parties were able to watch the presentation and view the interactive work stations via Facebook Live. The open houses provided an opportunity for the public-at-large to participate in interactive planning activities that speak to the values and needs of the City of Kennesaw.

ARC and Kennesaw staff members provided a brief presentation to start the meeting outlining demographic information, asked three poll questions during the presentation and assisted attendees in participating in seven interactive stations. Each station had a topic and set of instructions on how to participate. A full report of all the responses is included in the appendix, including the instructions for each station.

## Interactive Work Stations

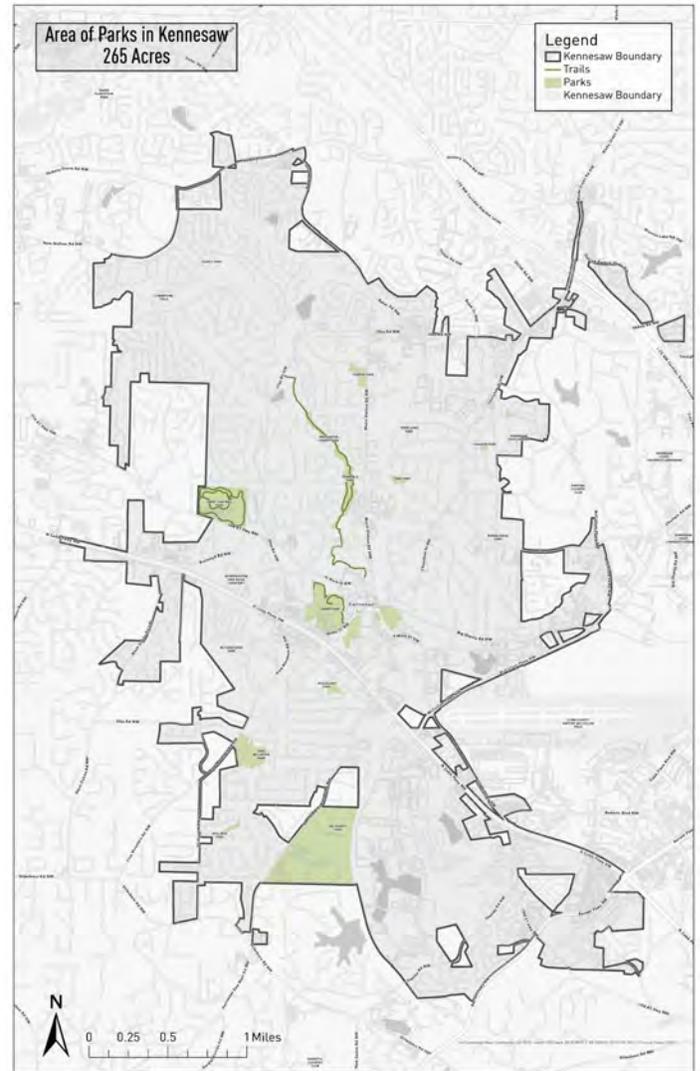
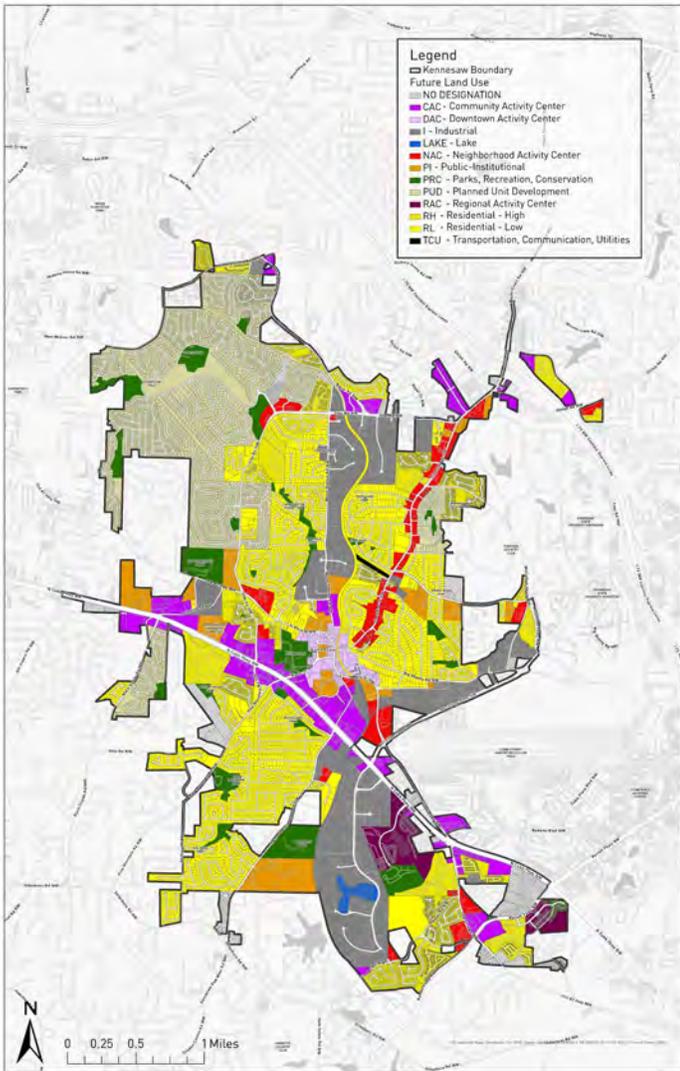


### Exercise #1:

## Assets and Challenges Map

Participants were asked to use a green dot to identify assets and a red dot to identify challenges in the community .

**Outcome:** Transportation safety, including bicycle and pedestrian, were identified as challenges while parks, museums and the Smith-Gilbert Gardens were identified as assets.



## Exercise #2: Future Land Use Map (FLUM)

Part 1: Participants were asked to identify any areas they would like to see change by using Post-It notes and markers.

Part 2: Regarding the proposed changes that planning staff made to the FLUM, participants were asked to make comments on the proposed changes.

**Outcome:** There was support for the FLUM proposed changes. There was concern over industrial land near Swift Cantrell Park and an interest in annexing land near KSU.

## Exercise #3: Parks and Trails Map

Participants were asked to use a green dot to identify parks and trails that they like, use a yellow dot to indicate parks and/or trails that they would like to see expanded, use a blue dot to identify areas that they would like to see a new park and use an orange dot for areas they would like to see new trails.

**Outcome:** Overall, the community supports all parks and trails. There is an interest in further connecting to Cobb County trails and expanding park options.

# Interactive Work Stations



## City Departments/Expenditures List:

- |                            |                |
|----------------------------|----------------|
| Art and Culture            | Parks          |
| Code Enforcement           | Public Safety  |
| Economic Development       | Public Works   |
| City Events                | Transportation |
| Natural/Cultural Resources |                |

This is relevant	Topics	This is not relevant
	Continue implementation of the Livable Centers Initiative) downtown master plan	
	Evaluate environmentally sensitive areas impacted by development	
	Create a housing audit report	
	Continue strategies (through zoning) aimed at identification of preservation of existing stable housing and neighborhoods including preservation of historic properties	
	Continue marketing of downtown venues in cooperation with downtown merchants	
	Increase training of Traditional Neighborhood District and Smart Growth techniques for the Kennesaw Planning Commission	
	Re-evaluate Trail Master Plan	
	Annual review of Unified Development Code	
	Strengthen enforcement of housing codes to revitalize neighborhoods	
	Additional amendment to sustainability policy	
	Re-evaluate housing inventory city-wide and occupancy rate	
	Review Strategic Growth Plan with Planning and Zoning Department	
	Review Historic Preservation Guidelines	

## Exercise #4:

### Do-It-Yourself City Budgeting

Participants prioritized where they would like the City to make investments in the future. Each participant was given a pack of “general fund money” to spend on nine different priorities. Each money packet included one bill of each of the following denominations: \$1, \$5, \$10, \$20, \$50 and \$100.

**Outcome:** Economic Development and Transportation received the most funding although all categories received funds.

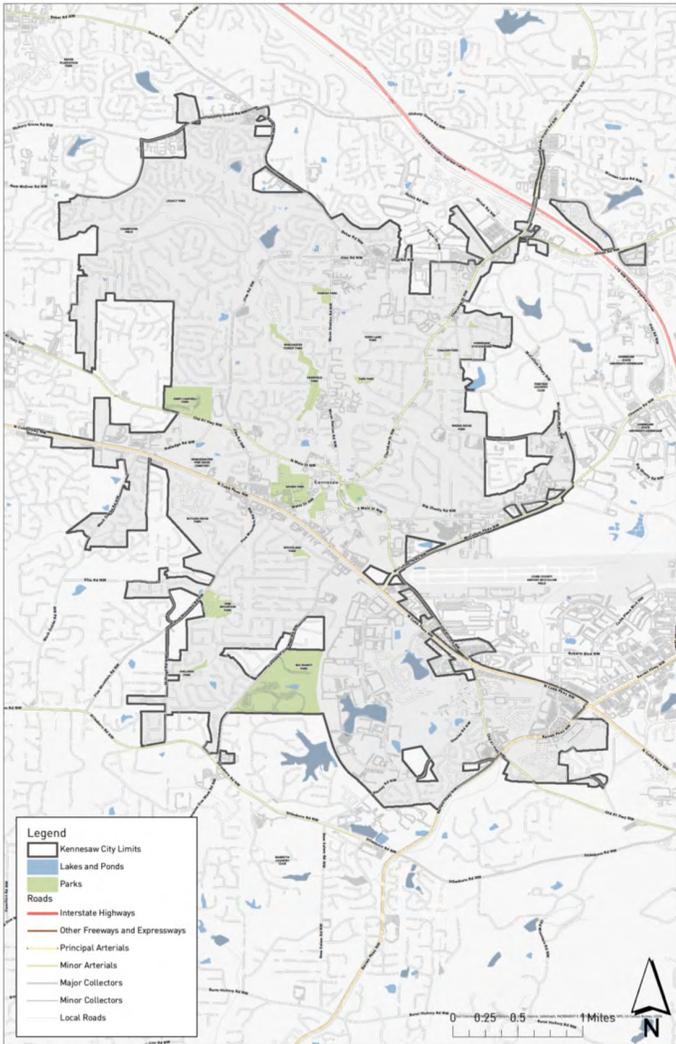
## Exercise #5:

### Community Work Program

Participants were asked to use blue dots to indicate their top five priorities, green dots to indicate projects they still find relevant and red dots to identify projects they no longer find relevant.

**Outcome:** There was overall support for the specific work programs/projects listed.

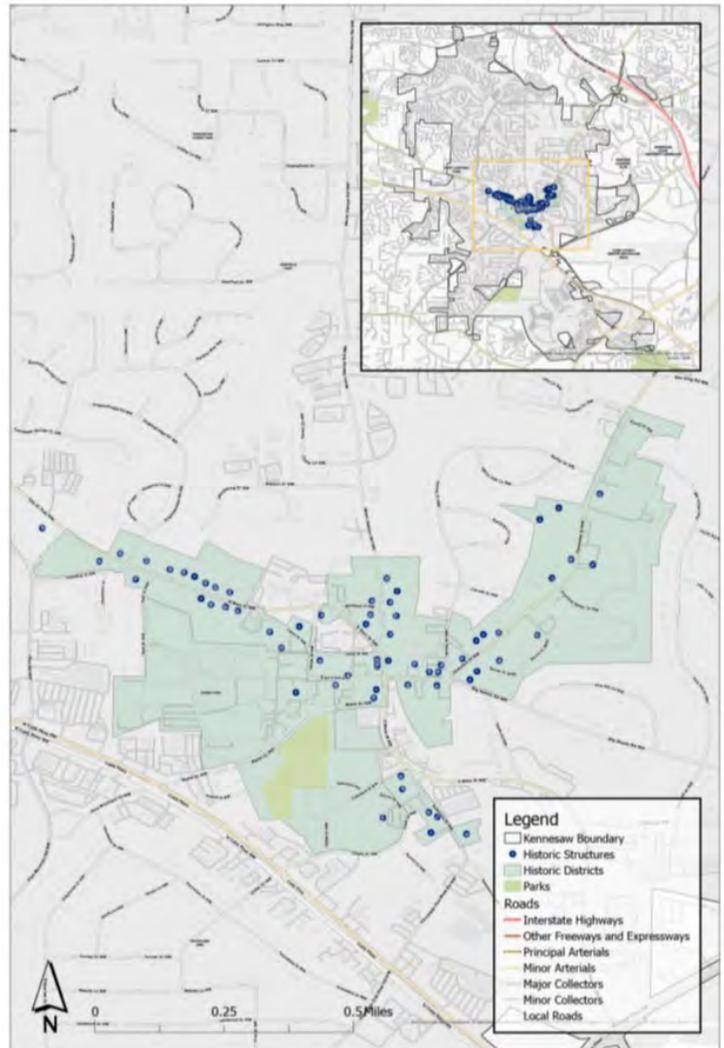
## Interactive Work Stations



### Exercise #6: Transportation Map

Participants were asked to identify existing conditions and opportunities using color coded dots.

**Outcome:** Various intersections were identified as being dangerous, and the need for safe bicycle and pedestrian connectivity and amenities was expressed.



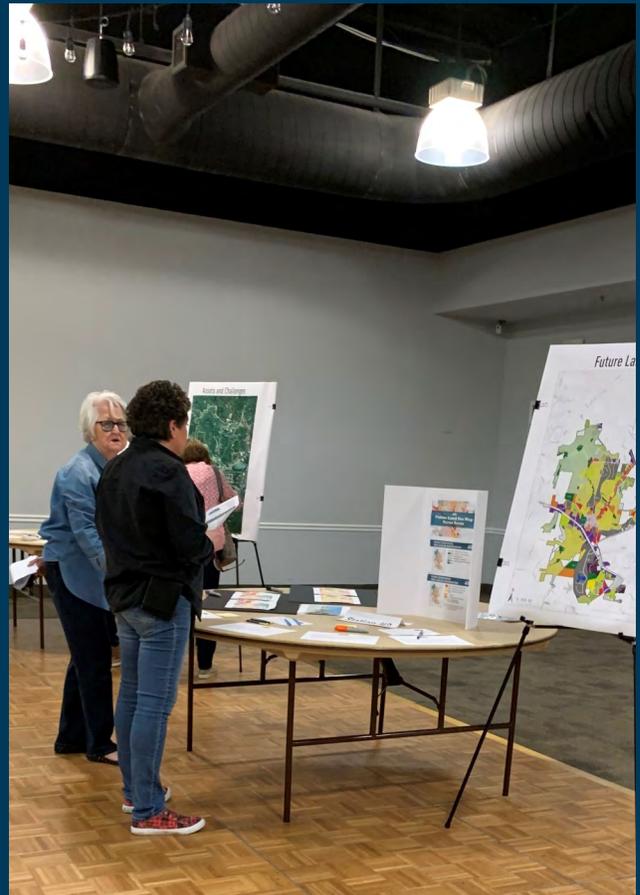
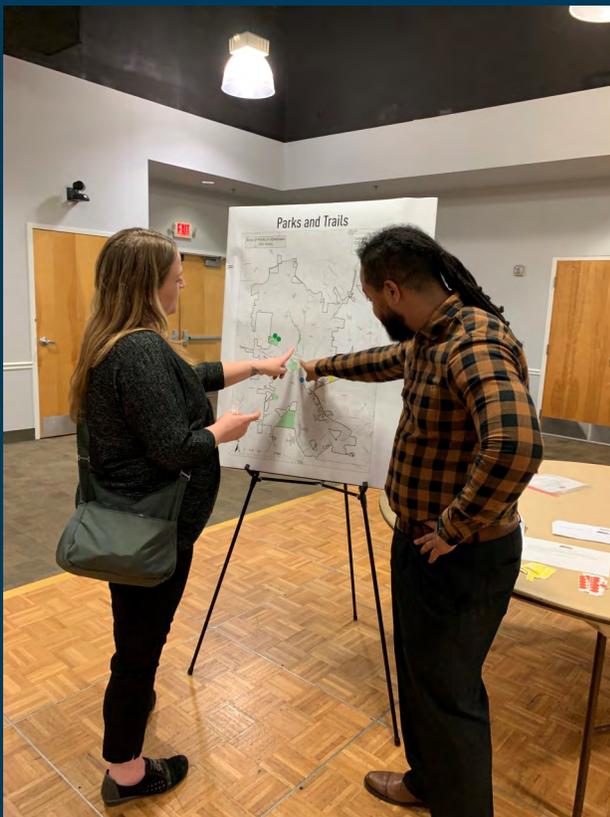
### Exercise #7: Historic Preservation Map

Part I: Participants were asked, “is it appropriate to remove historic resources from the historic district for redevelopment?”

Part II: Participants were asked to identify historic resources/areas that need to be protected with green dots and historic resources/areas that do not need to be protected with red dots.

**Outcome:** Many resources were identified that needed to be protected. Staff produced a list of these resources located in the meeting summary in the appendix.

# PUBLIC PARTICIPATION



## Comprehensive Plan Website

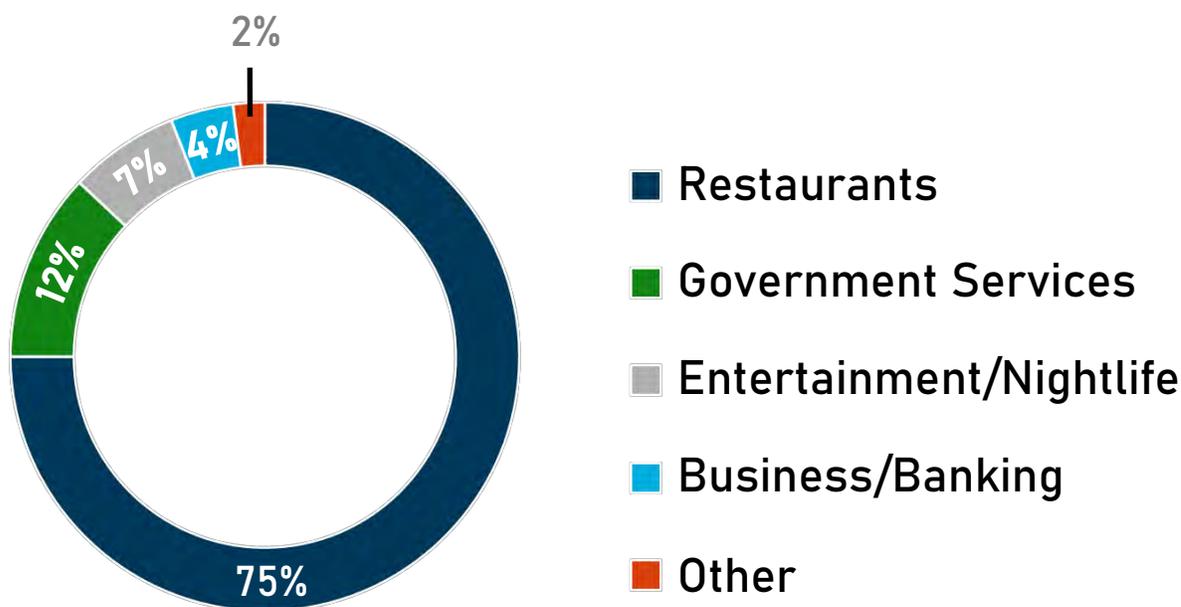
The planning team assembled a dedicated comprehensive planning website, called Public Input. Participants who used the website could take an online survey, view the project timeline including open house and steering committee meeting details as well as download pertinent files such as meeting agendas, meeting minutes and project documents. The City of Kennesaw also had a landing page solely dedicated to directing any persons who visited the City's website access to participate within the Public Input platform.

Additionally, the planning team came up with clever public participation advertising strategies, including installing yard signs in all municipal facilities and parks, passing out postcards and flyers to most area businesses,

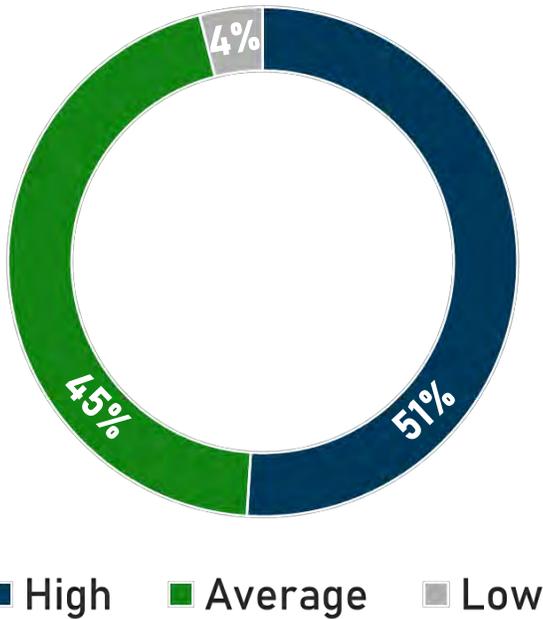
creating display ads within the local newspaper known as the Marietta Daily Journal, displaying an advertisement on the City's two gateway light-emitting diode (LED) screens as well as having a full display ad on an LED billboard on Cobb Parkway. The aforementioned advertisements informed the community of how to access the Public Input page as well as the details of the open house meetings.

Needless to say, public participation was a success. A total of three-hundred-and-twelve people took the online survey with over 2,800 views on the public input website page. A full report regarding the online survey results is available within the appendix.

## Why do you visit Downtown Kennesaw?



## Rate the City's Quality of Life



Source: Survey results from [www.publicinput.com](http://www.publicinput.com)

## Rank the City's Housing Needs

	Need More	Have the Right Amount	Need Less
Affordable Housing	23%	41%	36%
Senior Housing	14%	46%	40%
Mixed-Income	21%	46%	33%
Single-Family	48%	39%	13%
Multi-Family	13%	31%	56%

Source: Survey results from [www.publicinput.com](http://www.publicinput.com)

## Rank the City's Transportation System

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	17%	28%	32%	10%	3%	10%
Traffic Congestion	38%	32%	22%	7%	-	1%
Road Conditions	12%	18%	43%	23%	4%	-
Pedestrian and Bicycle	34%	33%	18%	8%	3%	4%
Public Transportation	47%	20%	9%	3%	3%	18%

Source: Survey results from [www.publicinput.com](http://www.publicinput.com)

# DESTINATION KENNESAW



## 2022 Comprehensive Plan Goals

The City of Kennesaw is a diverse and forward-looking community engaged in shaping its own future. The residents, employees and businesses of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

## Planning for Success

To be a successful community, Kennesaw will:

- Create great public spaces and thoroughfares with well-balanced, fiscally-sound infrastructure investments.
- Work to ensure existing business and retail vitality while expanding the economy with community partners.
- Preserve the City's hometown atmosphere while growing the economy and population through impactful redevelopment within the downtown and along major corridors.

As the City of Kennesaw moves forward in implementing the Comprehensive Plan, these goals should be monitored to ensure that they are still relevant to the City.

Through data analysis and public engagement, the following assets and challenges were identified. In no particular order, the following assets, which are viewed as opportunities, and challenges, referred to also as needs, shall be monitored as the Comprehensive Plan moves forward in implementation.

## Kennesaw's Cultural Institutions

The public overwhelmingly supports the existing museum, botanical garden and parks as an integral part of the quality of life in the City of Kennesaw.

## Kennesaw's Assets



### Asset #1:

## Downtown

During the public process, downtown was identified as an asset and a challenge. The City of Kennesaw's Livable Centers Initiative plan depicts the future concept and vision for a thriving downtown village district. This village district promotes a healthy live/work/play environment for a multi-generational community, while capitalizing on the small town historic character and charm of Kennesaw. This plan is the guiding document for the downtown area. Another key plan is the Depot Park Master Plan.

A 2020 map showing proposed projects in downtown Kennesaw can be seen on page 47. The City should refer to those plans for development and capital project planning within the downtown area.



### Asset #2:

## Southern Museum of Civil War and Locomotive History

Address: 2829 Cherokee Street

The Southern Museum contains a collection of artifacts and relics from the Civil War. The museum also has a robust locomotive exhibit and is home to the General.

### Museum Events:

- Homeschool Workshop Series
- Mommy & Me
- Sensory Friendly Afternoon
- Southern Spirits
- Trains, Trains, Trains!

### Asset #3:

## Smith-Gilbert Gardens

Address: 2382 Pine Mountain Road

The Smith-Gilbert Gardens contains a wide variety of plantings, the historic Hiram Butler Home (c. 1880) and 31 sculptures. The mission of the Gardens is to serve as a resource for conservation, education and the enjoyment of horticulture, fine arts and historic preservation.

### Garden Events:

- Art Blooms
- Bonsai Study Group
- Great Backyard Bird Count
- Hummingbird Banding
- Plant Sale

## Kennesaw's Assets



### Asset #4: City Parks

In addition to natural areas, walking trails, bicycle paths, athletic facilities, playgrounds and open spaces, the City also offers youth and adult recreation programs, including summer camp, art, athletics, fitness and general interest programs.

#### Total Park Land Area

- 256 acres

#### Community/Regional Parks

- Adams Park
- Depot Park
- Swift-Cantrell Park

#### Neighborhood Parks

- Kennesaw has 13 neighborhood parks throughout the city.

### Asset #5: City Events

The variety of events hosted by the City of Kennesaw brings people together and supports local businesses. All departments and partners of the City should work together to continue this high-quality programming.

#### Annual Events:

- Big Shanty Festival
- Bunny Breakfast
- Day with Santa
- Go Skateboarding Day
- Outdoor Movie Series
- Pigs & Peaches Festival
- Salute to America (4th of July) Festival
- Touch-A-Truck
- Veterans Day Luncheon



### Asset #6:

## Kennesaw State University

Throughout this process, the planning team has heard about the importance of Kennesaw State University (KSU) to the City of Kennesaw. While not within the city limits, the effect of KSU, both positive and negative, provides the City of Kennesaw a resource that other cities within the Metro Atlanta region do not have. Leveraging partnerships and identifying ways to retain the talent that KSU brings to the city will bring future benefits. The City had its first collaboration meeting with KSU during the Comprehensive Plan process and added a bi-annual meeting with KSU to the community work plan portion of this plan.

### Estimated Enrollment in 2022:

- 43,000 students
- Third largest university by enrollment in the State of Georgia

### Asset #7:

## Cobb County International Airport

Address: 1723 McCollum Parkway

The Cobb County International Airport, also known as Cobb County Airport, McCollum Airport, McCollum Field or RYY, is a public airport located immediately south of the City of Kennesaw. The airport is owned by Cobb County and is operated by the County's Department of Transportation. The airport employs almost 185 people, has over 350 aircraft based here, most being single-engine, had an annual economic impact of more than \$43 million to the local economy and it is also designated as a weather station.

McCollum Field is open to the public allowing access to view planes embarking and disembarking and boasts the one-of-a-kind Elevation Chophouse and Skybar.

## Kennesaw's Challenges

### Challenge #1:

#### Perception of Downtown

Attendees at the public open houses and participants in stakeholder interviews described the challenge of attracting businesses to the downtown area because of some current tenants. As more commercial and residential tenants move to the downtown area, the perception should evolve.

### Challenge #2:

#### Land Availability and Redevelopment

As the City is mostly built out, new development will primarily be the redevelopment of existing properties. The challenge is to ensure that redevelopment happens in line with the character and feel of the City of Kennesaw.

### Challenge #3:

#### Transportation Modes and Transit

Transportation is a challenge that many communities face, and like those communities, transportation and transit were identified as challenges that the City of Kennesaw faces. It is important to note that the community is very concerned about dangerous areas and intersections for cars, but just as important, they would like to see bicycle and pedestrian amenities expanded and made safe for those that exist.

Cobb County has prepared a countywide master transportation plan in coordination with its new comprehensive plan. The countywide plan fully addresses the road network serving the City of Kennesaw, and improvements recommended over the short-term and long-term are articulated in that plan. The City of Kennesaw should continue to participate in this planning activity.



The J.G. Lewis Building (1903-04)



Outdoor Dining

## Kennesaw's Challenges

### Challenge #3: (continued)

#### Transportation Modes and Transit

Sidewalks and bicycle lanes are critical transportation infrastructure elements necessary for providing alternative travel options to automobile traffic.

Providing connectivity to existing community facilities, such as schools, libraries and parks, is an important use of the pedestrian and bicycle network. Providing additional connectivity to planned transit facilities/routes and activity centers are another critical area to reduce the need for automobile travel. Because improved networks of sidewalks and bikeways can reduce the reliance on automobile travel, such improvements can expand capacity of the road network and improve the quality of life for the City's residents.

Transit availability was identified by the community as a need. While Cobb County has a transit system called CobbLinc, there are no stops within the City of Kennesaw. Attendees at the open houses expressed a desire to have a connection between downtown and Kennesaw State University as a way to increase patronage at downtown businesses.

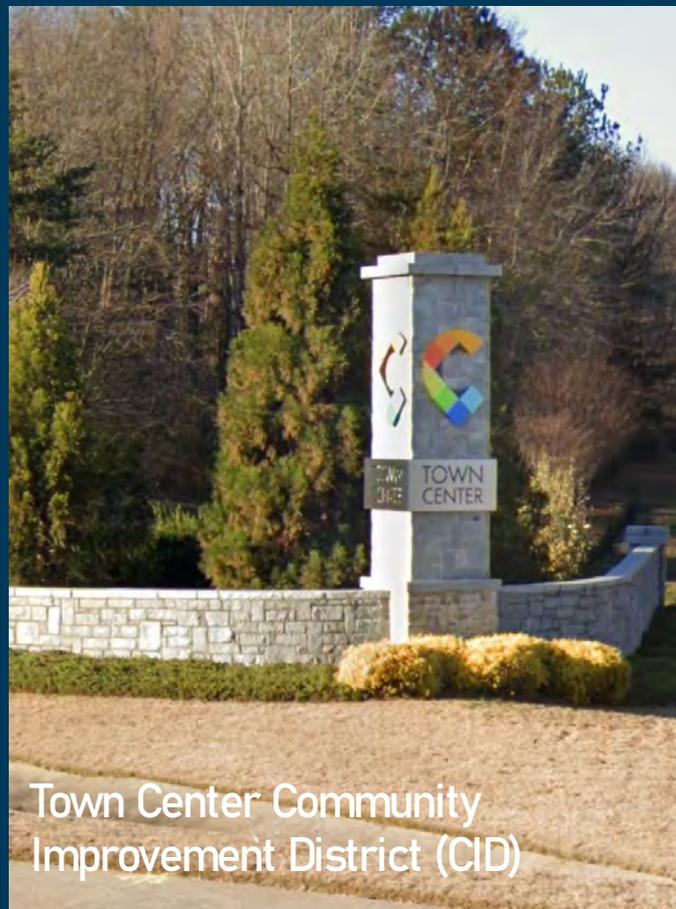
### Challenge #4:

#### City Boundaries

The area within the Atlanta region called Kennesaw expands much larger than the actual city limits, and that makes it difficult for visitors, residents and businesses to understand the City's true boundaries. To help foster a sense of place and a stronger community identity, stakeholders suggested that public art and wayfinding specific to the City of Kennesaw be created and installed.



Swift-Cantrell Park Walking Trail



Town Center Community Improvement District (CID)

## Kennesaw's Challenges

### Challenge #4: (continued)

#### City Boundaries

In addition, polls indicate that there is interest in annexation to the east of the City toward Kennesaw State University and Town Center Mall as well as to the north and south of the city.

### Challenge #5:

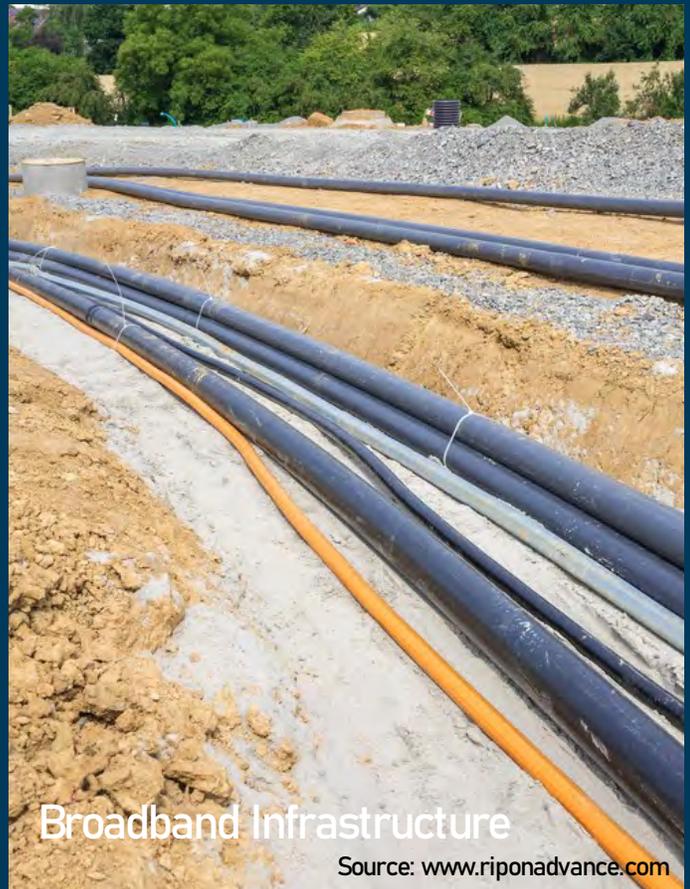
#### Broadband Readiness

While the City of Kennesaw is well served at the moment, current resources are only the minimum and will no longer be adequate for emerging technologies in the future. The question is not about if the City has access to broadband. The question is what are our speeds and what is our bandwidth capability to handle innovative and future technologies. In order to be a competitive city in the broadband arena, the City must develop an executable plan and apply for federal funding for this resource. The community has expressed interest in planning for future needs.

### Challenge #6:

#### Housing (Inventory and Affordability)

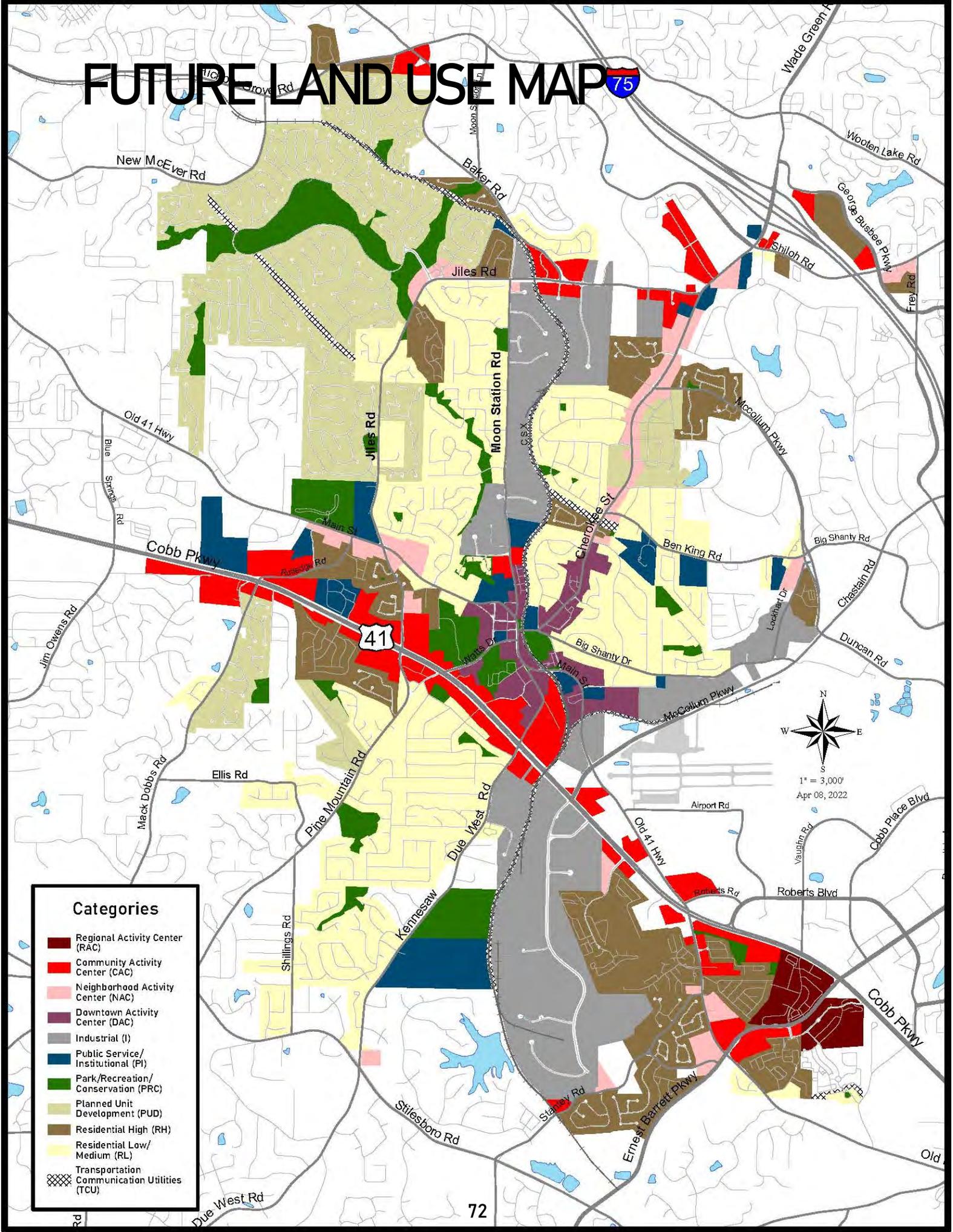
There has been an indication that there is a need for additional housing types but also a concern about either having enough or too much multi-family and other non-single-family housing types. The City will be looking at exploring more affordable housing options that will allow for the local workforce, young professionals and college graduates opportunities to become first time homeowners.



# FUTURE LAND USE

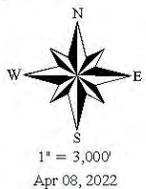


# FUTURE LAND USE MAP



## Categories

-  Regional Activity Center (RAC)
-  Community Activity Center (CAC)
-  Neighborhood Activity Center (NAC)
-  Downtown Activity Center (DAC)
-  Industrial (I)
-  Public Service/ Institutional (PI)
-  Park/Recreation/ Conservation (PRC)
-  Planned Unit Development (PUD)
-  Residential High (RH)
-  Residential Low/ Medium (RL)
-  Transportation Communication Utilities (TCU)



## Preparing for the Future

The Future Land Use Map is a general guide for the character of development within the City. A description of each category is provided below. Sample photos on the following pages show options of what may be appropriate in each category. New development should be monitored for its impact on water quality within the City and region.

### Category List

- Regional Activity Center (RAC)
- Community Activity Center (CAC)
- Neighborhood Activity Center (NAC)
- Downtown Activity Center (DAC)
- Industrial (I)
- Public Service/Institutional (PI)
- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential High (RH)
- Residential Low/Medium (RL)
- Transportation/Communications/Utilities (TCU)

### Activity Centers

Activity Centers are areas of commercial, office and residential land uses. These are located along major transportation corridors. New development should reflect the character of the existing development within these areas.

## Future Land Use Map Categories



### Regional Activity Center (RAC)

These are areas of large developments and serve as regional destinations for employment and retail.

## Future Land Use Map Categories



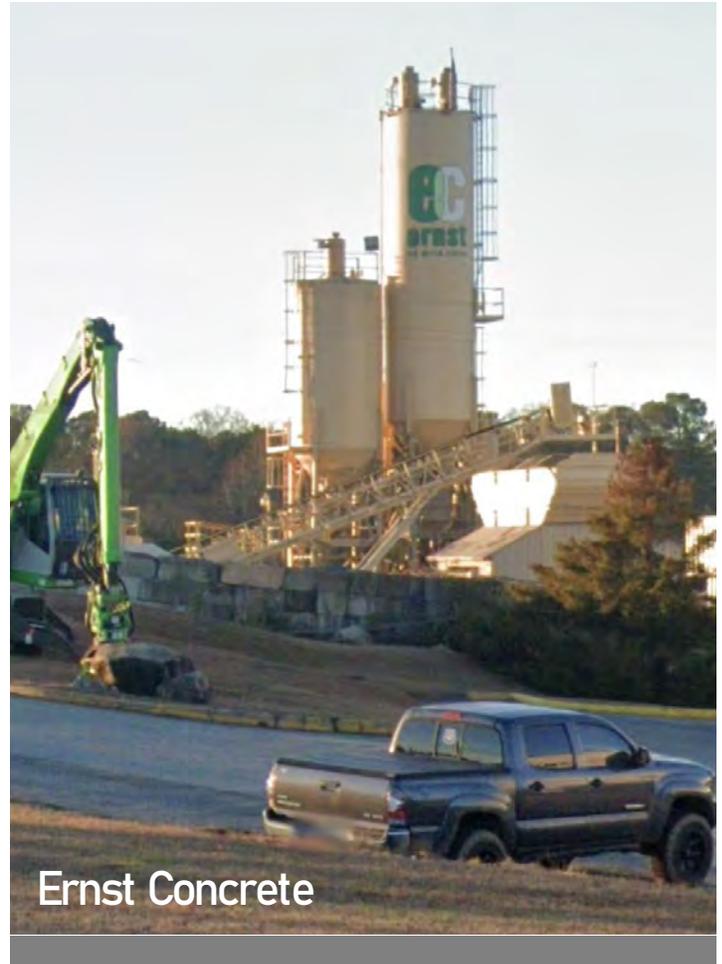
### Community Activity Center (CAC)

These areas provide services to the community but are not as intense as the Regional Activity Center.

### Neighborhood Activity Center (NAC)

These areas provide services to small areas within the community.

## Future Land Use Map Categories



### Downtown Activity Center (DAC)

This area is the traditional downtown of Kennesaw. For this area, the City of Kennesaw completed a Liveable Centers Initiative plan study in 2015 that should be used as the guiding plan.

### Industrial (I)

These are areas intended for manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.

## Future Land Use Map Categories



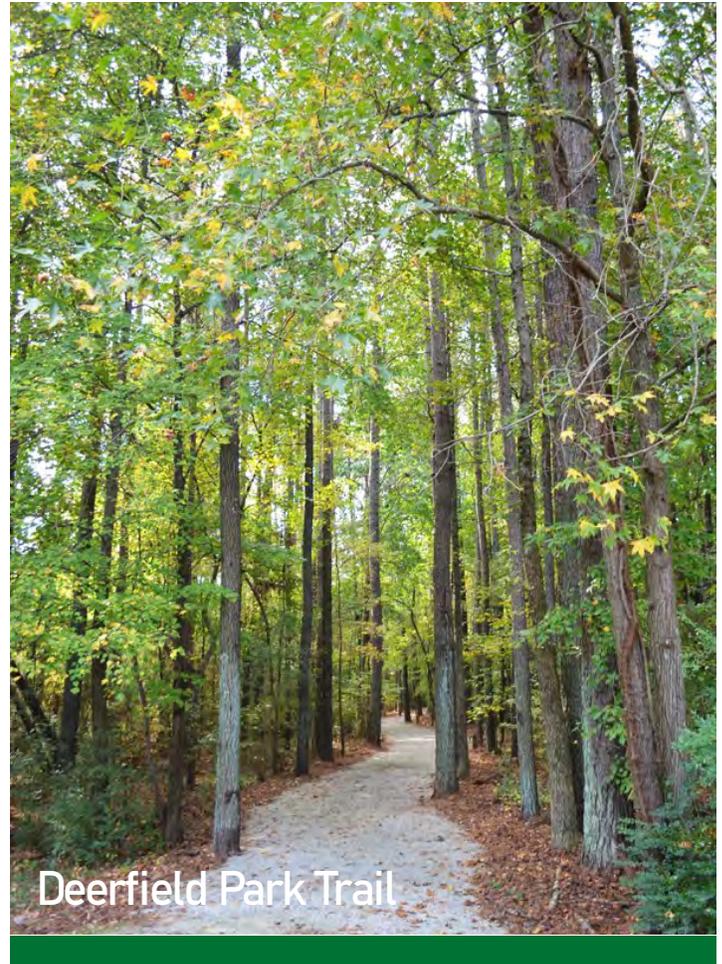
Shiloh United Methodist Church

### Public Service/Institutional (PI)

This category includes certain state, federal or local government uses and institutional land uses. Government uses include government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc.

#### Examples:

- Churches
- Cemeteries
- Hospitals
- Public/Private school
- University/College



Deerfield Park Trail

### Park/Recreation/Conservation (PRC)

This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

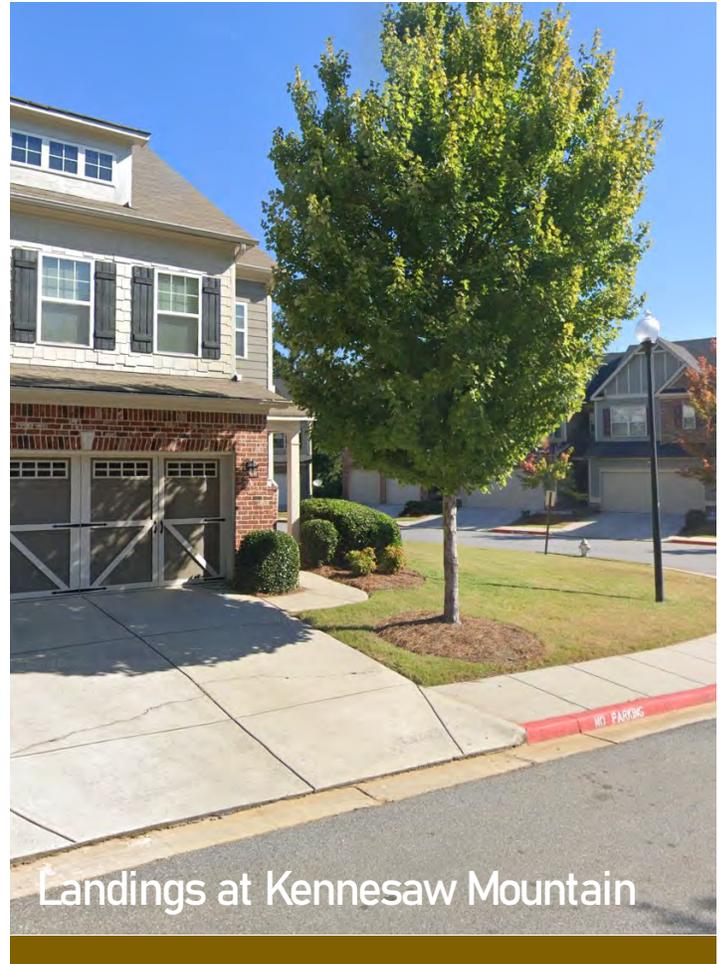
#### Examples:

- Community parks
- Community trails
- Neighborhood parks

## Future Land Use Map Categories



Legacy Park



Landings at Kennesaw Mountain

### Planned Unit Development (PUD)

These are areas that are planned under a separate master plan.

#### Recommendations:

- Internal amenities
- Walkable; connectivity to adjacent parcels
- Conservation of natural resources
- Percentage of housing dedicated to being affordable\*

\* Affordable based on the definitions and standards provided by the United States Housing and Urban Development.

### Residential High (RH)

These are areas of residential land uses within the City. This may be single-family or multi-family housing. New development should reflect the character of the surrounding development.

#### Recommendations:

- Density: 4-16 units per acre
- Internal amenities
- Walkable; connectivity to adjacent parcels
- Conservation of natural resources
- Percentage of housing dedicated to being affordable\*

## Future Land Use Map Categories

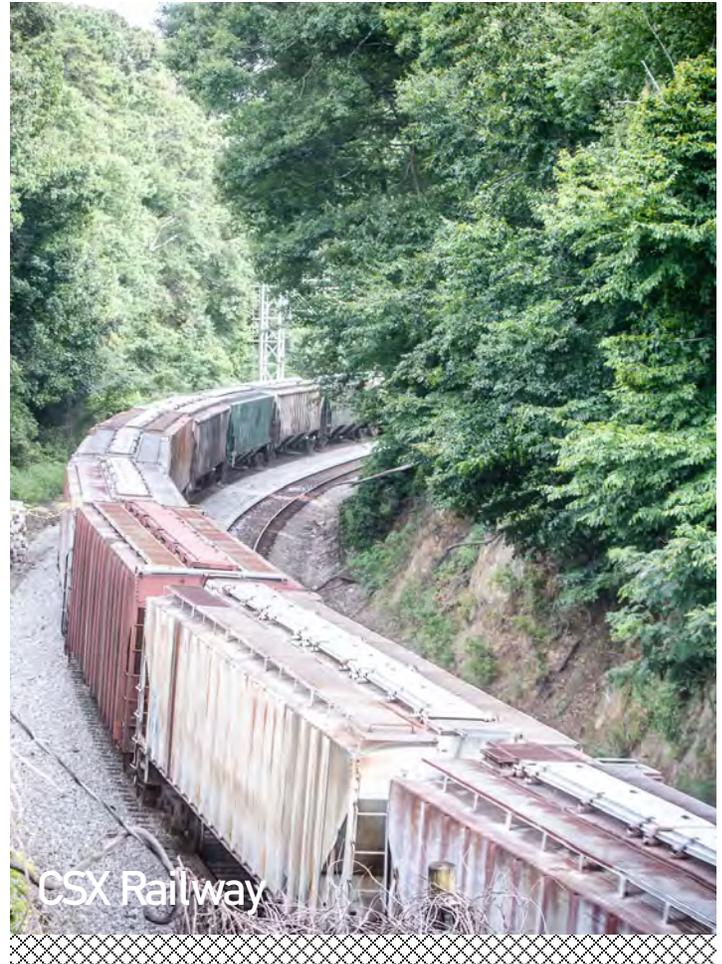


### Residential Low/Medium (RL)

These are areas of residential land uses within the City. This may be single-family or multi-family housing. New development should reflect the character of the surrounding development.

#### Recommendations:

- Density: 1-4 units per acre
- Internal amenities
- Walkable; Connectivity to adjacent parcels
- Conservation of natural resources
- Percentage of housing dedicated to being affordable\*



### Transportation/Communications/Utilities (TCU)

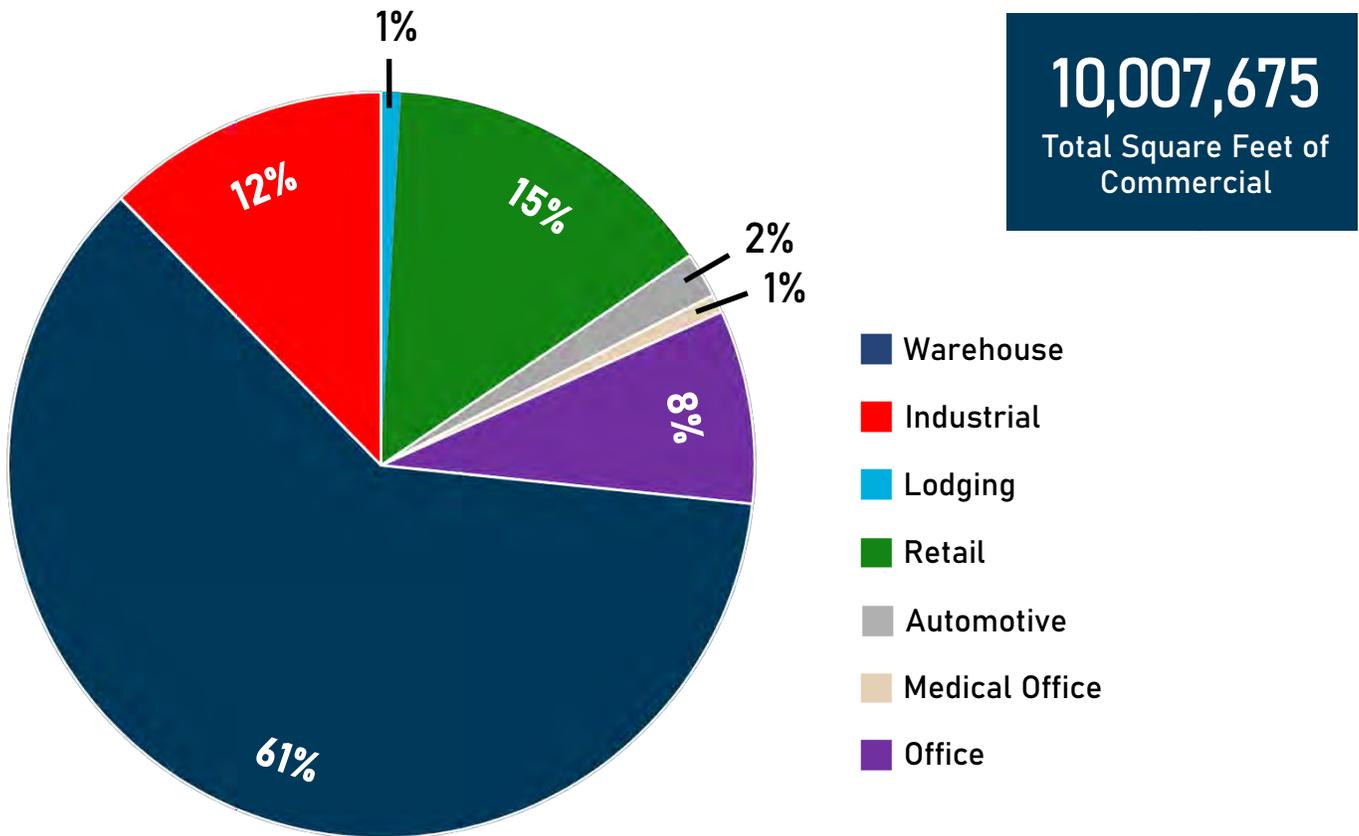
Areas of utilities (i.e., power line easements) and transportation (i.e., railways).

## Current Land Use

Kennesaw has evolved from a bedroom community located north from the City of Atlanta into a substantial employment center centrally located between Cobb Parkway and Interstate-75. As a built-out city, any new growth within the City will be redevelopment. Currently within the City, 86% of the City's parcels are residential which is a challenge for any new development. According to the City's property assessment database, the City has about 10,000,000 square feet of non-residential building space.

About 61% of this space (6.1 million square feet) is warehouse space. Industrial use accounts for nearly 12% of the commercial space found in the City. Most of the non-residential development is located along Cobb and McCollum Parkways and is near the airport. There are currently firms utilizing this space for transportation, logistics and manufacturing activities.

## Percentage of Commercial Building Square Footage



## Current Land Use

The commercial office space inventory is generally limited when compared to the warehouse and industrial space. Commercial office accounts for only 8% of the total commercial land use. Offices are generally located in the downtown and along the major thoroughfares of Cobb Parkway, McCollum Parkway and Jiles Road.

Approximately 15% of space in Kennesaw, or 1.5 million square feet, is retail/service space concentrated in a few commercial nodes throughout the City but primarily along Cobb

Parkway and in Downtown. As previously noted, there is a limited amount of undeveloped land left in Kennesaw which could be used for non-residential development. Therefore, any new non-residential space will result in infill development or the complete redevelopment of existing parcels. Additionally, since the value of commercial properties has increased, specifically industrial property, it will be difficult to agglomerate parcels for potential redevelopments.

## Planned and Proposed Developments

Several large-scale infill/redevelopment projects are under construction or are in the development pipeline. Each of them has some form of infill/redevelopment and are concentrated in downtown and include the following:

### Core Property Capital Project

Core Property Capital proposes to develop along Summer Street, Keene Street, Burrell Court and Cobb Parkway a mixed-use concept, containing apartments, retail, restaurants and townhomes in two phases. The first phase will include 288 multifamily units at four stories, 15,000 square feet of restaurant/retail and a 3,000-square-foot redevelopment of Lighthouse Baptist Church. The second phase will have up to 110 multi-family units and 20,000 square feet of first-floor commercial or 40,000 square feet of commercial.

### East Park Village

This development will consist of 938 residential units, approximately 300,000 square feet of commercial, retail, and office space. A Village Green will be surrounded by restaurants, open markets, and residential living.

### TPA Residential Project

Located at 2652 South Main Street, this mixed-use development project will consist of a minimum of 44 for-sale townhomes, 318 multi-family luxury apartment units, a multi-level parking deck, 5,000 to 10,000 square feet of commercial that wraps around the multi-level parking deck, an additional detached retail building with 10,000 to 25,000 square feet of commercial space, a southern extension of the City's existing Gateway Park along Main Street with interconnected trails and pedestrian connectivity.

GATEWAY PARK

CITY OF KENNESAW

# AREA DESCRIPTIONS



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## Describing Kennesaw Areas

In addition to the established Future Land Use Map categories, the City would like to further define an appropriate development atmosphere to ensure compatible and unified development within specified areas of the City.

### Commercial and Industrial Areas

- Cherokee Street Commercial Corridor
- Cobb International Industrial Corridor
- Cobb Parkway Commercial Corridor
- Historic Central Business District
- Kennesaw Marketplace
- McCollum Industrial Corridor
- Moon Station Industrial Corridor
- Ridenour

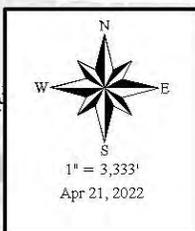
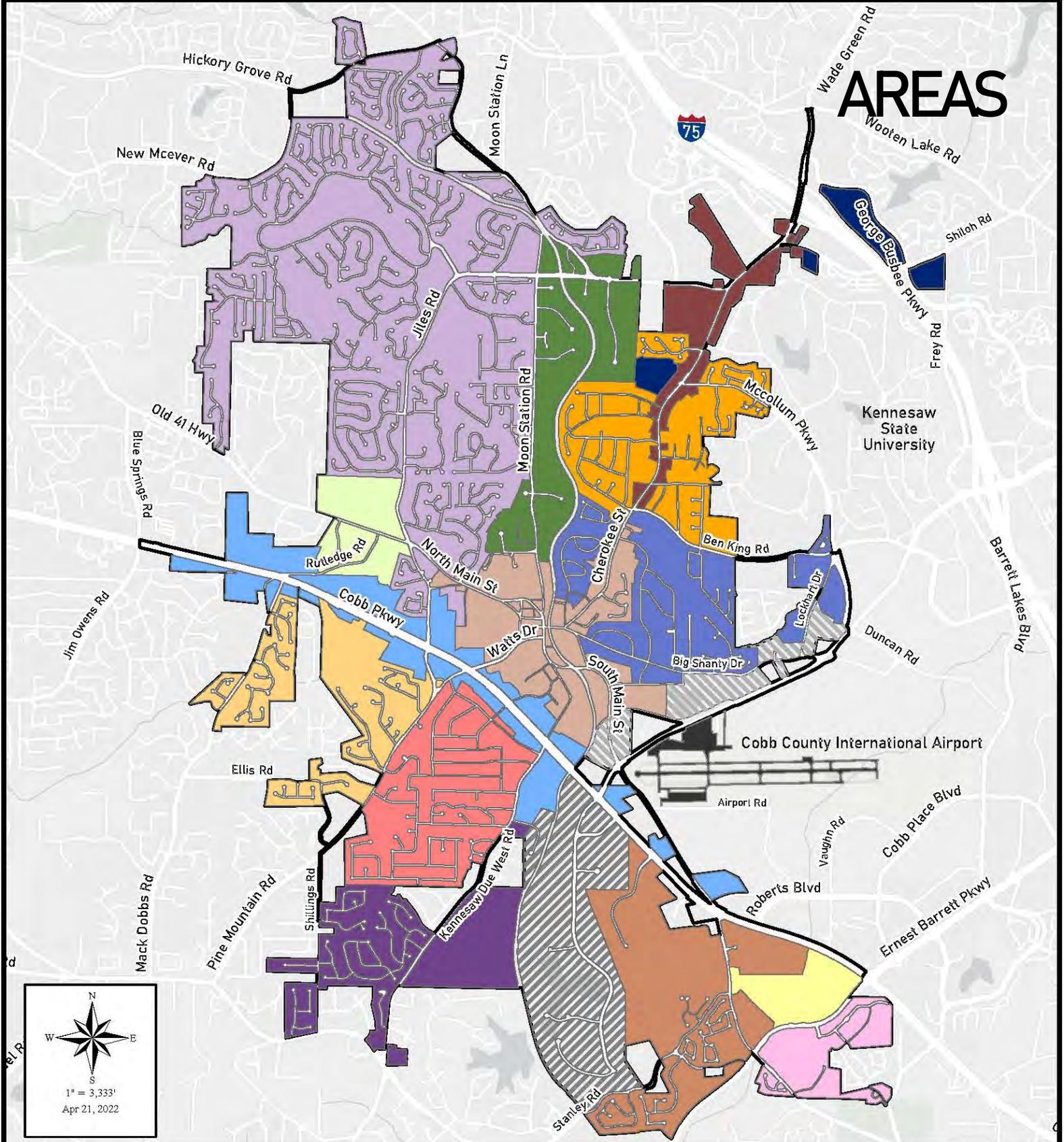
These areas will be described over the next few pages. Concluding this chapter is a policy matrix which should be used for new development within each of the described areas.

### Residential Areas

- Barrett and Old 41
- Campus Living
- East Pine Mountain Revitalization
- In-Town Living
- Jiles and Baker
- Kennesaw Due West
- North Cherokee
- Swift-Cantrell
- West Pine Mountain



# AREAS



## Kennesaw Areas

- |  |                                    |                                  |
|--|------------------------------------|----------------------------------|
| Barrett and Old 41                     | Historic Central Business District | Moon Station Industrial Corridor |
| Campus Living                          | In-Town Living                     | North Cherokee                   |
| Cherokee Street Commercial Corridor    | Jiles and Baker                    | Ridenour                         |
| Cobb International Industrial Corridor | Kennesaw Due West                  | Swift-Cantrell                   |
| Cobb Parkway Commercial Corridor       | Kennesaw Marketplace               | West Pine Mountain               |
| East Pine Mountain Revitalization      | McCollum Industrial Corridor       |                                  |

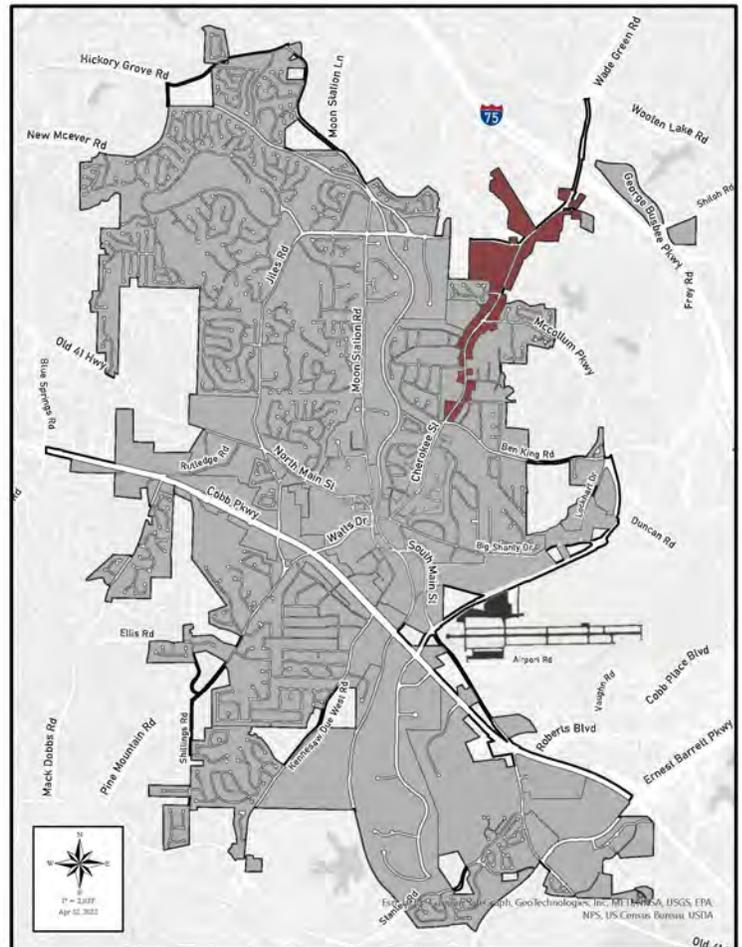
## Commercial Area

### Cherokee Street Commercial Corridor

The Cherokee Street Commercial Corridor is an approximately one-mile section of Wade Green Road and Cherokee Street extending from the Wade Green and I-75 Interchange south to Ben King Road. This corridor is comprised of neighborhood-compatible retail and office developments intermixed with residential and institutional land uses. South of the McCollum Parkway intersection, many of the office and retail uses occur in older homes that have been rezoned to allow commercial use. North of McCollum Parkway to the I-75 Interchange are several strip malls and free standing office developments. Sidewalks are frequently used by residents but are possibly undersized as Cherokee Street and its right-of-way narrow approaching Ben King Road. Parking is often limited to the front or side of the structure. Signage is generally more attractive and visible in the more recent strip developments north of McCollum Parkway.

### Future Land Use Categories

- Commercial Activity Center (CAC)
- Neighborhood Activity Center (NAC)
- Public Service/Institutional (PI)



### Access Corridors

- Ben King Road/Cherokee Street
- Dobbins Drive/Cherokee Street
- Jiles Road/Cherokee Street
- Maple Drive/Cherokee Street
- McCollum Parkway/Cherokee Street
- Plantation Way/Cherokee Street
- Shiloh Road/Cherokee Street
- Smith Drive/Cherokee Street
- Timberlake Road/Cherokee Street
- Weeks Drive/Cherokee Street

### Cultural Resources

- Cherokee Street Cemetery



Cherokee Street/Jiles Road



Cherokee Street/Ben King Road

## Cherokee Street Commercial Corridor

### Developments

- 3600 Cherokee Street
- 3655 Cherokee Street
- 3745 Cherokee Street
- 3940 Cherokee Street
- 4240 Jiles Road

### Parks

- No City parks

### Streams/Ponds

- Noonday Creek
- Proctor Creek
- Tate Creek





Cobb Industrial Blvd/N Cobb Parkway



Daniell Lake

## Cobb International Industrial Corridor

### Developments

- 1000 Cobb International Blvd
- 1025 Cobb International Blvd
- 1300 Cobb International Blvd
- 1325 Cobb International Blvd
- 1610, 1620, 1630, 1634, 1640 Cobb International Blvd
- 2000 Cobb International Blvd
- 2010 Cobb International Blvd
- 2500 Cobb International Blvd
- 2575 Cobb International Blvd
- 2585 Cobb International Blvd
- 3000 Cobb International Blvd
- 3375 Cobb International Blvd
- 3600 Cobb International Blvd
- 3800 Cobb International Blvd
- 1025 Cobb International Place
- 1100 Cobb International Place
- 1150 Cobb International Place
- 1175 Cobb International Place
- 1000 Union Court

### Parks

- No City parks

### Streams/Ponds

- Butler Creek
- Daniell Lake
- Murray's Lake

## Commercial Area

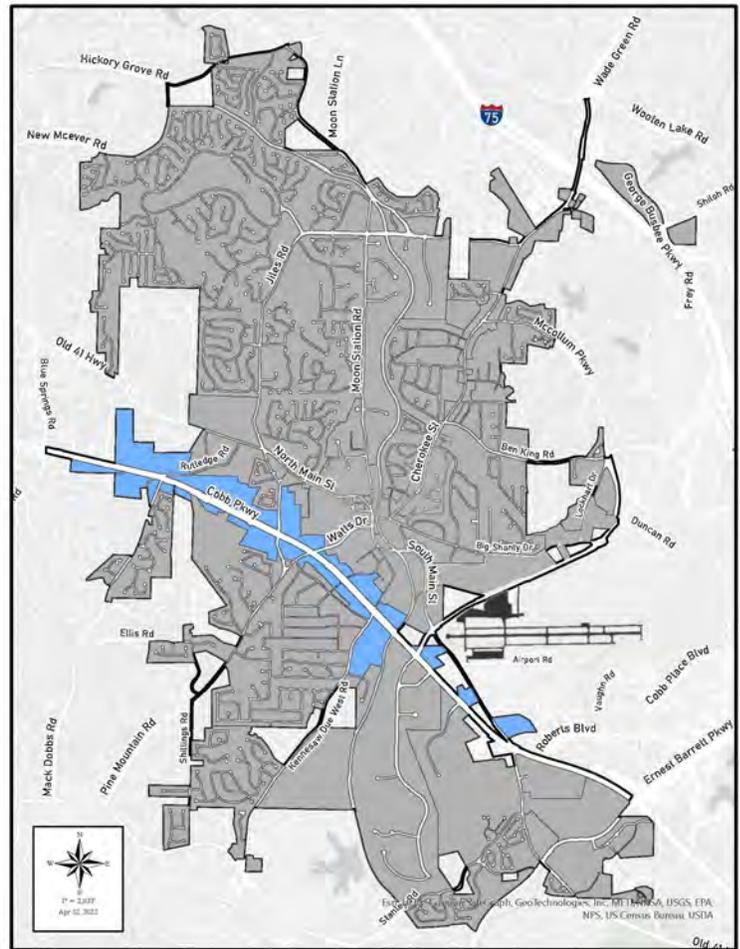
### Cobb Parkway

### Commercial Corridor

The Cobb Parkway Commercial Corridor is the most significant commercial corridor in Kennesaw. This approximately two-mile-long section of highway runs southeast to northwest through the lower third of the city limits. The corridor's appearance and function has been affected by vacant structures or structures that are in disrepair. Generally, there are no unifying architectural features, gateways or impressionable spaces or buildings that identify this corridor with a unique sense of place that is characteristic of Kennesaw; however, several segments of this corridor show promise.

### Future Land Use Categories

- Regional Activity Center (RAC)
- Commercial Activity Center (CAC)
- Industrial (I)



### Access Corridors

- Cobb International Blvd/N Cobb Parkway
- Jiles Road/North Cobb Parkway
- Kennesaw Due West Road/N Cobb Parkway
- Mack Dobbs Road/North Cobb Parkway
- McCollum Parkway/North Cobb Parkway
- Old 41 Highway/North Cobb Parkway
- Pine Mountain Road/North Cobb Parkway
- Rutledge Road/North Cobb Parkway
- Summers Street/North Cobb Parkway
- Watts Drive/North Cobb Parkway

### Cultural Resources

- Charter School (3010 N Cobb Parkway)
- Pine Ridge Memorial Cemetery



Jiles Road/N Cobb Parkway



Mack Dobbs Road/N Cobb Parkway

## Cobb Parkway Commercial Corridor

### Developments

- 2206 N Cobb Parkway
- 2500 N Cobb Parkway
- 2655 N Cobb Parkway
- 2680 N Cobb Parkway
- 2774 N Cobb Parkway
- 2851 N Cobb Parkway
- 2953 N Cobb Parkway
- 1650 N Roberts Road
- 2112 Old 41 Highway
- 6095 Pine Mountain Road
- 6110 Pine Mountain Road

### Parks

- No City parks

### Streams/Ponds

- Butler Creek
- Kennesaw regional detention pond

## Commercial/Residential Area

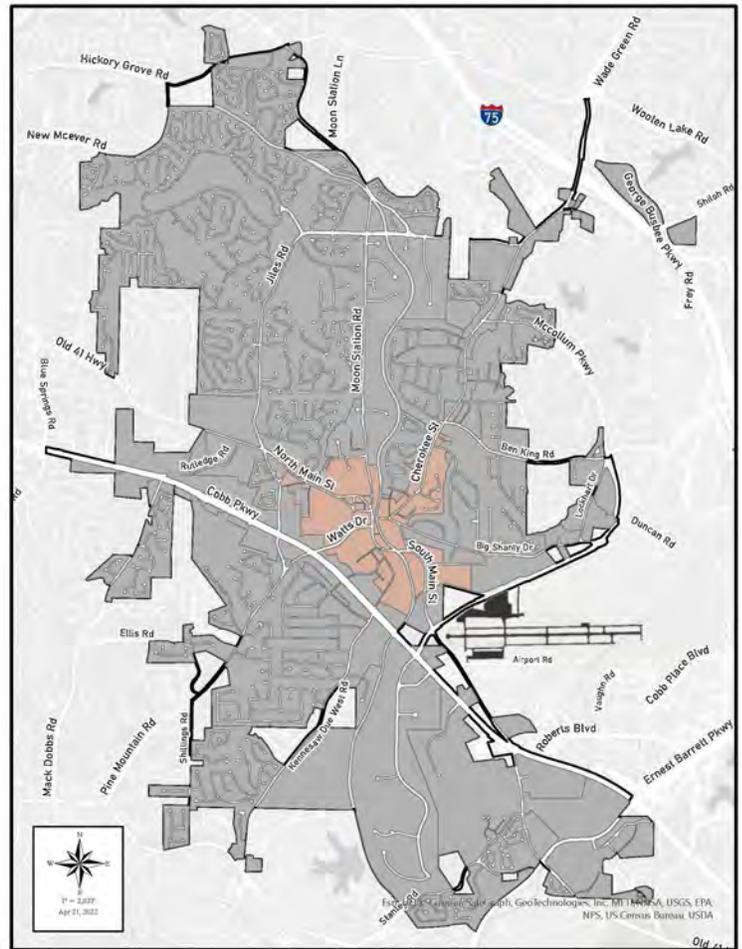
### Historic Central Business District

The Historic CBD area includes the Central Business District, the five historic districts and the study area of the City's Livable Centers Initiative (LCI). The area spans a distance along the northern edge of the Cobb Parkway Commercial Corridor from McCollum Parkway to near Jiles Road, northward to Matlock Drive on Moon Station Road, also northward to Pine Hill Drive on Cherokee Street and to South Main Street at McCollum Parkway.

Currently, this area is composed of a mix of land uses, historical and cultural resources, businesses, homes and neighborhoods and architectural styles and elements. Overall, this area is in the process of revitalization and reinvestment.

### Future Land Use Categories

- Downtown Activity Center (DAC)
- Public Service/Institutional (PI)
- Park/Recreation/Conservation (PRC)
- Residential High (RH)
- Residential Low (RL)



### Gateway Corridors

- Cherokee Street/Pine Hill Drive
- Moon Station Road/Matlock Drive
- North Main Street
- South Main Street/McCollum Parkway
- Summers Street
- Watts Drive/N Cobb Parkway

### Cultural Resources

- Ben Robertson Community Center
- Camp McDonald Park
- City Cemetery
- Historical Structures/Sites/Markers
- Recreation Center
- Southern Museum



## Historic Central Business District Neighborhoods/Developments

- Galt Commons
- Prichard Park
- Terraces at Depot Park
- The Village of Fullers Chase
- 2891 Lewis Street (Multi-Family)
- 2720 South Main Street
- 2726 South Main Street (Multi-Family)
- 2764 South Main Street
- 2825 South Main Street (Mixed-Use)
- 2681 South Main Street (Mobile Home Park)
- 2689 South Main Street

## Parks

- Adams Park
- Depot Park
- Gateway Park
- Kennesaw community trail system

## Streams/Lakes

- Butler Creek
- Noonday Creek
- Proctor Creek
- Whispering Lake



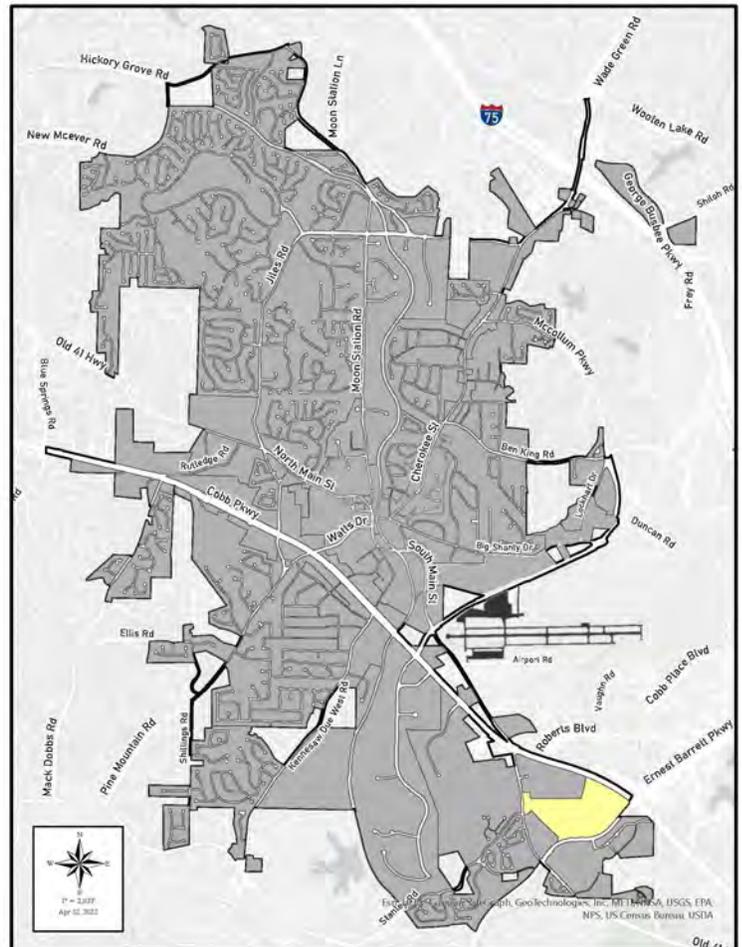
## Commercial/Residential Area

### Kennesaw Marketplace

This area is one of the newest areas within the city. Located along the southern part of the city, this character area is experiencing the most change. As other areas along Cobb Parkway redevelop, connections to this area are important to develop to lessen traffic impacts. As this area is still under construction, the future development pattern has not been set.

### Future Land Use Categories

- Regional Activity Center (RAC)
- Commercial Activity Center (CAC)
- Residential High (RH)



### Access Corridors

- Crater Lake Drive/Ernest Barrett Parkway
- Crater Lake Drive/N Cobb Parkway
- Hood Parkway/Old 41 Highway

### Cultural Resources

- Gateway to Kennesaw Mountain National Battlefield Park



## Kennesaw Marketplace Developments

- 1570 Crater Lake Drive
- 1580 Crater Lake Drive
- 1300 Ernest Barrett Parkway
- 1450 Ernest Barrett Parkway
- 1490 Ernest Barrett Parkway
- 1650 N Cobb Parkway
- 1975 N Cobb Parkway

## Parks

- Noonday Creek Trail access

## Streams/Lakes

- Noonday Creek



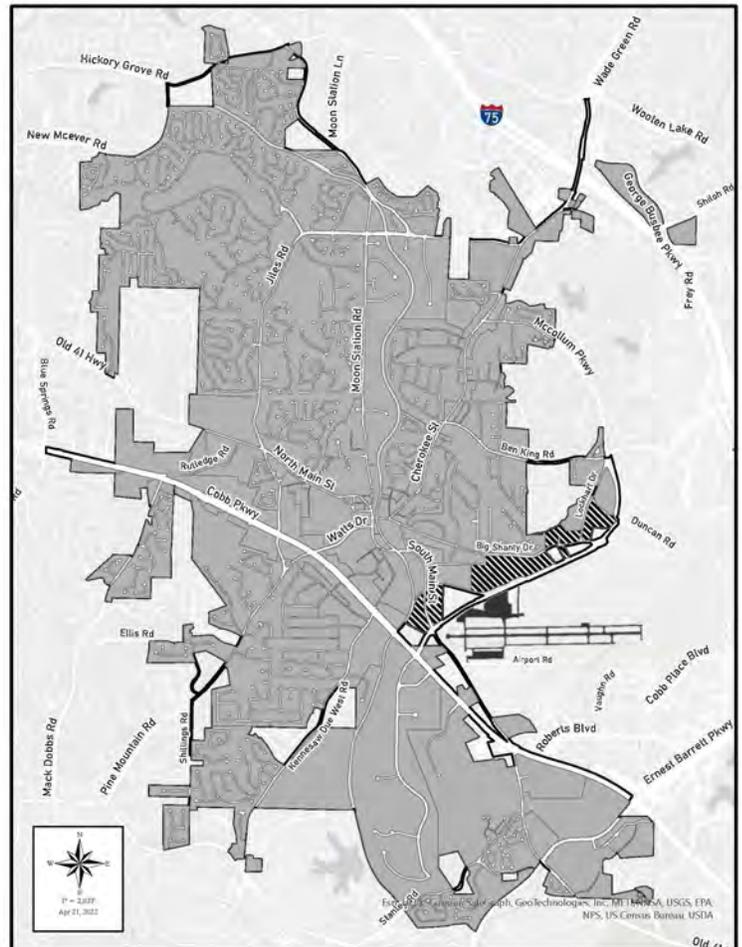
## Industrial Area

### McCollum Industrial Corridor

The McCollum Parkway Industrial area is located along a one-mile section of McCollum Parkway from near Old Highway 41 east to Big Shanty Drive. There currently exists a broad mix of uses which are generally low to moderate in impact. Many of the structures have been built in the last ten to twenty years. Most of the structures are constructed metal buildings with brick or stone facades that face McCollum parkway. Access to McCollum Parkway is typically via individual driveways except for the small, light industrial operations located on Big Shanty Drive. The large, spacious parcels and lower impact businesses provide a transition buffer between McCollum Airport to the south and the In-Town Living character area directly to the north.

### Future Land Use Categories

- Industrial (I)
- Park/Recreation/Conservation (PRC)
- Transportation/Communication/Utilities (TCU)



### Access Corridors

- Big Shanty Drive/Duncan Drive
- Big Shanty Drive/McCollum Parkway
- Lockhart Drive/McCollum Parkway

### Cultural Resources

- No cultural resources



## McCollum Industrial Corridor Developments

- Big Shanty Industrial Park
- 2490 South Main Street
- 2496 South Main Street
- 2500 South Main Street
- 2501 South Main Street
- 2505 South Main Street
- 2525 South Main Street
- 2535 South Main Street
- 2255 McCollum Parkway
- 2687 McCollum Parkway
- 2697 McCollum Parkway
- 2750 McCollum Parkway
- 2871 McCollum Parkway



## Parks

- Viking Quarry Lake overlook (Cobb County)

## Streams/Lakes

- Noonday Creek

## Industrial Area

### Moon Station Industrial Corridor

The Moon Station area is a one-and-a-half-mile segment of light and heavy industrial development located between Moon Station Road and the CSX rail line, directly north of the Central Business District. A portion of this area is also located along a short section of Jiles Road between Moon Station Road and Royal Drive near the Cherokee Street Commercial Corridor. This area is comprised primarily of small- to medium-sized, low impact manufacturing, distribution and office warehouse developments. Some neighborhood commercial uses are scattered within the area.

The structures of the area, like the other industrial areas, are primarily metal structures with brick or stone facades. Parking is typically located in the front or sides with deliveries accepted at loading docks on the side or rear of the buildings. The style of signage is varied per the business' proximity to Moon Station Road or internally to the industrial area. Many structures located furthest from the Moon Station Road access points and along the CSX rail line, are vacant or neglected to the point of being unsightly.

### Future Land Use Categories

- Industrial (I)
- Public Service/Institutional (PI)
- Park/Recreation/Conservation (PRC)
- Transportation/Communication/Utilities (TCU)



### Access Corridors

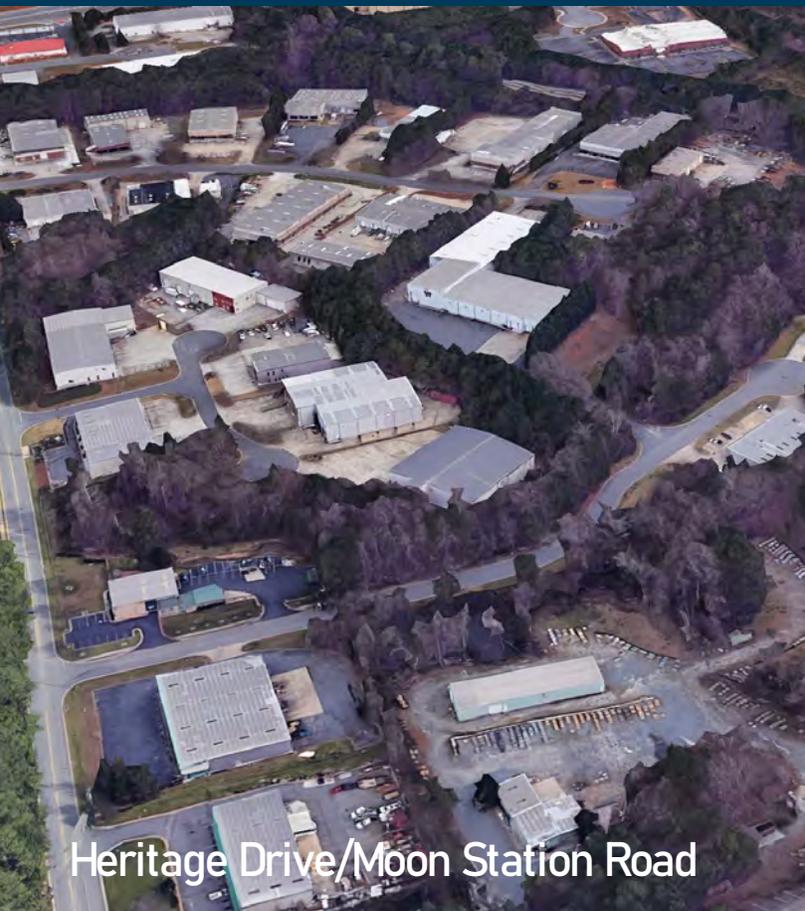
- Baker Road/Jiles Road
- Carter Circle/Moon Station Road
- Heritage Drive/Moon Station Road
- Kennesaw 75 Parkway/Jiles Road
- Kennesaw N Industrial Parkway/Moon Station Road
- Kennesaw S Industrial Parkway/Moon Station Road
- Jiles Road/Moon Station Road
- May Court/Moon Station Road
- Matlock Drive/Moon Station Road
- Moon Station Drive/Moon Station Road

### Cultural Resources

- Henderson Cemetery



Matlock Drive/Moon Station Road



Heritage Drive/Moon Station Road

## Moon Station Industrial Corridor Developments

- Baker Industrial Park
- Carter Circle
- Jiles Corner
- Jiles Station
- Kennesaw North Industrial Park
- Moon Station Park
- Proctor Creek Industrial Park
- Thompson Industrial Park
- 2655, 3625 Kennesaw 75 Parkway
- 3600 Kennesaw 75 Parkway
- 3650 Kennesaw 75 Parkway
- 3675 Kennesaw 75 Parkway
- 3750 Kennesaw 75 Parkway
- 3825 Kennesaw 75 Parkway
- 3850, 3900 Kennesaw 75 Parkway
- 3110 Moon Station Road
- 3120 Moon Station Road
- 3130 Moon Station Road
- 3140 Moon Station Road
- 3150 Moon Station Road
- 3160 Moon Station Road
- 3200 Moon Station Road
- 3210 Moon Station Road

### Parks

- No City parks

### Streams/Lakes

- Proctor Creek





Barrett Parkway



Ridenour Parkway

## Ridenour

### Neighborhoods/Developments

- Alta Ridenour
- Concorde Row
- Hedgewood at Ridenour
- Kennesaw Battle
- Ridenour Townhomes
- Touchstone at Ridenour
- Walton Ridenour
- White Oak Estates
- 1425 Ridenour Boulevard (Multi-Family)
- 1610 Ridenour Boulevard
- 1615 Ridenour Boulevard

### Parks

- Homeowners Association maintained greenspace
- No City parks

### Streams/Lakes

- Noonday Creek

## Residential/Commercial Area

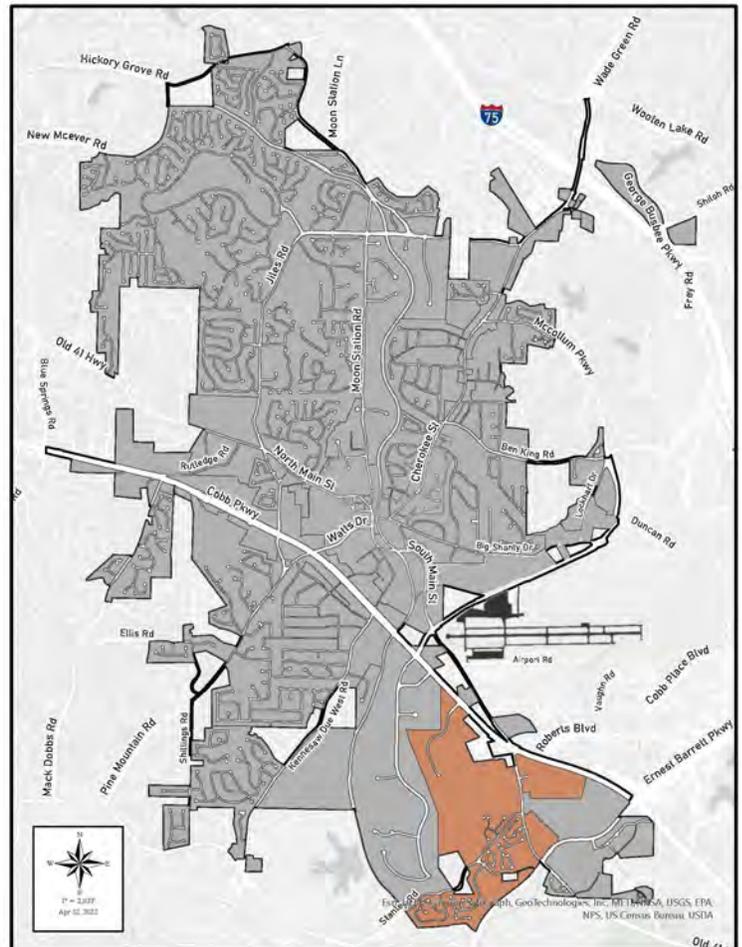
### Barrett and Old 41

Barrett and Old 41 is an area that is largely single-family residential with some multi-family housing and neighborhood commercial uses. Most of the residential developments have been built in the last 20 years. Located in the southeast corner of the City limits, the Barrett and Old 41 area is situated between the Cobb International Industrial Corridor area, Cobb Parkway and Ernest W. Barrett Parkway.

The proximity to I-75, Cobb Parkway and Barrett Parkway makes this an attractive location for residents who commute south to Marietta, to south Cobb County and the Metro Atlanta region for employment. Employment centers are also located just across Cobb Parkway in the retail and office districts adjacent to Ernest W. Barrett Parkway.

### Future Land Use Categories

- Community Activity Center (CAC)
- Neighborhood Activity Center (NAC)
- Park/Recreation/Conservation (PRC)
- Residential High (RH)
- Residential Low/Medium (RL)



### Access Corridors

- Ellison Lakes Drive/Cobb Parkway
- Ernest W. Barrett Parkway/Old 41 Highway
- Old 41 Highway/Cobb Parkway
- Stanley Road/Stilesboro Road

### Cultural Resources

- Gateway to Kennesaw Mountain National Battlefield Park
- Noonday Creek Trail access



Stanley Road/Cedar Lake Drive



Barrett Parkway/Old 41 Highway

## Barrett and Old 41 Neighborhoods/Developments

- Barrett Knoll
- Battle View
- Cedarcrest
- Cedar Lake
- Ellison Lakes
- Haven at Stanley Road
- Hillside Vista
- Lakeside Vista
- Lakeview Townhomes
- Mountain Park Estates
- Overlook
- The Cove at Mountain View
- The Glen at Mountain View
- The Landings at Kennesaw Mountain

## Parks

- Homeowners Association maintained greenspace
- Noonday Creek Trail access
- No City parks

## Streams/Lakes

- Cedar Lake
- Ellison Lake
- Noonday Creek

## Residential Area

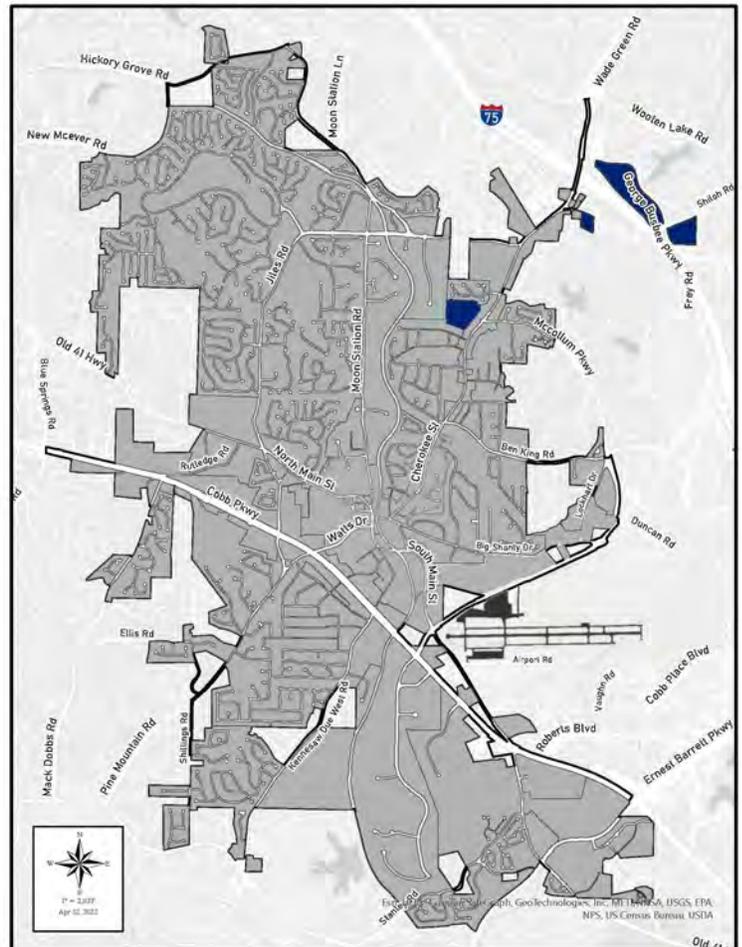
### Campus Living

This area is defined only by recent student apartment developments near Kennesaw State University's campus (less than one mile from the closest entry). This area is a good location for students and working adults. Located on Busbee Parkway south of Wade Green Road, the area is well situated for access to I-75, I-575 and Barrett Parkway. Sidewalks support pedestrian access along Wade Green Road, Busbee Parkway and Frey Road. Neighborhood office parks and retail stores and services are located along Wade Green Road.

Growth of this area is limited due to lack of available land and to its isolation from other areas in the City limits. This area is an "island" surrounded by land under Cobb County's jurisdiction.

### Future Land Use Categories

- Community Activity Center (CAC)
- Park/Recreation/Conservation (PRC)
- Residential High (RH)



### Access Corridors

- Cherokee Street/Shiloh Road
- Frey Road/Shiloh Road
- George Busbee Parkway/Wade Green Road
- George Busbee Parkway/Shiloh Road

### Cultural Resources

- Kennesaw State University



## Campus Living

### Neighborhoods/Developments

- 2200 Bensman Lane (Student Housing)
- 3995 Frey Road (Student Housing)
- 1465 Shiloh Road (Student Housing)

### Parks

- Private development amenities
- No City parks

### Streams/Lakes

- Tate Creek
- Wooten Lake



## Residential Area

# East Pine Mountain Revitalization

The East Pine Mountain Revitalization area is located between Pine Mountain Road and Kennesaw Due West Road directly south of the Cobb Parkway Commercial corridor.

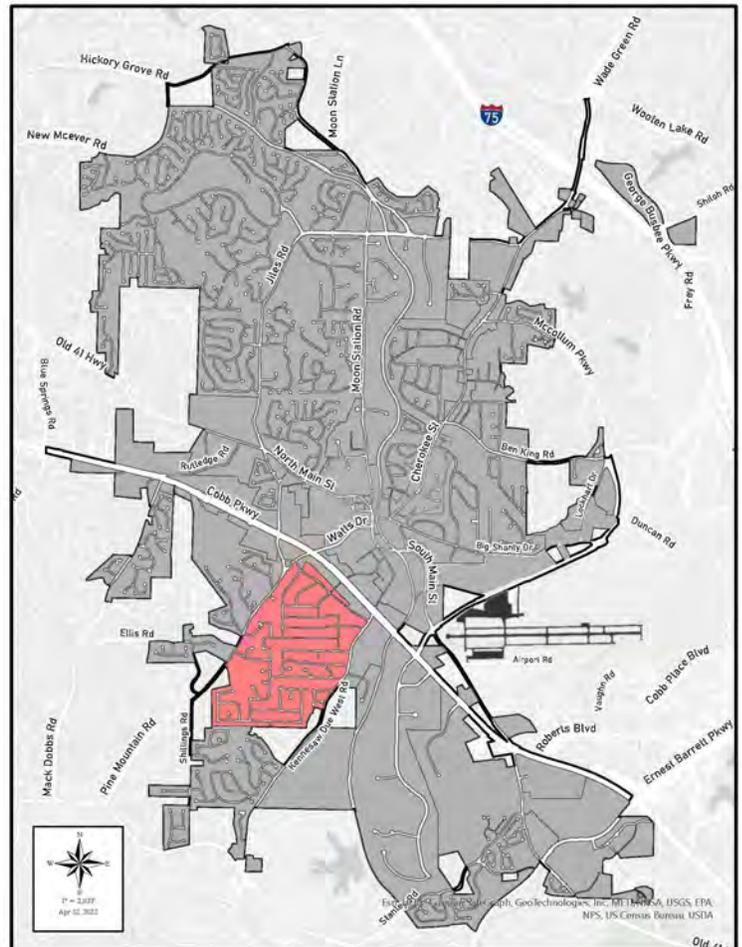
Two reasons causing concern within this area is:

1. It is one of the oldest neighborhoods in Kennesaw with some deteriorating properties, and
2. The northern half of this area lies directly in the approach and departure paths for McCollum Airport.

Generally, the style, age, appearance and construction materials of the homes vary. Brick and wood or vinyl siding are common. Wood-siding homes that have not been maintained show the most wear. Several home additions and decks are in extremely poor condition. In many cases, the landscaping has not been maintained, giving a ragged appearance to the neighborhood.

## Future Land Use Categories

- Public Service/Institutional (PI)
- Park/Recreation/Conservation (PRC)
- Residential Low/Medium (RL)
- Transportation/Communications/Utilities (TCU)



## Access Corridors

- Black Gum Drive/Pine Mountain Road
- Butler Creek Road/Pine Mountain Road
- Kennesaw Drive/Kennesaw Due West Road
- Kennesaw Drive/Pine Mountain Court
- Lakewood Drive/Kennesaw Due West Road
- Due West Circle/Kennesaw Due West Road
- Red Oak Way/Kennesaw Due West Road
- Sycamore Drive/Kennesaw Due West Road
- Kennesaw Oaks Trl/Kennesaw Due West Rd

## Cultural Resources

- Smith-Gilbert Gardens
- Hiram Butler House (c. 1880)

## East Pine Mountain Revitalization Neighborhoods/Developments

- Davis Property
- Hillmont
- Oakhill
- Pine Mountain Acres
- Pine Mountain Meadows
- Stilesboro Cove
- The Oaks
- Woodland Acres

## Parks

- Butler Creek Park
- Woodland Park

## Streams/Ponds

- Butler Creek
- Kennesaw regional stormwater detention pond



Woodland Drive



Kennesaw Drive

## Residential Area

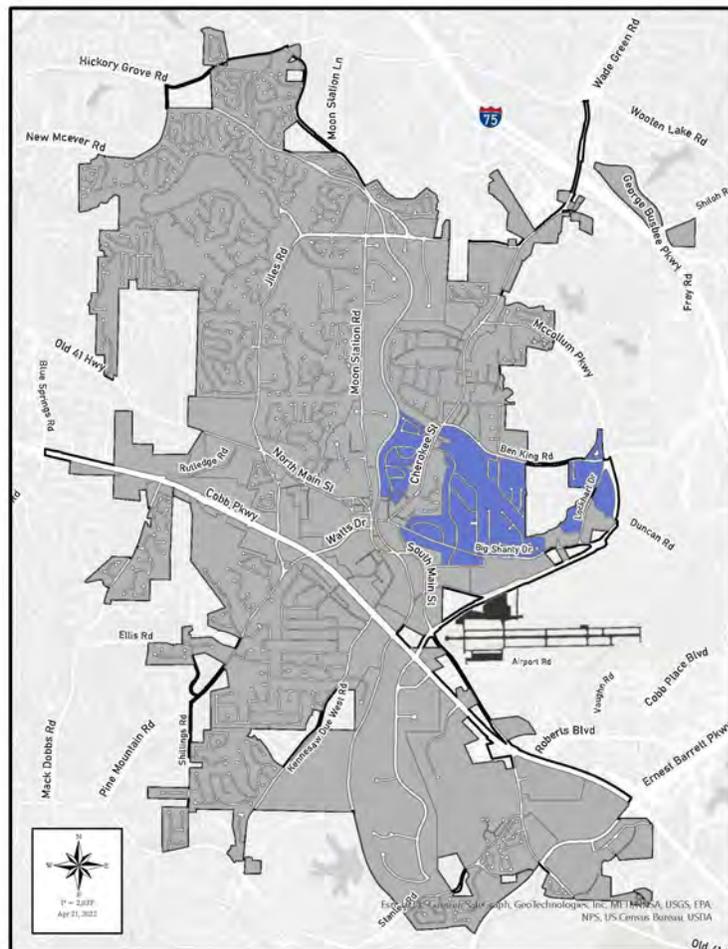
### In-Town Living

The In-Town Living area is defined by neighborhoods that are located within a short distance of the Historic Central Business District (CBD) - generally less than one mile from a boundary. In most cases, In-Town Living houses and neighborhoods are within walking distance of the downtown area. With recreational, entertainment, retail and cultural opportunities located in the CBD, residents can benefit from these amenities without venturing far from home, thus having the “In-Town Living” experience.

Future development in this area is limited as most of the parcels have all been developed for housing. However, if redevelopment is to be proposed, it should occur on multi-parcel levels to be most effective. This redevelopment should be closely affiliated and complementary with the redevelopment activities in the Historic CBD and surrounding homes and neighborhoods.

### Future Land Use Categories

- Neighborhood Activity Center (NAC)
- Public Service/Institutional (PI)
- Park/Recreation/Conservation (PRC)
- Residential Low/Medium (RL)



### Access Corridors

- Big Shanty Road/Sardis Street
- Ben King Road/McCollum Parkway
- Ben King Road/Cherokee Street
- Shirley Road/Cherokee Street

### Cultural Resources

- Cherokee Street Historic District
- Contributing Historic Structures



Ivey Park Drive/Big Shanty Drive



Bentgrass Lane/Ben King Road

## In-Town Living

### Neighborhoods/Developments

- Clifton Downs
- Enclave at Pinetree
- Homestead Hills
- Ivey Park
- Kennesaw Heights
- Kennesaw Woods
- King Estate
- Pine Hills
- Towne Manor
- 50 Creekside Drive (Multi-Family)
- 2726 South Main Street (Multi-Family)

### Parks

- No City parks

### Streams

- Noonday Creek

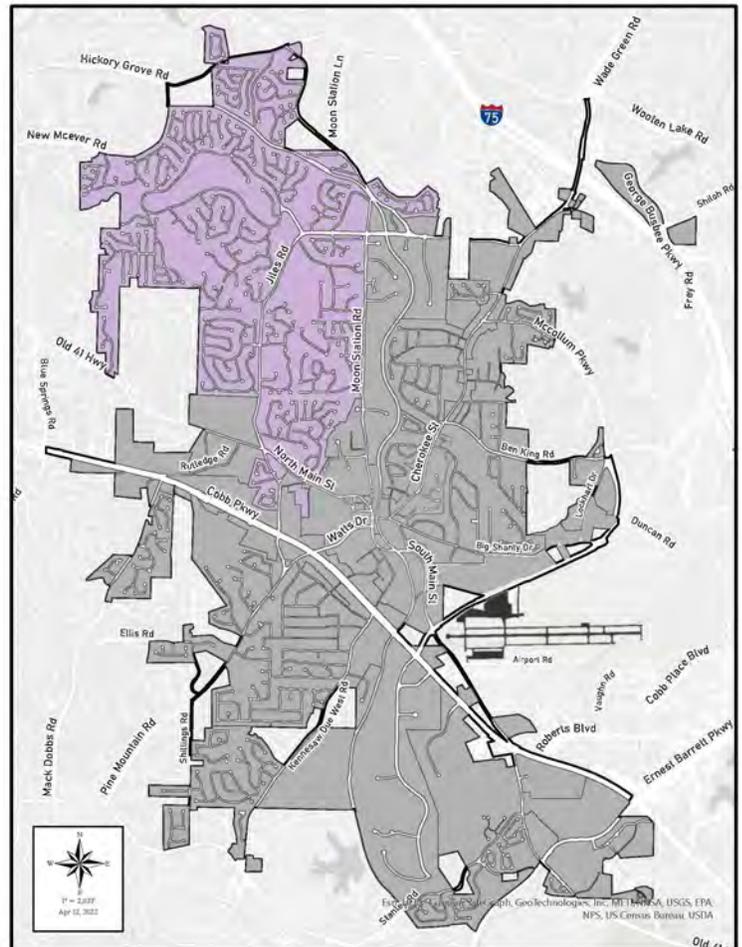
## Residential Area

### Jiles and Baker

The Jiles and Baker area is a unique blend of older and newer housing developments mixed with neighborhood-compatible retail. This is the largest of the residential character areas in land area and in population. Located in the northwest quadrant of the City, the area spans from Moon Station Road west to near the Acworth city limits and from Main Street north to Baker Road. Single-family detached residential is the predominant land use. Most of the homes are part of a neighborhood or planned unit developments. Notable public features of the area include the Kennesaw Community Trail and being adjacent to Swift-Cantrell Park.

### Future Land Use Categories

- Neighborhood Activity Center (NAC)
- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential Low (RL)

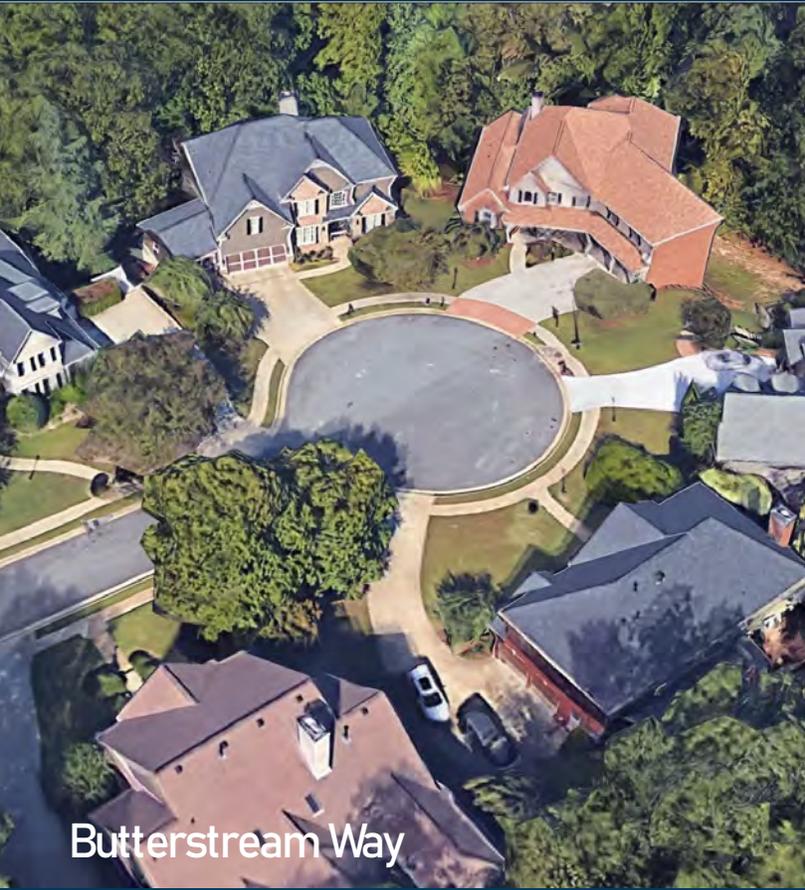


### Access Corridors

- Avalon Parkway/Jiles Road
- English Oaks Way/Jiles Road
- Hillsborough Chase/Jiles Road
- Kennesaw Springs Drive/Jiles Road
- Kennesborough Road/Jiles Road
- Knightsbridge Road/Old 41 Highway
- Legacy Park Boulevard/Jiles Road
- Lone Oak Trail/Jiles Road
- McGuire Drive/Jiles Road
- North Hampton Drive/Jiles Road
- Vineyards Lake Drive/Moon Station Road

### Cultural Resources

- Baker Elementary School (Cobb County)



Butterstream Way



English Oaks Drive

## Jiles and Baker

### Neighborhoods/Developments

- Baker Heights
- Baker Station
- Brookwood Commons
- Deerfield
- Duvall Court
- English Oaks
- Fairfax
- Giles Crossing
- Jiles Cove
- Kencrest
- Kennesaw Springs
- Kennesborough Square
- Legacy Park
- McEver Woods
- North Bridge Trace
- Northgate
- Oak Ridge
- Olmstead
- Retreat at McGuires Ridge
- The Dominion
- The Enclave at Proctor Creek
- The Village at Morgan Hill
- The Vineyards
- Victoria Crossing
- Villas at Hickory Grove
- Willow Grove
- Winchester Forest
- Winterset
- 3840 Jiles Road

### Parks

- Deerfield Park
- Fairfax Park
- Kennesaw Community Trail
- Winchester Forest Park

### Streams/Lakes

- Brookwood Commons Lake
- Proctor Creek
- Tanyard Creek
- Teem Lake

## Residential Area

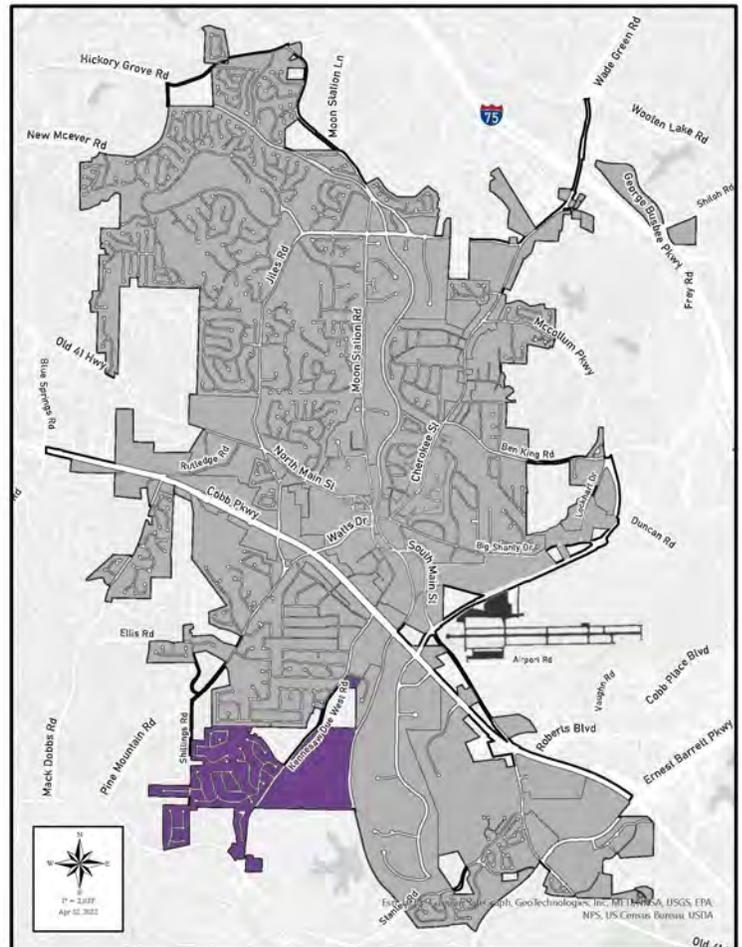
### Kennesaw Due West

The Kennesaw Due West area is located along Kennesaw Due West Road, Stilesboro Road and Shillings Road. The neighborhoods located within this area are newer with large lots. Big Shanty Park, the Art Station and Kennesaw Mountain High School are notable public facilities located in this area. Additional opportunity exists to expand this area and more logically define the City boundary if the City and the unincorporated residents and neighborhoods are willing to be annexed.

Future development is restrictive due to the limited amount of available land inside the City limits. Redevelopment is limited due the young age of the developments of the area, which appear to be less than fifteen years old. Most of the homes are ranch or split-level styles on basements, depending on the period in which they were built. Designed for larger lots within maturing oak and pine forests, many of the neighborhoods have experienced years of ownership stability. Commercial development should remain along major roadways and be low intensity commercial uses to serve the nearby neighborhoods.

### Future Land Use Categories

- Neighborhood Activity Center (NAC)
- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential Low (RL)



### Access Corridors

- Antonio Place/Shillings Road
- Mountain Oak Road/Kennesaw Due West Rd
- Nance Drive/Shillings Road
- Orchard Park Circle/Burnt Wood Drive
- Shillings Chase Court/Shillings Road
- Stilesboro Ridge/Stilesboro Road
- Stilesboro Road/Kennesaw Due West Road
- Westover Way/Kennesaw Due West Road

### Cultural Resources

- Big Shanty Park (Cobb County)
- Kennesaw Mountain High School
- The Art Station (Cobb County)
- The Rooker House (1943) (Cobb County)



Westover Lane



Mountain Oak Road

## Kennesaw Due West Neighborhoods/Developments

- Mountain Oaks
- Orchard Park
- Shillings Chase
- Shillings Park
- Stilesboro Ridge
- Westover
- 1600 Kennesaw Due West Road

## Parks

- Big Shanty Park (Cobb County)
- Shillings Park

## Streams/Lakes

- Butler Creek
- Westover Lake

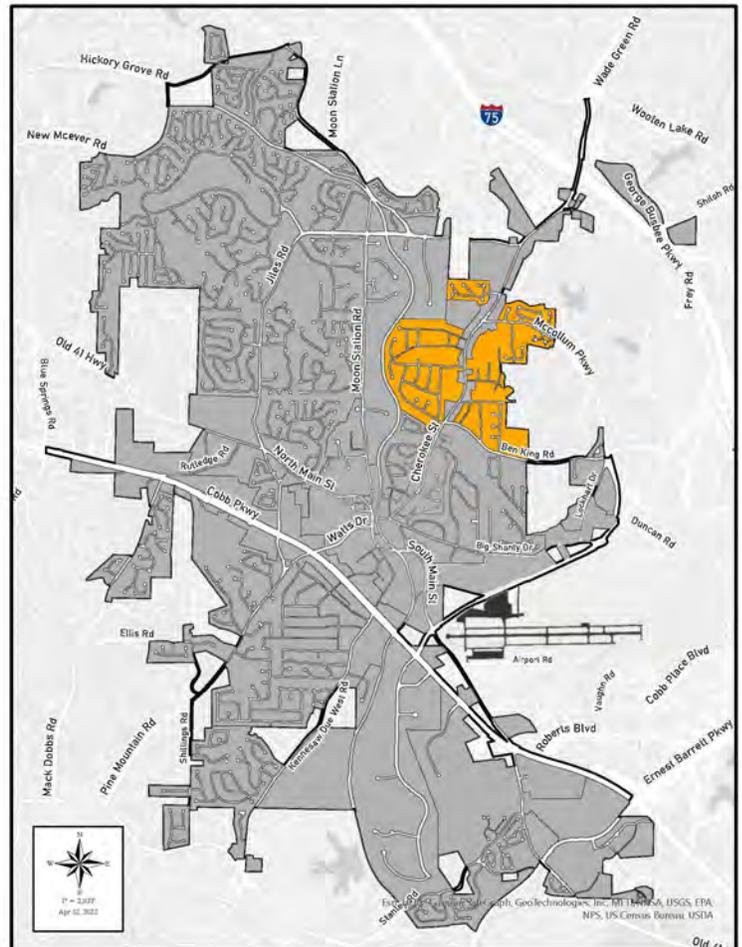
## Residential Area

### North Cherokee

The North Cherokee area is a residential area consisting of multi-tenured, low-to-medium density housing options ranging from single-family detached homes and manufactured housing to duplexes and even high density townhome developments. This area is located along the Cherokee Street corridor from Ben King Road/Twelve Oak Circle and north to Bozeman Lake Road. This area is unique in that it borders a well-defined commercial corridor along Cherokee Street that is as diverse in character and tenure as the neighborhoods themselves.

### Future Land Use Categories

- Neighborhood Activity Center (NAC)
- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential High (RH)
- Residential Low/Medium (RL)



### Access Corridors

- Dobbins Drive/Cherokee Street
- Douglas Lane/Ben King Road
- Fairways Court/McCollum Parkway
- Kennesaw Station Drive/McCollum Parkway
- Maple Drive/Cherokee Street
- McGarity Lane/Ben King Road
- Plantation Way/Cherokee Street
- Sand Wedge Circle/McCollum Parkway
- Smith Drive/Cherokee Street
- Twelve Oaks Circle/Cherokee Street
- Wrens Way/Ben King Road

### Cultural Resources

- East Park Village Entertainment District



Fairways Court



Wrens Way

## North Cherokee

### Neighborhoods/Developments

- Blackjack Estates
- Chalker
- Country Club Place
- Dogwood Drive Mobile Home Park
- Douglas Lane
- East Park Village
- Fairway Estates
- Kennesaw Station
- Kennesaw Trace
- Lydia Heights
- Mark H. Smith
- Pine Tree
- Pinetree Fairways
- Shiloh Acres
- Shiloh Plantation
- Tara
- Wrens Ridge

### Parks

- Kennesaw Station Park
- McCollum Park
- Tara Park
- Terry Lane Park
- Wrens Park

### Streams/Lakes

- Noonday Creek
- Proctor Creek

## Residential/Commercial Area

### Swift-Cantrell

This area is defined by its proximity to Swift-Cantrell Park. Creating neighborhood-friendly retail and services that complement the park with future residential housing is the goal of this area. Future development in this area should be developed in a way that incorporates and promotes both motorized and non-motorized access to the park. The recent investments within the park will spur redevelopment of this character area.

### Future Land Use Categories

- Neighborhood Activity Center (NAC)
- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential High (RH)

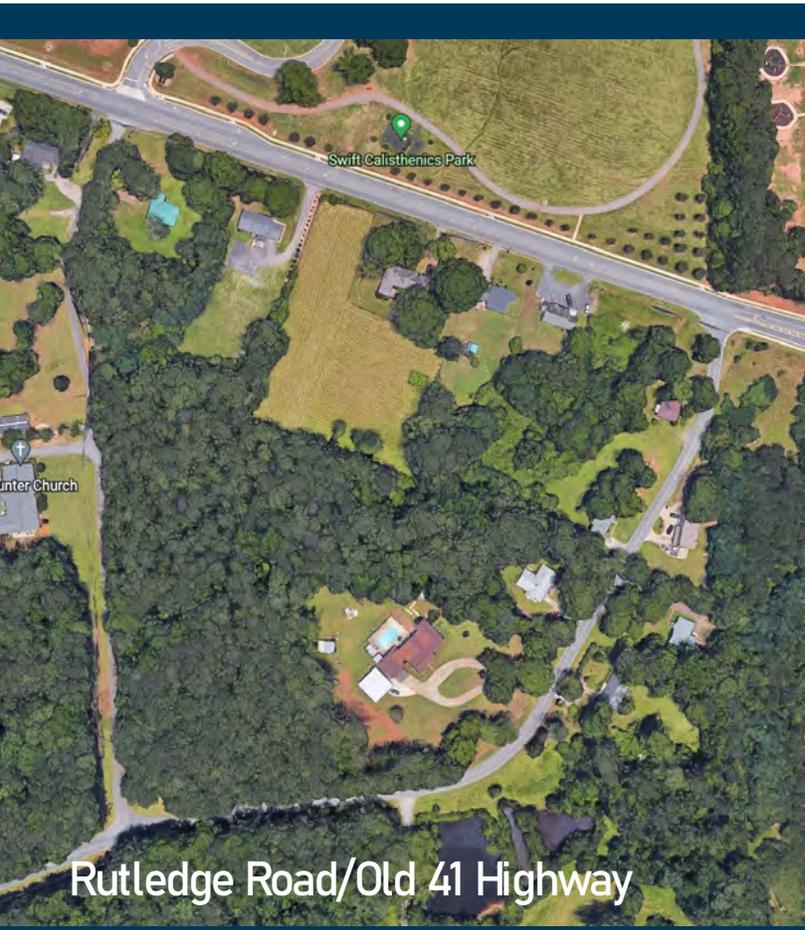


### Access Corridors

- Cathey Lane/Old 41 Highway
- Jiles Road/Old 41 Highway
- Rutledge Road/Old 41 Highway

### Cultural Resources

- Kennesaw Elementary School



Rutledge Road/Old 41 Highway



Swift-Cantrell Park

## Swift-Cantrell

### Neighborhoods/Developments

- Cantrell Crossing
- Michael Heights

### Parks

- Swift-Cantrell Park
  - Dog park
  - One mile outer trail
  - One 1/2 mile inner trail
  - Playgrounds
  - Skate park
  - Splash pad
  - Wellness station

### Streams/Lakes

- Butler Creek
- 3040 Rutledge Road pond

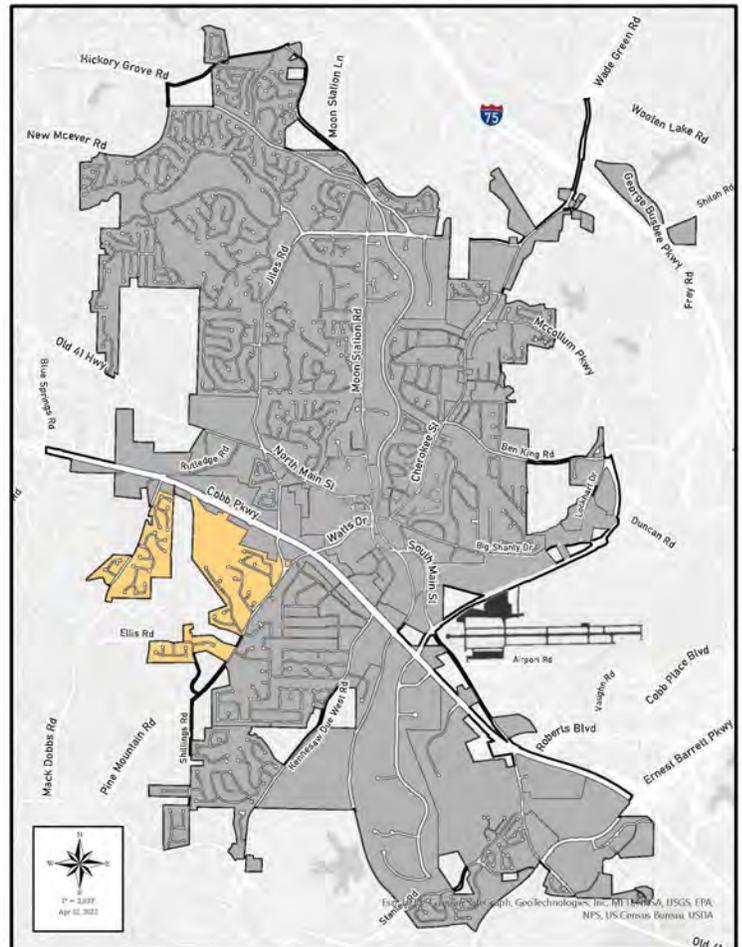
## Residential Area

### West Pine Mountain

This area is situated between Pine Mountain Road and Mack Dobbs Road. This area is comprised of larger, newer homes and neighborhoods. Most of the homes are ranch or split-level styles on basements, depending on the period in which they were built and many of the neighborhoods have experienced years of ownership stability. Future development is limited due to the limited amount of available land inside the City limits and redevelopment is limited due to the young age of the developments of the area which appear to be less than 10 to 20 years old. Should redevelopment of existing large parcels occur, then the redevelopment should be compatible with surrounding residential land uses. Additional opportunity exists to expand this area and more logically define the City boundary if the City and the unincorporated residents and neighborhoods are willing to be annexed. Neighborhood-compatible retail uses should be discouraged because of the abundance of neighborhood- and community-retail establishments along Cobb Parkway. Transitional land use issues may need to be addressed as commercial development along Cobb Parkway intensifies or expands.

### Future Land Use Categories

- Park/Recreation/Conservation (PRC)
- Planned Unit Development (PUD)
- Residential Low (RL)



### Access Corridors

- Confederate Trail/Ellis Road
- Greysen Manor/Mack Dobbs Road
- Hickory Knoll Trail/N Cobb Parkway
- Hidden Creek Road/Pine Mountain Road
- Laurel Lane/Pine Mountain Road
- Nottinghill Drive/Ellis Road
- Summerbrooke Drive/Mack Dobbs Road
- Summer Stream Drive/Mack Dobbs Road
- Wellcrest Drive/Pine Mountain Road

### Cultural Resources

- No cultural resources



## West Pine Mountain

### Neighborhoods/Developments

- Butler Ridge
- Greyson Manor
- Kings Row
- Out Post Hill
- Pine Mountain Park
- Summerbrooke
- Summer Stream
- The Village at Pine Mountain
- The Woodlands of Kennesaw

### Parks

- Butler Ridge Park
- Homeowners Association maintained greenspace

### Streams/Lakes

- Butler Creek



# AREAS POLICY MATRIX



Policy	Kennesaw Areas																
	Commercial & Industrial							Residential									
1. Redevelopment projects should occur on a multi-parcel basis.	X	X		X	X						X						X
2. Require inter-parcel access connectivity and shared access to control access flow to major roadways.	X	X		X	X					X		X					X
3. Discourage strip development.	X	X		X						X		X					X
4. Encourage nodal development.	X	X		X						X							
5. Encourage the integration of public transportation hubs at nodal developments.	X	X		X	X					X							X
6. Support improved pedestrian mobility and safety as surrounding neighborhood revitalization occurs.	X	X		X						X	X	X	X	X	X	X	X
7. Encourage pedestrian access to nodal developments via sidewalks and trail systems to maximize use of public transportation hubs.	X	X		X					X	X	X	X	X	X	X	X	X
8. Provide transitional buffers between commercial and adjacent residential land uses.	X	X		X									X				
9. Require developers to adhere to architectural and site development standards.	X	X	X	X	X												X
10. Maintain adequate building and landscaping setbacks that promote safety and market visibility.	X	X	X	X	X	X	X	X									
11. Encourage a diverse mix of products and services.	X	X	X	X	X	X	X	X		X							
12. Encourage the use of shared signage.	X	X	X	X													X

# AREAS POLICY MATRIX



Policy	Kennesaw Areas																
	Cobb Parkway Commercial Corridor	Cherokee Street Commercial Corridor	Cobb International Industrial Corridor	Kennesaw Marketplace	Historic Central Business District	McCollum Industrial Corridor	Moon Station Industrial Corridor	Ridenour	Barrett and Old 41	Campus Living	East Pine Mountain Revitalization	In-Town Living	Jiles and Baker	Kennesaw Due West	North Cherokee	Swift-Cantrell	West Pine Mountain
	Commercial & Industrial								Residential								
13. Allow mixed use development in the vicinity of Swift-Cantrell Park.	X																X
14. Provide pedestrian linkages from transportation nodes to the Historic CBD, Adams Park, and Swift Cantrell Park as public transit becomes available.												X					X
15. Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
16. Encourage the reuse of homes as businesses where appropriate.		X			X												
17. Protect large specimen trees where possible.		X		X		X					X	X	X		X	X	X
18. Relocate homes and businesses as required to widen the right of way for pedestrian and vehicular safety.		X														X	
19. Have new development reflect the most recent architectural and design styles that complement adjacent neighborhoods.		X		X	X			X	X		X		X	X		X	X
20. Adhere to the City's architectural and site design guidelines.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
21. Ensure vehicular circulation takes place on the respective industrial property; backing into or turning around on streets should not be allowed. Appropriate site design should support proper circulation.			X														
22. Locate higher intensity businesses away from the edges to protect surrounding residential land uses.			X		X		X		X								

# AREAS POLICY MATRIX



Policy	Kennesaw Areas														
	Commercial & Industrial							Residential							
23. Locate lower intensity businesses towards the outer edges to provide a transitional buffer between higher-intensity uses and neighboring residential areas.			X	X	X	X									
24. Promote transitional buffering between all industrial/warehouse operations and surrounding neighborhoods.			X		X										
25. Promote open space and tree preservation.					X		X	X	X	X	X	X	X		X
26. Require truck parking along the sides or rear of the structures.	X	X	X	X	X	X									
27. Encourage retail operations to locate closer to Moon Station Road corridor.						X									
28. Encourage neighborhood-friendly, low-impact retail commercial to be located adjacent to and visible from Jiles Road and Moon Station Road.					X										
29. Concentrate traditional commercial development along Cherokee Street and Main Street between Dallas Street and the CSX Overpass.					X										
30. Require inter-parcel access (or rear alleys) to control access flow to Main Street.					X										
31. New development should be constructed at human scale.					X									X	
32. Require the incorporation of CBD architectural elements and guidelines into new construction or redevelopment projects.					X										

# AREAS POLICY MATRIX



Policy	Kennesaw Areas																
	Cobb Parkway Commercial	Cherokee Street Commercial	Cobb International Industrial	Kennesaw Marketplace	Historic Central Business District	McCollum Industrial Corridor	Moon Station Industrial Corridor	Ridenour	Barrett and Old 41	Campus Living	East Pine Mountain Revitalization	In-Town Living	Jiles and Baker	Kennesaw Due West	North Cherokee	Swift-Cantrell	West Pine Mountain
	Commercial & Industrial							Residential									
33. Require office/retail operations to be located on the first or ground floor and residential elements to be located above the first or ground floor in mixed-use, multi-story development.					X												X
34. Promote the use of shared parking lots and/ or parking decks. Parking lots and decks should be located behind structures.					X												
35. Encourage pedestrian access to downtown via sidewalks and trail systems.	X	X			X		X			X	X	X			X	X	
36. Use paving patterns, landscaping, lighting, bench seating and signage to improve pedestrian areas.				X	X		X		X	X	X				X	X	
37. Incorporate pedestrian amenities, such as benches and trash receptacles, into all development with public access.				X	X		X		X	X	X				X	X	
38. Include a variety of housing and professional office or retail choices.				X			X	X							X	X	
39. Locate commercial, moderate- and high-density housing and/or light industrial operations along the outer boundary of the character area. Reserve the inner area for traditional single family detached housing.								X	X		X	X	X		X		
40. Encourage higher density housing types to be located closer to Major Roads and transit facilities.								X	X	X	X	X	X		X	X	

# AREAS POLICY MATRIX



Policy	Kennesaw Areas															
	Commercial & Industrial							Residential								
41. Connect neighborhoods to the local and regional network of greenspace and trails, available to pedestrians and bicycles, for both tourism and recreational purposes.		X		X	X			X	X	X	X	X	X	X	X	X
42. Enhance the pedestrian-friendly environment by adding or improving sidewalks and creating multi-use trail/ bike routes linking neighboring communities and major destinations, such as the Neighborhood Retail Centers and parks.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
43. Promote parks and open space within developments.				X		X		X	X	X	X	X	X	X		X
44. Include a variety of housing choices based on single-family residential concepts.								X	X		X	X	X	X	X	X
45. Encourage housing types to reflect traditional neighborhood styles.								X	X		X	X	X	X	X	X
46. Encourage comparable architectural styles that maintain the regional character.				X				X		X	X		X	X	X	X
47. Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.					X				X		X	X	X	X	X	X
48. Allow public facilities, such as schools and community centers, or neighborhood activity centers to be developed at suitable locations within walking distance of residences.											X	X	X	X	X	X

# AREAS POLICY MATRIX



Policy	Kennesaw Areas																
	Cobb Parkway Commercial	Cherokee Street Commercial	Cobb International Industrial	Kennesaw Marketplace	Historic Central Business District	McCollum Industrial Corridor	Moon Station Industrial Corridor	Ridenour	Barrett and Old 41	Campus Living	East Pine Mountain Revitalization	In-Town Living	Jiles and Baker	Kennesaw Due West	North Cherokee	Swift-Cantrell	West Pine Mountain
	Commercial & Industrial							Residential									
49. Provide an interconnected system of streets within new development that is also connected to existing development.	X	X	X		X			X	X			X	X	X	X	X	X
50. Promote noise reduction construction practices for all new development.					X			X	X	X	X	X	X	X	X	X	X
51. Protect water quality with appropriate stream buffers.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

# COMMUNITY WORK PROGRAM



## Projects

A key component of the Comprehensive Plan is to identify projects that the City of Kennesaw will undertake to implement the goals of the plan. The following pages identify the projects that the City of Kennesaw will undertake in the next five years.

A key component of implementing the Comprehensive Plan is the 2016 Special Purpose Local Option Sales Tax (SPLOST) program. The City has fifteen projects at over \$31 million that include creating a new railroad overpass and improving stormwater management and sidewalk repairs.



Adams Park Indoor Recreation Center

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Land Use and Housing</b>									
1. Revise zoning ordinance and development standards.	X	X	X	X	X	Planning & Zoning, Economic Development	Staff time	General fund	A2
2. Apply for grants for development projects.	X	X	X	X	X	Economic Development, Planning & Zoning	Staff time	General fund	B4, C4
3. Initiate study for sustainability initiatives and incentive program for new development.		X	X	X		Planning & Zoning	Staff time	General fund, Community Development Assistance Program	C7
4. Livable Centers Initiative (LCI) supplemental studies with Town Center Community Improvement District (CID).	X	X	X	X	X	Planning & Zoning	Staff time (Match - TBD)	General fund	B5
5. Review and implement LCI plan (Downtown Master Plan) project.	X	X	X	X	X	Planning & Zoning, Economic Development	Staff time (Match - TBD)	General fund	C1, C13, E1, E2
6. Continue strategies (through zoning) aimed at the identification and preservation of existing housing and residential neighborhoods; including preservation of historic properties.	X	X				Planning & Zoning, Historic Preservation Commission	Staff time	General fund	C9, D4
7. Partner with local school board system to improve input regarding future development (rezoning/annexation notification).	X	X	X	X	X	Planning & Zoning	Staff time	General fund	A19

\* A=2016-2017, B=2017-2018, C=2018-2019, D=2019-2020, E=2021-2022 on the Report of Accomplishments

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Land Use and Housing</b>									
8. Incorporate additional amendments to sustainability policy.		X	X			Planning & Zoning	Staff time	General fund	D3
9. Conduct an affordable housing study, including incentives.	X	X	X			Planning & Zoning, Economic Development	\$30,000	General fund, Community Development Assistance Program	New
10. Reevaluate the historic district boundaries by utilizing the 2019 New South Historic Survey and Assessment.	X	X				Planning & Zoning	Staff time	General fund	New
11. Increase training of traditional neighborhood districts and smart growth techniques for the Planning Commission.	X	X	X	X	X	Planning & Zoning, Planning Commission	\$17,500	General fund, Community Development Assistance Program	B17
<b>Transportation</b>									
1. Conduct transportation study on existing roadways and gateways into the city in association with Georgia Regional Transportation Authority (GRTA) and the Atlanta Regional Commission (ARC) consistent with the LCI Plan.	X	X	X	X	X	Public Works, Planning & Zoning	Staff time	General fund	A7
2. Promote the expansion of local public transit alternatives in conjunction with Cobb County, ARC and other state/regional agencies.	X	X	X	X	X	Public Works, Planning & Zoning	Staff time	General fund	A14, E15

\* A=2016-2017, B=2017-2018, C=2018-2019, D=2019-2020, E=2021-2022 on the Report of Accomplishments

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Transportation</b>									
3. Develop additional development standards for the provision and location of pedestrian and bicycle facilities in connection with private development projects.	X	X	X	X	X	Public Works, Planning & Zoning	Staff time, \$75,000	General fund, Community Development Assistance Program	E10
4. Implement street improvements (based on established priorities list).	X	X	X	X	X	Public Works	\$1,650,000	Impact fees, SPLOST, General fund, Grants	A13, B15, C16, D9
5. Implement traffic improvements (based on established priorities list).	X	X	X	X	X	Public Works	\$37,000,000	Impact fees, SPLOST, General fund, Grants	C12, D6, E7
6. Participate in regional and local transportation studies and initiatives to promote public transit (i.e., rail, bus, shuttle, etc.) connectivity to cities and the county.	X	X	X	X	X	Public Works, Planning & Zoning	Staff time	General fund	E19
7. Establish strategies and priorities for funding road improvements needed in the City in conjunction with county, state, region and federal agencies.	X	X	X	X	X	Public Works, Planning & Zoning, Economic Development	Staff time	General fund	A12, E13
8. Review of transportation plan.	X	X	X	X	X	Public Works, Planning & Zoning	Staff time	General fund, Grants	D10
<b>Economic Development and Intergovernmental Coordination</b>									
1. Continue business recruitment, expansion and retention efforts.	X	X	X	X	X	Economic Dev. Planning & Zoning, Downtown Development Authority	\$25,000	General fund	A3, C3, D1, E3

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Economic Development and Intergovernmental Coordination</b>									
2. Evaluate and implement annexation action plan, including all commercial and industrial corridors.		X	X	X		Planning & Zoning, Economic Development	Staff time	General fund	A6, A9, B1
3. Continue marketing of Downtown venues in cooperation with Downtown Merchants.	X	X	X	X	X	Economic Development, Downtown Development Authority	Staff time	General fund	B10
4. Establish a bi-annual coordination meeting with KSU.	X	X	X	X	X	Planning & Zoning	Staff time	General fund	New
5. Pursue Broadband Ready Community Certification.		X	X			Economic Development, Planning & Zoning	Staff time	General fund	New
6. Pursue Broadband Ready Site Designation.			X	X	X	Economic Development, Planning & Zoning	Staff time	General fund	New
7. Conduct a broadband study to identify needs and projects for the next ten years.		X	X			Planning & Zoning, Public Works	Staff time, \$150,000	General fund	New
<b>Natural and Cultural Resources</b>									
1. Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.	X	X				Planning & Zoning, Public Works, Parks & Recreation	Staff time	General fund	A8, B9, C21, D2, E22
2. Smith-Gilbert Gardens improvements.	X	X	X	X	X	Smith-Gilbert Gardens, Parks & Recreation	\$700,000	Impact fees, General fund, Grants,	B14, C20, D8

\* A=2016-2017, B=2017-2018, C=2018-2019, D=2019-2020, E=2021-2022 on the Report of Accomplishments

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Natural and Cultural Resources</b>									
3. Investigate adding additional greenspace for a growing population (i.e., adding greenspace, new acreage, park expansion).	X	X	X	X	X	Planning & Zoning, Parks & Recreation	\$2,000,000	SPLOST, General fund, Grants	C8
4. Re-evaluate Green City objectives.	X	X				Parks & Recreation, Planning & Zoning	\$25,000	General fund	C10
5. Implement Swift-Cantrell Park improvements.	X	X	X	X		Parks & Recreation	\$400,000	General fund, Impact fees, Grants	B18
6. Implement neighborhood park improvements (upgrade neighborhood parks based on established priorities list).	X	X	X	X	X	Parks & Recreation	\$160,000	General fund, Impact fees	C6, E11
7. Evaluate environmentally-sensitive areas affected by development.	X	X				Planning & Zoning, Public Works	Staff time	General fund	E18
8. Depot Park expansion (Phase 1-7).	X					Parks & Recreation	\$400,000	Impact fees, General fund	New
9. Depot Park expansion (Phase 9-12).			X			Parks & Recreation	\$800,000	Impact fees, General fund	New
10. Implement Southern Museum projects and marketing.		X	X	X	X	Southern Museum, Communications, Economic Development	Staff time	General fund, Grants	New
11. Implement Smith-Gilbert Gardens projects and marketing.		X	X	X	X	Smith-Gilbert Gardens, Communications, Economic Development	Staff time	General fund, Grants	New

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# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Natural and Cultural Resources</b>									
12. Work with Cobb County to implement a green belt system for flood plains that can also be used as a passive recreation resource.	X	X	X	X	X	Public Works, Parks & Recreation	Staff time	General fund, Grants	E20
<b>Community Facilities and Services</b>									
1. Upgrade computer systems (formerly City Wide Computer Upgrade and Integration)	X	X	X	X	X	Information Technology	\$385,000	General fund, Community Development Assistance Program	A15, B11, C11, D13, E17
2. Assess stormwater utility projects.	X	X	X	X	X	Public Works	Staff time	General fund, Grants	A23, C15
3. Implement drainage system improvements (based on established priorities list).	X	X	X	X	X	Public Works	\$1,450,000	Impact fees, Community Development Block Grant, General fund, Grants	A24, B13, C17
4. Re-evaluate Stormwater Management Plan.		X	X			Public Works	Staff time	General fund	E4
5. Stormwater utility capital improvement plan (CIP) project	X	X	X	X	X	Public Works	\$1,700,000	Impact fees, SPLST, General fund, Grants	B2, D5, E16
6. Review sustainability policies for City facilities	X	X				Building Maintenance	Staff time	General fund, Grants	C2

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# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Community Facilities and Services</b>									
7. Sustainability training workshops with developers and staff				X	X	Community Development	\$5,000	General fund	B16
8. Police vehicles (based on established priorities list)	X	X	X	X	X	Public Safety	\$1,050,000	General fund, Impact fees	New
9. Parks and Recreation vehicles (based on established priorities list)	X	X	X	X	X	Parks & Recreation	\$190,000	General fund, Impact fees	New
10. Street vehicles (based on established priorities list)	X	X	X	X	X	Public Works	\$515,000	General fund, Impact fees	New
11. Ben Robertson Community Center improvements	X	X	X	X		Parks & Recreation	\$445,000	General fund, Impact fees, Grants	New
12. Adams Park Recreation Center	X					Parks & Recreation	\$3,924,689	General fund, Impact fees, Grants	New
13. Depot Park amphitheater	X	X				Parks & Recreation	\$3,000,000	General fund, Impact fees, Grants	New
14. Public Safety Building			X	X		Public Safety	\$8,500,000	General fund, Impact fees, Grants	New
15. East Park Village community park	X	X	X	X	X	Parks & Recreation	\$1,050,000	General fund, Impact fees, Grants	New

\* A=2016-2017, B=2017-2018, C=2018-2019, D=2019-2020, E=2021-2022 on the Report of Accomplishments

# COMMUNITY WORK PROGRAM

Project	2022	2023	2024	2025	2026	Responsible Department/ Party	Cost	Funding Source	Former Project Number*
<b>Community Facilities and Services</b>									
16. Work with Public Safety to incorporate safety techniques and security devices within new developments (including single-family, multi-family, commercial and mixed-use).	X	X	X	X	X	Planning & Zoning, Public Safety	Staff time	General fund	New

\* A=2016-2017, B=2017-2018, C=2018-2019, D=2019-2020, E=2021-2022 on the Report of Accomplishments



# CITY OF KENNESAW

## 2022 COMPREHENSIVE PLAN UPDATE

# APPENDIX



# Appendix

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# City of Kennesaw Annual Report of Accomplishments

## FY 2016/2017

Project Number (A)	Plan Element	Project Description	Status	Comments
1	Land Use	Create housing audit report	Completed	
2	Land Use	Revisions to Zoning ordinance and development standards	Underway	Continuous 2022-2026
3	Economic Development	Continue business recruitment, expansion and retention efforts	Underway	Continuous 2022-2026
4	Public Facilities	Swift Cantrell Park improvements	Completed	
5	Land Use	Review of implementation of Plan 2040	Completed	
6	Economic Development	Evaluate annexation action plan for all commercial and industrial corridors	Underway	2023/2024/2025-New Wording: Evaluate and implement annexation action plan, including all commercial and industrial corridors.
7	Public Facilities	Transportation study on existing roadways and gateways into the City in association with GRTA and ARC consistent with the LCI Plan.	Underway	Continuous 2022-2026
8	Land Use	Review Master Trails Plan	Underway	2022/2023-New Wording: Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.
9	Economic Development	Revise Annexation Action Plan (Combined with #6 for CWP)	Underway	2023/2024/2025-New Wording: Evaluate and implement annexation action plan, including all commercial and industrial corridors.
10	Economic Development	Museum and Educational Center marketing program to be reevaluated	Completed	
11	Community Facilities	Upgrade Neighborhood Parks	Completed	
12	Information Technology	Establish strategies and priorities for funding road improvements needed in the city in conjunction with county, state, regional and federal agencies.	Underway	Continuous 2022-2026
13	Community Facilities	Street Improvements	Underway	Yearly-based on priorities list and CIE-New Wording: Implement street improvements (based on established priorities list).
14	Transportation Element	Promote the expansion of local public transit alternatives in conjunction with Cobb County, ARC and other state/regional agencies.	Underway	Continuous 2022-2026
15	Community Facilities	City Wide Computer upgrade and integration	Underway	Yearly-based on priorities list and CIE-New Wording: Upgrade computer systems (formerly City Wide Computer Upgrade and Integration).
16	Economic Development	Review Downtown Development authority business recruitment strategy	Completed	
17	Community Facilities	Review greenspace requirement for population	Completed	
18	Economic Development	Analyze the downtown business retention plan	Completed	
19	Land Use	City to expand network with local school board system in order to improve input regarding future development	Underway	Continuous 2022-2026
20	Land Use	Depot Master Plan review of projects	Completed	
21	Community Facilities	Comprehensive Plan major update	Completed	
22	Land Use	Analyze Senior Housing inventory for lifelong community initiative	Completed	

23	Community Facilities	Storm Water Utility assessment of projects	Underway	Yearly-based on priorities list and CIE-New Wording:Assess stormwater utility projects.
24	Community Facilities	Drainage system improvements	Underway	Yearly-based on priorities list and CIE-New Wording:Implement drainage system improvements (based on established priorities list).
25	Community Facilities	Traffic warrant study for portions of Jiles Road	Completed	

## FY 2017/2018

Project Number (B)	Plan Element	Project Description	Status	Comments
1	Land Use	Implement next phase of annexation plan city wide (combined with A #6 in CWP)	Underway	2023/2024/2025-New Wording: Evaluate and implement annexation action plan, including all commercial and industrial corridors.
2	Public Facilities	Storm Water Utility CIP Project	Underway	Yearly-based on priorities list-New Wording: Stormwater utility capital improvement plan (CIP) project.
3	Public Safety	Police vehicles	Completed	
4	Economic Development	Apply for grants for development projects	Underway	Continuous 2022-2026
5	Land Use	LCI supplemental studies with Town Center CID	Underway	2022-2026
6	Land Use	Review of comprehensive plan	Completed	
7	Land Use	Historic boundary updates and audit of structures	Completed	
8	Community Development	Revision of Unified Development Code	Completed	
9	Community Facilities	Trail System expansion with Cobb County	Underway	2022-2023-New Wording: Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.
10	Community Facilities	Continued marketing of Downtown venues in cooperation with Downtown Merchants	Underway	2022-2026
11	Information Technology	City Wide Software Upgrades/purchases City Wide Computer upgrade and integration WI-FI integration in parks	Underway	Yearly-based on priorities list and CIE-New Wording: Upgrade computer systems (formerly City Wide Computer Upgrade and Integration).
12	Information Technology	GIS upgrades for land use analysis and public safety	Completed	Additional staff was also hired.
13	Community Facilities	Drainage Improvements	Underway	Yearly-based on priorities list and CIE-New Wording:implement drainage system improvements (based on established priorities list).
14	Community Facilities	Smith-Gilbert Gardens Improvements	Underway	Yearly (See CIE)
15	Community Facilities	Street Improvements	Underway	Yearly-based on priorities list and CIE-New Wording:Implement street improvements (based on established priorities list).
16	Community Facilities	Sustainability training and workshops with developers and staff	Postponed	There have been challenges with this initiative. It is still an interest but not in the short-term. See CWP Community Facilities and Services-#7. 2025-2026.
17 <small>(I fixed the numbering)</small>	Land Use	Increase training of Traditional Neighborhood Districts and Smart Growth techniques for the Planning Commission	Underway	Kennesaw invests funds each year to train its Planning Commission which will continue 2022-2026.

18	Community Facilities	Swift Cantrell Park improvements	Underway	2022-2025
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**FY 2018/2019**

<b>Project Number (C)</b>	<b>Plan Element</b>	<b>Project Description</b>	<b>Status</b>	<b>Comments</b>
1	Land Use	LCI plan project evaluation	Underway	Continuous 2022-2026- New Wording: Review and implement LCI plan (Downtown Master Plan) project.
2	Community Facilities	Review sustainability policies for city facilities	Underway	2022-2023
3	Economic Development	Continue business recruitment, expansion and retention efforts	Underway	Continuous 2022-2026
4	Economic Development	Apply for grants for development projects	Underway	Continuous 2022-2026
5	Community Facilities	Evaluate effectiveness of Museum marketing strategies and make adjustments as needed	Completed	
6	Community Facilities	Upgrade neighborhood parks	Underway	Yearly (See CIE)-New Wording: Implement neighborhood park improvements (upgrade neighborhood parks based on established priorities list).
7	Land Use	Initiate study for sustainability initiatives and incentive program for new development	Underway	There have been challenges with this initiative. 2023-2025.
8	Community Facilities	Adding greenspace ( new acreage) Parks expansion	Underway	Continuous 2022-2026- New Wording: Investigate adding additional greenspace for a growing population (i.e., adding greenspace, new acreage, park expansion).
9	Housing	Continue strategies (through zoning) aimed at the identification and preservation of existing sound housing and stable residential neighborhoods including preservation of historic properties	Underway	2022-2023
10	Land Use	Reevaluate green city objectives	Underway	2022-2023
11	Information Technology	City Wide Computer upgrade and integration	Underway	Yearly-based on priorities list and CIE- New Wording: Upgrade computer systems (formerly City Wide Computer Upgrade and Integration).
12	Community Facilities	Traffic Improvements	Underway	Yearly-based on priorities list and CIE- New Wording: Implement traffic improvements (based on established priorities list).
13	Economic Development	Continue implementation of downtown master plan	Underway	Continuous 2022-2026- New Wording: Review and implement LCI plan (Downtown Master Plan) project.
14	Public Safety	Upgrade police department equipment	Completed	
15	Community Facilities	Storm Water Utility assessment and system analysis	Underway	Continuous 2022-2026- New Wording: Assess stormwater utility projects.

16	Community Facilities	Street Improvements	Underway	Yearly-based on priorities list and CIE-New Wording:Implement street improvements (based on established priorities list).
17	Community Facilities	Drainage Improvements	Underway	Yearly-based on priorities list and CIE-New Wording:Implement drainage system improvements (based on established priorities list).
18	Community Facilities	Adding new playground facilities	Completed	
19	Community Facilities	Depot Master Plan review of projects	Completed	
20	Community Facilities	Smith-Gilbert Gardens facility improvements	Underway	Yearly-based on priorities list and CIE-New Wording:mith-Gilbert Gardens improvements.
21	Land Use	Trail connectivity study for Main Street	Underway	2022-2023-New Wording: Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.

## FY2019/2020

Project Number (D)	Plan Element	Project Description	Status	Comments
1	Economic Development	Continue business recruitment, expansion and retention efforts	Underway	Continuous 2022-2026
2	Community Facilities	Evaluate master trail system tie-in to Cobb County System	Underway	2022-2023-New Wording: Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.
3	Land Use	Additional amendments to sustainability policy	Underway	2023/2024-New Wording: Incorporate additional amendments to sustainability policy.
4	Housing	Continue strategies (through zoning) aimed at the identification and preservation of existing sound housing and stable residential neighborhoods including preservation of historic properties	Underway	2022-2023
5	Community Facilities	Storm Water Utility CIP Project	Underway	Yearly-based on priorities list and CIE- New Wording: Stormwater utility capital improvement plan (CIP) project.
6	Community Facilities	Traffic Improvements	Underway	Yearly-based on priorities list and CIE- New Wording: Implement traffic improvements (based on established priorities list).
7	Land Use	Annual review of Unified Development code	Completed	
8	Community Facilities	Smith Gilbert Gardens facility improvements	Underway	Yearly-based on priorities list and CIE- New Wording: Smith-Gilbert Gardens improvements.
9	Community Facilities	Street Improvements	Underway	Yearly-based on priorities list and CIE- New Wording: Implement street improvements (based on established priorities list).
10	Community Facilities	Review of Transportation Plan	Underway	Continuous 2022-2026
11	Land Use	Strengthen enforcement of housing codes in order to revitalize neighborhoods	Completed	
12	Community Facilities	Reevaluate Future land use maps and character areas as identified in the comprehensive plan	Completed	
13	Information Technology	City Wide Computer upgrade and integration	Underway	Yearly-based on priorities list and CIE- New Wording: Upgrade computer systems (formerly City Wide Computer Upgrade and Integration)
14	Housing	Reevaluate housing inventory city wide and occupancy rate	Completed	
15	Community Facilities	Review status of adopted redevelopment areas	Completed	

**FY2020/2021**

<b>Project Number (E)</b>	<b>Plan Element</b>	<b>Project Description</b>	<b>Status</b>	<b>Comments</b>
1	Economic Development	Continue implementation of Kennesaw LCI downtown master plan	Underway	Continuous 2022-2026- New Wording: Review and implement LCI plan (Downtown Master Plan) project.
2	Land Use	Review Downtown Master Plan	Underway	Continuous 2022-2026- New Wording: Review and implement LCI plan (Downtown Master Plan) project.
3	Economic Development	Continue business recruitment, expansion and retention efforts	Underway	Continuous 2022-2026
4	Community Facilities	Re-evaluate Stormwater Management Plan	Underway	2023-2024
5	Land Use	Continued review of comprehensive plans and objectives	Completed	
6	Land Use	Evaluate existing development regulations for provisions that may limit diversity in housing types and barriers to revitalization and infill development and recommend changes where appropriate	Completed	
7	Community Facilities	Traffic Improvements	Underway	Based on priorities list and CIE-New Wording: Implement traffic improvements (based on established priorities list).
8	Land Use	Analyze Senior Housing inventory	Completed	
9	Land Use	Annual review of Unified Development code	Completed	
10	Land Use	Develop additional development standards for the provision and location of pedestrian and bicycle facilities in connection with private development projects.	Underway	2023-2024
11	Community Facilities	Upgrade neighborhood parks	Underway	Yearly-based on priorities list and CIE-New Wording- Implement neighborhood park improvements (upgrade neighborhood parks based on established priorities list).
12	Land Use	Review Comprehensive plan and 2040 Plan	Completed	
13	Community Facilities	Establish strategies and priorities for funding road improvements needed in the city in conjunction with county, state, regional and federal agencies.	Underway	Continuous 2022-2026
14	Land Use	Evaluate needs for student housing	Completed	
15	Community Facilities	Promote the expansion of local public transit alternatives in conjunction with Cobb County, DOT, GRTA, CCT, ARC and other state/regional agencies.	Underway	Continuous 2022-2026
16	Community Facilities	Storm Water Utility CIP Project	Underway	Yearly-based on priorities list and CIE-New Wording: Stormwater utility capital improvement plan (CIP) project.
17	Information Technology	City-wide computer upgrade and integration	Underway	Yearly-based on priorities list and CIE-New Wording: Upgrade computer systems (formerly City Wide Computer Upgrade and Integration).
18	Environmental	Evaluate environmentally sensitive areas affected by development	Underway	2022-2023
19	Land Use	Participate in regional and local transportation studies and initiatives to promote rail connectivity to cities and county	Underway	Continuous 2022-2026
20	Land Use	Work with Cobb County to implement a greenbelt system for flood plains that can also be used as a passive recreation resource.	Underway	Continuous 2022-2026

21	Economic Development	Evaluate Economic Development Incentive program	Completed	
22	Community Facilities	Review trail network program	Underway	2022-2023-New Wording: Review Master Trails Plan including trail system expansion with Cobb County and connection to Main Street.



8055 Incorporation

MDJ-9027  
GPN-06  
**STATE OF GEORGIA  
COBB COUNTY  
CORPORATE MERGER**  
Notice is given that Articles or a Certificate of Merger which will effect a merger by and between **SUNDANCE AVSEC CONTROL & SERVICE CORP** and **SUNDANCE AVSEC CONTROL & SERVICE, CORP** will be delivered to the Secretary of State for filing in accordance with O.C.G.A. § 14-2-221.

MDJ-9071  
GPN-6  
**APPLICATION TO REGISTER A BUSINESS TO BE CONDUCTED UNDER A TRADE NAME STATE OF GEORGIA COUNTY OF FULTON**

The undersigned hereby certifies that she is conducting a business in the City of Marietta, County of Cobb, in the State of Georgia, under the trade name: Archery Empress, Archery Empress, ArcheryEmpress, ArcheryEmpress, and that the nature of said business is: to teach, consult and influence and that said business is composed of the following: Neshia Keemer Bey 1750 Powder Springs Rd., Suite 190 #276, Marietta, GA 30064

This 18th day of October, 2021  
Connie Taylor  
Clerk of Superior Court, Cobb County

MDJ-9072  
GPN-6  
**APPLICATION TO REGISTER A BUSINESS TO BE CONDUCTED UNDER A TRADE NAME STATE OF GEORGIA COUNTY OF COBB**

The undersigned hereby certifies that they are conducting a business in the City of Marietta, County of Cobb, in the State of Georgia, under the trade name: RestarePro Restoration and that the nature of said business is: Water restoration, mold remediation, smoke and fire restoration, roofing and siding.

8065 Planning Commission

MDJ-8729  
GPN-16  
**City of Acworth Public Hearing**

The City of Acworth hereby gives notice that a Public Hearing will be held to give consideration for a special land use permit and two variance requests

8065 Planning Commission

by Richard A. Bell Acworth Summit 5 LLC for property located in Land Lots 107 and 108, Parcel 45 of the 20th District, 2nd Section of Cobb County, Georgia (3353 Acworth Summit Boulevard). This request is to develop an office/warehouse condominium project. The applicant requests relief to allow access to the adjacent residential street and deficient parking lot landscaping. **The City of Acworth hereby gives no**

MDJ-8940  
GPN-13  
**City of Kennesaw Notice to the Public**

Notice is hereby given that the City of Kennesaw Mayor and Council shall hold an initial public hearing regarding the 2022 Comprehensive Plan Update. The purpose of this hearing is to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan and to obtain input on the proposed planning process. Said public hearing meeting shall be held before the Mayor and Council on November 1, 2021, at 6:30 P.M. located at 2529 J.O. Stephenson Avenue, Kennesaw, Georgia. Any interested persons may attend and be heard relative thereto.

Mayor and Council will be conducting their meeting in person and you can access the meeting via the following link: <https://www.facebook.com/CityofKennesaw/>

Any interested citizens are invited to email [kennesawcouncil@kennesaw.ga.gov](mailto:kennesawcouncil@kennesaw.ga.gov).

MDJ-8941  
GPN-13  
**City of Kennesaw**

**Rezoning/Variance Request**  
Notice is hereby given that the City of Kennesaw shall hold public hearings to give consideration for a rezoning/variance on the east side of Stilesboro Road (1595 Kennesaw Due West Road).

V-131 **HENRY FRANKLIN AND PAMELA FRANKLIN** (Henry Franklin, Jr. and Pamela J. Franklin, owners) requesting a variance to 1) reduce the rear setback from required 40 feet to 28 feet (existing); and 2) allow an accessory structure (proposed pool) to be located closer to the side street

8065 Planning Commission

right-of-way line than the principal building in Land Lot 526 of the 19th District. Located on the southwest corner Florence Road and Linholli Circle, south of Hiram Road (5313 Linholli Circle).

V-132 **TEMPLE KOL EMETH, LTD.** (Temple Kol Emeth, Ltd., owner) requesting a variance to 1) reduce the front setback from required 50 feet to 40 feet (existing); and 2) reduce the landscaped screening buffer, adjacent industrial developments. Section 4-230 to allow portion of the property currently operated as an independent trailer storage operation that was previously approved and permitted by Cobb County to continue to operate as permitted previously by Cobb County. Section 8-23 to provide stream setback relief on the 10-acre adjacent property stream for the 25-foot impervious setback and local/county 25' undisturbed stream buffer area, respecting the 25-foot state buffer. Section 7-21 to allow an existing billboard on site. Section 10-12 and 10-13 to allow encroachment into the floodplain.

Anyone who desires to speak at a public hearing is required to disclose campaign contributions to the Community Development Department 5 days prior to the hearing. Please visit our website for meeting details. Zoom link and physical location address available at [www.cityofpowdersprings.org](http://www.cityofpowdersprings.org).

8070 Probate

MDJ-8603  
GPN-18  
**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF BETTY JO ARGO FERGUSON, DECEASED**  
ESTATE NO: 20-1233

**NOTICE**  
IN RE: The Petition to Probate Will in Solemn Form in the above-referenced estate. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Wolk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:1,8,15,22-2021

8070 Probate

MDJ-8606  
GPN-18  
**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: GLENDA SHARON EDELSON, a/k/a GLENDA S. EDELSON, DECEASED**  
ESTATE NO: 21-2010  
**NOTICE OF PETITION TO FILE**

sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Tara C. Riddle,  
Associate Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:1,8,15,22-2021

MDJ-8608  
GPN-18  
**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF EDDIE WILLIAMS, DECEASED**  
ESTATE NO: 21-2027  
**PETITION FOR LETTERS OF ADMINISTRATION**  
**NOTICE**

To whom it may concern: **MELANIE DRAKE** has petitioned to be appointed administrator of the estate of **EDDIE WILLIAMS**, deceased, of said county. (The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers as sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

8070 Probate

Kelli L. Wolk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:1,8,15,22-2021

MDJ-8611  
GPN-18  
**NOTICE OF PETITION TO FILE**

sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Wolk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:1,8,15,22-2021

MDJ-8613  
GPN-18  
**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: EUGENIA POU, DECEASED**  
ESTATE NO: 21-1316  
**NOTICE OF PETITION TO FILE FOR YEARS SUPPORT**

The petition of **JOSE EUGENIA POU** contains the grounds of any such objections, and must be filed on or before the time stated in the preceding sentence. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

8070 Probate

ing.  
Kelli L. Wolk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:8,15,22,29-2021

MDJ-8800  
GPN-18  
**NOTICE OF PETITION TO FILE**

sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Wolk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
10:8,15,22,29-2021

MDJ-8802  
GPN-18  
**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF MARION EDWIN BONE, DECEASED**  
ESTATE NO: 21-2122

The petition of **JOSE EUGENIA POU** contains the grounds of any such objections, and must be filed on or before the time stated in the preceding sentence. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

**MDJ-3164**  
**GPN-16**  
**City of Kennesaw**  
**Notice to the Public**

The Kennesaw Mayor & Council will hold the second public hearing regarding the 2022 Comprehensive Plan Update on April 4, 2022 at 6:30 p.m. at the City Hall Council Chambers located at 2529 J.O. Stephenson Avenue, Kennesaw GA, 30144.

The purpose of this hearing is to brief the community on the contents of the plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify the community of when the plan will be submitted to the Regional Commission for review. Any interested persons may attend and be heard relative thereto. Any questions related to the project should be directed to the Assistant Zoning Administrator and City Planner, Albert Trevino, by calling (770) 424-8274 ext. 3172.

Mayor and Council will be conducting their meeting in person as well as through Zoom Meeting and Facebook Live and you can access the meeting via the following link: <https://www.facebook.com/CityofKennesaw/>

Any interested citizens are invited to email [kennesawcouncil@kennesaw-ga.gov](mailto:kennesawcouncil@kennesaw-ga.gov). 3:18,25-2022

**MDJ-3165**  
**GPN-16**  
**City of Kennesaw**  
**Rezoning Request**

Notice is hereby given that the City of Kennesaw shall hold public hearings to give consideration for a rezoning request submitted by Mehta Enterprises. Said request is to change the zoning designation from MHP (Mobile Home Park) to Highway General Business (HGB). Property address is 2857 N Cobb Parkway (parcel identification number 20014001360) and lies in Land Lot 140, Tax Parcel 136 of the 20th District, 2nd Section, Cobb County Georgia.

Said meetings shall be held before the Planning Commission on April 6, 2022 at 6:30PM and the Mayor and Council will hold a public hearing on April 18, 2022 at 6:30PM both meetings to be held at 2529 J.O. Stephenson Avenue, Kennesaw, Georgia. Any interested

District 19, Parcels 0010, 0090, 0230, & 0220 of the 2nd Section, Cobb County, Georgia, and being known as 1401 & 1409 Powder Springs Street and 1405 & 1411 Dura Drive from CRC (Community Retail Commercial) to CRC (Community Retail Commercial) and PRD-SF (Planned Residential Development Single Family), Ward 2B.

**Z2022-12 [REZONING] KING ROOF RENOVATIONS LLC** is requesting the rezoning of 0.2 acres located in Land Lot 1143, District 16, Parcel 0370 of the 2nd Section, Cobb County, Georgia, and being known as 508 Morningside Drive from OI (Office Institutional) to R-4 (Single Family Residential) - 4 units/acre with an additional use as a duplex, Ward 5A.

**Z2022-13 [REZONING] WHITE HAWK BUSINESS PARK III, LLC** is requesting the rezoning of 2.01 acres located in Land Lot 874, District 16, Parcels 0240 & 0250 of the 2nd Section, Cobb County, Georgia, and being known as 1377 & 1395 Canton Road from NRC (Neighborhood Retail Commercial) and CRC (Community Retail Commercial) to LI (Light Industrial), Ward 6B.

**CA2022-04 [CODE AMENDMENT]** Proposal to amend the Comprehensive Development Code of the City of Marietta, Division 712.08 Tree Protection, and landscaping regarding appropriate tree species on small residential lots. A description and plot of the property sought for the rezoning, special land use permit, and variances are on file in the Planning and Zoning Office, City Hall, and is available for inspection between 8:00 A.M. and 5:00 P.M., Monday through Friday. Anyone wishing to attend may do so and be heard relative thereto. You may also view the property file at [www.marietta.gov](http://www.marietta.gov) and enter the case # in the search box. For additional information please call the Planning and Zoning Office (770) 794-5669.

**Accessibility to Meetings:** If you believe you may need the City/BLW to provide special accommodations in order to attend/participate in any of the above meetings, please call ADA Coordinator at 770-794-5558 no later than 48 hours before the date of the above meeting.

City of Marietta  
205 Lawrence Street  
Marietta, Georgia 30060  
3:18-2022

date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
2:25;3:4,11,18-2022

**MDJ-2736**  
**GPN-18**

**IN THE PROBATE COURT**  
**OF COBB COUNTY**  
**STATE OF GEORGIA**  
**IN RE: ESTATE OF**  
**RUTH MIDGETT NAVES,**  
**DECEASED**  
**ESTATE NO. 22-0273**  
**PETITION FOR LETTERS**  
**OF ADMINISTRATION**  
**NOTICE**

TO: whom it may concern:  
**KENNETH L. NAVES**

has petitioned for **NADONNNA NAVES** to be appointed administrator of the estate of **RUTH MIDGETT NAVES** deceased, of said county. (The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261.) All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **MARCH 28, 2022**.

**BE NOTIFIED FURTHER:** All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Tara C. Riddle,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900

**2022.**

**BE NOTIFIED FURTHER:** All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Ketti L. Walk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
2:25;3:4,11,18-2022

**MDJ-2741**  
**GPN-18**

**IN THE PROBATE COURT**  
**OF COBB COUNTY**  
**STATE OF GEORGIA**  
**IN RE: ESTATE OF**  
**MARGARET ELAINE REYNOLDS,**  
**DECEASED**  
**ESTATE NO. 22-0132**  
**PETITION FOR LETTERS**  
**OF ADMINISTRATION**  
**NOTICE**

TO: To whom it may concern:

**MARY O. REYNOLDS** has petitioned to be appointed administrators of the estate of **MARGARET ELAINE REYNOLDS** deceased, of said county. The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261. All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **MARCH 28, 2022**.

**BE NOTIFIED FURTHER:** All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

of **JOHN MICHAEL KAVULIA**, deceased, of said County. (The Petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261.) All interested persons are hereby notified to show cause why said Petition should not be granted. All objections to the Petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **MARCH 28, 2022**.

**BE NOTIFIED FURTHER:** All objections to the Petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a Probate Court Clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact Probate Court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the Petition may be granted without a hearing.

Kelli L. Walk,  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
2:25;3:4,11,18-2022

**MDJ-2746**  
**GPN-18**

**IN THE PROBATE COURT**  
**OF COBB COUNTY**  
**STATE OF GEORGIA**  
**IN RE: ESTATE OF**  
**BOBBY EUGENE WATERS,**  
**DECEASED**  
**ESTATE NO. 22-0301**  
**PETITION FOR LETTERS OF**  
**ANCILLARY ADMINISTRATION**  
**NOTICE**

TO: To whom it may concern:

**JANET LYNN WATERS PAYSEUR** has petitioned to be appointed administrators of the estate of **BOBBY EUGENE WATERS** deceased, of said county. The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261. All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **MARCH 28, 2022**.

**STATE OF GEORGIA**  
**IN RE: ESTATE OF**  
**JANE LOUISE FAGAN**  
**A/K/A JANE L. FAGAN**  
**DECEASED**  
**ESTATE NO. 22-0291**  
**PETITION BY PERSONAL**  
**REPRESENTATIVE FOR WAIVER**  
**OF BOND AND/OR GRANT**  
**OF CERTAIN POWERS**  
**NOTICE**

**STEVEN LEE FAGAN** has/have petitioned for waiver of bond, waiver of reports, waiver of statements, and/or for the grant of certain powers contained in O.C.G.A. § 53-12-261 in regard to the above estate. All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **MARCH 28, 2022**.

**BE NOTIFIED FURTHER:** All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk  
Judge of the Probate Court  
By: Jennifer P. Ritchey,  
Clerk of the Probate Court  
32 Waddell Street  
Marietta, GA 30090  
(770) 528-1900  
2:25;3:4,11,18-2022

**MDJ-2890**  
**GPN-18**  
**IN THE PROBATE COURT**  
**OF COBB COUNTY**  
**STATE OF GEORGIA**  
**IN RE: ESTATE OF**  
**CYRUS C. ANDREWS,**  
**DECEASED**  
**ESTATE NO. 21-2481**  
**PETITION FOR LETTERS**  
**OF ADMINISTRATION**  
**NOTICE**

TO: Whom It May Concern:

**8055 Incorporation**

they are conducting a business at 840 Ernest W. Barrett Pkwy, Ste. 200 in the City of Kennesaw, County of Cobb, in the State of Georgia under the trade name: Cost Plus World Market and that the nature of said business is: retail store services and that said business is composed of the following: World Market, LLC 1201 Marina Village Parkway, Alameda, CA 94501.

This 14th day of March, 2022, agencies on the rezoning application, 3:18,25-2022

**MDJ-3164 GPN-16 City of Kennesaw Notice to the Public**

The Kennesaw Mayor & Council will hold the second public hearing regarding the 2022 Comprehensive Plan Update on April 4, 2022 at 6:30 p.m. at the City Hall Council Chambers located at 2529 J.O. Stephenson Avenue, Kennesaw GA, 30144. The purpose of this hearing is to brief the community on the contents of the plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify the community of when the plan will be submitted to the Regional Commission for review. Any interested persons may attend and be heard relative thereto. Any questions related to the project should be directed to the Assistant Zoning Administrator and City Planner, Albert Trevino, by calling (770) 424-8274 ext. 3172.

Mayor and Council will be conducting their meeting in person as well as through Zoom Meeting and Facebook Live and you can access the meeting via the following link: <https://www.facebook.com/CityofKennesaw/> Any interested citizens are invited to email [kennesawcouncil@kennesaw-ga.gov](mailto:kennesawcouncil@kennesaw-ga.gov). 3:18,25-2022

**MDJ-3165 GPN-16 City of Kennesaw Rezoning Request**

Notice is hereby given that the City of Kennesaw shall hold public hearings to give consideration for a rezoning request submitted by Mehta Enterprises. Said request is to change the zoning designation from MHP (Mobile Home Park) to Highway General Business (HGB). Property address is 2857 N Cobb Parkway (parcel identification number 20014001360) and lies in Land Lot 140, Tax Parcel 136 of the 20th District, 2nd Section, Cobb County Georgia.

Said meetings shall be held before the Planning Commission on April 6, 2022 at 6:30PM and the Mayor and Council will hold a public hearing on April 18, 2022 at 6:30PM both meetings to be held at 2529 J.O. Stephenson Avenue, Kennesaw, Georgia. Any interested persons may attend and be heard relative thereto.

**8065 Planning Commission**

Mayor and Council will be conducting their meeting in person as well as through Zoom Meeting and Facebook Live and you can access the meeting via the following link: <https://www.facebook.com/CityofKennesaw/> Any interested citizens are invited to email [kennesawcouncil@kennesaw-ga.gov](mailto:kennesawcouncil@kennesaw-ga.gov). 3:18,25-2022

**MDJ-3196**

100 feet to 75 feet in Land Lot 331 and 332 of the 20th District. Located on the north side of Dallas Highway across from West Sandtown Road (3140 Dallas Highway).

V-38 JOSHUA GLASS (Joshua H. Glass and Alicia Kendig Glass, owners) requesting a variance to 1) allow accessory structures (proposed pool and decking and existing approximately 851 square foot garage) to the side of the principal building; and 2) reduce the setback for an accessory structure over 650 square feet (existing approximately 851 square foot garage) from required 100 feet to 12 feet adjacent to the western property line in Land Lot 153 of the 1st District. Located on the south side of Green River Court, east of Gramercy Drive (4708 Green River Court).

The exact description of the property requiring a variance is on file in the office of the Cobb County Zoning Division of the Community Development Department, 1150 Powder Springs Street, Marietta, Georgia 30064 and available for inspection by interested citizens between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday. Hearing on said petitions will be held by the Cobb County Board of Zoning Appeals at 1:30 p.m. on the prescribed hearing date in the Board of Commissioners' Meeting Room, Cobb County building, 100 Cherokee Street, Marietta, Georgia 30090.

Additionally, if you believe you need any special accommodations in order to attend these public hearings, please contact the County Clerks Office at 770-528-3307 no later than 48 hours before the date of the above meetings. 3:25-2022

**MDJ-3382 GPN-16**

**City of Smyrna Zoning Amendment Notice To The Residents and Citizens of Smyrna**

The City of Smyrna hereby gives notice that a public hearing will be held to consider amending Chapter 82-Signs, Sections 82-15 and 82-16 of the City's Code of Ordinances.

A hearing will be held before the Mayor and City Council of Smyrna at a regular meeting on Monday, April 18, 2022 at 7:00 p.m. in Council Chambers at City Hall, 2800 King Street, Smyrna, Georgia, 30080. PROPERTY DESCRIPTION: City Wide 3:25-2022

**8065 Planning Commission**

**MDJ-3383 GPN-16 City of Smyrna Zoning Amendment Notice To The Residents and Citizens of Smyrna**

The City of Smyrna hereby gives notice that a public hearing will be held to consider amending Appendix-A, Section 712.16 of the City's Code of Ordinance for requirements to Drive-In Theaters.

Anyone who desires to speak at a public hearing is required to disclose campaign contributions to the Community Development Department 5 days prior to the hearing. 3:25-2022

**MDJ-3394 GPN-16**

**City of Austell Public Hearing**

The City of Austell hereby gives notice that a Public Hearing will be held to give consideration to a variance request by Alvin Shah for property located in Land Lot 1155, Parcel 43 of the 19th District, 2nd Section of Cobb County, Georgia (5035 Austell Road). This request is to reduce required building setbacks.

The Austell Board of Variance and Zoning Appeals will hold a Public Hearing on this matter on Wednesday, April 6, 2022 at 6:00 pm at the Austell Threadmill Complex located at 5000 Austell Powder Springs Road. Anyone wishing to attend the public hearings may do so and be heard relative thereto. 3:25; 4:1-2022

**MDJ-3395 GPN-16**

**City of Austell Public Hearing**

The City of Austell hereby gives notice that a Public Hearing will be held to give consideration to a variance request by Mario Thomas for property located in Land Lot 27, Parcel 57 of the 18th District, 2nd Section of Cobb County, Georgia (5811 Cousins Street). This request is to allow for automotive repair adjacent to residentially zoned property.

The Austell Board of Variance and Zoning Appeals will hold a Public Hearing on this matter on Wednesday, April 6, 2022 at 6:00 pm at the Austell Threadmill Complex located at 5000 Austell Powder Springs Road. Anyone wishing to attend the public hearings may do so and be heard relative thereto. 3:25; 4:1-2022

**8070 Probate**

**MDJ-2890 GPN-18 IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF CYRUS C. ANDREWS,**

**8070 Probate**

**DECEASED ESTATE NO. 21-2481 PETITION FOR LETTERS OF ADMINISTRATION NOTICE**

TO: Whom It May Concern: **FREDDIE LEE ANDREWS, SR.**, has petitioned to be appointed administrator of the estate of **CYRUS C. ANDREWS** deceased, of said county. The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain

fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Tara C. Riddle Associate Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:4,11,18,25-2022

**MDJ-2894 GPN-18**

**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE:**

**JAMES WADE ASH, DECEASED ESTATE NO. 22-0328**

**NOTICE OF PETITION TO FILE FOR YEAR'S SUPPORT** The petition of **MARTHA SLOAN ASH**, for a Year's Support from the estate of **JAMES WADE ASH**, deceased, for decedent's surviving spouse, having been duly filed, all interested persons are hereby notified to show cause. If any they have, on or before **APRIL 4, 2022**, why said petition should not be granted.

All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed on or before the time stated in the preceding sentence. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:4,11,18,25-2022

**8070 Probate**

**MDJ-2895 GPN-18 IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF LOIS CATHERINE VISHA, DECEASED ESTATE NO. 22-0402 PETITION FOR LETTERS OF ADMINISTRATION NOTICE**

TO: To whom it may concern: setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:4,11,18,25-2022

**MDJ-3042 GPN-18**

**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF LINDA C. CURLEY, DECEASED ESTATE NO. 22-0428**

**PETITION FOR LETTERS OF ADMINISTRATION NOTICE**

TO: **BEAU COBB AND BRITNEY COBB**

and to whom it may concern: **JOHNATHAN JORDAN CURLEY** has petitioned to be appointed administrator of the estate of **LINDA C. CURLEY** deceased, of said county. (The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261.) All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **APRIL 11, 2022**. BE NOTIFIED FURTHER: All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:4,11,18,25-2022

**8070 Probate**

date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:11,18,25; 4:1-2022

**MDJ-3043 GPN-18**

objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:11,18,25; 4:1-2022

**MDJ-3047 GPN-18**

**IN THE PROBATE COURT OF COBB COUNTY STATE OF GEORGIA IN RE: ESTATE OF BOBBY NEAL GREENWAY, DECEASED ESTATE NO. 22-0443**

**PETITION FOR LETTERS OF ADMINISTRATION NOTICE**

TO: whom it may concern: **COURTNEY ELIZABETH GREENWAY**

has petitioned to be appointed administrator of the estate of **BOBBY NEAL GREENWAY** deceased, of said county. (The petitioner has also applied for waiver of bond, waiver of reports, waiver of statements, and/or grant of certain powers contained in O.C.G.A. § 53-12-261.) All interested persons are hereby notified to show cause why said petition should not be granted. All objections to the petition must be in writing, setting forth the grounds of any such objections, and must be filed with the Court on or before **APRIL 11, 2022**. BE NOTIFIED FURTHER: All objections to the petition must be in writing, setting forth the grounds of any such objections. All objections should be sworn to before a notary public or before a probate court clerk, and filing fees must be tendered with your objections, unless you qualify to file as an indigent party. Contact probate court personnel for the required amount of filing fees. If any objections are filed, a hearing will be scheduled at a later date. If no objections are filed, the petition may be granted without a hearing.

Kelli L. Walk, Judge of the Probate Court By: Jennifer P. Ritchey, Clerk of the Probate Court 32 Waddell Street Marietta, GA 30090 (770) 528-1900 3:4,11,18,25-2022

# Kennesaw Comprehensive Plan: 5 -Year Update

September 9, 2021



regional impact + local relevance

# Why Do We Plan?

- Prepare for the future
- Anticipate change
- Accommodate the present
- Enhance strengths
- Minimize weaknesses
- Build community
- Provide for the public health, safety and welfare



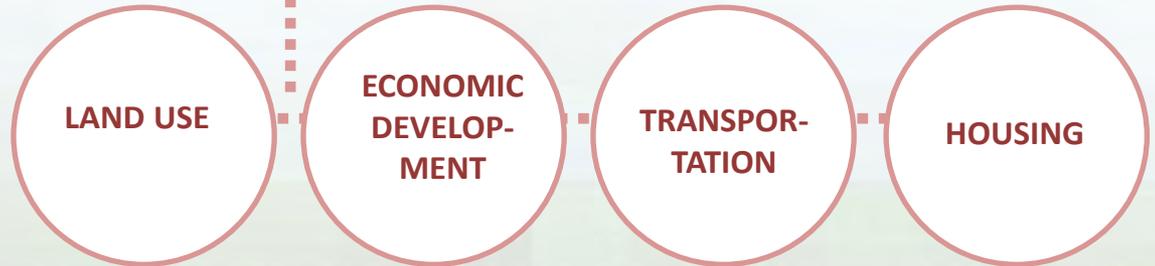
regional impact + local relevance

# Process - Plan Elements

**REQUIRED**  
for all



**REQUIRED**



**OPTIONAL**  
Elements  
*(Examples)*



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# Process

- **Local Government Responsibilities**
  - Designate primary contact to coordinate with ARC
  - Develop Report of Accomplishments (ROA), showing status of items in existing Work Plan
  - Develop new Work Plan, with ARC input
  - Form Steering Committee, which must include an elected official and person with an economic interest
  - Schedule Steering Committee meetings
  - Develop public awareness and invitations to public meetings
  - Post notices of public hearings as required by community's existing procedures
  - Provide timely notice to ARC of local government meetings that ARC staff should attend



regional impact + local relevance

# Process

- **ARC Responsibilities (more detail in MOA)**
  - Designate Project Manager- [Keri Stevens](#)
  - Update Needs and Opportunities/Vision and Goals as needed, using ARC resources, local data, and community input
  - Review updated Work Plan developed by local staff
  - Update Land Use, Transportation, Housing, and Economic Development Elements, as needed
  - Present/support/attend both required public hearings (one at kick-off and one prior to transmittal for regional/state review)
  - Facilitate one (1) public meeting (may be virtual)
  - Develop survey, etc.
  - Facilitate three (3) Steering Committee meetings (may be virtual)
  - Develop language for official public hearing notices, if requested
  - Develop ads and other public involvement materials, if requested
  - Implement any revisions required by DCA following state review
  - Provide final plan and other documents



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# Schedule

## October-November

- Develop draft schedule and milestones
- Possible Initial Public Hearing
- Get local staff's thoughts on:
  - Strengths and weaknesses of existing plan
  - Major issues emerging in last 5 years that need to be addressed
  - Any sensitive topics, e.g., elections, development, citizen concerns?
  - Public engagement considerations
  - Answer any questions
  - Develop online webpage



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# Schedule

## October-June

- Initial Public Hearing
- Steering Committee Meeting #1-X
- Open additional public engagement opportunity, e.g., survey, online event, etc.
- Steering Committee Meeting #2-X
- Steering Committee Meeting #3-X
- Public Meeting/Engagement Opportunity #1-X
- ARC finalizes plan document based on input, City staff reviews
- August: Local staff schedules pre-transmittal public hearing, aka “Second Required Public Hearing”:
  - *A second public hearing must be held once the plan has been drafted and made available for public review, but prior to its transmittal to the Regional Commission for review. The purpose of this hearing is to brief the community on the contents of the plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify the community of when the plan will be submitted to the Regional Commission for review...*
- Transmit plan document to ARC and DCA to begin regional and state review

**Deadline for review, approval, and local adoption: June 30, 2022**

## Questions

**Keri Stevens**  
**Planning Administrator**  
**Atlanta Regional Commission**  
**404-455-4745**  
**[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)**



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# Kennesaw Comprehensive Plan: 5 -Year Update

October 25, 2021/November 1, 2021



regional impact + local relevance

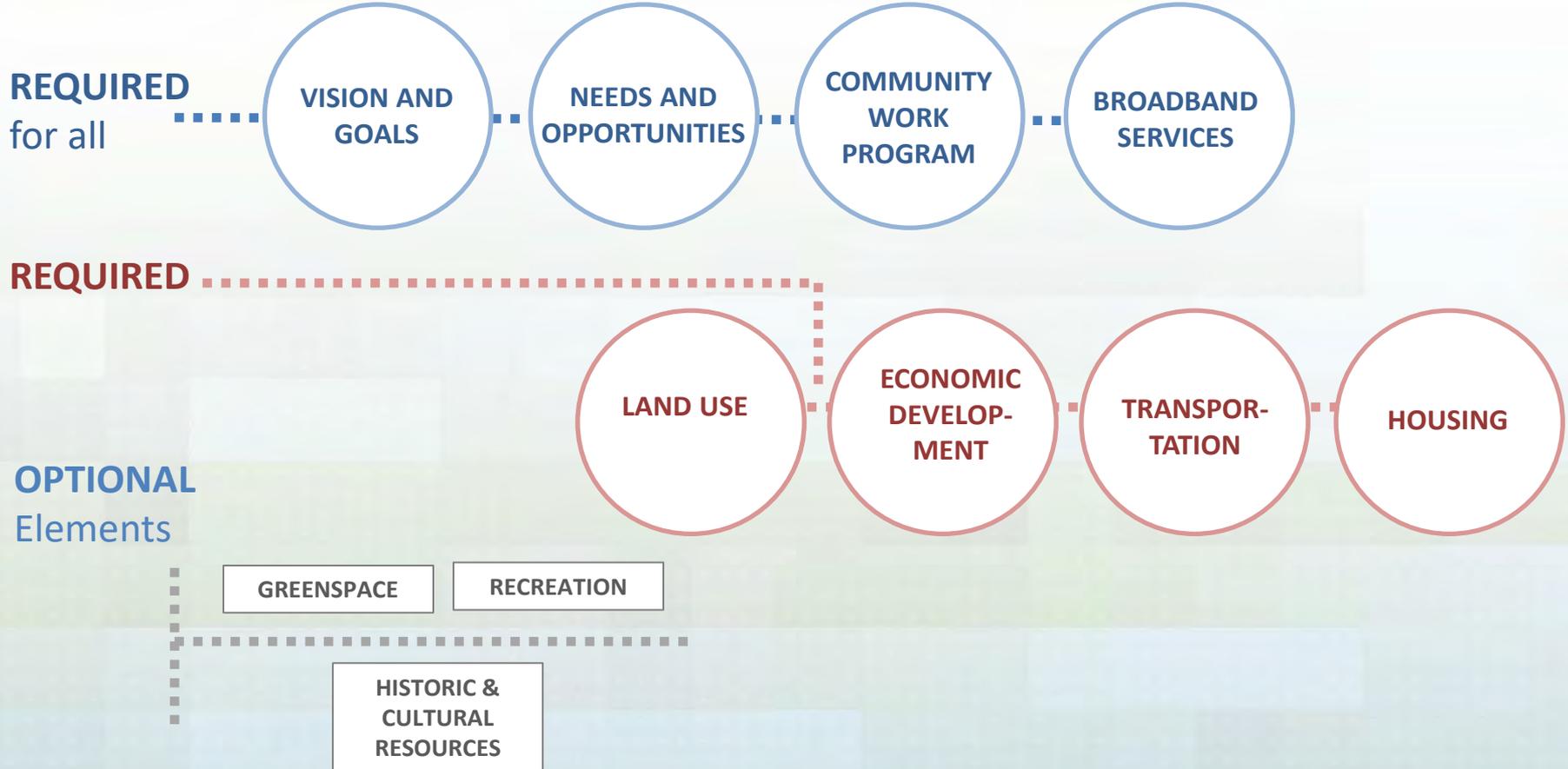
# Why Do We Plan?

- Prepare for the future
- Anticipate change
- Accommodate the present
- Enhance strengths
- Minimize weaknesses
- Build community
- Provide for the public health, safety and welfare



regional impact + local relevance

# Process - Plan Elements



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# Process

- **Local Government Responsibilities**
  - Designate primary contact to coordinate with ARC-Albert Trevino
  - Develop Report of Accomplishments (ROA), showing status of items in existing Work Plan
  - Develop new Work Plan, with ARC input
  - Form Steering Committee, which must include an elected official and person with an economic interest
  - Schedule Steering Committee meetings
  - Develop public awareness and invitations to public meetings
  - Post notices of public hearings as required by community's existing procedures
  - Provide timely notice to ARC of local government meetings that ARC staff should attend



regional impact + local relevance

# Process

- **ARC Responsibilities (more detail in MOA)**
  - Designate Project Manager- [Keri Stevens](#)
  - Update Needs and Opportunities/Vision and Goals as needed, using ARC resources, local data, and community input
  - Review updated Work Plan developed by local staff
  - Update Land Use, Transportation, Housing, and Economic Development Elements, as needed
  - Present/support/attend both required public hearings (one at kick-off and one prior to transmittal for regional/state review)
  - Facilitate one (1) public meeting (may be virtual)
  - Develop survey, etc.
  - Facilitate three (3) Steering Committee meetings (may be virtual)
  - Develop language for official public hearing notices, if requested
  - Develop ads and other public involvement materials, if requested
  - Implement any revisions required by DCA following state review
  - Provide final plan and other documents



regional impact + local relevance

# Schedule

## October-December

- Develop draft schedule and milestones
- Initial Public Hearing-Nov. 1
- Upcoming Events (Event/Survey Opportunity):
  - Nov. 4-Mommy and Me (Event/Survey Opportunity)
  - Nov. 11-Veteren's Lunch
  - Nov. 19-Southern Spirits
  - Nov. 30-Winter Kick-off
  - Dec. 1-Wednesday Wonders
  - Dec. 3-Holiday Walk Art Contest
  - Dec. 4-Holiday Market (Depot Park)
- Get local staff's thoughts on:
  - Strengths and weaknesses of existing plan
  - Major issues emerging in last 5 years that need to be addressed
  - Any sensitive topics, e.g., elections, development, citizen concerns?
  - Public engagement considerations
  - Answer any questions
  - Develop online webpage



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# Schedule

## November-June

- Initial Public Hearing: Nov. 1
- Steering Committee Meeting #1-December (TBD)
- In-house Interviews (Staff, Department Heads, Mayor and Council)
- Open additional public engagement opportunity-Website/Survey-Nov. 11
- Steering Committee Meeting #2-January (TBD)
- Public Meeting/Engagement Opportunity #1-January (TBD)
- Steering Committee Meeting #3- February (TBD)
- Public Meeting/Engagement Opportunity #2-February (TBD)
- City Council Work Session-Feb. 28
- Pre-transmittal public hearing, aka “Second Required Public Hearing”- March 7
- March/April-Finalize Document
- Transmit plan document to ARC and DCA to begin regional and state review
- **Deadline for review, approval, and local adoption: June 30, 2022**



regional impact + local relevance

## Questions

**Keri Stevens**  
**Planning Administrator**  
**Atlanta Regional Commission**  
**404-455-4745**  
**[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)**



regional impact + local relevance

**KENNESAW PROJECT MANAGER**

ALBERT TREVINO  
[atrevino@kennesaw-ga.gov](mailto:atrevino@kennesaw-ga.gov)

**ZONING ADMINISTRATOR**

DARRYL SIMMONS  
[dsimmons@kennesaw-ga.gov](mailto:dsimmons@kennesaw-ga.gov)

OFFICE: (770) 590-8268

WEBSITE: [kennesaw-ga.gov](http://kennesaw-ga.gov)



**COMMUNITY DEVELOPMENT**

Planning and Zoning Division

2529 J.O. Stephenson Avenue  
Kennesaw, GA 30144

**ATLANTA REGIONAL COMMISSION**

**(ARC) PROJECT MANAGER**

KERI STEVENS

[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)

**MEETING DATE/TIME**

NOVEMBER 29, 2021  
1:00 - 2:30PM

**MEETING LOCATION**

ZOOM CALL - VIRTUAL

# STEERING COMMITTEE MEETING #1

## KENNESAW 2022 COMPREHENSIVE PLAN UPDATE

### MEETING AGENDA

**Zoom Link:**

<https://us02web.zoom.us/j/85128494028?pwd=akFiaS9FWXJ5bTVsTENyNHhJczh2dz09>

1. Introductions
2. Project Overview - **Keri**
3. Timeline - **Albert**
4. Analysis of Kennesaw's Existing Plan - **Albert/Darryl**
  - 2017 Comprehensive Plan Update
  - Strengths, Weaknesses, Opportunities & Threats (SWOT Analysis)
5. Current Planning Efforts (Data)
  - Demographics - **Keri**
  - Economic Development - **Keri**
  - List of city's goals/policies (2021-2025) - **Darryl**
6. Local Hot Topics - **Albert/Darryl/Group**
7. Community Engagement Considerations - **Keri/Albert/Darryl**
8. Looking Ahead: Steering Committee Mtg. #2 - **Keri/Albert**
  - Look at and discuss community feedback
  - Goals/policies to add, amend or remove
  - Look at land uses throughout the city
9. Adjourn

### PROJECT TIMELINE

**Steering Committee #1: November 29, 2021 @ 1P**  
**Public Meeting #1: TBD (early January 2022)**  
**Steering Committee #2: TBD (mid-to-late Jan. 22)**  
**Public Meeting #2: TBD (early February 2022)**  
**Steering Committee #3: TBD (mid-to-late Feb. 22)**  
**Finalize Plan: March through May 2022**  
**Adoption of Comp Plan: June 30, 2022**

### STEERING COMMITTEE MEMBERS (A - Z)

- Alisha Smith**, Director of Projects and Planning, Town Center Community Improvement District
- Allison Giddens**, President, Win-Tech, Inc.
- Dr. Brian E. Martin**, Senior Pastor, Sardis Missionary Baptist Church
- Craig VanDevere**, Director of Campus Planning, Kennesaw State University
- Dale Hughes**, Chief Executive Officer, Everyday People Group, LLC
- Dana Johnson**, Chief Operating Officer, Cobb Chamber
- David Webb**, Intergovernmental Coordinator/Planner III, Cobb County Community Development
- Derek Easterling**, Mayor, City of Kennesaw
- Doug Stoner**, Director of Business Development, Foresite Group
- Holly Quinn**, President & Chief Executive Officer, Cobb County Travel and Tourism
- Jay Cunningham**, Founder, Superior Plumbing
- Jennifer Hogan**, Director of Bike Share and Regional Trail System, Town Center Community Alliance and Community Improvement District
- Jim Jaquish**, Center for Strategic Relations of Local Government Affairs, Atlanta Regional Commission
- Karl Von Hagel**, Airport Manager, Cobb County International Airport, Cobb County Department of Transportation
- Kevin Whipple**, Chairman, Kennesaw Historic Preservation Commission
- Kimberly Owen**, Director of Real Estate, Kennesaw State University
- Laura Beall**, Planning Division Manager, Cobb County Department of Transportation
- Luke Howe**, Director of Economic Development, City of Kennesaw
- Miranda Taylor**, Economic Development Specialist, City of Kennesaw
- Perry Fowler**, Senior Pastor, Kennesaw First Baptist Church
- Ricky Stewart**, Director of Public Works, City of Kennesaw
- Tim Cox**, Assistant Director of Public Works, City of Kennesaw
- Travis McComb**, Director of Accountability & Property, Cobb County School District
- Tyler Reinagel**, Associate Vice-President of Economic Development, Kennesaw State University
- Vanita Keswani**, Guest Experience Manager, Smith-Gilbert Botanical Gardens, City of Kennesaw

# CITY OF KENNESAW

## 2022 COMPREHENSIVE PLAN UPDATE

### Steering Committee Meeting #1: November 29, 2021

**Comprehensive Planning Services**

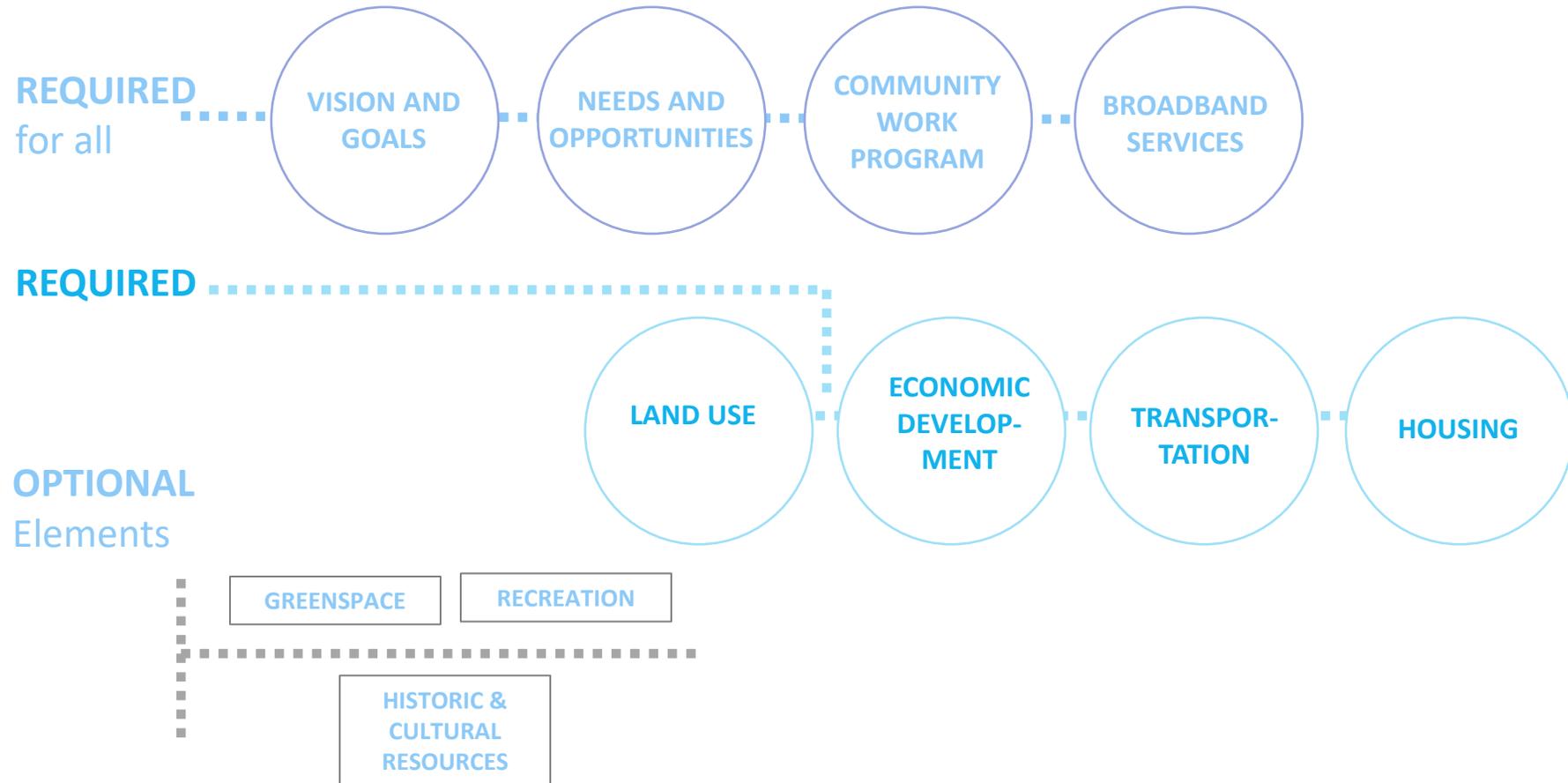


# Why Do We Plan?

- Prepare for the future
- Anticipate change
- Accommodate the present
- Enhance strengths
- Minimize weaknesses
- Build community
- Provide for the public health, safety and welfare



# Process - Plan Elements



# Process

- **Local Government Responsibilities**

- Designate primary contact to coordinate with ARC-Albert Trevino
- Develop Report of Accomplishments (ROA), showing status of items in existing Work Plan
- Develop new Work Plan, with ARC input
- Form Steering Committee, which must include an elected official and person with an economic interest
- Schedule Steering Committee meetings
- Develop public awareness and invitations to public meetings
- Post notices of public hearings as required by community's existing procedures
- Provide timely notice to ARC of local government meetings that ARC staff should attend



# Process

- **ARC Responsibilities (more detail in MOA)**
  - Designate Project Manager- Keri Stevens
  - Update Needs and Opportunities/Vision and Goals as needed, using ARC resources, local data, and community input
  - Review updated Work Plan developed by local staff
  - Update Land Use, Transportation, Housing, and Economic Development Elements, as needed
  - Present/support/attend both required public hearings (one at kick-off and one prior to transmittal for regional/state review)
  - Facilitate one (1) public meeting (may be virtual)
  - Develop survey, etc.
  - Facilitate three (3) Steering Committee meetings (may be virtual)
  - Develop language for official public hearing notices, if requested
  - Develop ads and other public involvement materials, if requested
  - Implement any revisions required by DCA following state review
  - Provide final plan and other documents



# Schedule

- **October-December**
  - Develop draft schedule and milestones
  - Initial Public Hearing-Nov. 1
  - Upcoming Events (Event/Survey Opportunity):
    - Nov. 4-Mommy and Me (Event/Survey Opportunity)
    - Nov. 11-Veteren's Lunch
    - Nov. 19-Southern Spirits
    - Nov. 30-Winter Kick-off
    - Dec. 1-Wednesday Wonders
    - Dec. 3-Holiday Walk Art Contest
    - Dec. 4-Holiday Market (Depot Park)
  - Get local staff's thoughts on:
    - Strengths and weaknesses of existing plan
    - Major issues emerging in last 5 years that need to be addressed
    - Any sensitive topics, e.g., elections, development, citizen concerns?
    - Public engagement considerations
    - Answer any questions

# Schedule

- **November-June**
  - *Initial Public Hearing: Nov. 1 (DONE)*
  - Steering Committee Meeting #1-November 29, 2021
  - In-house Interviews (Staff, Department Heads, Mayor and Council)
  - Open additional public engagement opportunity-Website/Survey-On-going
  - Steering Committee Meeting #2-January (TBD)
  - Public Meeting/Engagement Opportunity #1-January (TBD)
  - Steering Committee Meeting #3- February (TBD)
  - Public Meeting/Engagement Opportunity #2-February (TBD)
  - City Council Work Session-Feb. 28
  - Pre-transmittal public hearing, aka “Second Required Public Hearing”- March 7
  - March/April-Finalize Document
  - Transmit plan document to ARC and DCA to begin regional and state review
  - **Deadline for review, approval, and local adoption: June 30, 2022**

## Steering Committee

### Expectations and Role:

Provide feedback and advise the planning team in the development of the plan and serve as ambassadors to the community about the plan during and after the planning process.



# DEMOGRAPHIC TRENDS

FRESH AIR ZONE  
NO SMOKING  
in and around  
licensure's outdoor  
dining areas

Sangria Cava

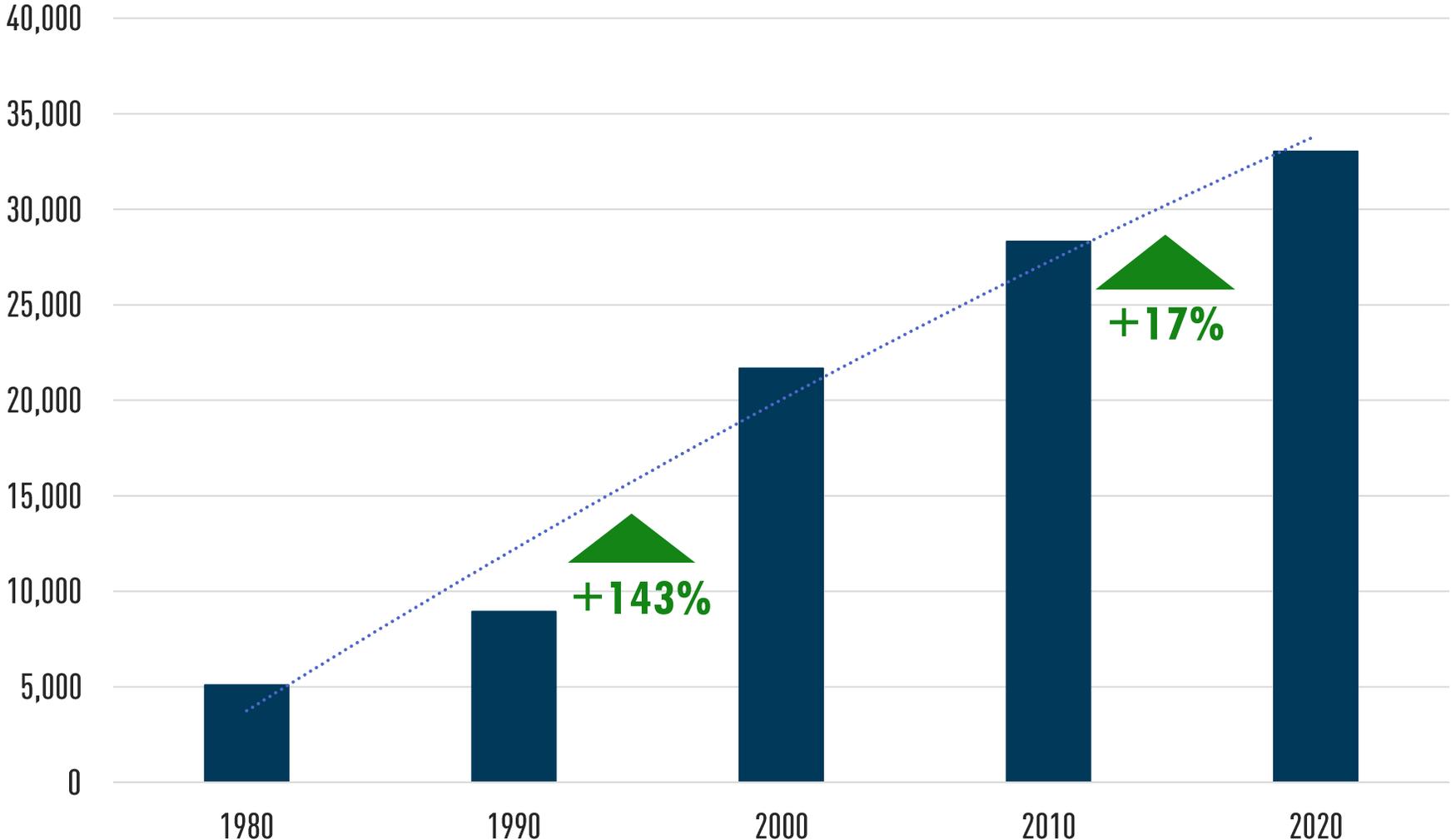
Iberian Pig

Go for You

Iberian Pig

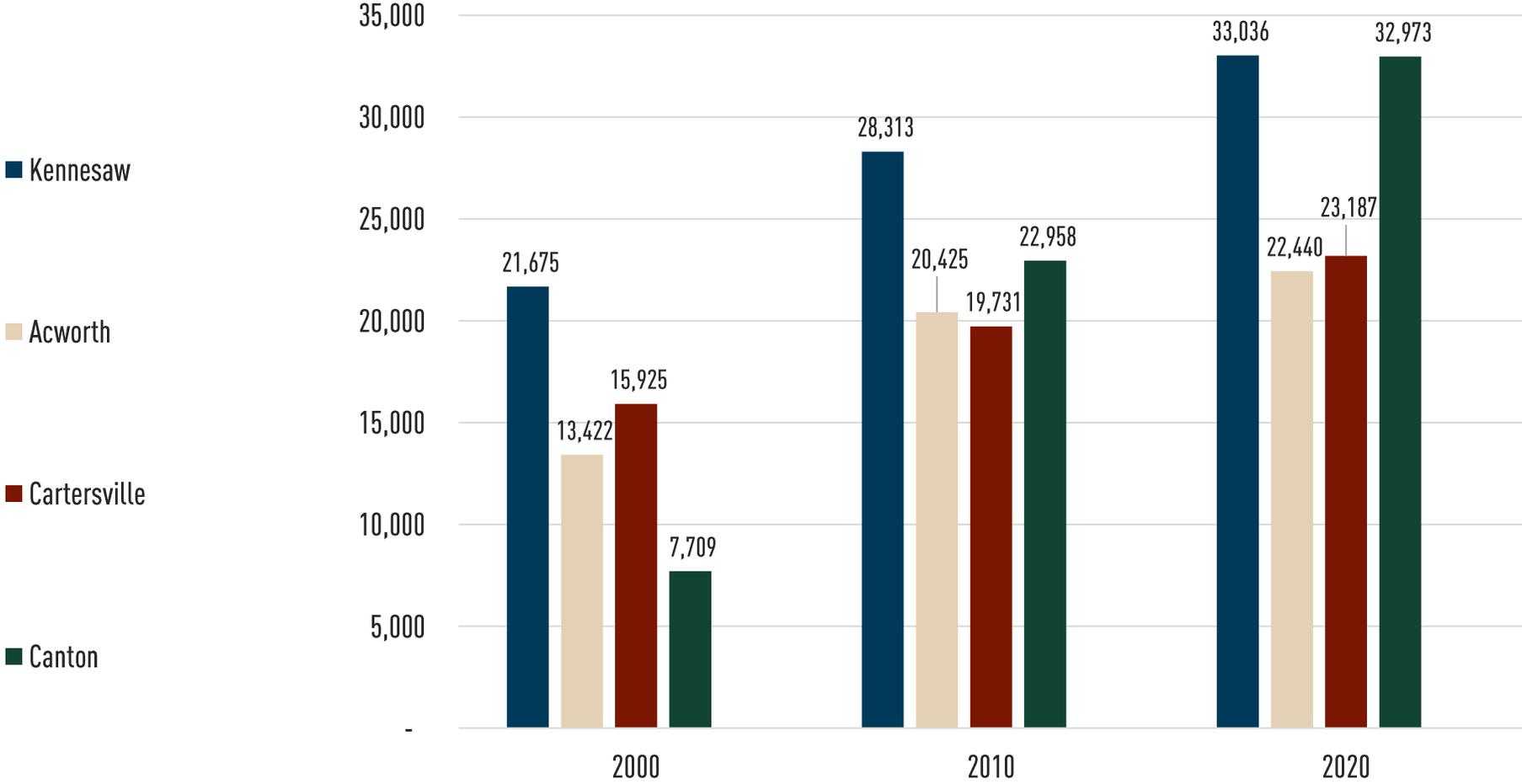
ICE CREAM

# POPULATION CHANGE



Data Source: US Census Bureau, Decennial Census

# POPULATION COMPARISON



# RACIAL COMPOSITION

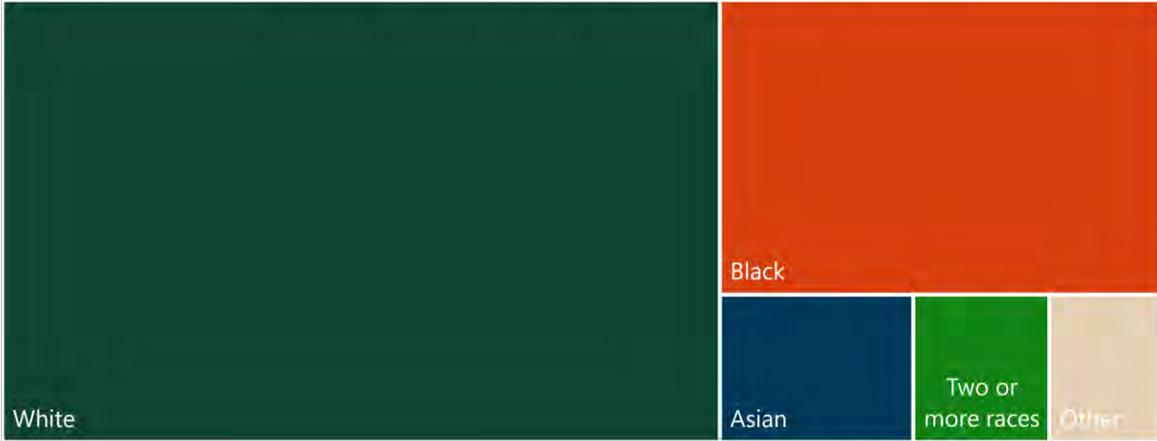
Racial Composition, Kennesaw, 2010

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Racial Composition, Kennesaw, 2019

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Between 2010 and 2019, Kennesaw’s racial makeup experienced a few subtle changes.

The proportion of black residents increased by about 3% while the white population dropped by roughly the same.

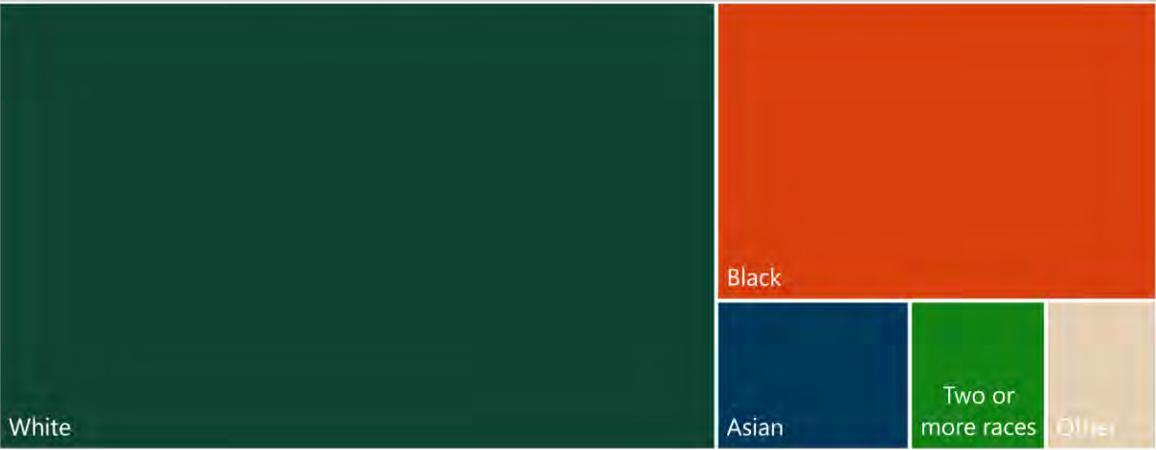
11% of residents of any race identified as Hispanic or Latinx in 2010, and this percentage increased to 12% by 2019.



# RACIAL COMPOSITION COMPARISON

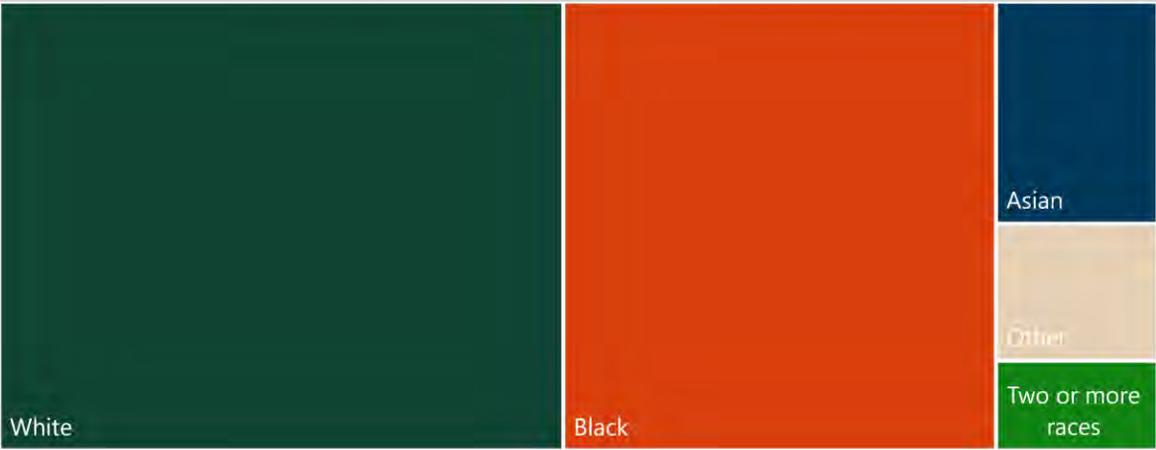
Racial Composition, Kennesaw, 2019

Asian Black White Two or more races Other



Racial Composition, 11-County Region, 2019

Asian Black White Two or more races Other



Kennesaw’s racial composition is quite similar to that of the 11-county metro area as a whole.

Kennesaw is home to a larger proportion of white residents and residents of two or more races than the metro area.

The Atlanta region and Kennesaw populations are both about 12% Hispanic or Latinx of any race.

Data Source: American Community Survey, 2019





# HOUSING TRENDS

FRESH AIR ZONE  
NO SMOKING  
in and around  
licensure's outdoor  
dining areas

Sangria Cava

121

Iberian Pig

ICE CREAM

# METRO ATL HOUSING STRATEGY

## Kennesaw



### 67% SUBMARKET 5

Suburban neighborhoods along employment corridors with moderate-to-higher-priced mix of single family and multifamily housing [Learn more](#)

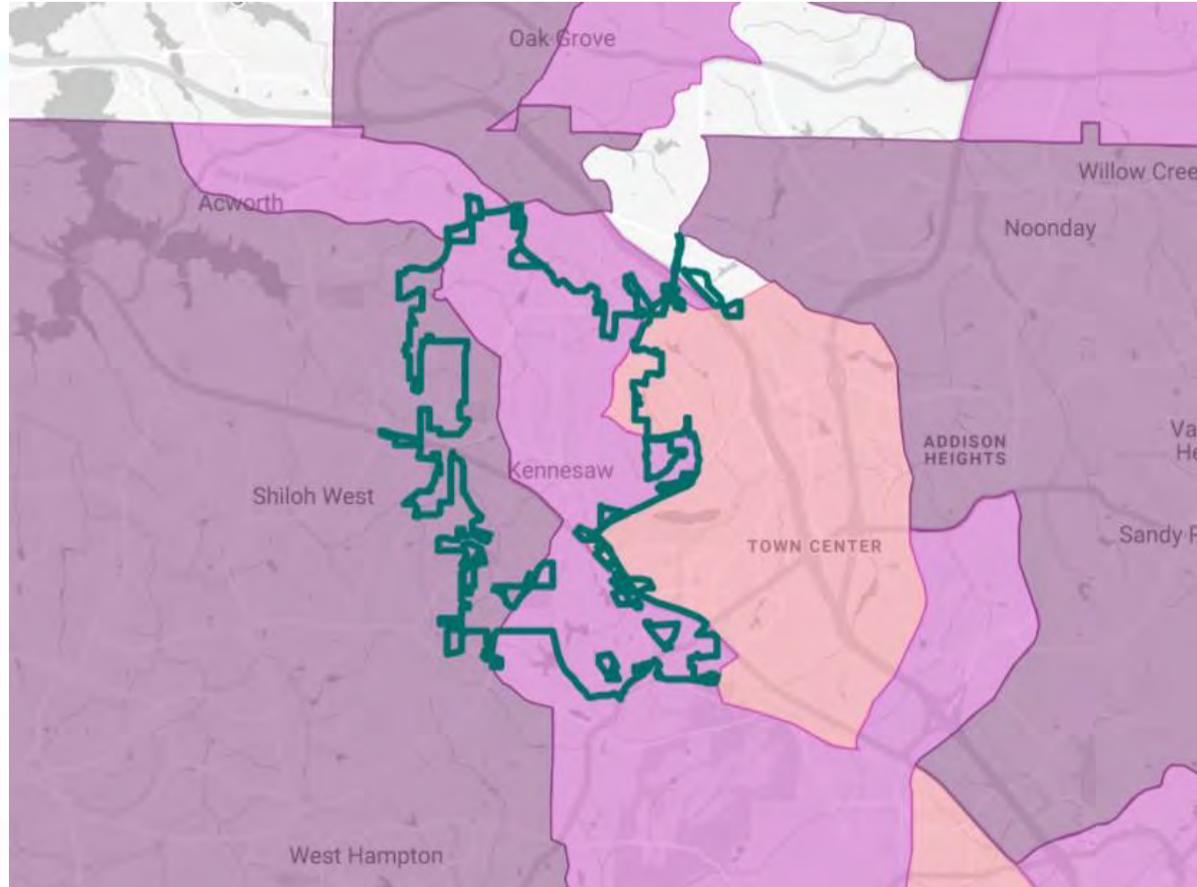
### 27% SUBMARKET 6

Suburban neighborhoods with moderate-to-higher-priced housing [Learn more](#)

### 5% SUBMARKET 2

Higher-priced near core and employment corridor neighborhoods [Learn more](#)

### 1% NOT COVERED BY SUBMARKET



## CITY SNAPSHOT

Median Home Sale Price (2020) \$240,000

Change in Median Home Sale Price (2013-20) +61%

Home Sale Price Per Sq Ft (2020) \$134.00 sq ft

Percent Change in Home Sale Price Per Sq Ft (2013-20) +64%

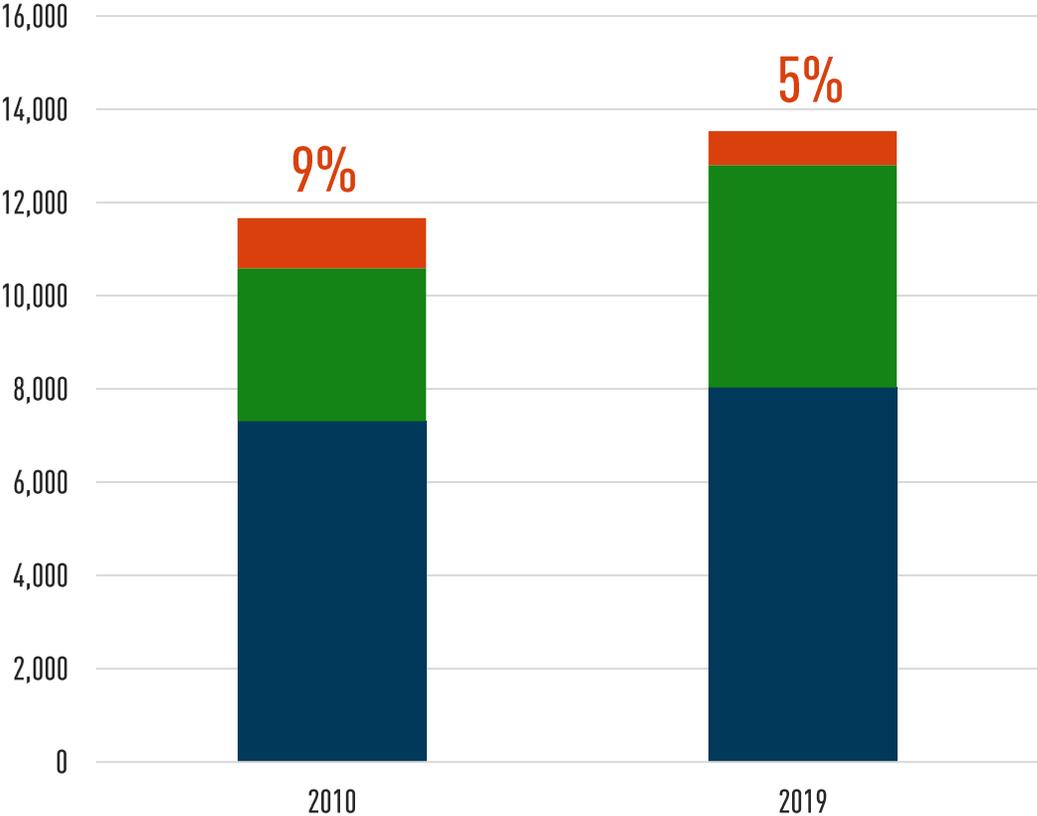
Median Building Area of Home Sales (2020) 1,702 sq ft

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2020. Explore this data further in the [DATA EXPLORER](#)

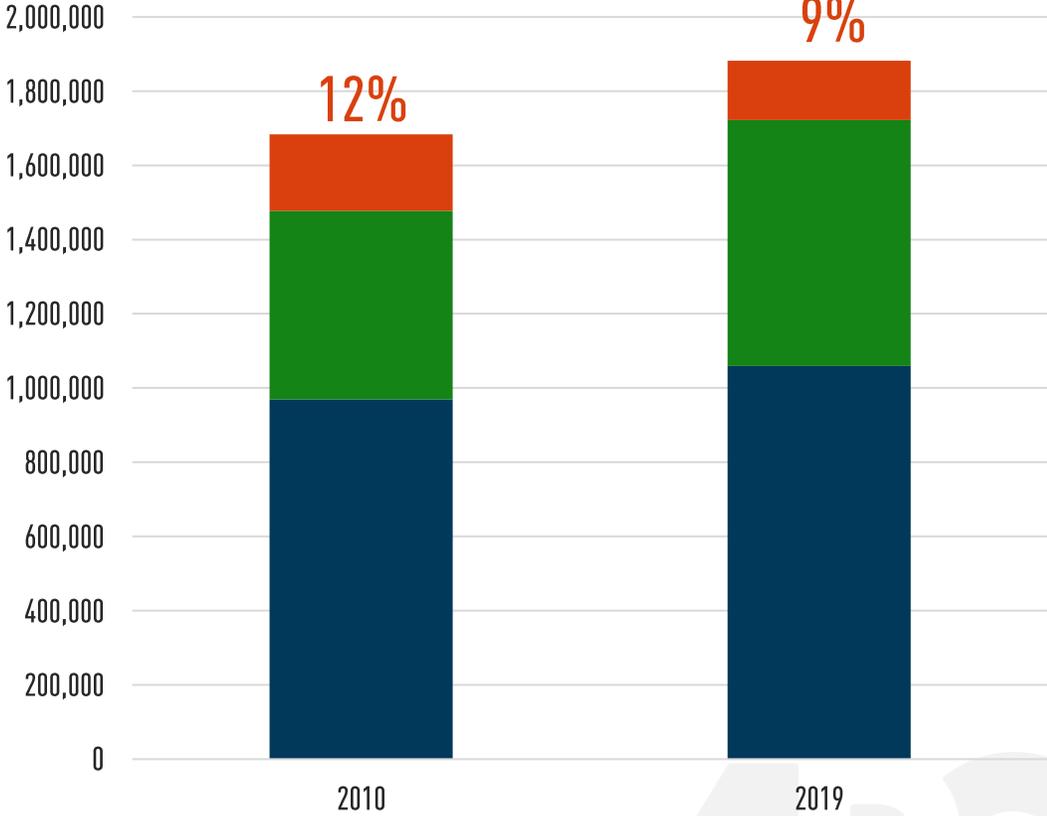


# HOUSING TENURE/HOUSING TYPES

Kennesaw Tenure



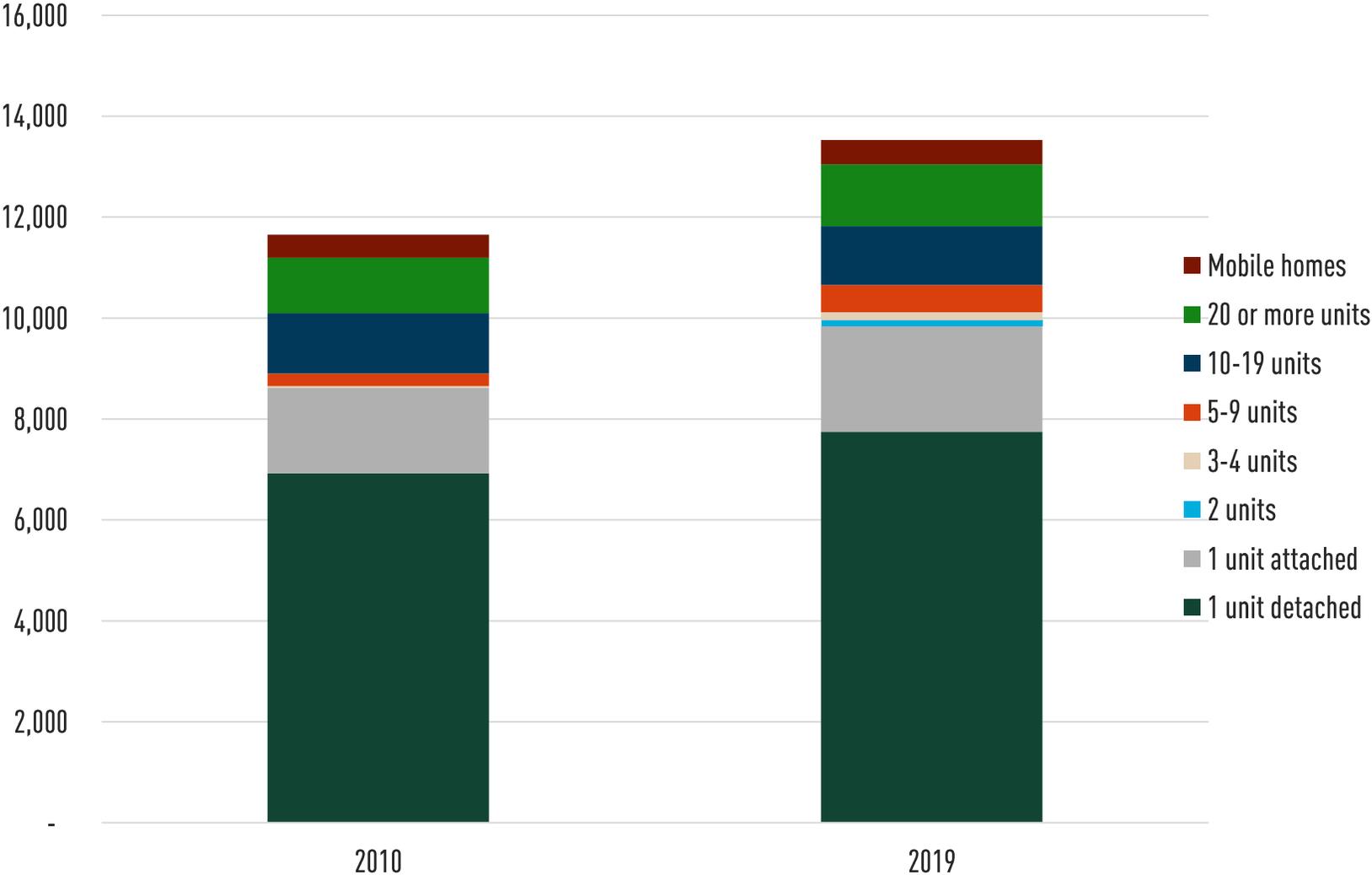
11-County Atlanta Region Tenure



Data Source: American Community Survey, 2010 and 2019



# HOUSING TYPES



While Kennesaw has added roughly 2,000 housing units over the last decade, the composition of its housing stock has changed very little.

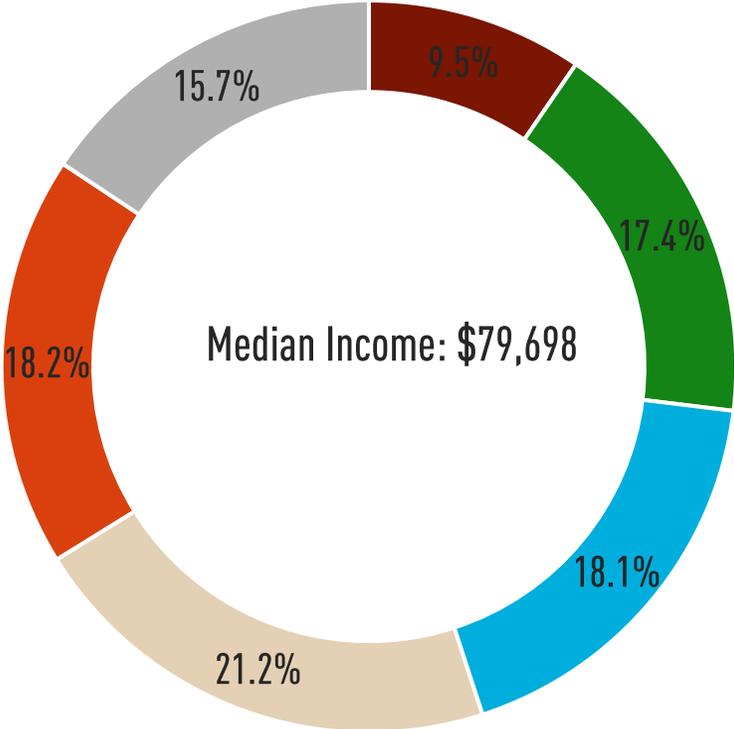
Due to the quality of available data, these figures should be considered rough estimates. Do these numbers represent what you see?

Data Source: American Community Survey, 2010 and 2019

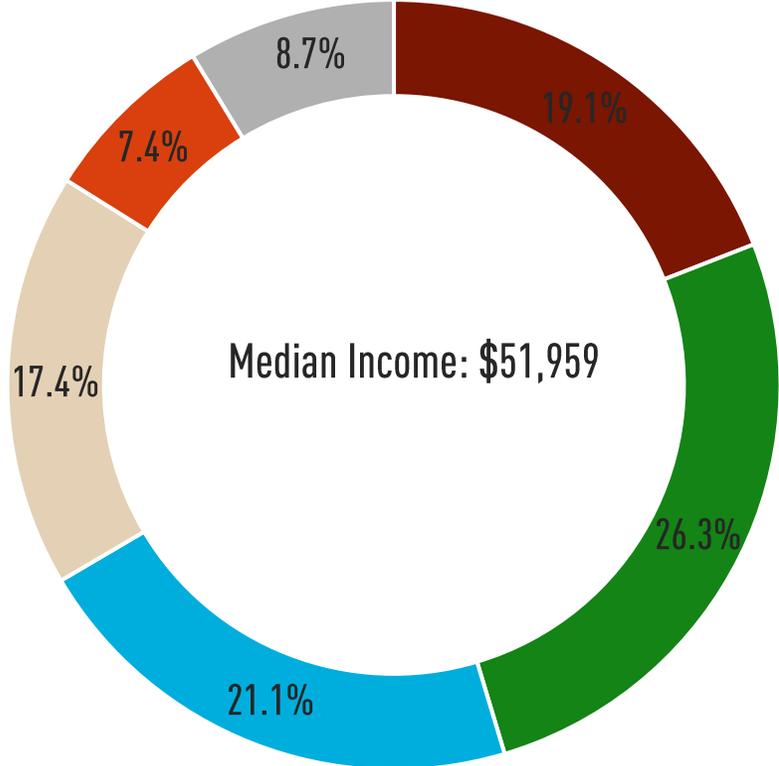


# HOUSEHOLD INCOME DISTRIBUTION: RENTERS & OWNERS

### Owners Income Distribution



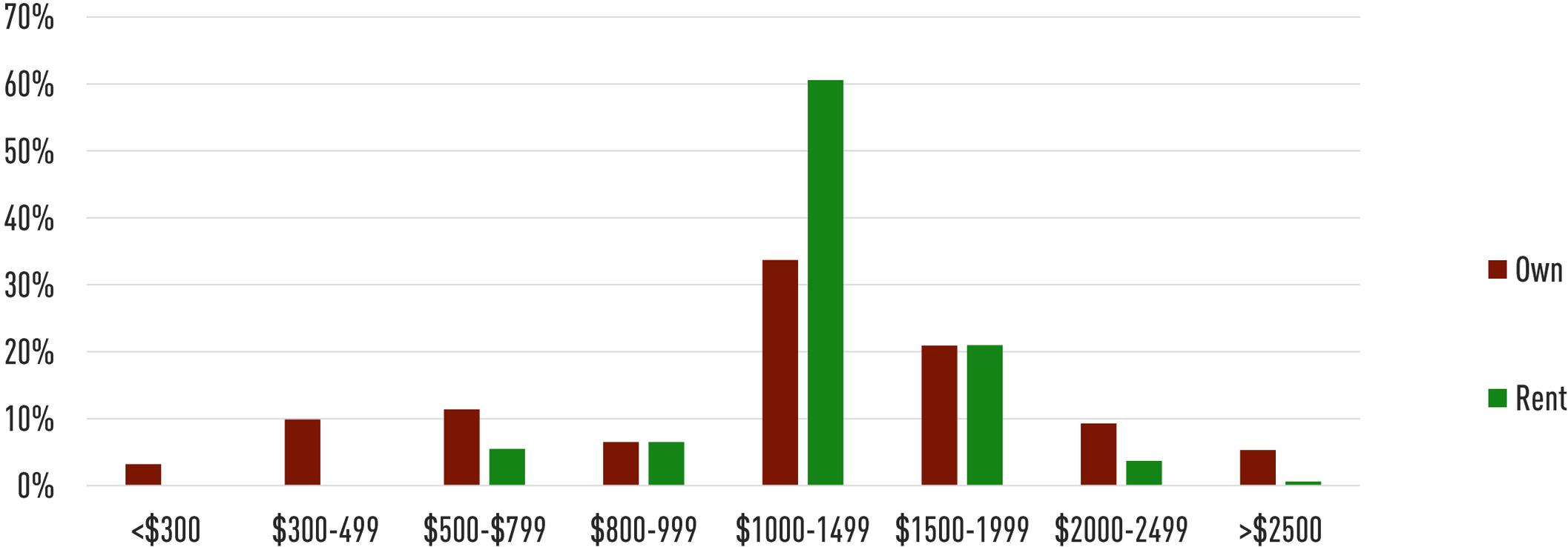
### Renters Income Distribution



- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- >\$150,000



# MONTHLY HOUSING COSTS: RENTERS & OWNERS



Most residents spend between \$1,000 and \$1,499 on housing costs each month, while housing costs for homeowners tend to be more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$2,000 on housing costs monthly.

Data Source: American Community Survey, 2019





# ECONOMIC TRENDS

FRESH AIR ZONE  
NO SMOKING  
in and around  
patio's outdoor  
dining areas

Sangria Cava

121

Iberian Pig

Iberian Pig

Go for You

ICE CREAM

McGee

Ben

# BROADBAND AVAILABILITY

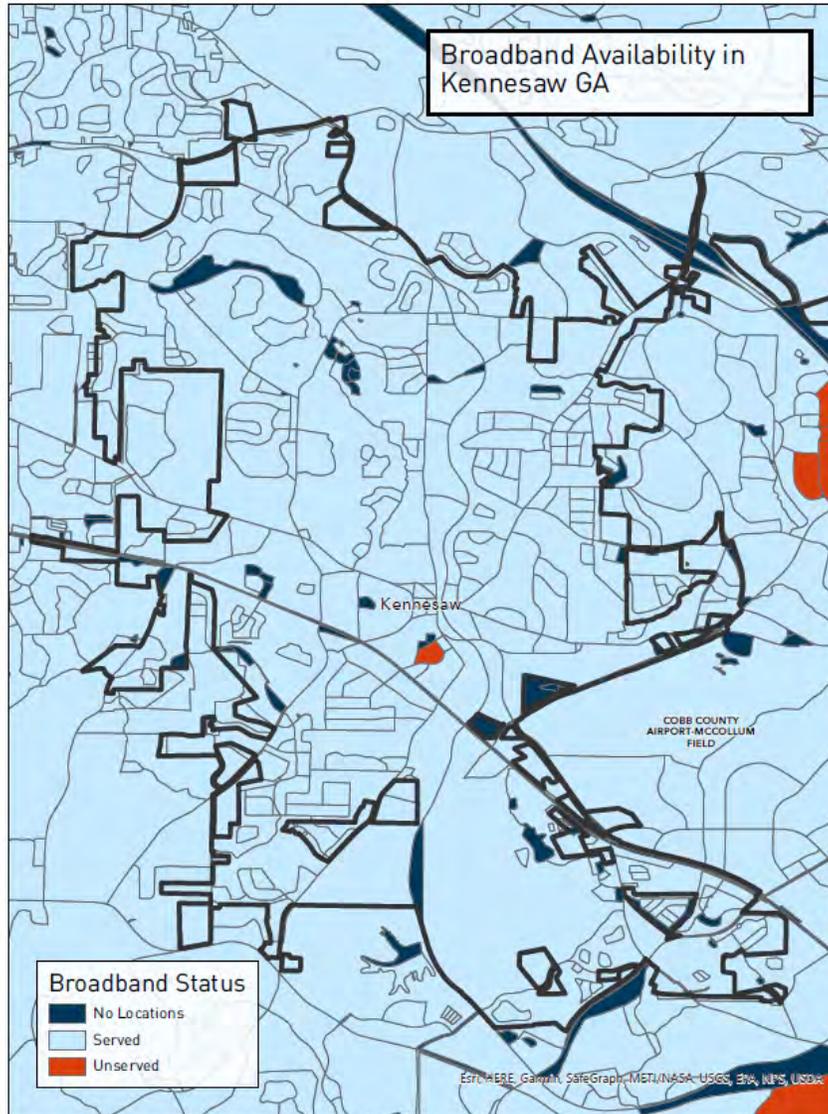
## Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

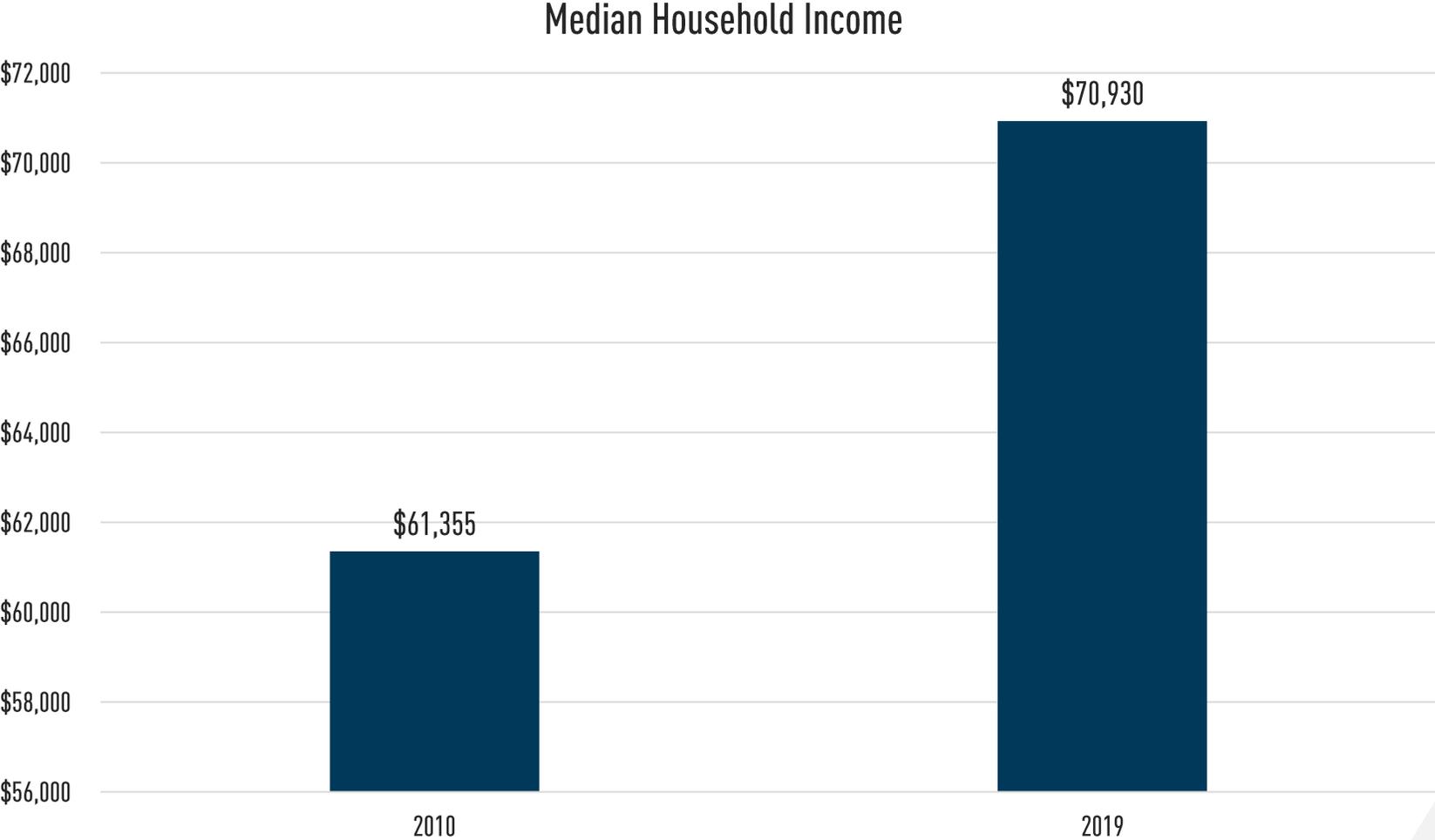
County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.



# MEDIAN HOUSEHOLD INCOME

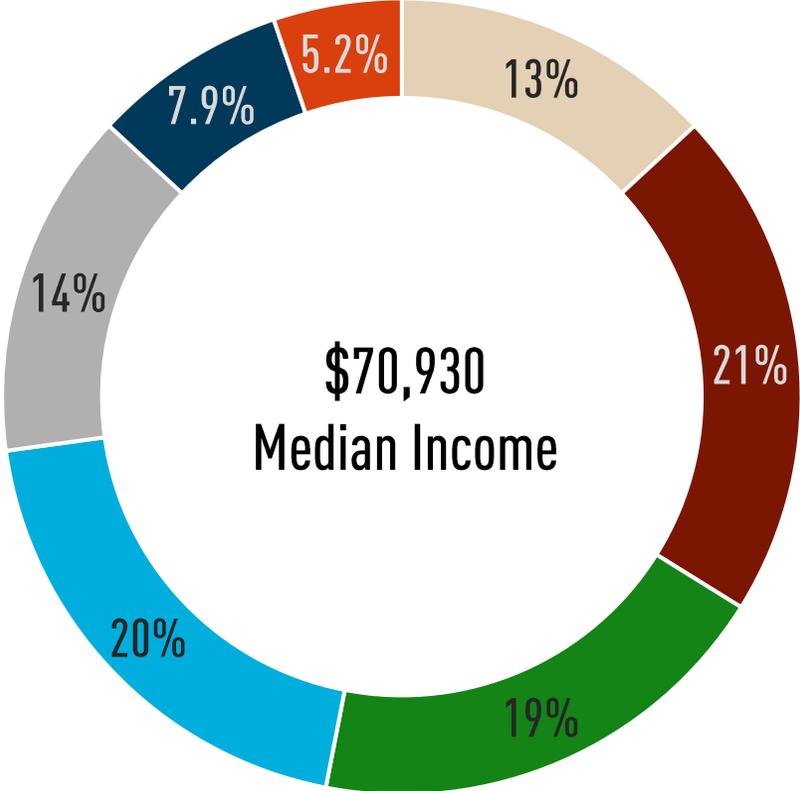


Data Source: American Community Survey, 2010 and 2019

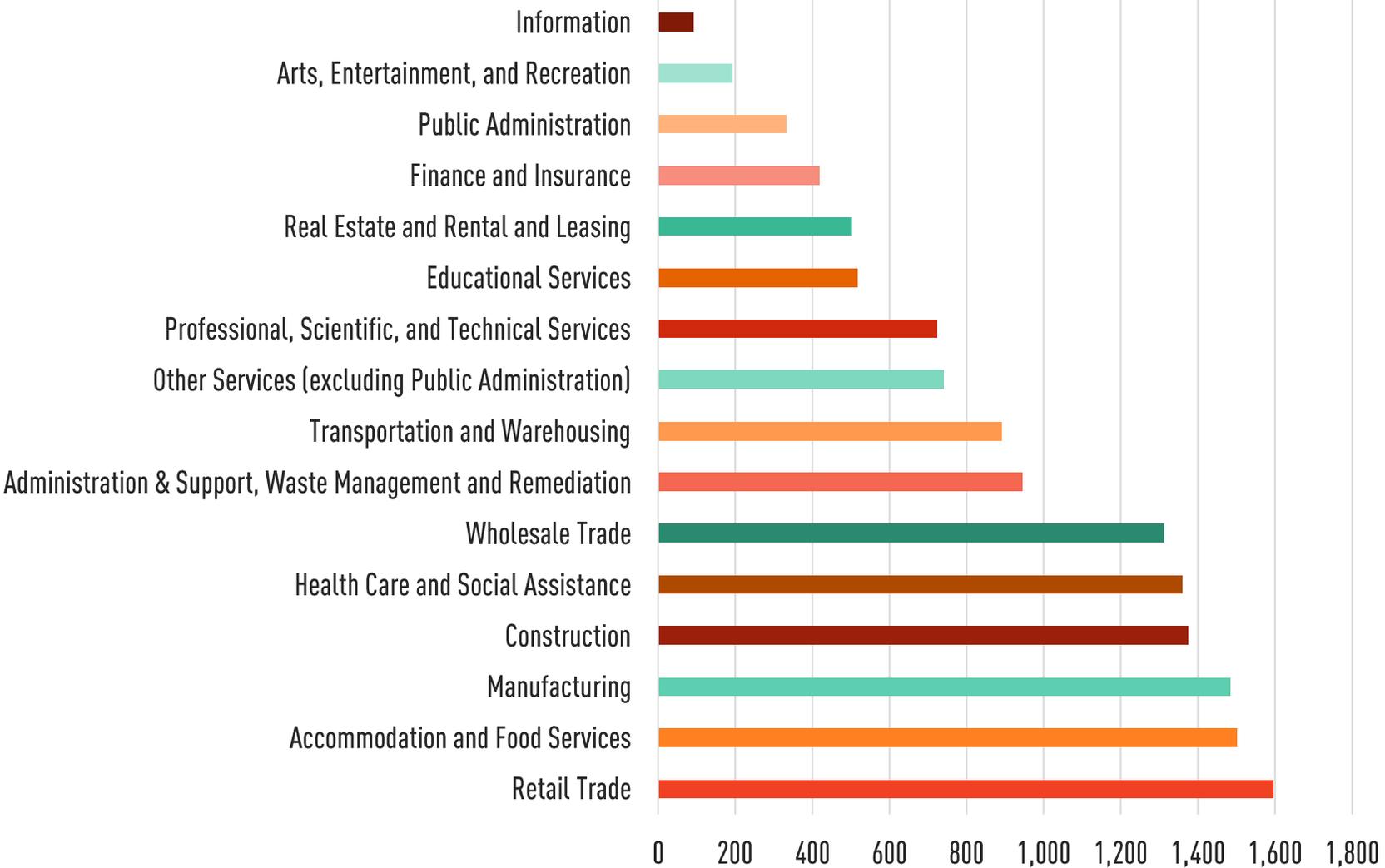


# INCOME DISTRIBUTION

- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- >\$200,000



# WORKPLACE AREA CHARACTERISTICS



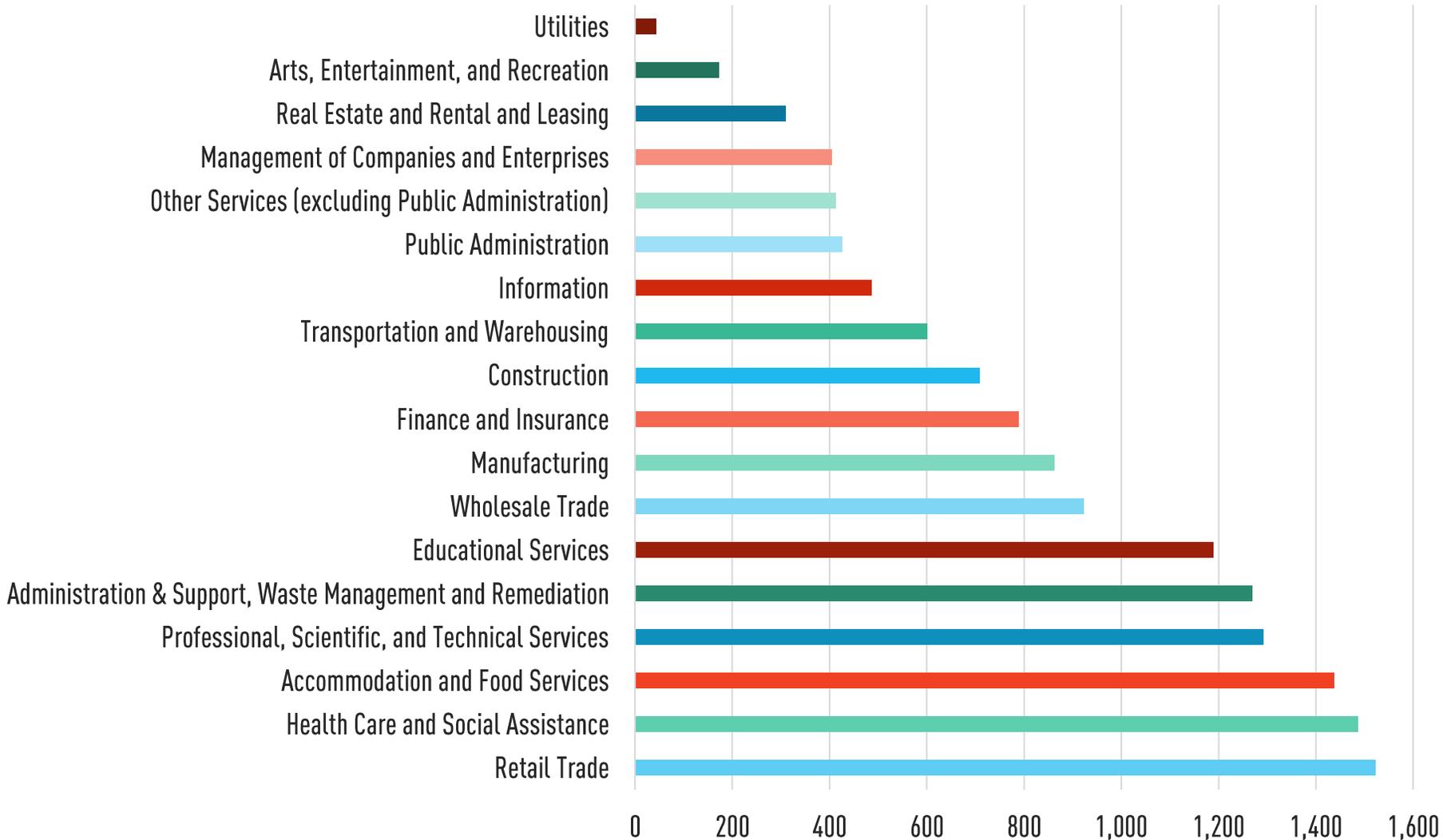
## What jobs exist within Kennesaw?

In terms of employment, the largest industry in Kennesaw is Retail Trade, followed by Accommodation and Food Services and Manufacturing.

Data Source: LEHD Origin Destination Employment Statistics



# RESIDENT AREA CHARACTERISTICS



What industries do Kennesaw residents work in?

In terms of employment, the largest industry among the city's residents is also Retail, followed closely by Healthcare and Accommodation and Food Services.





# TRANSPORTATION TRENDS

# TRAFFIC FLOWS

Commute to Kennesaw:

13,280

Commute out of Kennesaw:

13,606

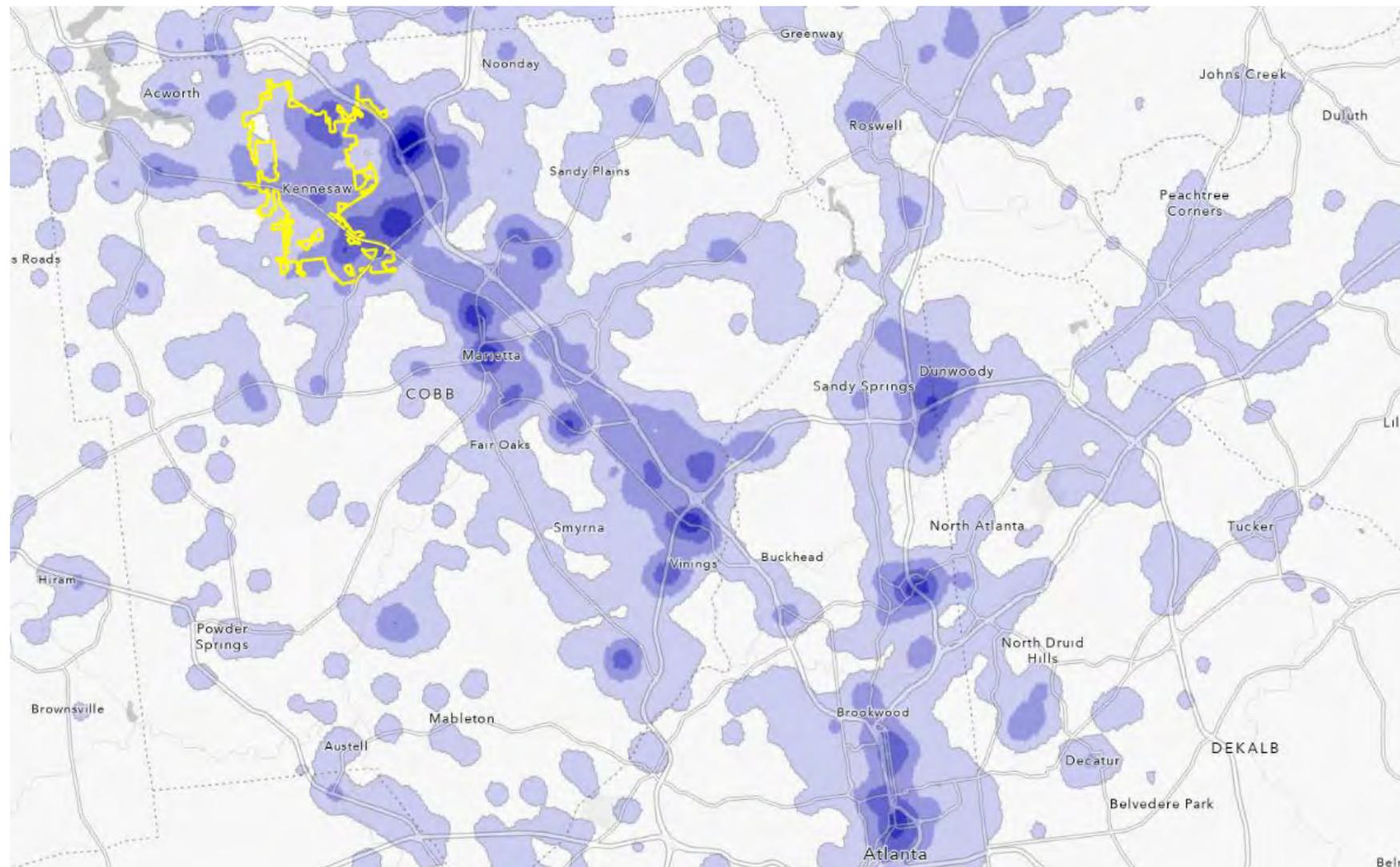
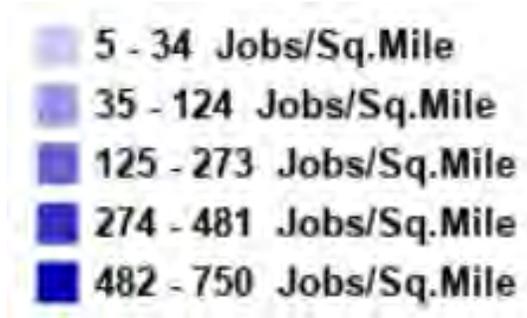
Live and Work in Kennesaw:

740



ARC

# WHERE RESIDENTS OF KENNESAW WORK



# COMMUTE TIME

17% of residents travel <15 minutes

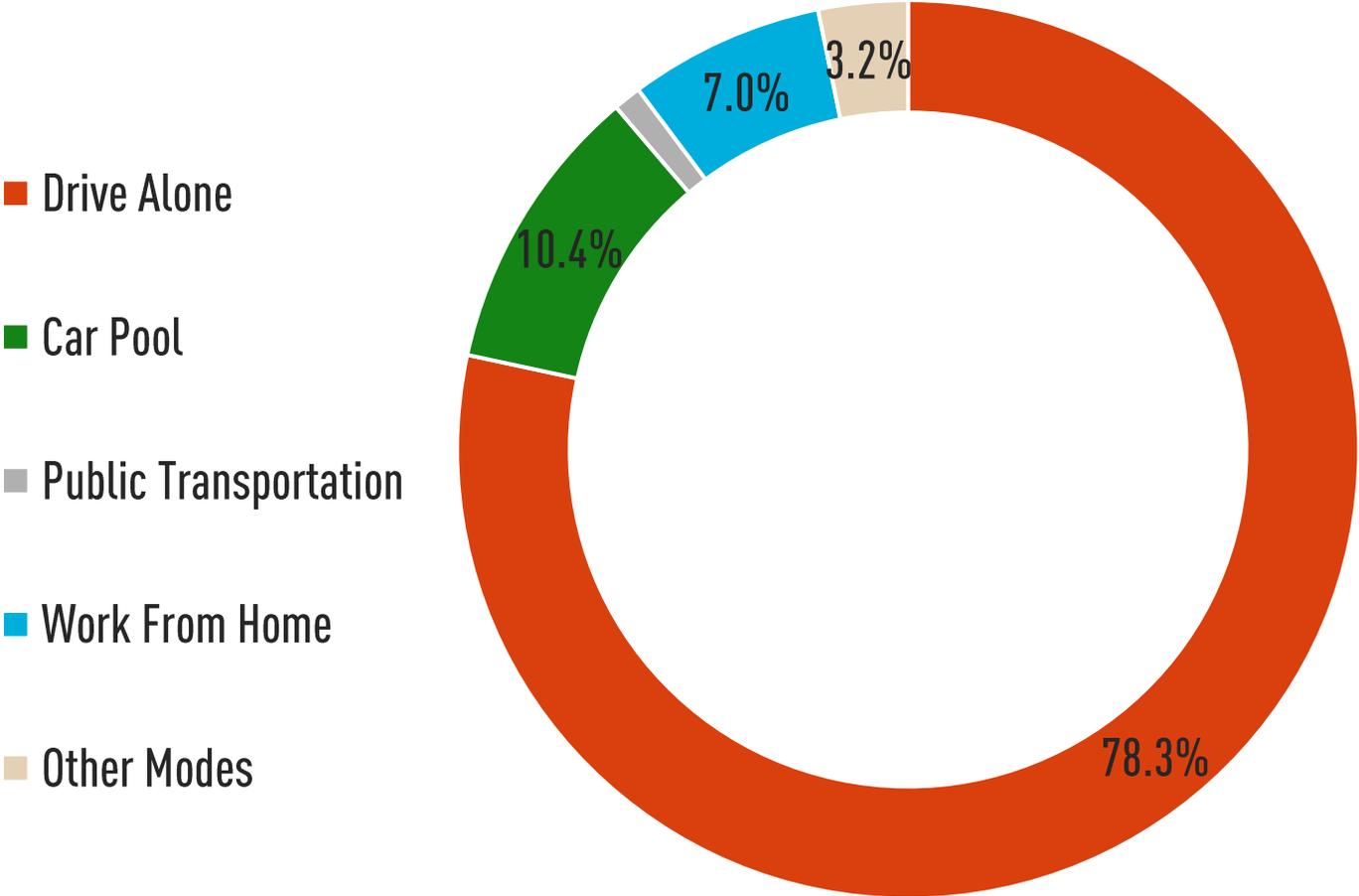
26% of residents travel 15-29 minutes

25% of residents travel 30-44 minutes

12% of residents travel 45-59 minutes

20% of residents travel >60 minutes

# MODE OF TRANSPORTATION



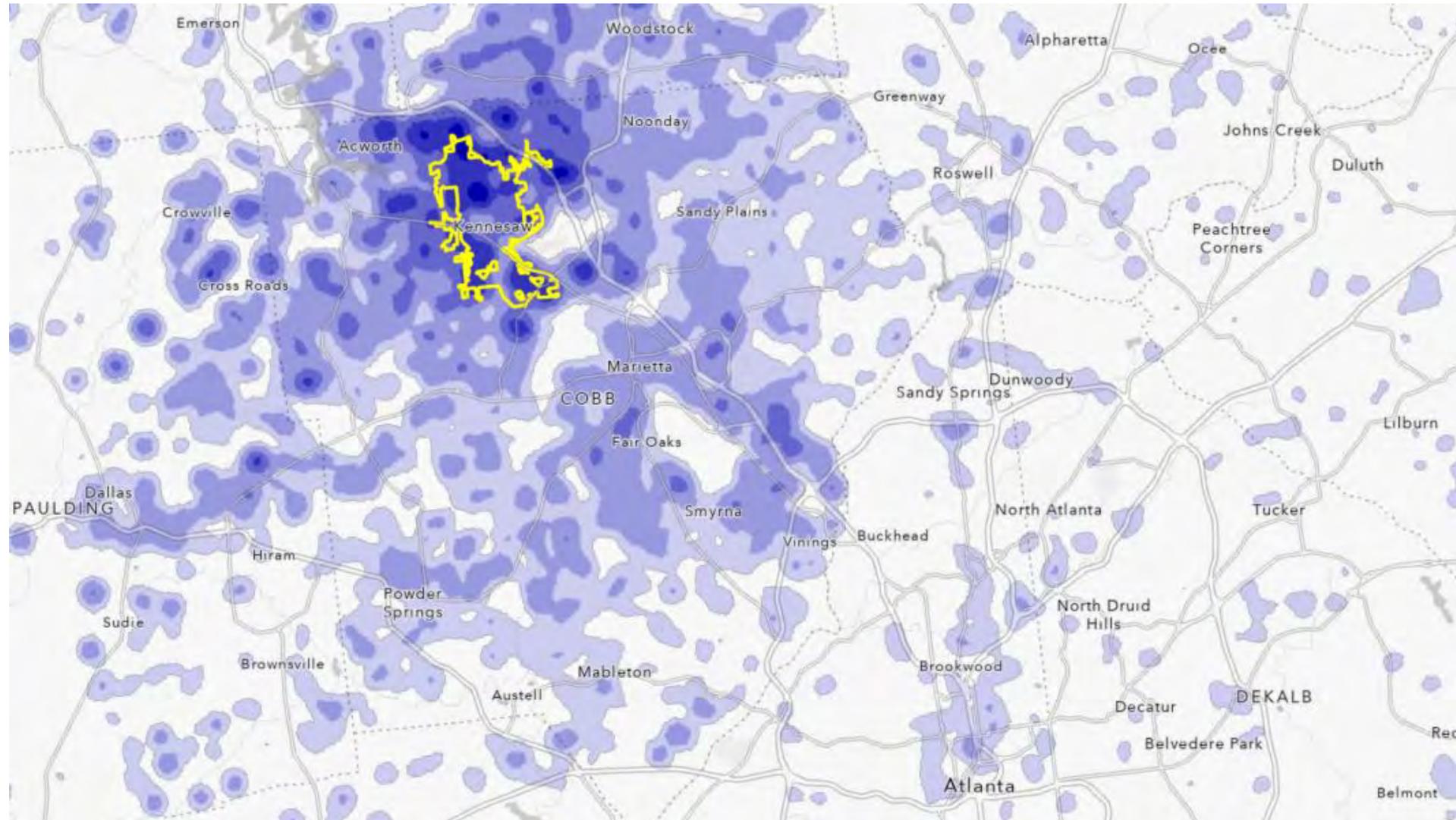
89% of residents use a car to get to work each day. The vast majority of those drive alone, while about 10% carpool. 1% of residents use public transportation, 7% work from home (*in 2019*).

Note: This data does not reflect the influence of the pandemic on transportation.



# WHERE PEOPLE WORKING IN KENNESAW LIVE

- 5 - 11 Jobs/Sq.Mile
- 12 - 31 Jobs/Sq.Mile
- 32 - 64 Jobs/Sq.Mile
- 65 - 111 Jobs/Sq.Mile
- 112 - 171 Jobs/Sq.Mile



## Current Comprehensive Plan Goals: General

The City of Kennesaw is a diverse and forward-looking community engaged in shaping its own future. The residents, employees and businesses of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

To be a successful community, Kennesaw will:

- Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments
- Work to ensure existing business and retail vitality while expanding the economy with community partners
- Preserve the City's hometown atmosphere while growing the economy and population through impactful redevelopment within the downtown and along major corridors.

# Assets and Challenges

## Challenges

- Perception of Downtown
- Transportation and Transit
- Community Boundaries
- Land Availability and Redevelopment

## Assets

- Kennesaw State University
- Downtown Kennesaw

## Next Steps

- Next SC Meeting: TBD
- Topics to Discuss:
  - Assets and Challenges
  - Future Land Use
  - Policies
  - Short-Term Work Program



# Thank you!

Keri Stevens

Planning Administrator, Atlanta Regional Commission (ARC)

404-455-4745

[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)

ARC

**KENNESAW PROJECT MANAGER**

ALBERT TREVINO  
[atrevino@kennesaw-ga.gov](mailto:atrevino@kennesaw-ga.gov)

**ZONING ADMINISTRATOR**

DARRYL SIMMONS  
[dsimmons@kennesaw-ga.gov](mailto:dsimmons@kennesaw-ga.gov)

**OFFICE:** (770) 590-8268

**WEBSITE:** [kennesaw-ga.gov](http://kennesaw-ga.gov)



**COMMUNITY DEVELOPMENT**

Planning and Zoning Division

2529 J.O. Stephenson Avenue  
Kennesaw, GA 30144

**ATLANTA REGIONAL COMMISSION**

**(ARC) PROJECT MANAGER**

KERI STEVENS

[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)

**MEETING DATE/TIME**

FEBRUARY 1, 2022

10 - 11:30 AM

**MEETING LOCATION**

ZOOM CALL - VIRTUAL

# STEERING COMMITTEE MEETING #2

## KENNESAW 2022 COMPREHENSIVE PLAN UPDATE

### MEETING AGENDA

**Zoom Link:** [https://us02web.zoom.us/j/86186615066?](https://us02web.zoom.us/j/86186615066?pwd=UXZyb1M4Tzh6VXFiaXUvNVJlVUzZz09)  
[pwd=UXZyb1M4Tzh6VXFiaXUvNVJlVUzZz09](https://us02web.zoom.us/j/86186615066?pwd=UXZyb1M4Tzh6VXFiaXUvNVJlVUzZz09)

1. **Welcome**
2. **Timeline: Where are we in the process?**
3. **Recap of 1st Steering Committee Meeting: What we heard**
4. **Brief Review of:**
  - Strengths, Weaknesses, Opportunities & Threats (SWOT)
  - 2017 Comprehensive Plan Goals
  - Short Term Work Program (STWP)
5. **Land Use Discussion**
  - [Future Land Use Map \(FLUM\)](#)
  - [Kennesaw's "FLUM Categories"](#)
6. **Survey Results**
  - [Survey results](#) collected at city events
  - Online survey results
    - Survey link: <https://publicinput.com/B4807>
7. **Next Steps**
  - Brainstorm Comp Plan slogan ideas
  - Send any relevant plans and/or data to Albert
8. **Adjourn**

### STEERING COMMITTEE MEMBERS (A - Z)

- Alisha Smith**, Director of Projects and Planning, Town Center Community Improvement District
- Allison Giddens**, President, Win-Tech, Inc.
- Dr. Brien E. Martin**, Senior Pastor, Sardis Missionary Baptist Church
- Craig VanDevere**, Director of Campus Planning, Kennesaw State University
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- Tyler Reinagel**, Associate Vice-President of Economic Development, Kennesaw State University
- Vanita Keswani**, Guest Experience Manager, Smith-Gilbert Botanical Gardens, City of Kennesaw

### PROJECT TIMELINE

**Steering Committee #1: November 29, 2021**  
**Steering Committee #2: February 1, 2022 @ 10A**  
**Public Meeting #1: February 9, 2022 @ 6:30PM**  
**Public Meeting #2: February 24, 2022 @ 6:30PM**  
**Steering Committee #3: TBD (early March 2022)**  
**Finalize Plan: March through May 2022**  
**Adoption of Comp Plan: June 30, 2022**

# **CITY OF KENNESAW**

## **2022 COMPREHENSIVE PLAN UPDATE**

### **Steering Committee Meeting #2:**

**February 1, 2022 10AM – 11:30AM**

**Zoom Meeting**

**Comprehensive Planning Services**



## Steering Committee

### Expectations and Role:

Provide feedback and advise the planning team in the development of the plan and serve as ambassadors to the community about the plan during and after the planning process.

# Meeting Agenda



- Welcome
- Timeline: Where are we in the process?
- Recap of 1<sup>st</sup> Steering Committee Meeting: What we heard
- Brief Review of:
  - Strengths, Weaknesses, Opportunities, Threats (SWOT)
  - 2017 Comprehensive Plan Goals
  - Short Term Work Program (STWP)
- Land Use Discussion
- Survey Results
- Next Steps
- Adjourn



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Initial Public Hearing: November 1, 2021 (Done)
  - Steering Committee Meeting #1 - November 29, 2021 (Done)
  - In-house Interviews (Staff, Department Heads, Mayor and Council) (Underway)
  - Open additional public engagement opportunity - Website/Survey- (On-going/Open)
  - Steering Committee Meeting #2 – February 1, 2022 (Today)
  - Public Meeting/Engagement Opportunity #1 - February 9, 2022



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Public Meeting/Engagement Opportunity #2 - February 24, 2022
  - Steering Committee Meeting #3 - Early March 2022 (TBD)
  - City Council Work Session - March 14, 2022
  - Pre-transmittal public hearing, aka “Second Required Public Hearing” - March 21, 2022
  - March/April 2022 - Finalize Document
  - Transmit plan document to ARC and DCA to begin regional and state review
  - **Deadline for review, approval, and local adoption: June 30, 2022**



## 1<sup>st</sup> Steering Committee Meeting: What we Heard

- Broadband
  - Do we have the speeds and capabilities for future technologies?
    - Opportunity for City to explore.
- Cobb International Boulevard (Industrial Park)
  - Traffic, road maintenance, retention ponds, connectivity, safety plan
  - Tractor trailer parking – Does the City have capacity to park trucks?
    - Proposed Town Center CID “Freight Cluster Plan” study
    - Cobb DOT’s Comprehensive Transportation Plan
      - Request an update - integrate projects

## 1<sup>st</sup> Steering Committee Meeting: What we Heard

- Sardis Missionary Baptist Church truck parking issue
- Downtown parking issues
- City's gateways – How do you know you are in Kennesaw?
- Community's perception of multi-family residents
  - Future homeowners
- Peer Comparisons-Race: Provided
- Focus: Connectivity (Kennesaw State University/City/Regional), Cultural and Social Issues/ Educational Attainment/Economic Development/Environmental Issues/Historic Preservation/Affordable Housing

## 1<sup>st</sup> Steering Committee Meeting: What we heard

- Kennesaw State University connectivity - Bicycle, Pedestrian/Vehicular
  - Meeting with Kennesaw State University representatives upcoming
- Economic Development
  - Downtown Businesses/Parking/Freight Logistic/Economic Incentive Packages/Industrial Parks
  - Trade Balance
- Cultural and Social Issues
  - Place-making
  - Gateways (Welcoming)
    - Identifying Kennesaw's brand in regards to demographics, values and community will in turn provide material for areas such as welcoming gateways, murals sculptures and pedestrian bikeways. Artwork is essential to welcoming residents and visitors.
  - Downtown Perception

# Strengths, Weaknesses, Opportunities, Threats

- Strengths:

- Expand and develop downtown (business growth, city parks, walkability)
- Acknowledge housing shortage and housing demand for young professionals and college students.

- Weaknesses:

- Current comprehensive plan does not go into detail about:
  - Environmental assets (streams/creeks) and environmental challenges (floodplains)
  - Linking city's biking/pedestrian trail network with regional trail system
  - Historic and historical resources



# Strengths, Weaknesses, Opportunities, Threats

- Opportunities:

- Kennesaw's Downtown, Kennesaw State University, McCollum Airport, Town Center CID, cultural resources, and more!
- Broadband funding and infrastructure

- Threats:

- Perception of downtown, transportation and transit, community boundaries and land availability



## Current Comprehensive Plan Goals: General

The City of Kennesaw is a diverse and forward-looking community engaged in shaping its own future. The residents, employees and businesses of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

### **To be a successful community, Kennesaw will:**

- Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments.
- Work to ensure existing business and retail vitality while expanding the economy with community partners.
- Preserve the City's hometown atmosphere while growing the economy and population through impactful redevelopment within the downtown and along major corridors.

# Short Term Work Program 2020-21

- Continue implementation of Kennesaw LCI downtown master plan
- Evaluate environmentally sensitive areas affected by development.
- Evaluate Economic Development Incentive Program

City of Kennesaw Annual STWP Update FY2020/2021							
Project Number	Plan Element	Project Description	Start Date	End Date	Estimated Cost	Funding Source	Responsible Party
1	Economic Development	Continue implementation of Kennesaw LCI downtown master plan	2020	2021	N/A	N/A	Mayor and Council & City Manager
2	Land Use	review downtown master plan	2020	2021	N/A	N/A	Community Development
3	Economic Development	Continue business recruitment, expansion and retention efforts	2020	2021	\$5,000	GF, KDA, KDDA	Economic Development
4	Community Facilities	re-evaluate storm water management plan	2020	2021	N/A	N/A	Public Works
5	Land Use	Continued review of comprehensive plans and objectives	2020	2021	N/A	N/A	Community Development
6	Land Use	Evaluate existing development regulations for provisions that may limit diversity in housing types and barriers to revitalization and infill development and recommend changes where appropriate	2020	2021	\$5,000	KDDA, GF, and DCA Grants	Community Development
7	Community Facilities	Traffic Improvements	2020	2021	\$4,000,000	SPLOST	Public Works
8	Land Use	Analyze Senior Housing Inventory	2020	2021	N/A	N/A	Planning and Zoning
9	Land Use	Annual review of Unified Development code	2020	2021	N/A	N/A	Community Development, Public Works
10	Land Use	Develop additional development standards for the provision and location of pedestrian and bicycle facilities in connection with private development projects.	2020	2021	N/A	N/A	Community Development
11	Community Facilities	Upgrade neighborhood parks	2020	2021	\$30,000	GF	Parks and Recreation
12	Land Use	Review Comprehensive plan and 2040 Plan	2020	2021	N/A	N/A	Planning and Zoning
13	Community Facilities	Establish strategies and priorities for funding road improvements needed in the city in conjunction with county, state, regional and federal agencies.	2020	2021	N/A	N/A	Public Works/Economic Development
14	Land Use	evaluate needs for student housing	2020	2021	NA	NA	Planning and Zoning
15	Community Facilities	Promote the expansion of local public transit alternatives in conjunction with Cobb County, DOT, GRTA, CCT, ARC and other state/regional agencies.	2020	2021	N/A	N/A	Community Development
16	Community Facilities	Storm Water Utility CIP Project	2020	2021	\$250,000	SPLOST	Public Works
17	Information Technology	City Wide Computer upgrade and integration	2020	2021	\$65,000	GF	Information Technology
18	Environmental	Evaluate environmentally sensitive areas affected by development	2020	2021	N/A	N/A	Public Works/Community development
19	Land Use	Participate in regional and local transportation studies and initiatives to promote rail connectivity to cities and county	2020	2021	N/A	N/A	Community Development
20	Land Use	Work with Cobb County to implement a greenbelt system for flood plains that can also be used as a passive recreation resource.	2020	2021	N/A	N/A	Community Development
21	Economic Development	Evaluate Economic Development Incentive program	2020	2021	N/A	N/A	Community Development
22	Community Facilities	Review trail network program	2020	2021	N/A	N/A	Parks and Recreation

# Short Term Work Program 2021-22

- Create a housing audit report
- Review strategic growth plan with Planning and Zoning Department

City of Kennesaw Annual STWP Update FY2021-2022							
Project Number	Plan Element	Project Description	Start Date	End Date	Estimated Cost	Funding Source	Responsible Party
1	Land Use	Create housing audit report	2021	2022	N/A	N/A	Mayor and Council & City Manager
2	Public Facilities	Revisions to Zoning ordinance and development standards	2021	2022	N/A	N/A	Community Development
3	Public Facilities	Continue business recruitment, expansion and retention efforts	2021	2022	\$5,000	GF, KDA & KDDA	Economic Development
4	Public Facilities	Swift Cantrell Park improvements	2021	2022	\$100,000	SPLOST	Public Works
5	Land Use	Review of implementation of Plan 2040	2021	2022	N/A	N/A	Community Development
6	Economic Development	Evaluate annexation action plan for all commercial and industrial corridors	2021	2022	N/A	NA	Community Development
7	Public Facilities	Transportation study on existing roadways and gateways into the City in association with GRTA and ARC consistent with the LCI Plan.	2021	2022	NA	NA	Community Development, Public Works
8	Land Use	Review master trails plan	2021	2022	N/A	N/A	Community Development, Parks and Recreation
9	Economic Development	Economic Development strategic plan	2021	2022	\$30,000	GF, KDA, KDDA	Economic Development
10	Economic Development	Review strategic growth plan with Planning and Zoning Department	2021	2022	N/A	N/A	Museum & Economic Dev
11	Community Facilities	Upgrade Neighborhood Parks	2021	2022	\$30,000	GF	Parks and Recreation
12	Information Technology	Implement electronic submittal programs for all departments	2021	2022	N/A	N/A	Information Technology
13	Community Facilities	Street Improvements	2021	2022	\$300,000	SPLOST	Public Works
14	Transportation Element	Promote the expansion of local public transit alternatives in conjunction with Cobb County, ARC and other state/regional agencies.	2021	2022	N/A	N/A	Community Development
15	Community Facilities	City Wide Computer upgrade and integration	2021	2022	\$70,000	GF	Information Technology
16	Economic Development	Review Downtown Development authority business recruitment strategy	2021	2022	N/A	N/A	Community Development
17	Community Facilities	Review greenspace requirement for population	2021	2022	N/A	N/A	Parks and Recreation
18	Economic Development	Analyze the downtown business retention plan	2021	2022	N/A	N/A	Economic Development
19	Land Use	City to expand network with local school board system in order to improve input regarding future development	2021	2022	N/A	N/A	Community Dev
20	Land Use	Depot master plan review of projects	2021	2022	N/A	N/A	Community Development
21	Community Facilities	Annual comprehensive plan updates	2021	2022	N/A	NA	Planning and Zoning
22	land use	analyze Senior Housing inventory for lifelong community initiative	2021	2022	N/A	N/A	Planning and Zoning
23	Community Facilities	Storm Water Utility assessment of projects	2021	2022	N/A	NA	Public Works
24	Community Facilities	Drainage system improvements	2021	2022	\$300,000	SPLOST	Public Works
25	Community Facilities	review city transportation plan	2021	2022	N/A	GF	Public Works



# Short Term Work Program 2023-24

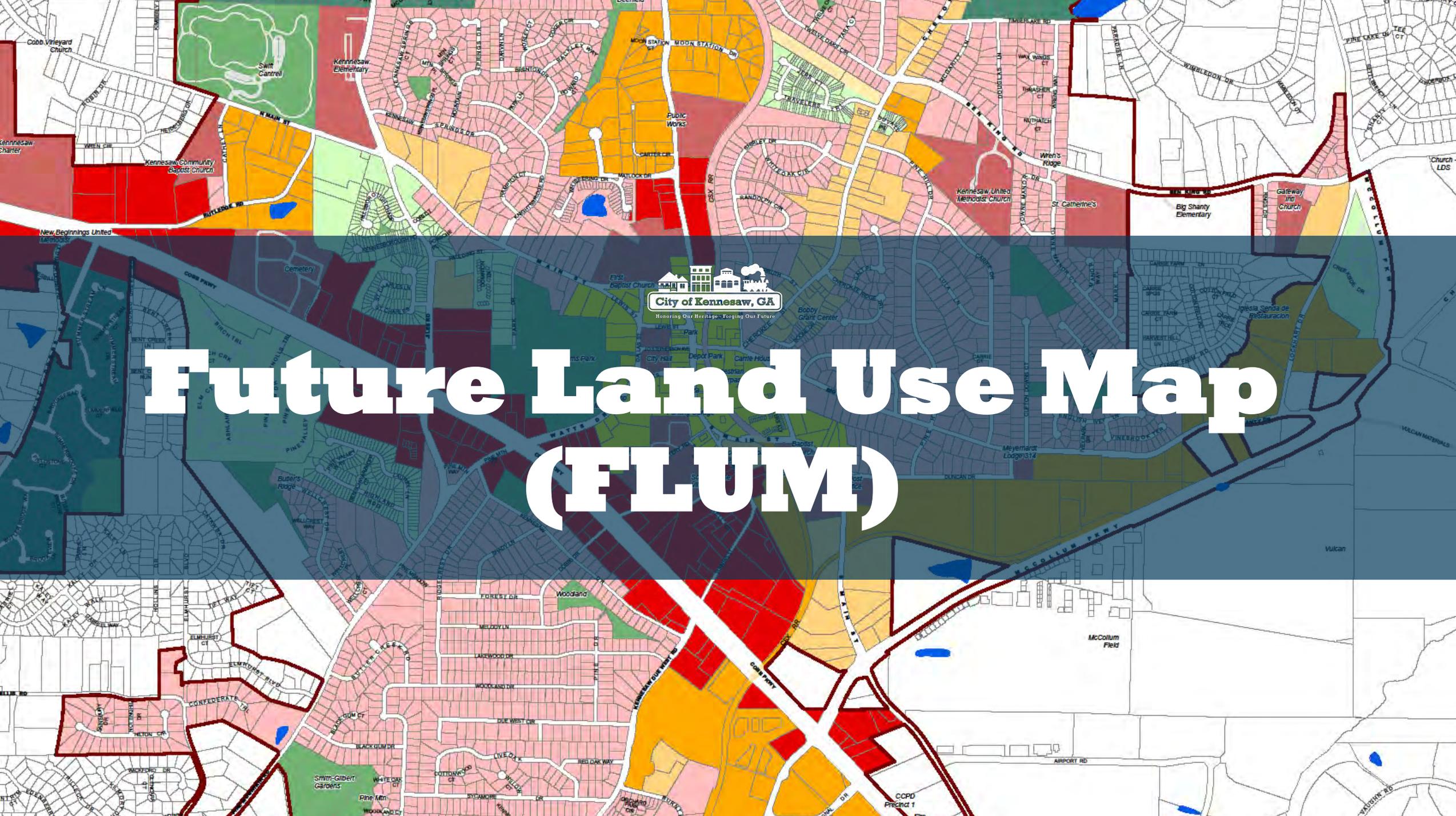
- Reevaluating Trails Master plan
- Continue strategies (through zoning) aimed at the identification and preservation of existing sound housing and stable residential neighborhoods including preservation of historic properties

Project Number	Plan Element	Project Description	Start Date	End Date	Estimated Cost	Funding Source	Responsible Party
1	Community Facilities	LCI plan project evaluation	2023	2024	N/A	NA	Planning and Zoning
2	Community Facilities	review sustainability policies for city facilities	2023	2024	N/A	N/A	Public Works
3	Economic Development	Continue business recruitment, expansion and retention efforts	2023	2024	\$5,000	GF, KDA & KDDA	Economic Development
4	Economic Development	Apply for grants for development projects	2023	2024	N/A	N/A	Economic Development & Planning
5	Community Facilities	Evaluate effectiveness of Museum marketing strategies and make adjustments as needed	2023	2024	N/A	N/A	Museum & Economic Dev
6	Community Facilities	Upgrade neighborhood parks	2023	2024	\$20,000	GF	Parks and Recreation
7	Land Use	Initiate study for sustainability initiatives and incentive program for new development	2023	2024	N/A	N/A	Planning and Zoning
8	Community facilities	Reevaluating Trail Master plan	2023	2024	N/A	N/A	Parks and Recreation
9	Housing	Continue strategies (through zoning) aimed at the identification and preservation of existing sound housing and stable residential neighborhoods including preservation of historic properties	2023	2024	N/A	N/A	Community Development
10	Land Use	Re evaluate green city objectives	2023	2024	N/A	N/A	Planning and Zoning
11	Information Technology	City Wide Computer upgrade and integration	2023	2024	\$70,000	GF	Information Technology
12	Community Facilities	Traffic Improvements	2023	2024	\$4,000,000	SPLOST	Public Works
13	Economic Development	Continue implementation of downtown master plan	2023	2024	N/A	SPLOST	Community Development
14	Public Safety	Upgrad police department equipment	2023	2024	\$5,000	GF	Police Department
15	Community Facilities	Storm Water Utility assesment and system analysis	2023	2024	N/A	GF	Public Works
16	Community Facilities	Street Improvements	2023	2024	\$300,000	SPLOST	Parks and Recreation
17	Community Facilities	Drainage Improvements	2023	2024	\$250,000	SPLOST	Public Works
18	Community facilities	adding new playground facilities	2023	2024	\$20,000	General Fund	Parks and Recreation
19	Community Facilities	Depot master plan review of projects	2023	2024	N/A	N/A	Parks and Recreation
20	Community Facilities	Smith-Gilbert Gardens facility improvements	2023	2024	\$100,000	SPLOST	Parks and Recreation
21	Land Use	Historic District Standards reevaluation	2023	2024	N/A	N/A	Planning and Zoning

# Short Term Work Program 2024-25

- Additional amendments to sustainability policy
- Annual review of Unified Development code
- Strengthen enforcement of housing codes in order to revitalize neighborhoods
- Reevaluate housing inventory city wide and occupancy rate.

Project Number	Plan Element	Project Description	Start Date	End Date	Estimated Cost	Funding Source	Responsible Party
1	Economic Development	Continue business recruitment, expansion and retention efforts	2024	2025	\$8,000	KDA & KDDA	Economic Development
2	Community Facilities	Evaluate master trail system tie-in to Cobb County System	2024	2025	N/A	N/A	Planning and Zoning/parks and recreation
3	Land Use	Additional amendments to sustainability policy	2024	2025	N/A	N/A	Community Development
4	Housing	Continue strategies (through zoning) aimed at the identification and preservation of existing sound housing and stable residential neighborhoods including preservation of historic properties	2024	2025	N/A	N/A	Planning and Zoning
5	Community Facilities	Storm Water Utility CIP Project	2024	2025	\$500,000	SPLOST	Public Works
6	Community Facilities	Traffic Improvements	2024	2025	\$5,000,000	SPLOST	Public Works
7	Land Use	Annual review of Unified Development code	2024	2025	NA	NA	Planning and Zoning
8	Community Facilities	Smith Gilbert Gardens facility improvements	2024	2025	\$100,000	SPLOST	Parks and Recreation
9	Community Facilities	Street Improvements	2024	2025	\$400,000	SPLOST	Public Works
10	Economic Development	Economic Development multi-year plan review	2024	2025	NA	Economic Development	Economic Development
11	Land Use	Strengthen enforcement of housing codes in order to revitalize neighborhoods	2024	2025	N/A	N/A	Community Development
12	Community Facilities	Reevaluate Future land use maps and character areas as identified in the comprehensive plan	2024	2025	N/A	N/A	Community Development
13	Information Technology	City Wide Computer upgrade and integration	2024	2025	\$75,000	GF	Information Technology
14	Housing	Reevaluate housing inventory city wide and occupancy rate	2024	2025	N/A	N/A	Planning and Zoning
15	Community Facilities	Community Center Improvements	2024	2025	\$250,000	GF	Parks and Recreation
16	Community Facilities	Review status of adopted redevelopment areas	2024	2025	NA	NA	Economic Development/Planning

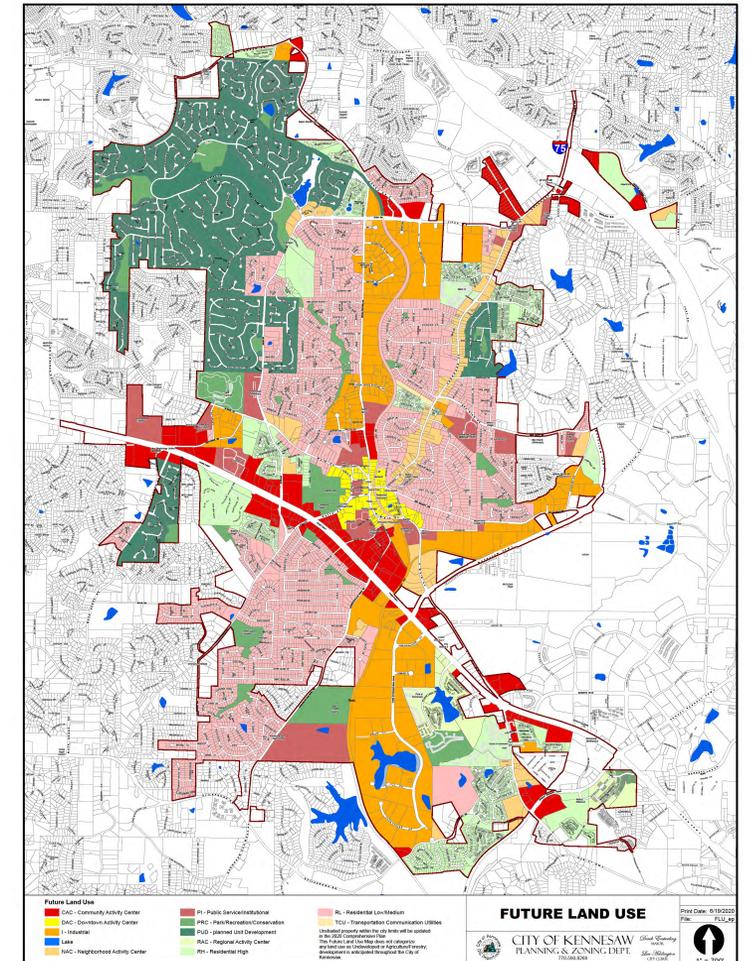


# Future Land Use Map (FLUM)

# Purpose of a FLUM



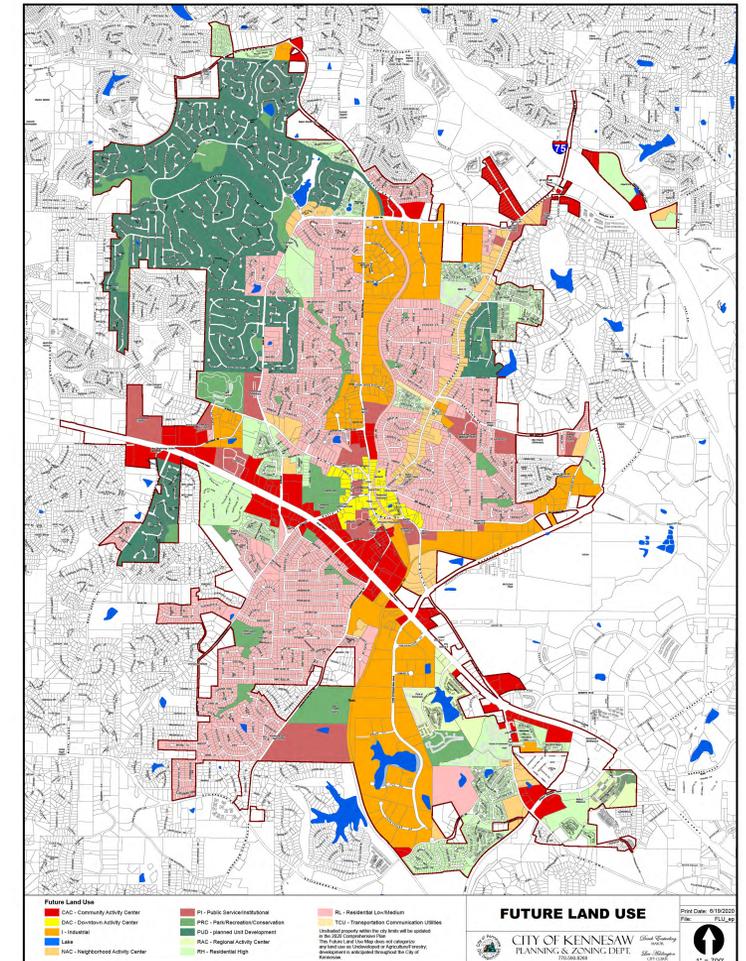
- The future land use map is a community's visual guide to future planning.
- It provides a generalized view of how land in the City is intended to be used.
- It does not necessarily show land use as it exists today, and it does not show zoning information.
- It should bring together most if not all of the elements of the comprehensive plan such as natural resources, economic development, housing and transportation.



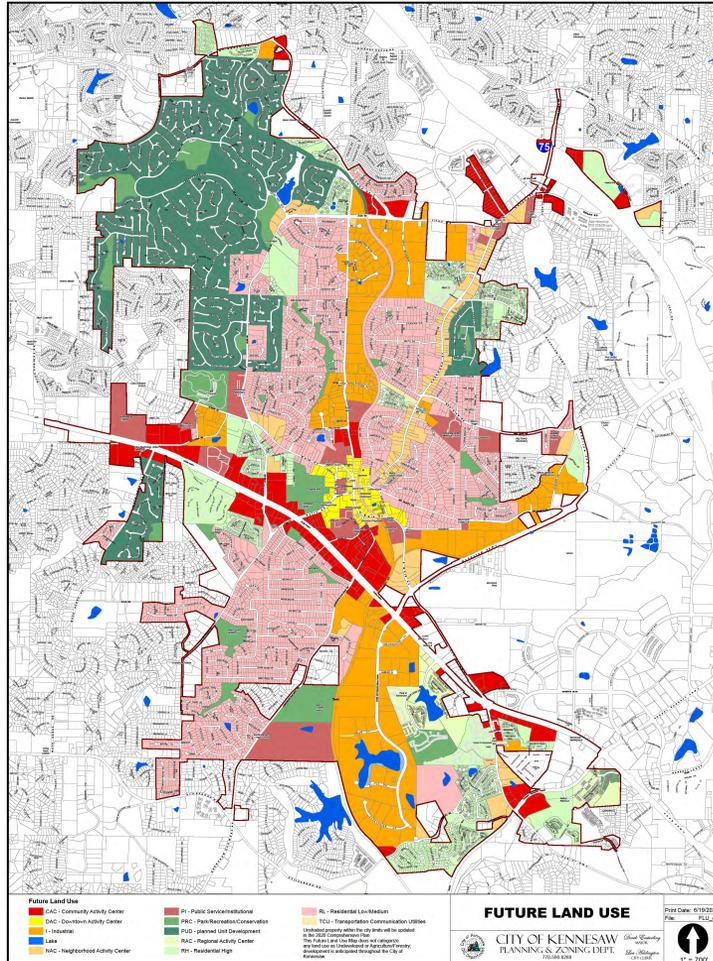
# FLUM Quickfacts from 2017



- Kennesaw is mostly built-out
- Any new growth will be redevelopment
- 86% of the city's parcels are residential



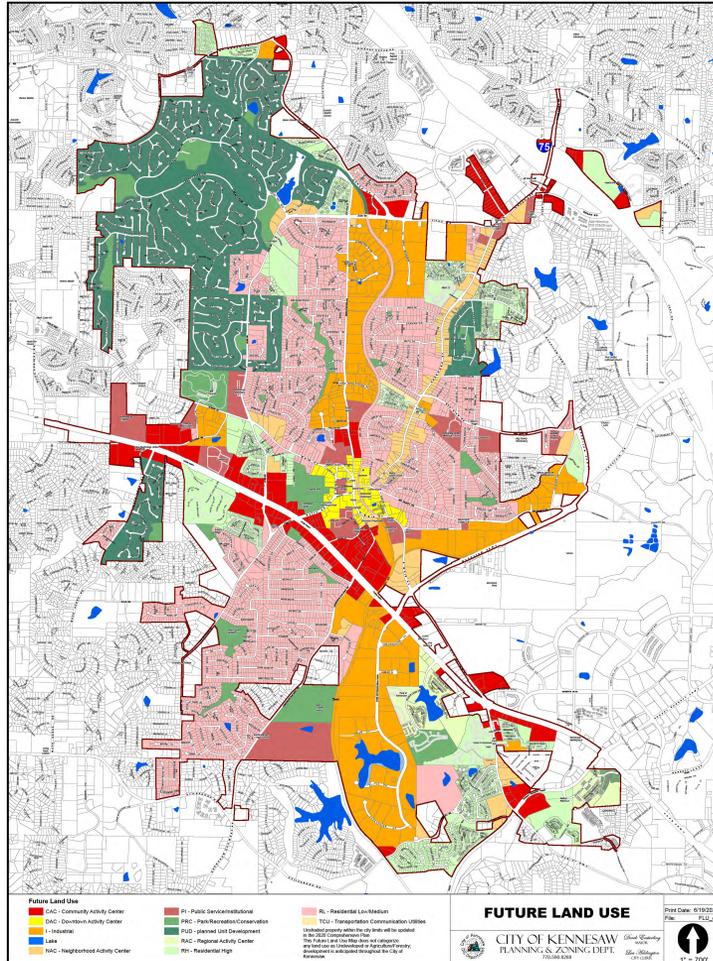
# FLUM CATEGORIES AND COLOR DESIGNATION

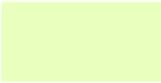
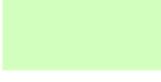


-  **CAC** – Community Activity Center
-  **DAC** – Downtown Activity Center
-  **NAC** – Neighborhood Activity Center
-  **I** – Industrial
-  **PI** – Public Service/Institutional
-  **TCU** – Transportation Communication Utilities
-  Unshaded property within the city limits will be updated in the 2022 Comprehensive Plan



# FLUM CATEGORIES AND COLOR DESIGNATION



-  **RAC** – Regional Activity Center
-  **PUD** – Planned Unit Development
-  **RH** – Residential High
-  **RL** – Residential Low/Medium
-  **PRC** – Park/Recreation/Conservation
-  **Lake**

# FLUM CATEGORIES AND DESCRIPTIONS

## **RAC – Regional Activity Center**

- These are areas of large developments and serve as regional destinations for employment and retail.

## **DAC – Downtown Activity Center**

- This area is the traditional downtown of Kennesaw. For this area the City of Kennesaw completed an LCI study and that should be used as the guiding plan.

# FLUM CATEGORIES AND DESCRIPTIONS



## **CAC – Community Activity Center**

- These areas provided services to the community but are not as intense as the Regional Activity Center



## **NAC – Neighborhood Activity Center**

- These areas provide services to small areas within the community.

# FLUM CATEGORIES AND DESCRIPTIONS

## PI – Public/Institutional

- This category includes certain state, federal or local government uses, and institutional land uses. Government uses include government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals.

## TCU – Transportation Communication Utilities

- Areas of utilities and transportation

# FLUM CATEGORIES AND DESCRIPTIONS



## I – Industrial

- These are areas intended for manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.



## PUD – Planned Unit Development

- Areas planned under a separate master plan

# FLUM CATEGORIES AND DESCRIPTIONS

## RH – Residential High

- These are areas of residential land uses with the city. This may be single family or multi-family but new development should reflect the character of the surrounding development. The recommended densities are:
  - High: 4-16 units per acre

## RL – Residential Low/Medium

- These are areas of residential land uses with the city. This may be single family or multi-family but new development should reflect the character of the surrounding development. The recommended densities are:
  - Low/Medium: 1-4 units per acre

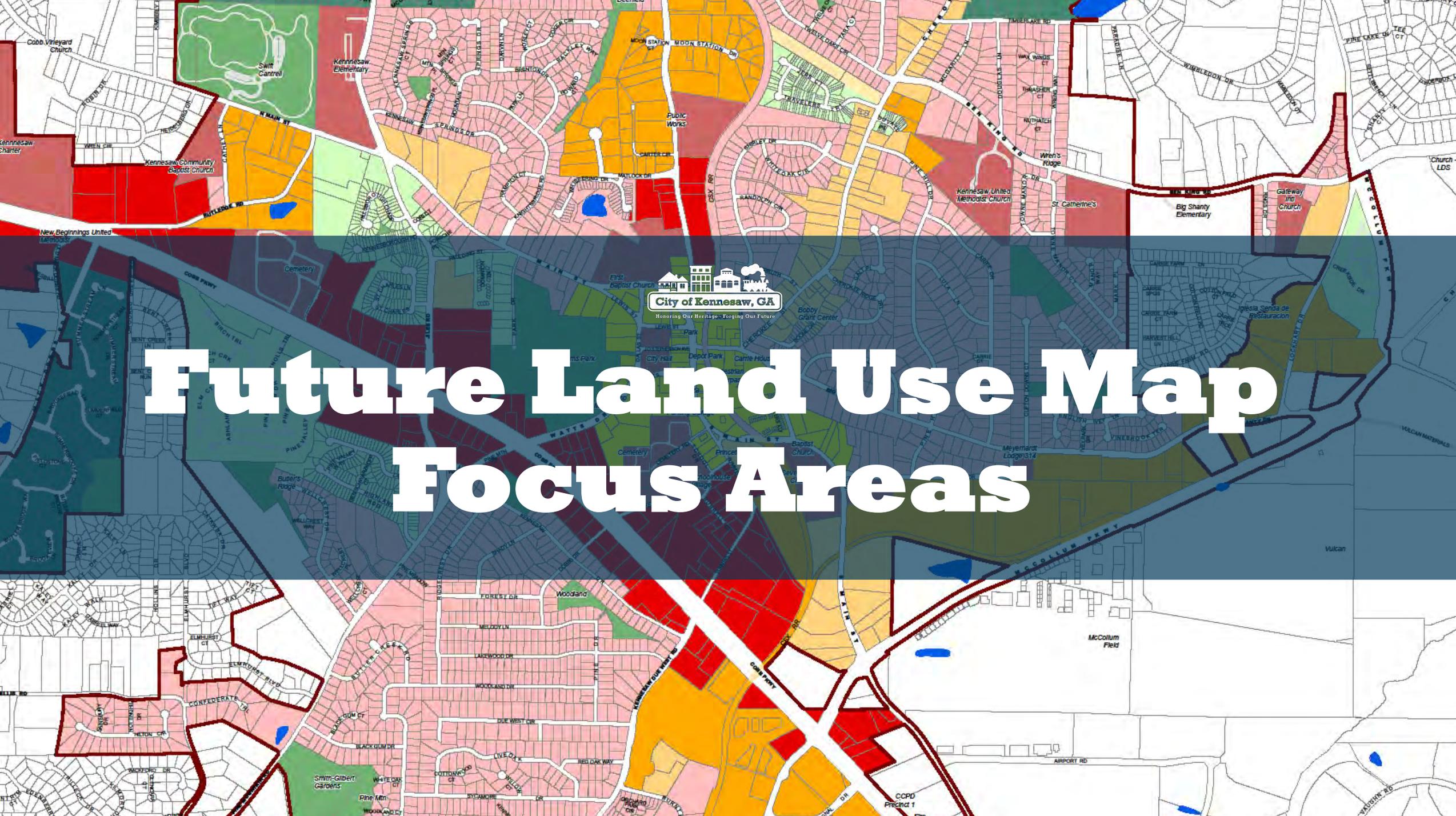
# FLUM CATEGORIES AND DESCRIPTIONS

## Park/Recreation/Conservation

- This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

## Lake

- Bodies of Water

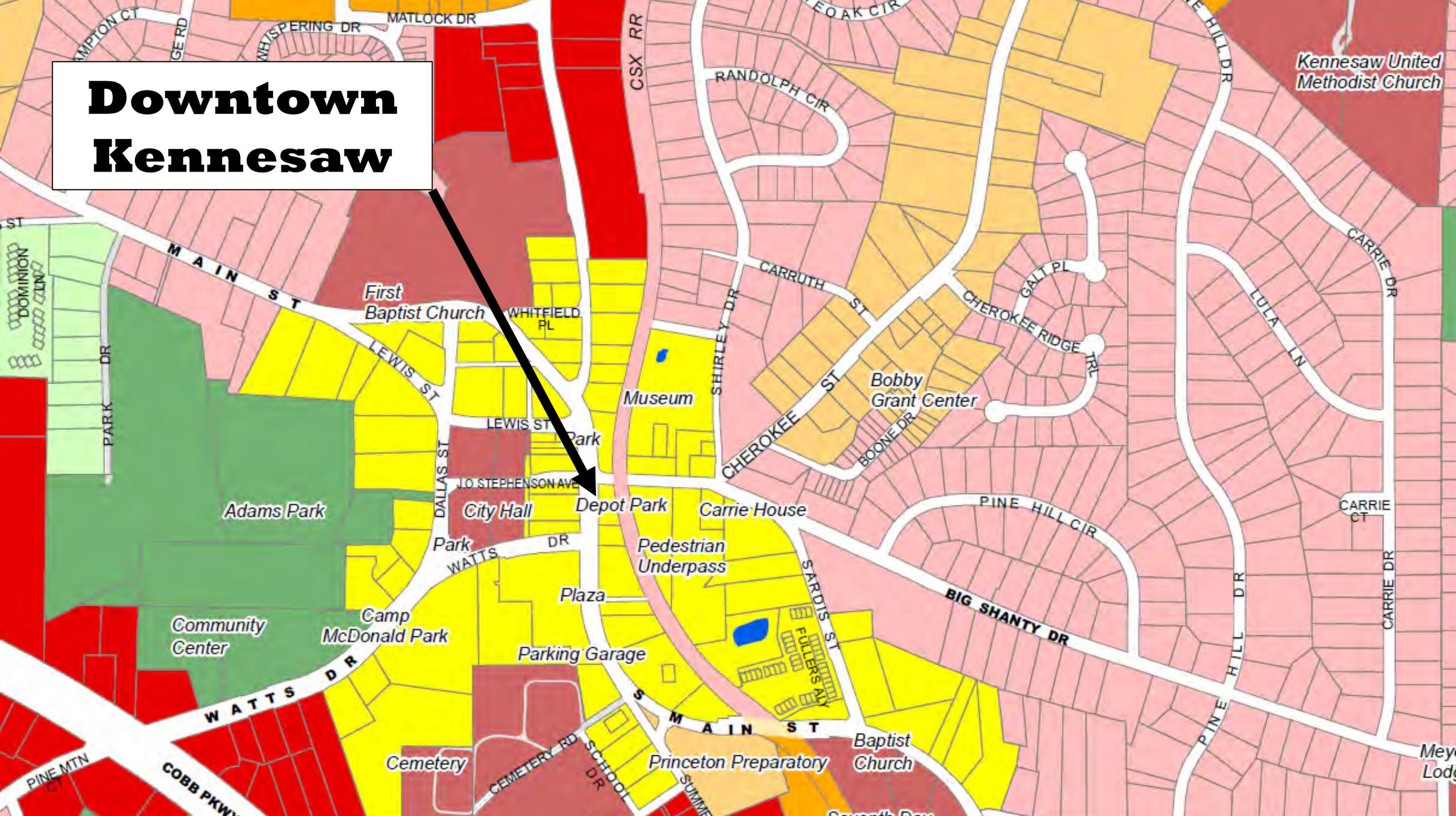


City of Kennesaw, GA

Honoring Our Heritage - Forging Our Future

# Future Land Use Map Focus Areas

# Downtown Kennesaw



Kennesaw United Methodist Church

First Baptist Church

Museum

Bobby Grant Center

City Hall

Depot Park

Carrie House

Pedestrian Underpass

Plaza

Parking Garage

Community Center

Camp McDonald Park

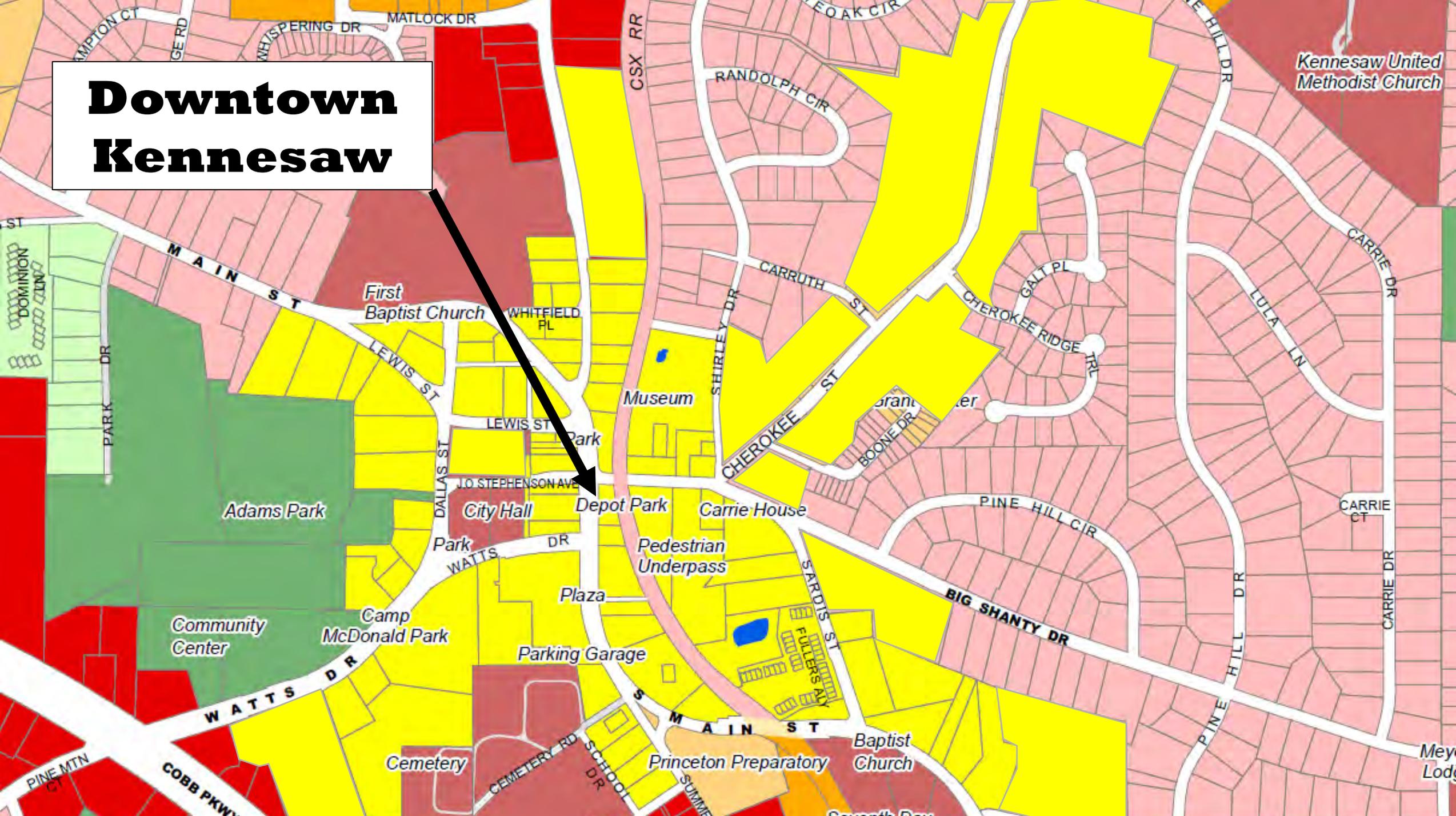
Princeton Preparatory

Baptist Church

Cemetery

Meyers Lodge

# Downtown Kennesaw



Kennesaw United Methodist Church

First Baptist Church

Museum

City Hall

Depot Park

Carrie House

Pedestrian Underpass

Plaza

Parking Garage

Community Center

Camp McDonald Park

Cemetery

Princeton Preparatory

Baptist Church

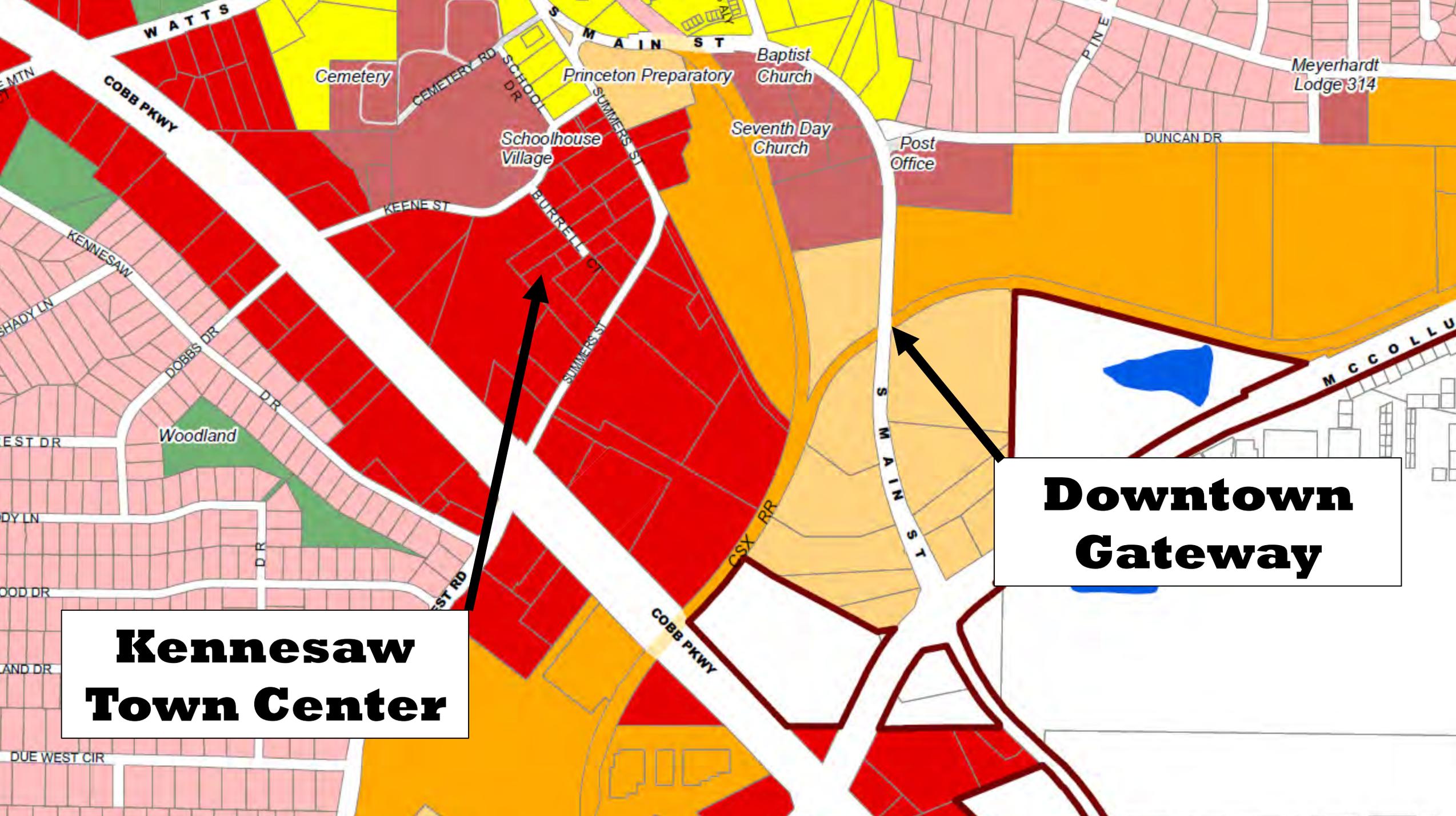
Meyers Lodge

**Cherokee  
Street**

Cherokee

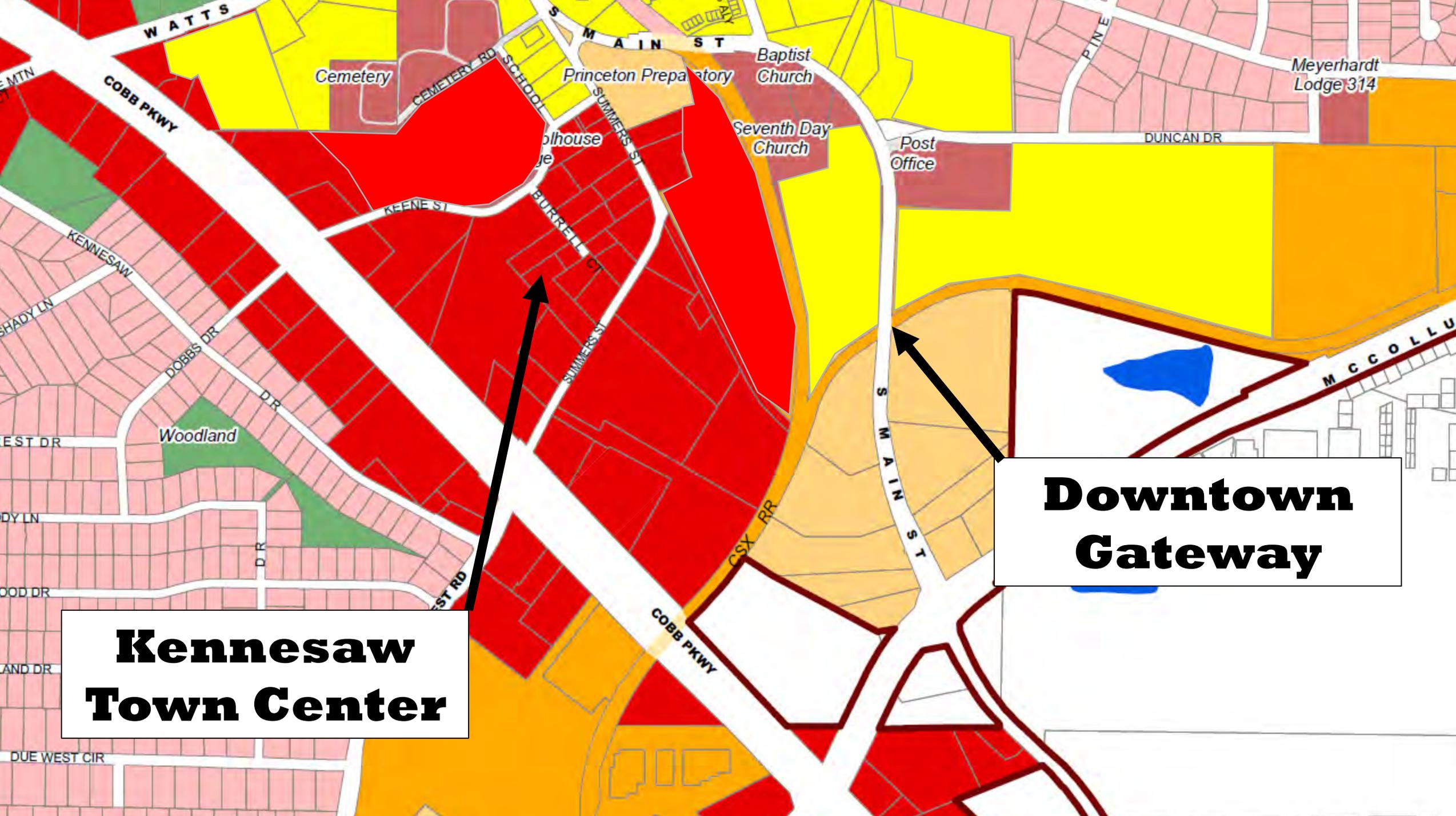
Frozen Custard  
Ice Cream





**Kennesaw  
Town Center**

**Downtown  
Gateway**



**Kennesaw  
Town Center**

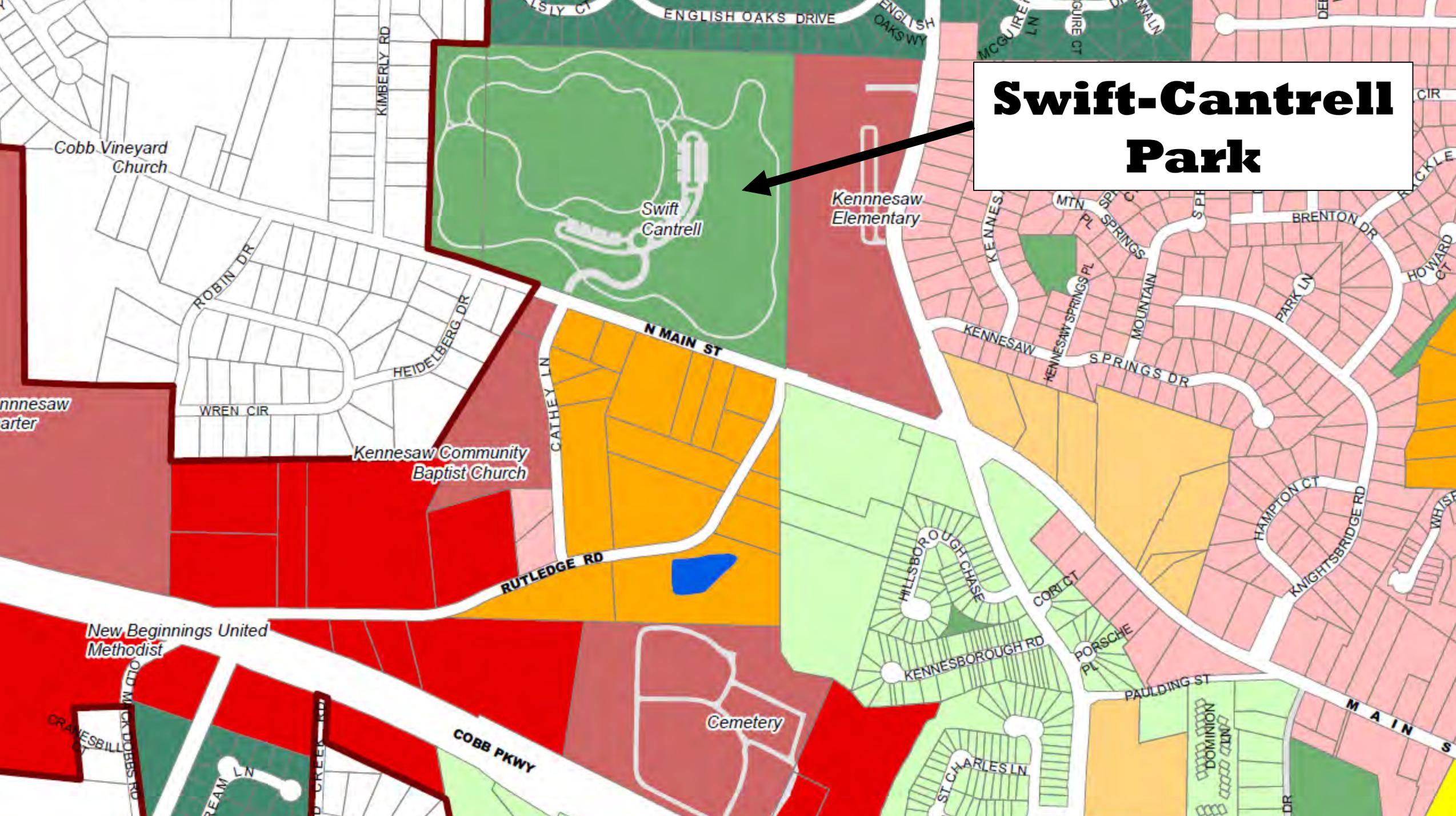
**Downtown  
Gateway**



Kennesaw Town Center Renderings along Summer Street



# Swift-Cantrell Park



Swift Cantrell

Kennesaw Elementary

Cobb Vineyard Church

Kennesaw Community Baptist Church

New Beginnings United Methodist

Cemetery

COBB PKWY

N MAIN ST

RUTLEDGE RD

HILLSBOROUGH CHASE

KENESBOROUGH RD

PORSCH

PAULDING ST

MAIN ST

HAMPTON CT

KNIGHTSBRIDGE RD

KENNESAW

KENNESAW SPRINGS PL

SPRINGS DR

MOUNTAIN

BRENTON DR

PARK LN

HOWARD CT

KIMBERLY RD

ROBIN DR

HEIDELBERG DR

WREN CIR

CATHEY LN

KENNESAW

MTN

PL

SPRINGS

SPR

CIR

CKLE

HOWARD CT

WHISPER

DOMINION

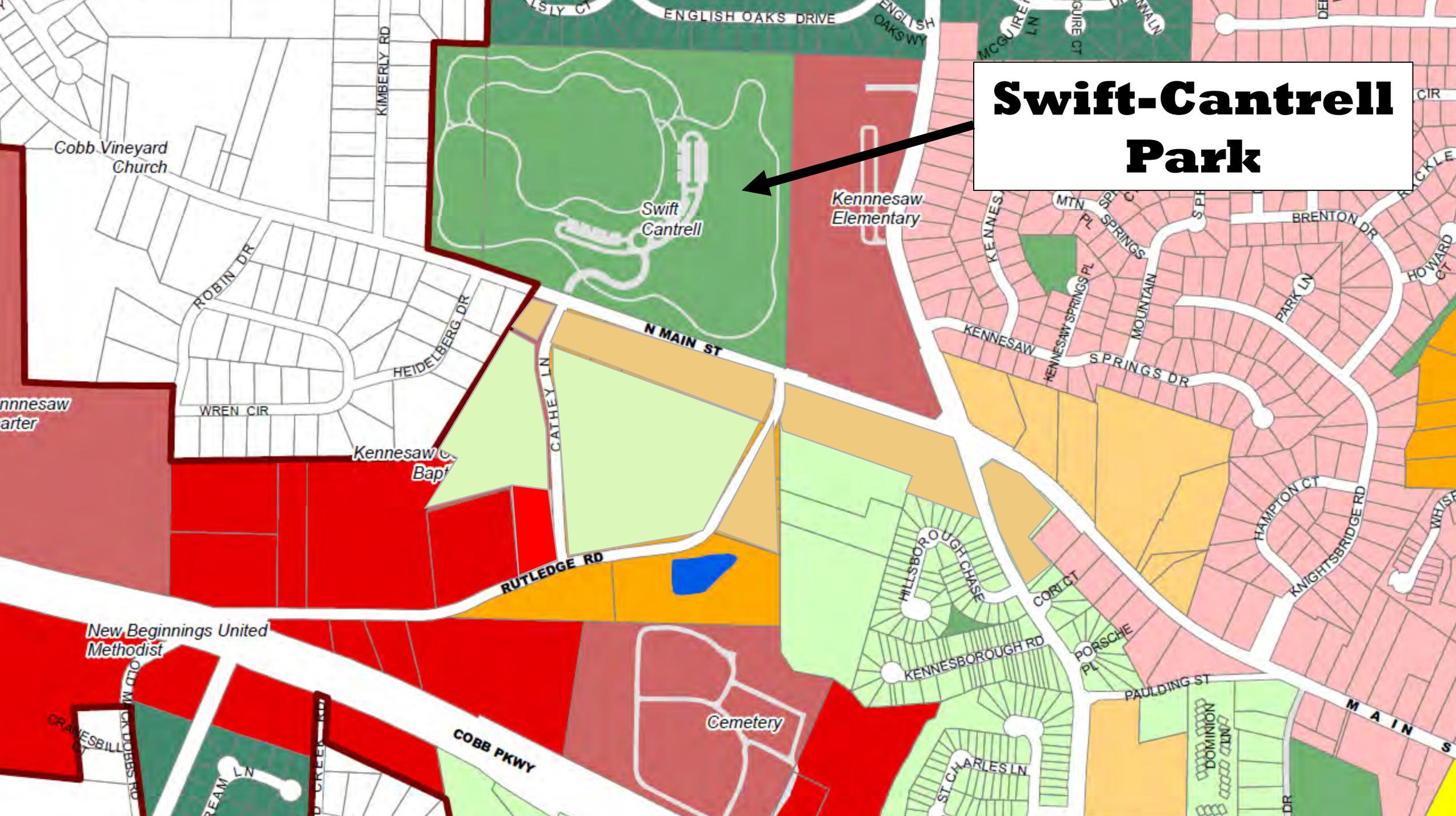
DR

CRAWESBILL

DREAM LN

D GREEN RD

# Swift-Cantrell Park



Cobb Vineyard Church

Swift Cantrell

Kennesaw Elementary

Kennesaw Baptist Church

New Beginnings United Methodist

Cemetery

ROBIN DR

HEIDELBERG DR

WREN CIR

N MAIN ST

RUTLEDGE RD

COBB PKWY

KENNESAW

KENNESAW

KENNESAW

HILLSBOROUGH CHASE

KENNESBOROUGH RD

ST CHARLES LN

CORT CT

PORSCH

PAULDING ST

HAMPTON CT

KNIGHTSBRIDGE RD

MAIN S

# Swift-Cantrell Park



**Swift-Cantrell  
Park**

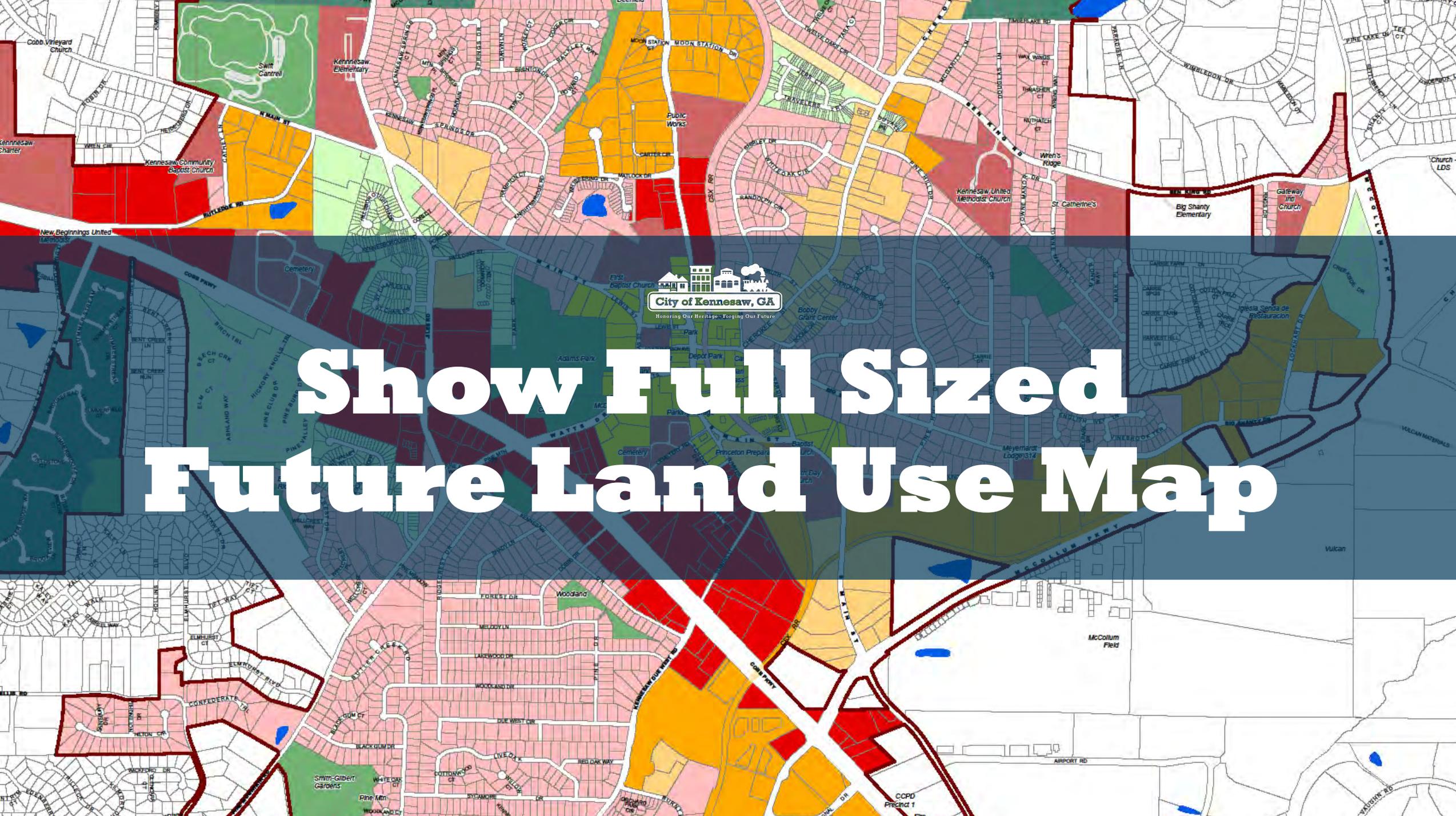


# Other areas to discuss



- Unshaded areas will be given a suitable future land use category designation.
- Areas located on the City's edge must take into consideration Cobb County's future land use category designation.





Honoring Our Heritage - Forging Our Future

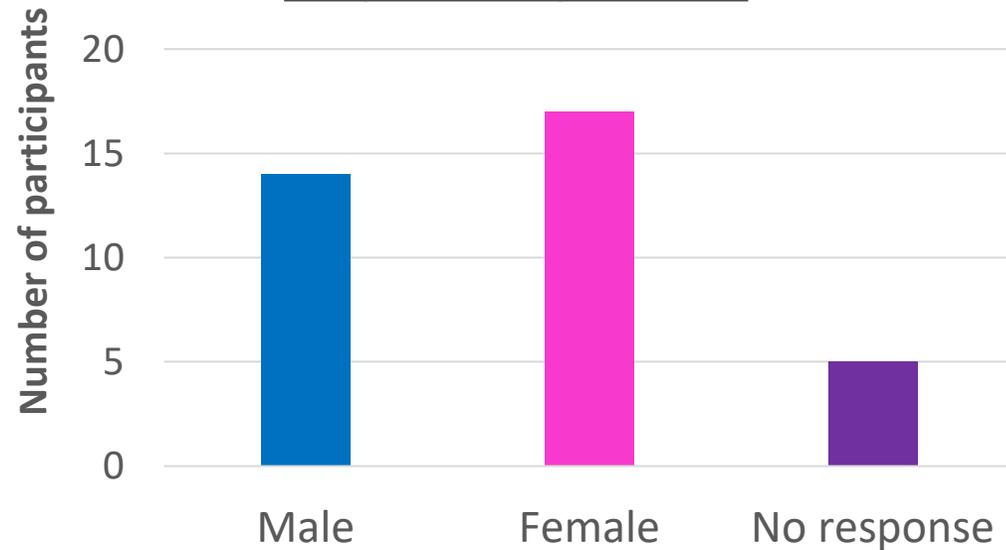
# Show Full Sized Future Land Use Map



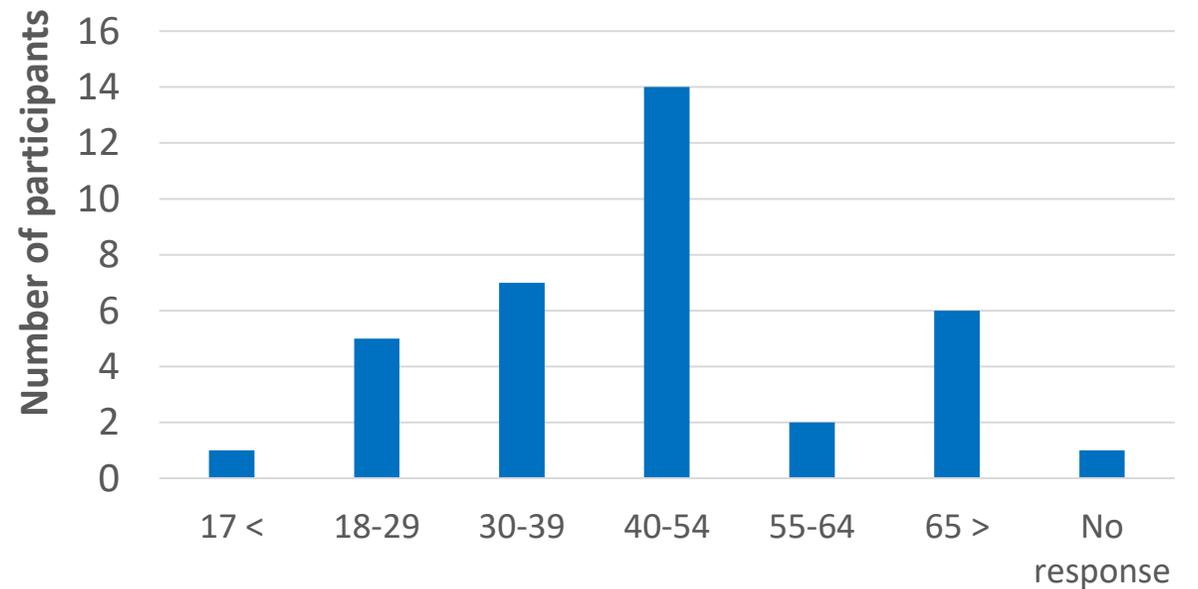
# Survey Results

# Survey Results from City Events

Responses By Gender



Responses By Age Group



Total number of people surveyed: 36

## Survey Results from City Events: General Responses

- **Major strengths:** events, historic, quiet, safe, downtown, cultural institutions, mayor, police, parks, restaurants/food, friendly people, diversity, small town feel, walkable, clean streets, family friendly, Noonday Creek trail upgrades
- **Major weaknesses:** traffic, not enough trails and sidewalks, new apartments, not enough downtown businesses, perception of being a college town, not wanting affordable housing, poor roadway conditions, un-kept retention ponds, property taxes too high, too many cars in one driveway, trains are too slow and noisy and airplanes are too loud, not enough parking for events, too much industrial near downtown, confederate images/Wildman's

# Survey Results from City Events: General Responses

- **Would you consider moving to Kennesaw, why?:**
  - **Yes:** affordable, good gun laws, lovely place to live, clean compared to other areas, great parks, low crime rate
  - **No:** already established and too far from work and family, traffic is a problem, unaffordable
- **What services/businesses would you like to see more of:**  
restaurants, murals/art/sculptures, theatre, vegan friendly eateries, vendor opportunities (car shows and food), businesses that cater to families and kids, parks/playgrounds, foot traffic shops, large corporations so the town stays thriving

## Survey Results from City Events: General Responses

- **General comments:** infrastructure is not keeping up with new development, why is there no light-rail when railroads are everywhere, want more creative restaurants and bars, we need more drug & underage smoking awareness, it takes forever to open a new business, need a “How to Guide” for new residents, want more downtown dining and entertainment options, finish the Sardis Street road extension and bridge over the railroad tracks

## Survey Results from Online (as of 01/31/2022)

- Responses: 199 people
- Homeowners responded: 84%
- Survey participants
  - **Racial composition:**
    - 65% White
    - 9% Black
    - 5% Multiple races
    - 5% Asian
  - **Gender:** equal amounts of male/female

Link to survey results: [www.publicinput.com/Report/4yp14bx4arb](http://www.publicinput.com/Report/4yp14bx4arb)

## Survey Results from Online (as of 01/31/2022)

- **Quality of life**
  - Low – 6%
  - Average – 42%
  - High – 52%
- **Strengths:** parks, low crime, downtown, breweries
- **Weaknesses:** downtown, civil war memorabilia, traffic, apartments
- **Needs:** more retail, more restaurants, more single-family homes (54%)

Link to survey results: [www.publicinput.com/Report/4yp14bx4arb](http://www.publicinput.com/Report/4yp14bx4arb)

# Community Engagement Considerations

- Two public engagement meetings (Ben Robertson Community Center)
  - February 9<sup>th</sup> 6:30-8:30PM @ 2753 Watts Drive
  - February 24<sup>th</sup> 6:30-8:30PM @ 2753 Watts Drive
- Public Hearing
- City Events – Surveying public
- In-house surveys (Council, City Staff, Committee Members)
- Online surveys (flyers, postcards and QR codes)
  - Partnering with businesses and churches to take survey
  - Platforms: social media, city website and mobile app
  - Getting the word out!

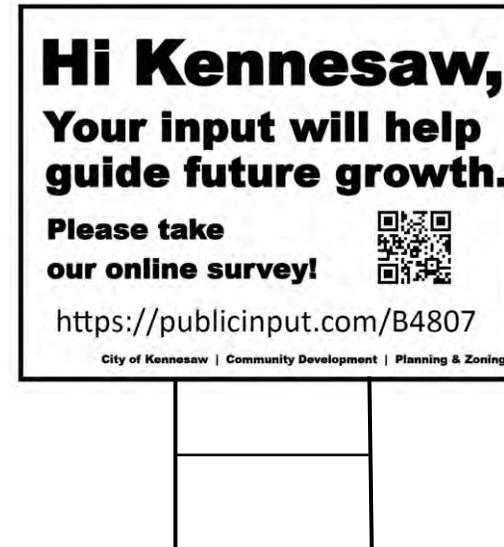
# ADVERTISING PLATFORMS

- LED Billboard on Cobb Parkway
- City's LED Billboard Marquee
- City website
- City social media
- Flyers
- Postcards
- Yard signs
- Marietta Daily Journal
- Word of mouth

Postcards



Yard signs



Flyers



LED Billboard



## Next Steps

- Brainstorm: catchy slogan for front page of Comprehensive Plan
  - “Going above and beyond for the future”
  - “Setting the standard for the future”
- Send any relevant plans and/or data to Albert
- Consider attending our Public Engagement Meetings:
  - February 9<sup>th</sup> 6:30-8:30PM @ 2753 Watts Drive
  - February 24<sup>th</sup> 6:30-8:30PM @ 2753 Watts Drive
- Next SC Meeting: Early March 2022 (Doodle Poll will be sent out)
- Website: [Kennesaw Comprehensive Plan Update 2022 - PublicInput.cc](https://www.kennesaw-ga.gov/planning/)

*Posted signs around town*

  
**KENNESAW  
CITY EVENT**

**Public Engagement Meetings**  
Attend in person or virtually on Facebook Live  
via the following link:  
[www.facebook.com/CityofKennesaw/](https://www.facebook.com/CityofKennesaw/)

**When: Feb. 9th & 24th  
6:30PM - 8:30PM**  
**Where: 2753 Watts Drive**  
(Ben Robertson Community Center)

**Help us plan for the future**  
For more information 770-590-8268  
Take our online survey at [www.kennesaw-ga.gov/planning/](https://www.kennesaw-ga.gov/planning/)

## Steering Committee

### Expectations and Role:

Provide feedback and advise the planning team in the development of the plan and serve as ambassadors to the community about the plan during and after the planning process.

A photograph of a water tower and a house. The water tower is white with a conical top and has the text 'CITY OF KENNESAW' written on it. The house is a single-story building with a dark roof, light-colored siding, and a brick chimney. There are several windows with white shutters and a small balcony on the right side. The image is overlaid with a semi-transparent blue banner containing text.

**Thank you!**

**Keri Stevens**

**Planning Administrator, Atlanta Regional Commission (ARC)**

**404-455-4745 or [kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)**

**KENNESAW PROJECT MANAGER**

ALBERT TREVINO  
[atrevino@kennesaw-ga.gov](mailto:atrevino@kennesaw-ga.gov)

**ZONING ADMINISTRATOR**

DARRYL SIMMONS  
[dsimmons@kennesaw-ga.gov](mailto:dsimmons@kennesaw-ga.gov)

OFFICE: (770) 590-8268

WEBSITE: [kennesaw-ga.gov](http://kennesaw-ga.gov)



**COMMUNITY DEVELOPMENT**

Planning and Zoning Division

2529 J.O. Stephenson Avenue  
Kennesaw, GA 30144

**ATLANTA REGIONAL COMMISSION**

**(ARC) PROJECT MANAGER**

KERI STEVENS

[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)

**MEETING DATE/TIME**

TUESDAY, MARCH 8, 2022  
11 AM - 12:30 PM

**MEETING LOCATION**

ZOOM CALL - VIRTUAL

# STEERING COMMITTEE MEETING #3

## KENNESAW 2022 COMPREHENSIVE PLAN UPDATE

### MEETING AGENDA

**Zoom Link:** <https://us02web.zoom.us/j/82866868478?pwd=UGM4eHp2MGIKMXZTU0ZxQnBISm92QT09>

1. Welcome
2. Project Timeline: Where are we in the process?
3. DCA Broadband Program - Amy Stone
4. Finalize:
  - Vision and Goals
  - Assets and Challenges
  - Short Term Work Program (STWP) - Community Work Program (CWP)
  - Future Land Use Map (FLUM)
5. Public Engagement Meetings: What we heard
6. Website and Public Survey Results
  - Update
7. Questions/Comments from Committee
8. Adjourn
  - To Committee Members: Thank you for your time, energy, great feedback, wonderful comments and thoughtful concerns. I appreciate everyone's commitment to this project. Your participation has been invaluable. Thank you!

- Albert Trevino

### STEERING COMMITTEE MEMBERS (A - Z)

- Alisha Smith**, Director of Projects and Planning, Town Center Community Improvement District
- Allison Giddens**, President, Win-Tech, Inc.
- Dr. Brien E. Martin**, Senior Pastor, Sardis Missionary Baptist Church
- Craig VanDevere**, Director of Campus Planning, Kennesaw State University
- Dale Hughes**, Chief Executive Officer, Everyday People Group, LLC
- Dana Johnson**, Chief Operating Officer, Cobb Chamber
- Derek Easterling**, Mayor, City of Kennesaw
- Doug Stoner**, Director of Business Development, Foresite Group
- Holly Quinlan**, President & Chief Executive Officer, Cobb County Travel and Tourism
- Jay Cunningham**, Founder, Superior Plumbing
- Jennifer Hogan**, Director of Bike Share and Regional Trail System, Town Center Community Alliance and Community Improvement District
- Jim Jaquish**, Center for Strategic Relations of Local Government Affairs, Atlanta Regional Commission
- Karl Von Hagel**, Airport Manager, Cobb County International Airport, Cobb County Department of Transportation
- Kevin Whipple**, Chairman, Kennesaw Historic Preservation Commission
- Kimberly Owen**, Director of Real Estate, Kennesaw State University
- Laura Beall**, Planning Division Manager, Cobb County Department of Transportation
- Luke Howe**, Director of Economic Development, City of Kennesaw
- Mandy Elliott**, Planner III/Historic Preservation Planner, Cobb County Community Development Agency
- Miranda Taylor**, Economic Development Specialist, City of Kennesaw
- Perry Fowler**, Senior Pastor, Kennesaw First Baptist Church
- Ricky Stewart**, Director of Public Works, City of Kennesaw
- Tim Cox**, Assistant Director of Public Works, City of Kennesaw
- Travis McComb**, Director of Accountability & Property, Cobb County School District
- Tyler Reinagel**, Associate Vice-President of Economic Development, Kennesaw State University
- Vanita Keswani**, Guest Experience Manager, Smith-Gilbert Botanical Gardens, City of Kennesaw

### PROJECT TIMELINE - ON SCHEDULE

- Steering Committee #1: November 29, 2021**
- Steering Committee #2: February 1, 2022 @ 10A**
- Public Meeting #1: February 9, 2022 @ 6:30PM**
- Public Meeting #2: February 24, 2022 @ 6:30PM**
- Steering Committee #3: March 8, 2022 @ 11A**
- Finalize Plan: March through May 2022**
- Adoption of Comp Plan: June 30, 2022**

# **CITY OF KENNESAW**

## **2022 COMPREHENSIVE PLAN UPDATE**

**Steering Committee #3:**

**March 8, 2020: 11AM**



**Comprehensive Planning Services**



# Meeting Agenda



- Welcome
- Project Timeline
- Broadband Speaker: Amy Stone
- Vision and Goals-Confirm/Amend
- Assets and Challenges: Confirm and Review Proposed
- STWP (CWP): Review Proposed
- Future Land Use Map (FLUM) Changes-Confirm
- Public Meetings (February 9 and February 24)-What we heard.
- Website: Update and Survey Results
- Questions/Comments



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Initial Public Hearing: November 1, 2021 (Done)
  - Steering Committee Meeting #1 - November 29, 2021 (Done)
  - In-house Interviews (Staff, Department Heads, Mayor and Council) (Underway)
  - Open additional public engagement opportunity - Website/Survey- (On-going/Open)
  - Steering Committee Meeting #2 – February 1, 2022 (Done)
  - Public Meeting/Engagement Opportunity #1 - February 9, 2022 (Done)



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Public Meeting/Engagement Opportunity #2 - February 24, 2022  
(Done)
  - Steering Committee Meeting #3 – March 8, 2022
  - City Council Work Session - March 28, 2022
  - Pre-transmittal public hearing, aka “Second Required Public Hearing” – April 4, 2022
  - March/April 2022-Finalize Document
  - Transmit plan document to ARC and DCA to begin regional and state review
  - **Deadline for review, approval, and local adoption: June 30, 2022**



# Broadband



**Welcome Amy Stone, AIA: Design Manager**

- **Represents Department of Community Affairs  
Broadband Initiatives**

ARC

# BROADBAND AVAILABILITY

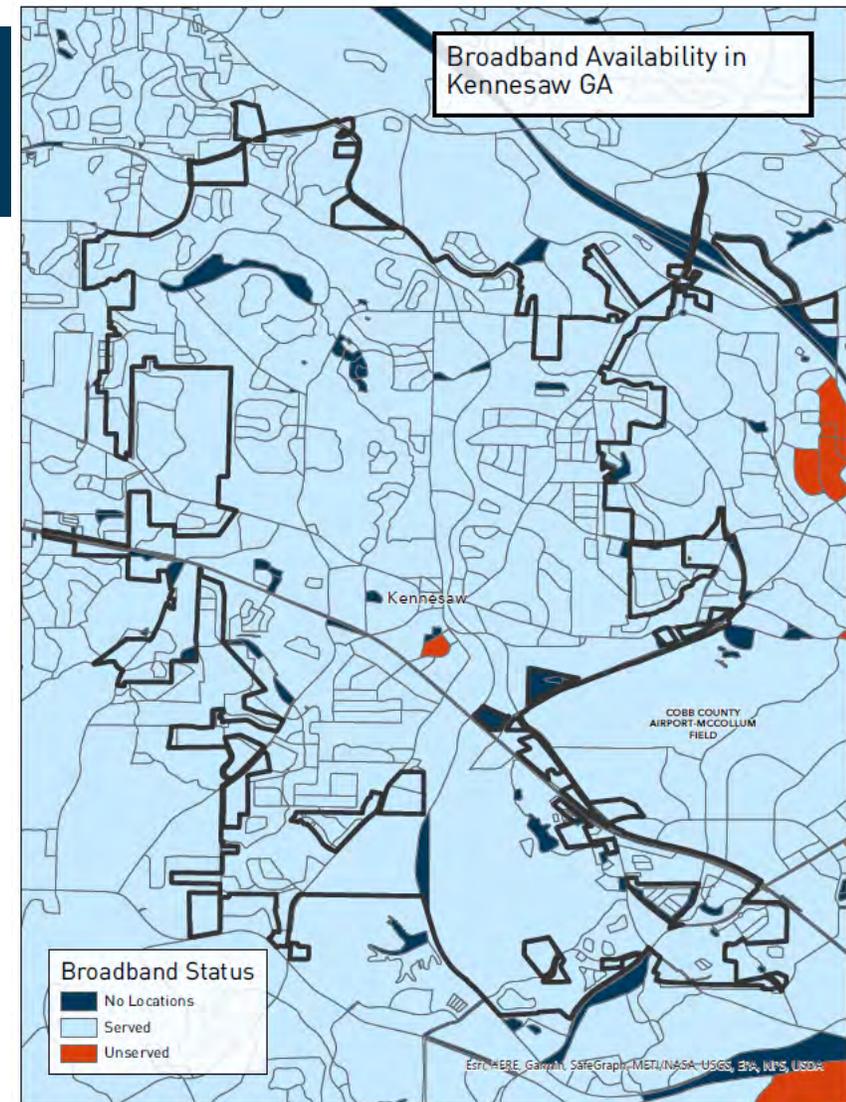
## Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.



## Map Legend:



# 2017 Comprehensive Plan: Goals

The City of Kennesaw is a diverse and forward-looking community engaged in shaping its own future. The residents, employees and businesses of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

## **To be a successful community, Kennesaw will:**

- Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments.
- Work to ensure existing business and retail vitality while expanding the economy with community partners.
- Preserve the City's hometown atmosphere while growing the economy and population through impactful redevelopment within the downtown and along major corridors.

# **2017 Comprehensive Plan Overview: Assets and Challenges**

## **Challenges**

- Perception of Downtown
- Transportation and Transit
- Community Boundaries
- Land Availability and Redevelopment

## **Assets**

- Kennesaw State University
- McCollum Airport
- Downtown Kennesaw and historic districts
- Parks

# **Assets and Challenges: Proposed**

## Challenges:

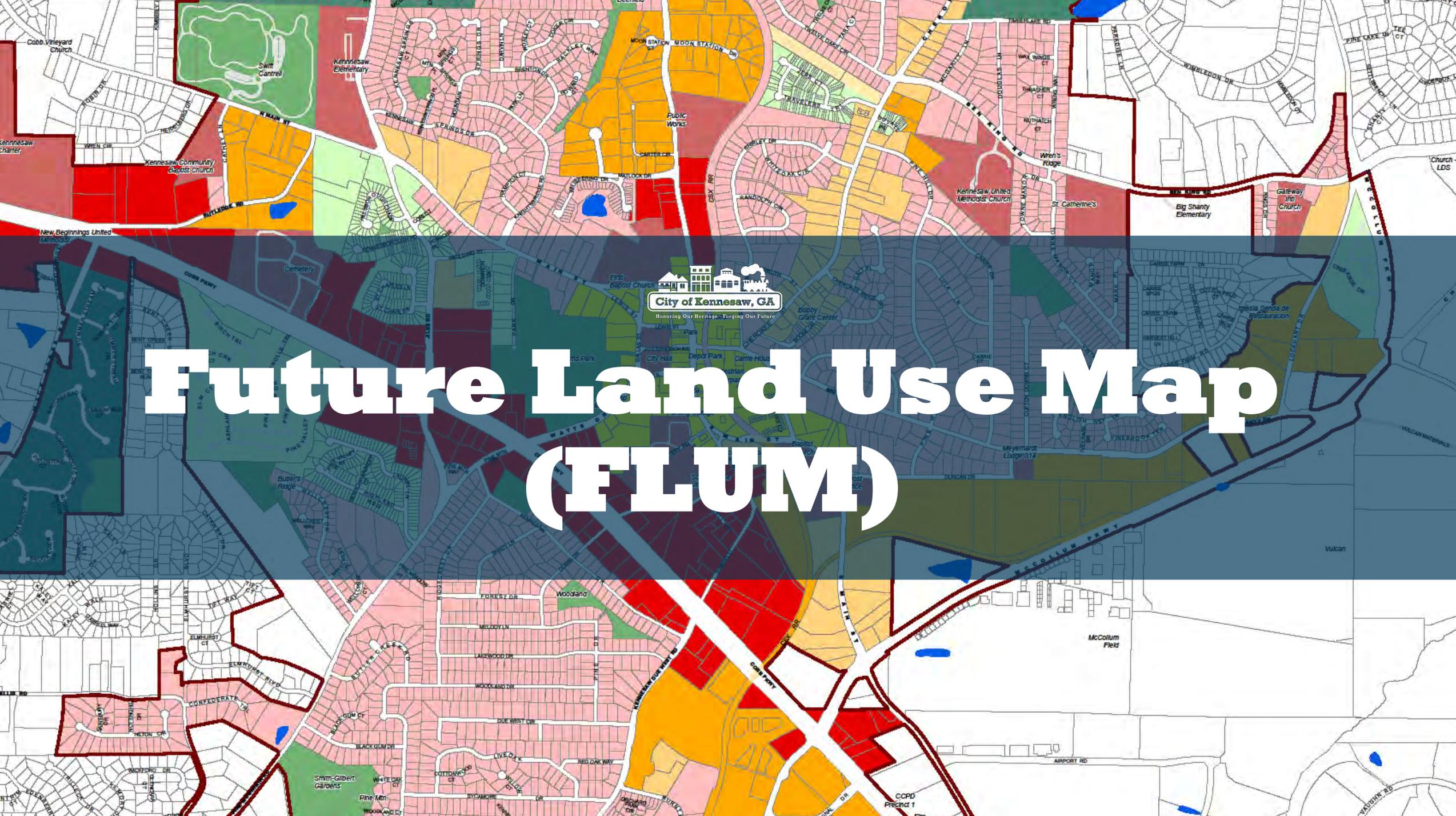
- Housing
- Broadband

## Assets

- Cultural Institutions: Museum/Gardens
- City Events

# **Short Term Work Program (Community Work Plan): Proposed**

- Conduct a Broadband study to addresses future community needs and investigate Federal and State incentives and programs
- Establish a quarterly coordination meeting with KSU
- Conduct a pedestrian and bike study
- Work with the Downtown Development Authority and Economic Development staff to recruit new restaurants and businesses



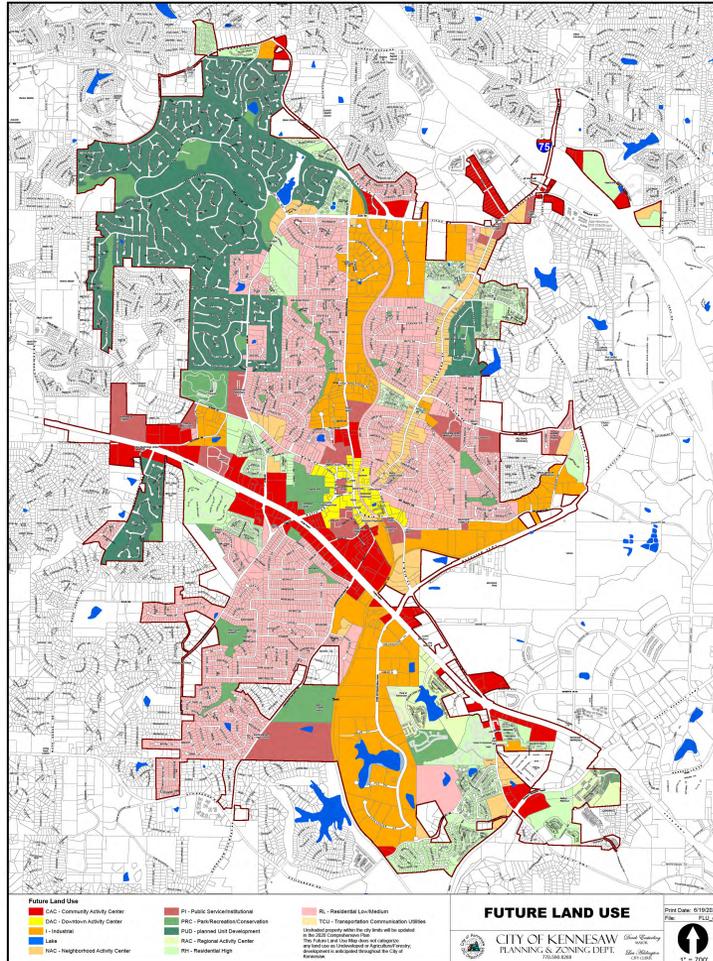
City of Kennesaw, GA

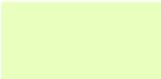
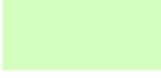
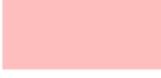
Honoring Our Heritage - Forging Our Future

# Future Land Use Map (FLUM)



# FLUM CATEGORIES AND COLOR DESIGNATION



-  **RAC** – Regional Activity Center
-  **PUD** – Planned Unit Development
-  **RH** – Residential High
-  **RL** – Residential Low/Medium
-  **PRC** – Park/Recreation/Conservation
-  **Lake**

# FLUM CATEGORIES AND DESCRIPTIONS

## **RAC – Regional Activity Center**

- These are areas of large developments and serve as regional destinations for employment and retail.

## **DAC – Downtown Activity Center**

- This area is the traditional downtown of Kennesaw. For this area the City of Kennesaw completed an LCI study and that should be used as the guiding plan.

# FLUM CATEGORIES AND DESCRIPTIONS



## **CAC – Community Activity Center**

- These areas provided services to the community but are not as intense as the Regional Activity Center



## **NAC – Neighborhood Activity Center**

- These areas provide services to small areas within the community.

# FLUM CATEGORIES AND DESCRIPTIONS

## PI – Public/Institutional

- This category includes certain state, federal or local government uses, and institutional land uses. Government uses include government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals.

## TCU – Transportation Communication Utilities

- Areas of utilities and transportation

# FLUM CATEGORIES AND DESCRIPTIONS



## I – Industrial

- These are areas intended for manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.



## PUD – Planned Unit Development

- Areas planned under a separate master plan

# FLUM CATEGORIES AND DESCRIPTIONS

## RH – Residential High

- These are areas of residential land uses with the city. This may be single family or multi-family but new development should reflect the character of the surrounding development. The recommended densities are:
  - High: 4-16 units per acre

## RL – Residential Low/Medium

- These are areas of residential land uses with the city. This may be single family or multi-family but new development should reflect the character of the surrounding development. The recommended densities are:
  - Low/Medium: 1-4 units per acre

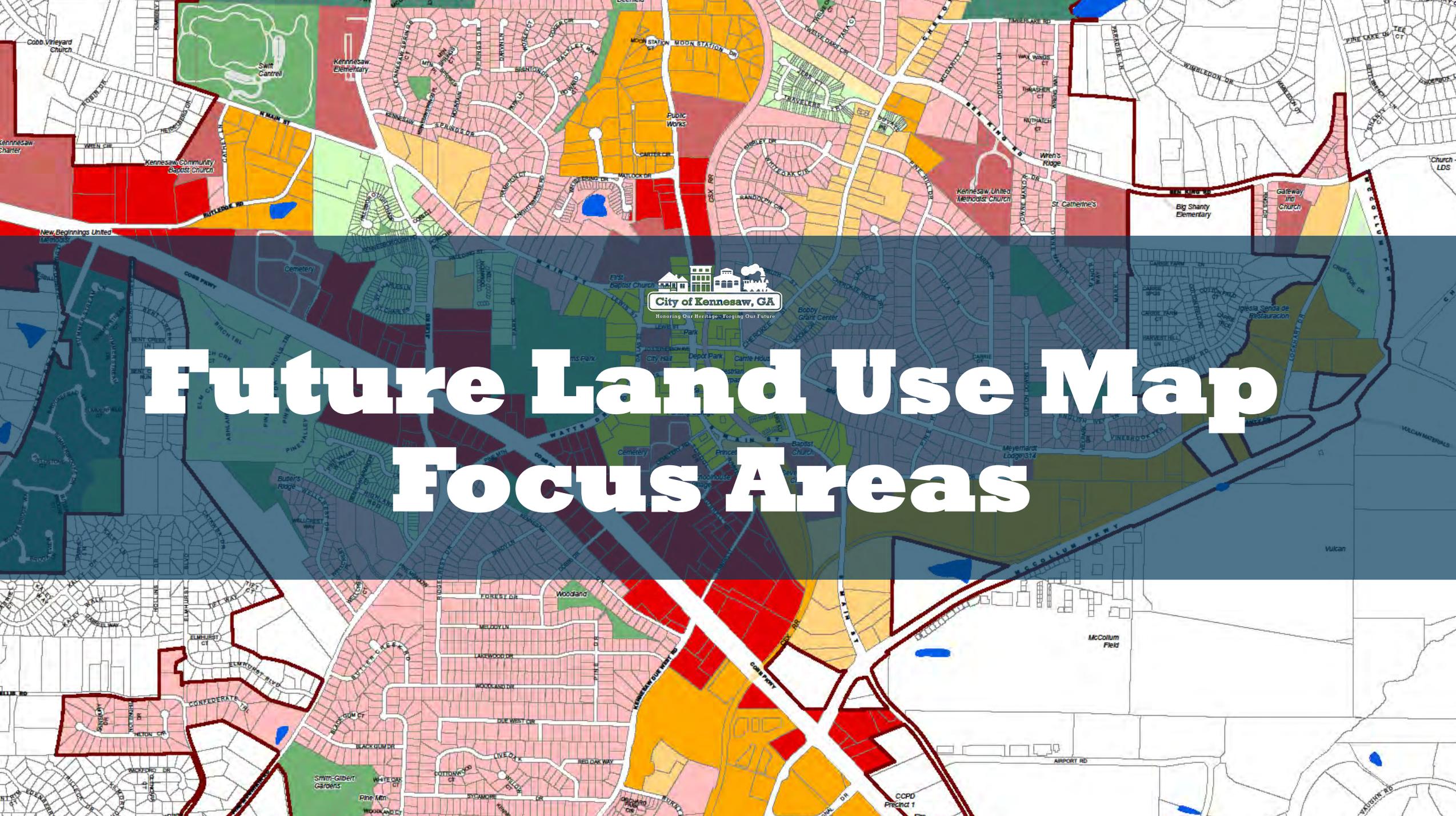
# FLUM CATEGORIES AND DESCRIPTIONS

## Park/Recreation/Conservation

- This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

## Lake

- Bodies of Water

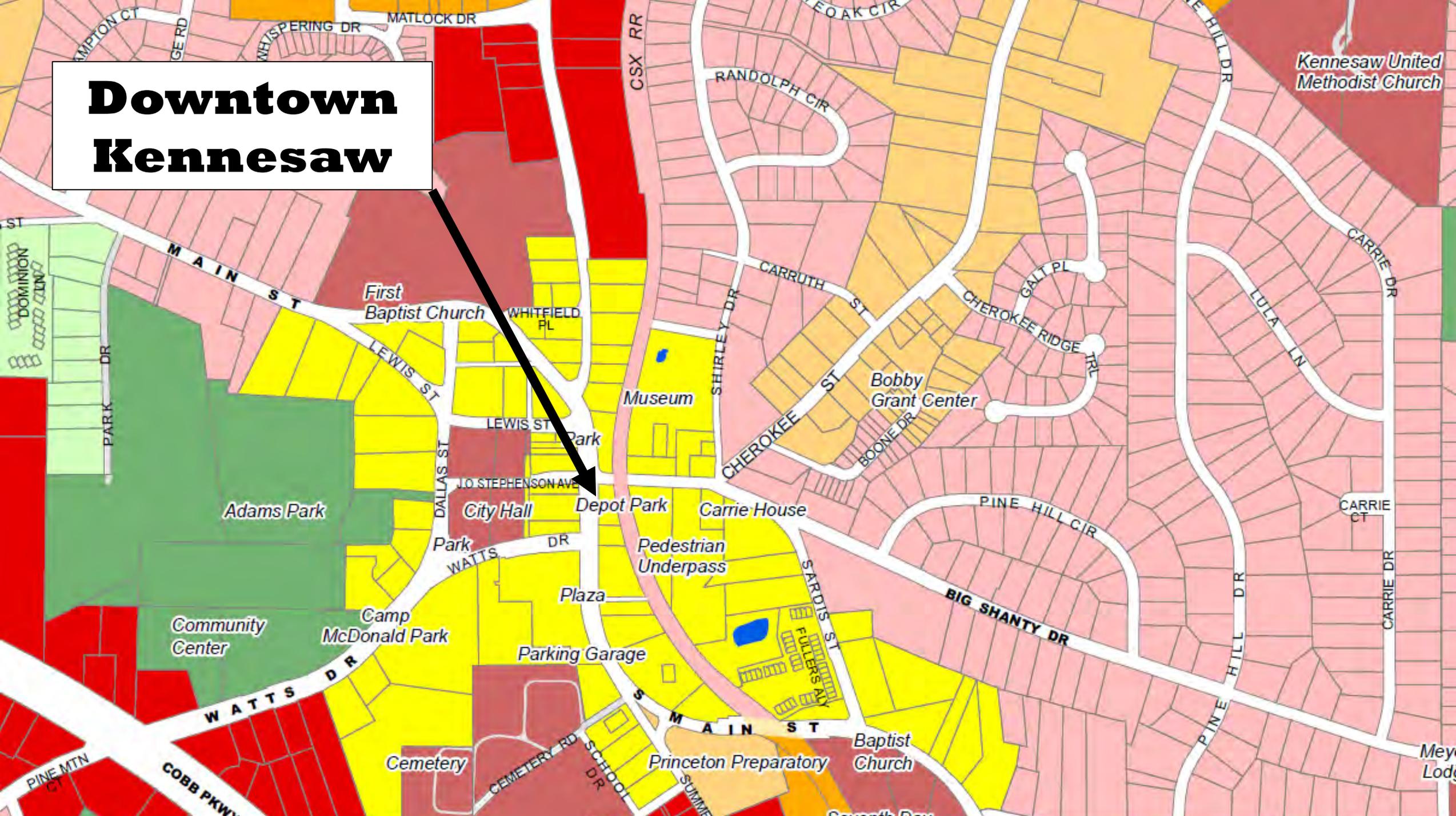


City of Kennesaw, GA

Honoring Our Heritage - Forging Our Future

# Future Land Use Map Focus Areas

# Downtown Kennesaw



Kennesaw United Methodist Church

First Baptist Church

Museum

Bobby Grant Center

City Hall

Depot Park

Carrie House

Pedestrian Underpass

Plaza

Parking Garage

Community Center

Camp McDonald Park

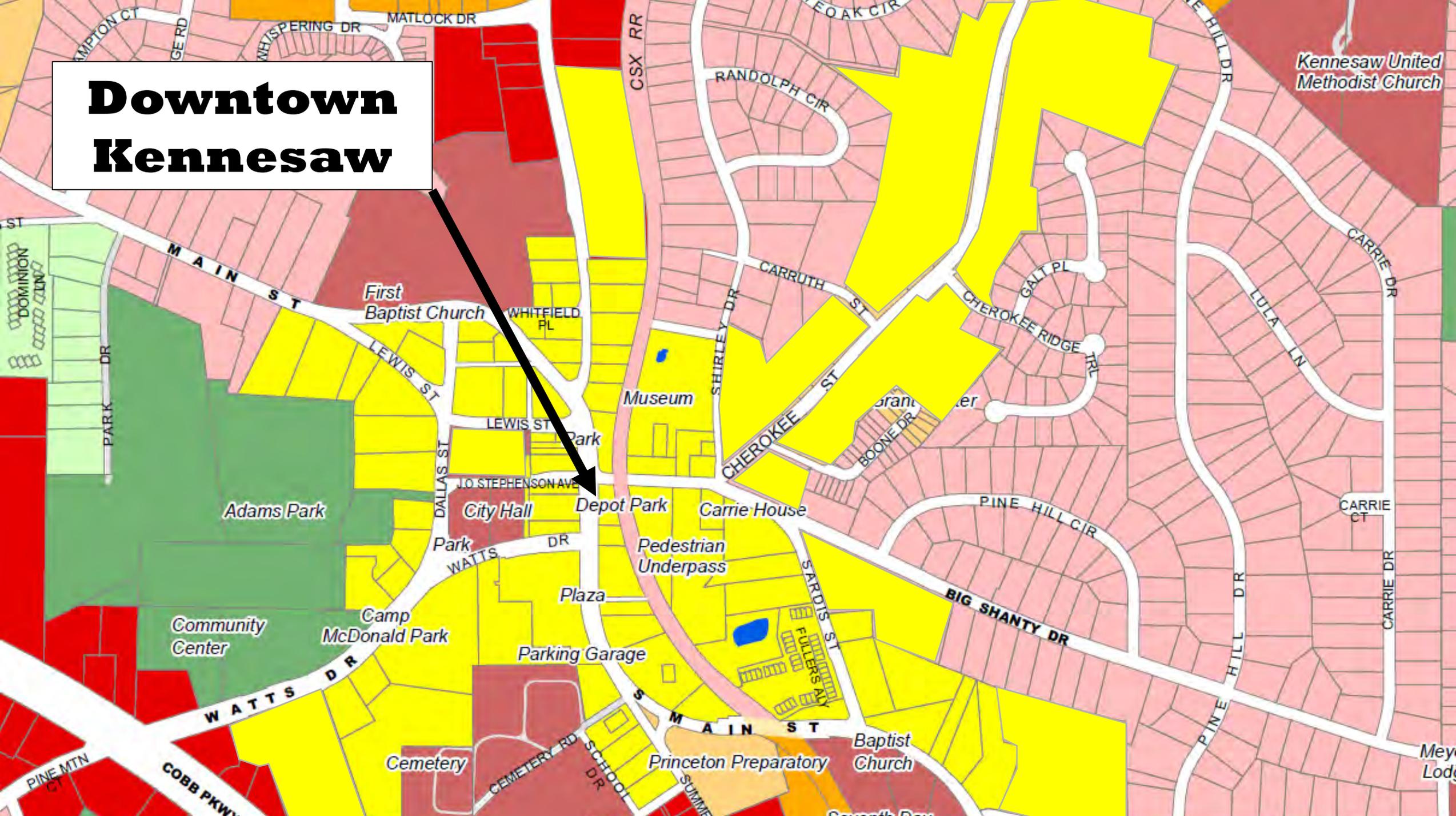
Cemetery

Princeton Preparatory

Baptist Church

Meyers Lodge

# Downtown Kennesaw



Kennesaw United Methodist Church

First Baptist Church

Museum

City Hall

Depot Park

Carrie House

Pedestrian Underpass

Plaza

Parking Garage

Community Center

Camp McDonald Park

Cemetery

Princeton Preparatory

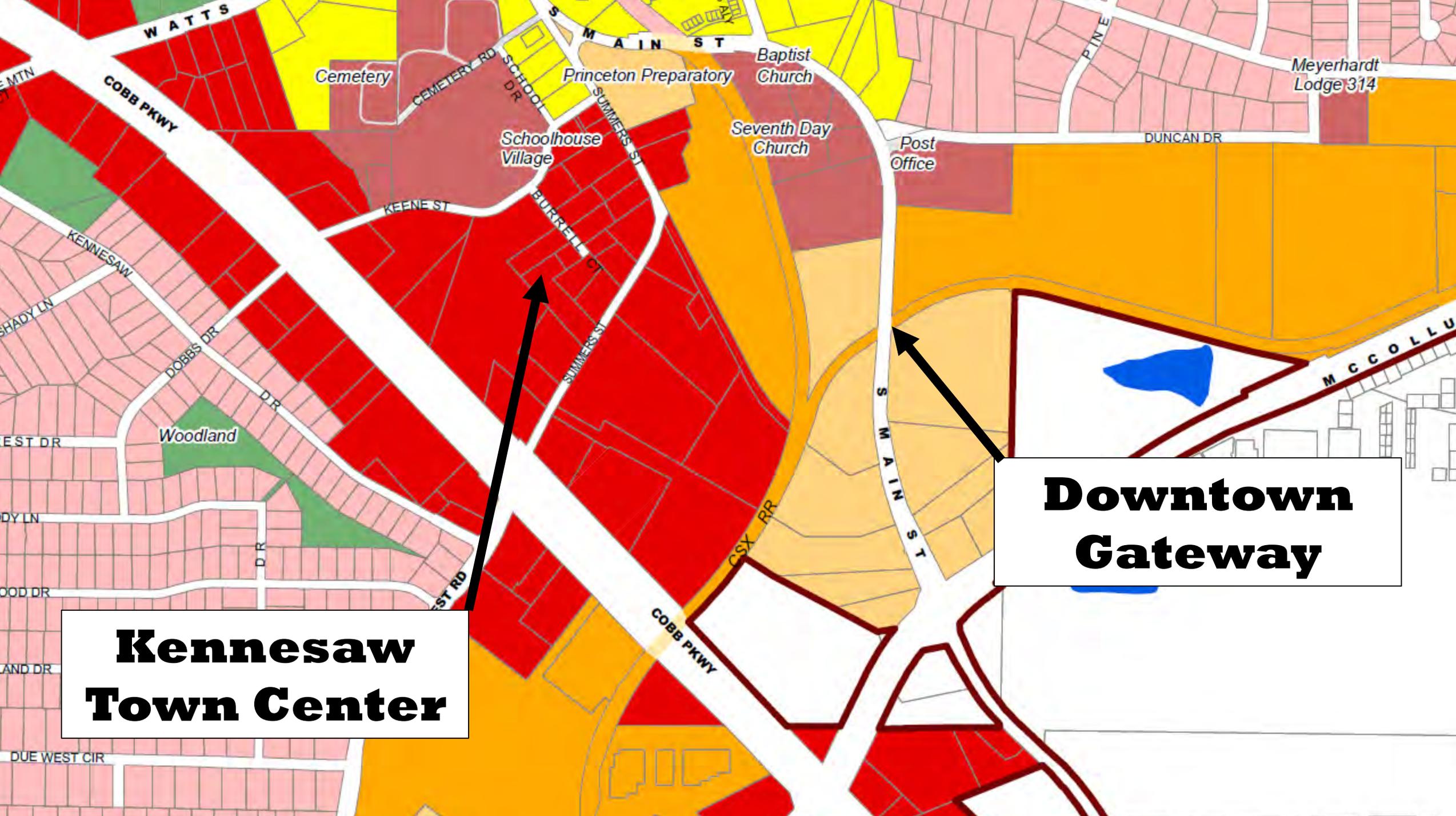
Baptist Church

Meyers Lodge

**Cherokee  
Street**

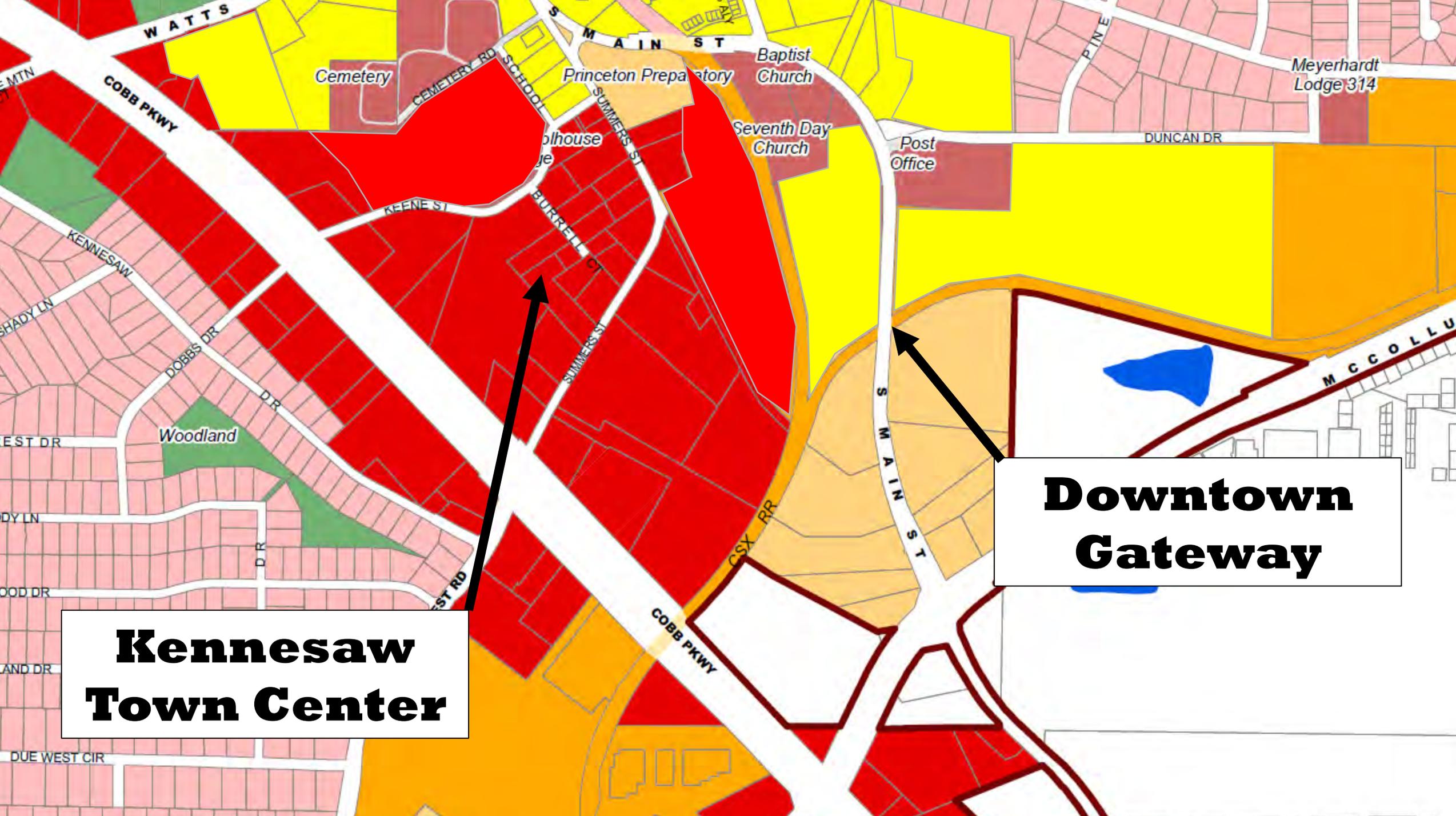
Cherokee

Frozen Custard  
Ice Cream



**Kennesaw  
Town Center**

**Downtown  
Gateway**



**Kennesaw  
Town Center**

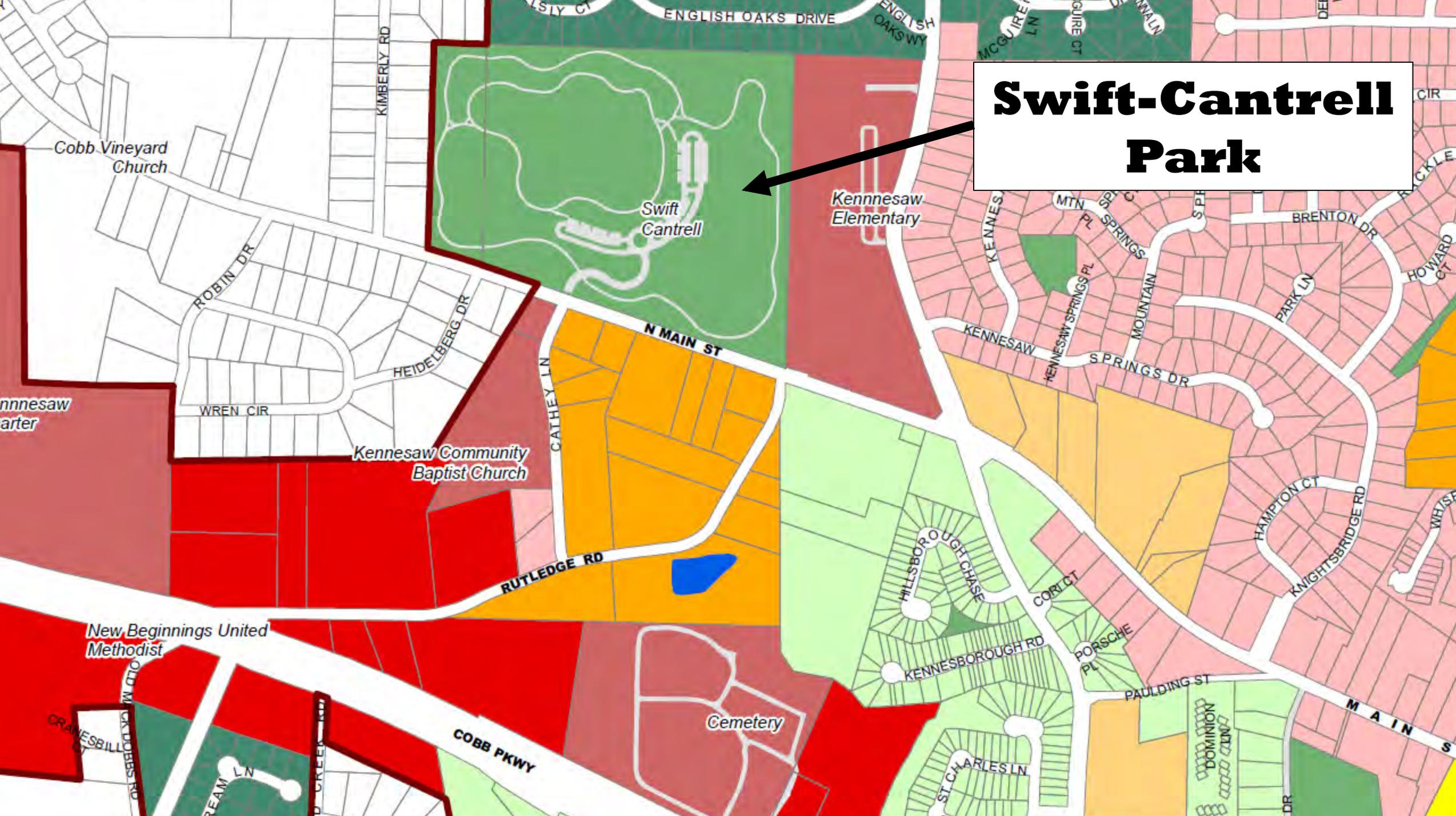
**Downtown  
Gateway**



Kennesaw Town Center Renderings along Summer Street



# Swift-Cantrell Park



Cobb Vineyard Church

Swift Cantrell

Kennesaw Elementary

Kennesaw Community Baptist Church

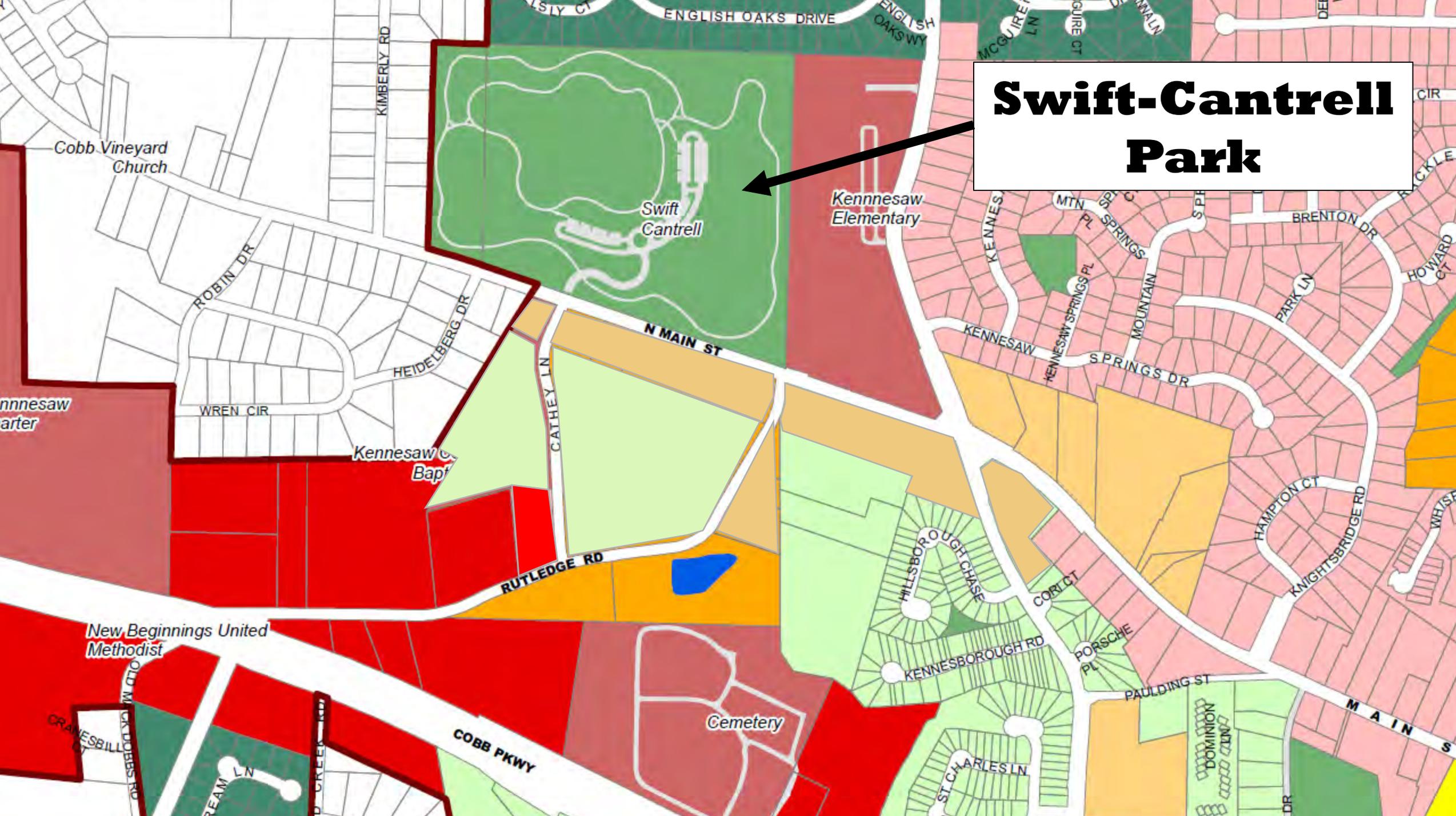
New Beginnings United Methodist

Cemetery

COBB PKWY

Swift-Cantrell Park

# Swift-Cantrell Park



Cobb Vineyard Church

Swift Cantrell

Kennesaw Elementary

ROBIN DR

HEIDELBERG DR

N MAIN ST

WREN CIR

Kennesaw Baptist

CATHEY LN

RUTLEDGE RD

New Beginnings United Methodist

Cemetery

COBB PKWY

HILLSBOROUGH CHASE

KENNESBOROUGH RD

ST CHARLES LN

CORT CT

PORSCH

PAULDING ST

HAMPTON CT

KNIGHTSBRIDGE RD

MAIN ST

KENNESAW

MOUNTAIN SPRINGS

KENNESAW SPRINGS PL

SPRINGS DR

BRENTON DR

PARK LN

HOWARD CT

KIMBERLY RD

ENGLISH OAKS DRIVE

MCGUIRE LN

MCGUIRE CT

DEER LN

DEER LN

CIR

CKLE

Kennesaw Arter

CRANESBILL

DREAM LN

D GREEN RD

DOMINION

DR



**Swift-Cantrell  
Park**

# Public Meetings



**Participants: 22**

**Dates: February 9 and 24**

**Facebook Live: ?**

**Format:**

- Presentation
- 7 Interactive Exercises

## Interactive Exercises

- Assets and Challenges
- Land Use
- Parks and Trails
- DIY Budgeting
- Short Term Work Program
- Transportation
- Historic Preservation



# Public Meetings-What we Heard



## **Downtown is an asset and a challenge:**

- Need more restaurants and retail
- Breweries and Entertainment District are an asset
- Some building have been restored and others are neglected

## **Kennesaw has a small-town feel:**

- Concern over population growth and KSU

## **Traffic and walkability/bike facilities are a challenge:**

- There are many dangerous intersections
- Some parts are walkable/bikeable, but many areas are not pedestrian/bike friendly



# Public Meetings-What we Heard



## **Parks/Cultural Facilities are an asset:**

- Museum/Gardens are assets
- Need more more/expanded parks

## **KSU is an asset and challenge:**

- Housing needs
- Impact on feel of Kennesaw-Concern over becoming a college town

## **DIY Budgeting:**

- Highest priority: Economic Development/Transportation

# Website



Participants: 309  
Views: 2,737  
Closing: March 11  
Link:

[Kennesaw  
Comprehensive  
Plan Update 2022 -  
PublicInput.com](#)

Atlanta Regional Commission > Kennesaw Comprehensive Plan Update 2022 Keri Stevens ▾



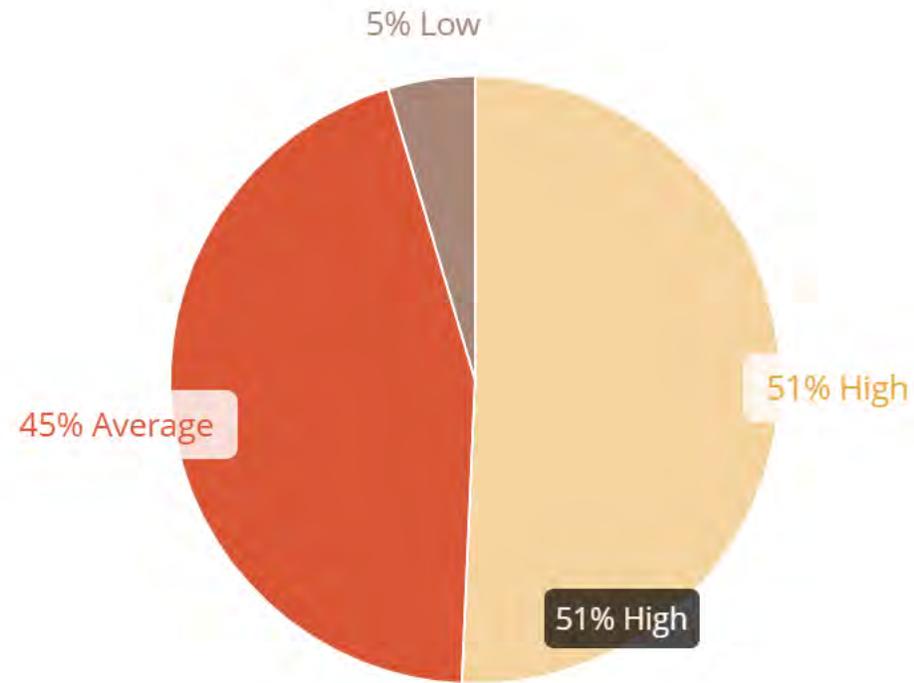
Translate



Kennesaw Comprehensive Plan Update 2022  
Welcome to ARC Community Development



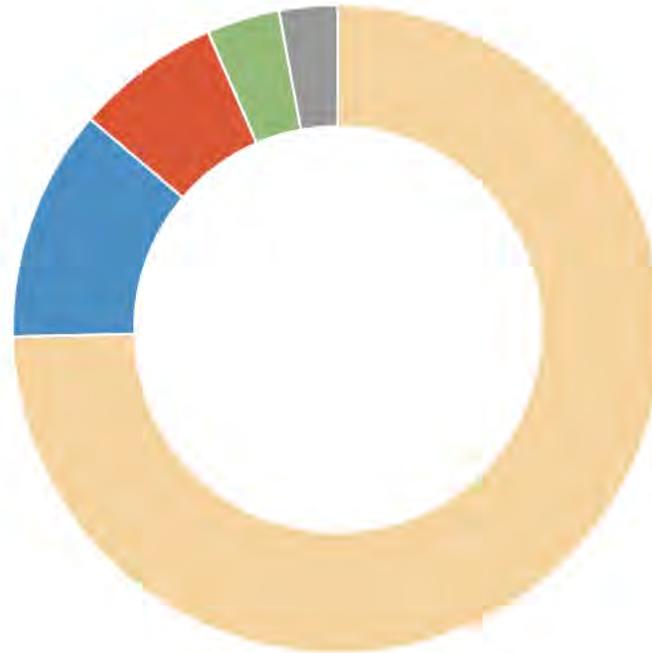
## Quality of Life



217 respondents

# Website

Why you visit downtown Kennesaw.



- 75% Restaurants
- 12% Government Services
- 7% Entertainment/Nightlife
- 4% Business/Banking
- 3% Others

75% Restaurants



# Website

## How would you rank the following housing needs in Kennesaw?

	Need More	Have the right amount	Need Less
Affordable Housing	23% Need More	41% Have the right amount	36% Need Less
Senior Housing	14% Need More	46% Have the right amount	40% Need Less
Mixed-Income Housing	21% Need More	46% Have the right amount	33% Need Less
Single-Family Housing	48% Need More	39% Have the right amount	13% Need Less
Multi-Family Housing	13% Need More	31% Have the right amount	56% Need Less

133 respondents

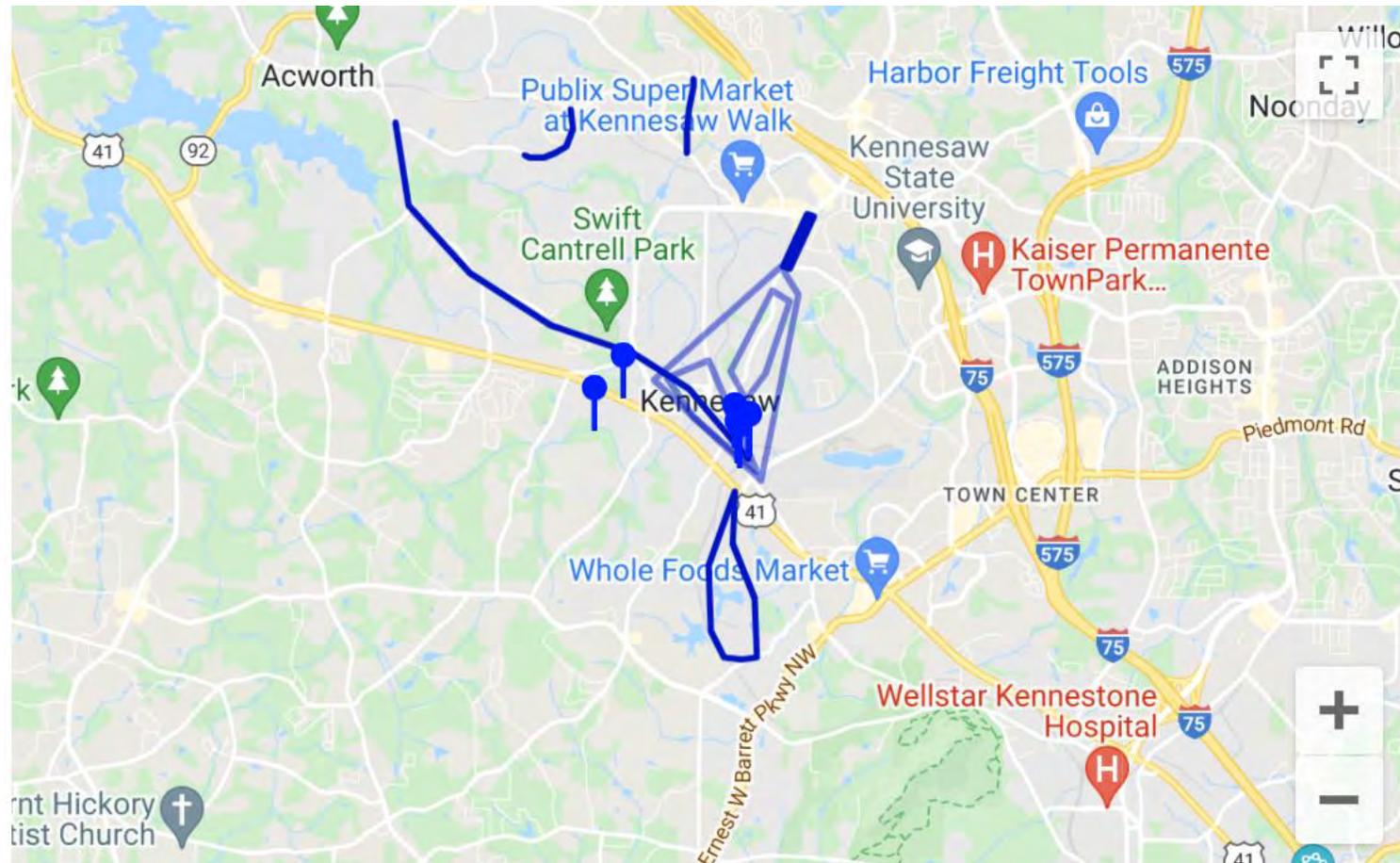


# Website

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	17% Poor	29% Below Average	32% Adequate	10% Good	3% Excellent	10% No Opinion
Traffic Congestion	38% Poor	32% Below Average	22% Adequate	7% Good	- Excellent	1% No Opinion
Road Conditions	12% Poor	18% Below Average	43% Adequate	23% Good	3% Excellent	- No Opinion
Pedestrian and Bicycle Safety	34% Poor	33% Below Average	18% Adequate	8% Good	3% Excellent	4% No Opinion
Public Transportation	47% Poor	20% Below Average	9% Adequate	3% Good	3% Excellent	18% No Opinion



## Dangerous Locations



# Questions



ARC



**Thank you!**

**Keri Stevens**

**Planning Administrator, Atlanta Regional Commission (ARC)**

**404-455-4745 or [kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)**

# CITY OF KENNESAW

## COMPREHENSIVE PLAN UPDATE

TAKE OUR  
ONLINE SURVEY

Public Meeting #2:

February 9 and February 24, 2022

6:30PM-8:30PM

2753 Watts Drive, Kennesaw, GA

Ben Robertson Community Center

& Facebook Live



SCAN ME



**Comprehensive Planning Services**



# Introductions



## City of Kennesaw:

Darryl Simmons, Zoning Administrator

Albert Trevino, Asst. Zoning Administrator/Planner

## Atlanta Regional Commission (ARC):

Keri Stevens, Planning Administrator (Available Virtually)

# Meeting Agenda



- Welcome City of Kennesaw!
- Why do we plan? What is required in a Comprehensive Plan?
- Project Timeline
- Current Kennesaw Data Trends
  - Demographics, Economics, Housing & Transportation
- 2017 Comprehensive Plan Overview
- Online Survey Page – Closes on March 1<sup>st</sup>, 2022
- Interactive Table Exercises



# Rules of Engagement



To ensure fairness for all participants (in-person and virtual):

- **IN-PERSON ATTENDEES:** Questions or statements must be spoken into the microphone (so that our virtual friends can hear) or questions may be written on comment cards.
- **VIRTUAL ATTENDEES:** All questions must be typed within the chat feature on Facebook Live.
  - **Note:** Comments posted on Facebook Live tonight will not be visible by city staff or answered in real time.

All questions will be answered by staff within 10-business days and posted to the city's website at [www.kennesaw-ga.gov/planning/](http://www.kennesaw-ga.gov/planning/).

Questions can also be e-mailed to: [compplan@kennesaw-ga.gov](mailto:compplan@kennesaw-ga.gov).



# Why Do We Plan?

- Prepare for the future
- Anticipate change
- Accommodate the present
- Enhance strengths
- Minimize weaknesses
- Build community
- Provide for the public health, safety and welfare



# Required Comprehensive Plan Elements



# Comprehensive Plan Update

- **City of Kennesaw's Responsibilities**

- Designate primary contact to coordinate with ARC-Albert Trevino (**Done**)
- Develop Report of Accomplishments (ROA), showing status of items in existing Work Plan (**Underway**)
- Develop new Work Plan, with ARC input (**Underway**)
- Form Steering Committee, which must include an elected official and person with an economic interest (**Done**)



# Comprehensive Plan Update

- **City of Kennesaw's Responsibilities**

- Schedule Steering Committee meetings (Underway)
- Develop public awareness and invitations to public meetings (Underway)
- Post notices of public hearings as required by community's existing procedures (1<sup>st</sup> Done)
- Provide timely notice to ARC of local government meetings that ARC staff should attend



# Comprehensive Plan Update

- **Atlanta Regional Commission's (ARC's) Responsibilities**
  - Designate Project Manager - Keri Stevens (Done)
  - Update Needs and Opportunities/Vision and Goals as needed, using ARC resources, local data, and community input (Underway)
  - Review updated Work Plan developed by local staff (Underway)
  - Update Land Use, Transportation, Housing, and Economic Development Elements (Underway)
  - Present/support/attend both required public hearings (one at kick-off and one prior to transmittal for regional/state review) (First Public Hearing-Done)



# Comprehensive Plan Update

- **Atlanta Regional Commission's (ARC's) Responsibilities**

- Facilitate one (1) public meeting (Completed)
- Develop survey, etc. (Done and Underway)
- Facilitate three (3) Steering Committee meetings (Underway)
- Develop language for official public hearing notices (Done)
- Develop ads and other public involvement materials (Done)
- Implement any revisions required by DCA following state review
- Provide final plan and other documents



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Initial Public Hearing: November 1, 2021 (Done)
  - Steering Committee Meeting #1 - November 29, 2021 (Done)
  - In-house Interviews (Staff, Department Heads, Mayor and Council) (Underway)
  - Open additional public engagement opportunity - Website/Survey- (On-going/Open)
  - Steering Committee Meeting #2 – February 1, 2022 (Done)
  - Public Meeting/Engagement Opportunity #1 - February 9, 2022 (Done)



# PROJECT TIMELINE



- **November 2021 to June 2022**
  - Public Meeting/Engagement Opportunity #2 - February 24, 2022 (Today)
  - Steering Committee Meeting #3 - Early March 2022 (TBD)
  - City Council Work Session - March 28, 2022
  - Pre-transmittal public hearing, aka “Second Required Public Hearing” – April 4, 2022
  - March/April 2022 - Finalize Document
  - Transmit plan document to ARC and DCA to begin regional and state review
  - **Deadline for review, approval, and local adoption: June 30, 2022**





# Poll Question

# Poll Question #1



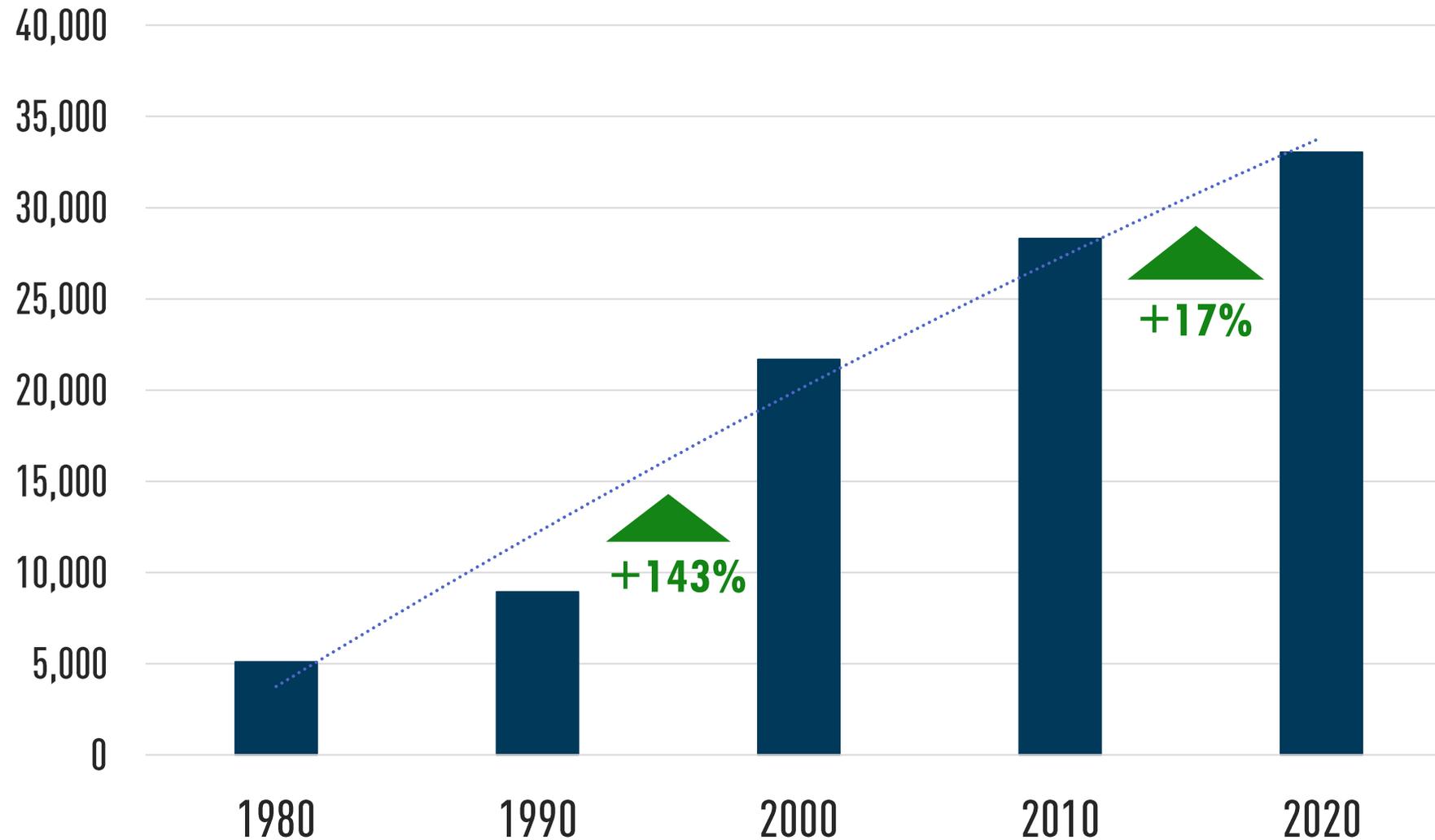
If Kennesaw were to relocate and build a brand new City Hall building, where do you think it should go?

ARC

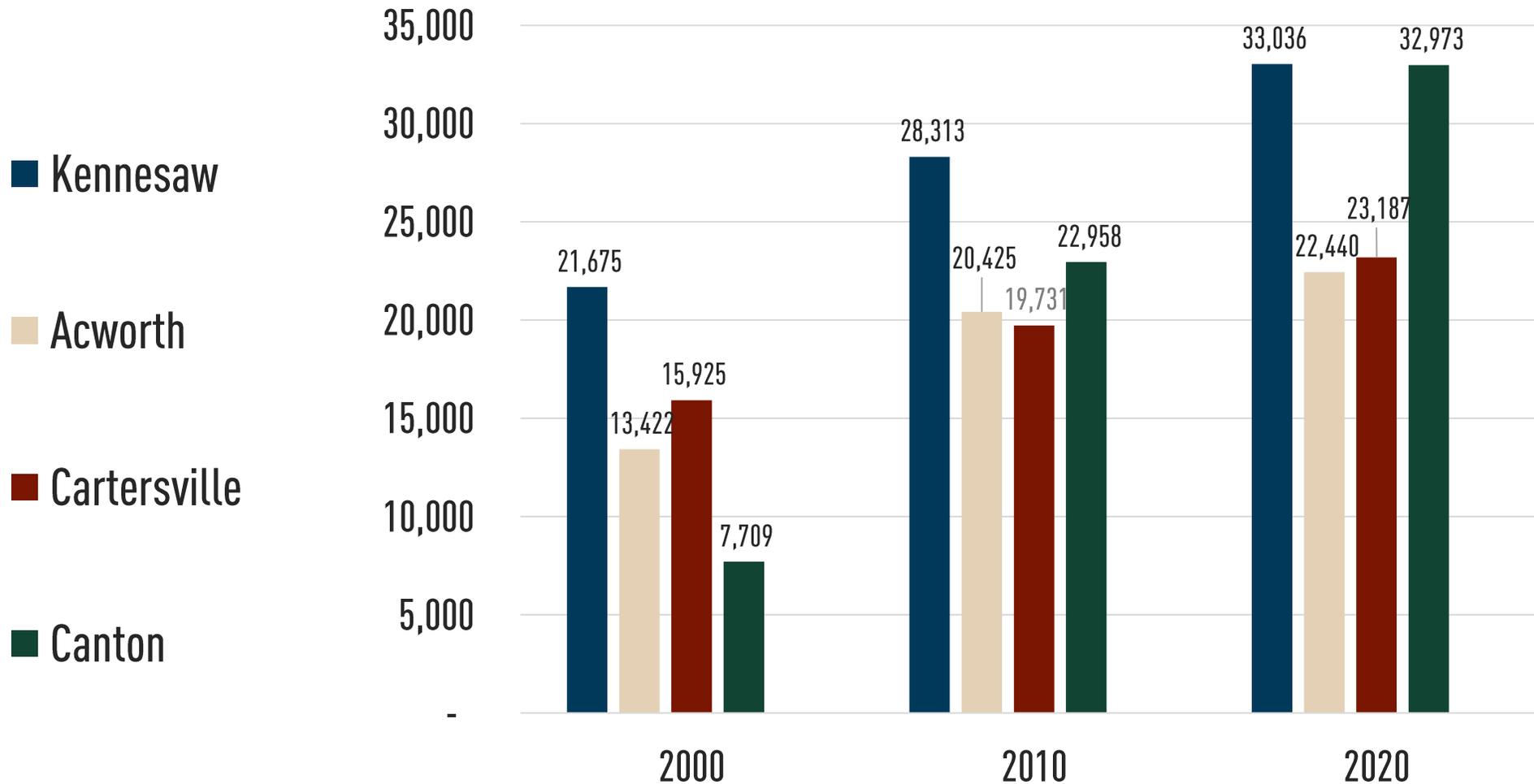


# DEMOGRAPHIC TRENDS

# POPULATION CHANGE



# POPULATION COMPARISON



# RACIAL COMPOSITION

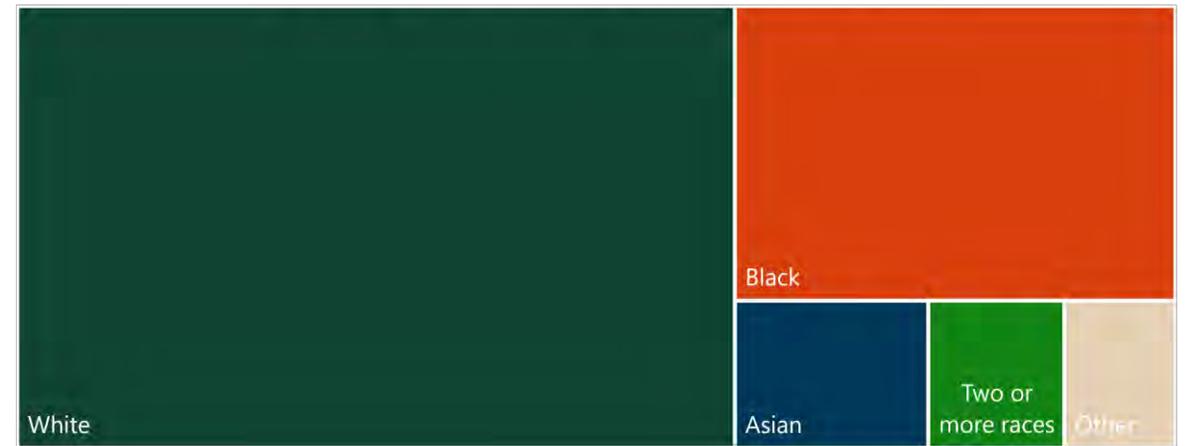
Racial Composition, Kennesaw, 2010

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Racial Composition, Kennesaw, 2019

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Between 2010 and 2019, Kennesaw's racial makeup experienced a few subtle changes.

The proportion of black residents increased by about 3% while the white population dropped by roughly the same.

11% of residents of any race identified as Hispanic or Latinx in 2010, and this percentage increased to 12% by 2019.



# RACIAL COMPOSITION COMPARISON

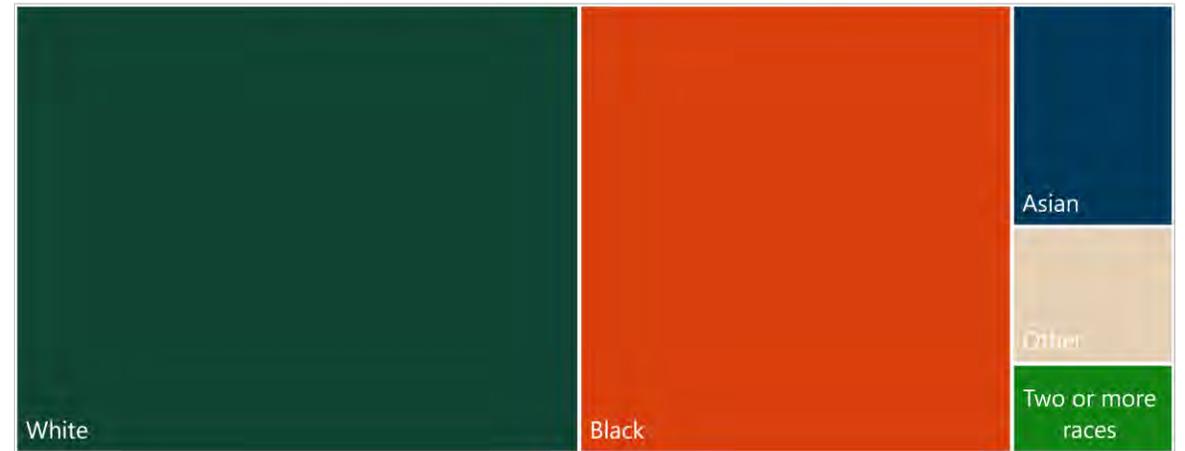
Racial Composition, Kennesaw, 2019

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Racial Composition, 11-County Region, 2019

■ Asian ■ Black ■ White ■ Two or more races ■ Other



Kennesaw's racial composition is quite similar to that of the 11-county metro area as a whole.

Kennesaw is home to a larger proportion of white residents and residents of two or more races than the metro area.

The Atlanta region and Kennesaw populations are both about 12% Hispanic or Latinx of any race.





# HOUSING TRENDS

# METRO ATL HOUSING STRATEGY

## Kennesaw



### 67% SUBMARKET 5

Suburban neighborhoods along employment corridors with moderate-to-higher-priced mix of single family and multifamily housing [Learn more](#)

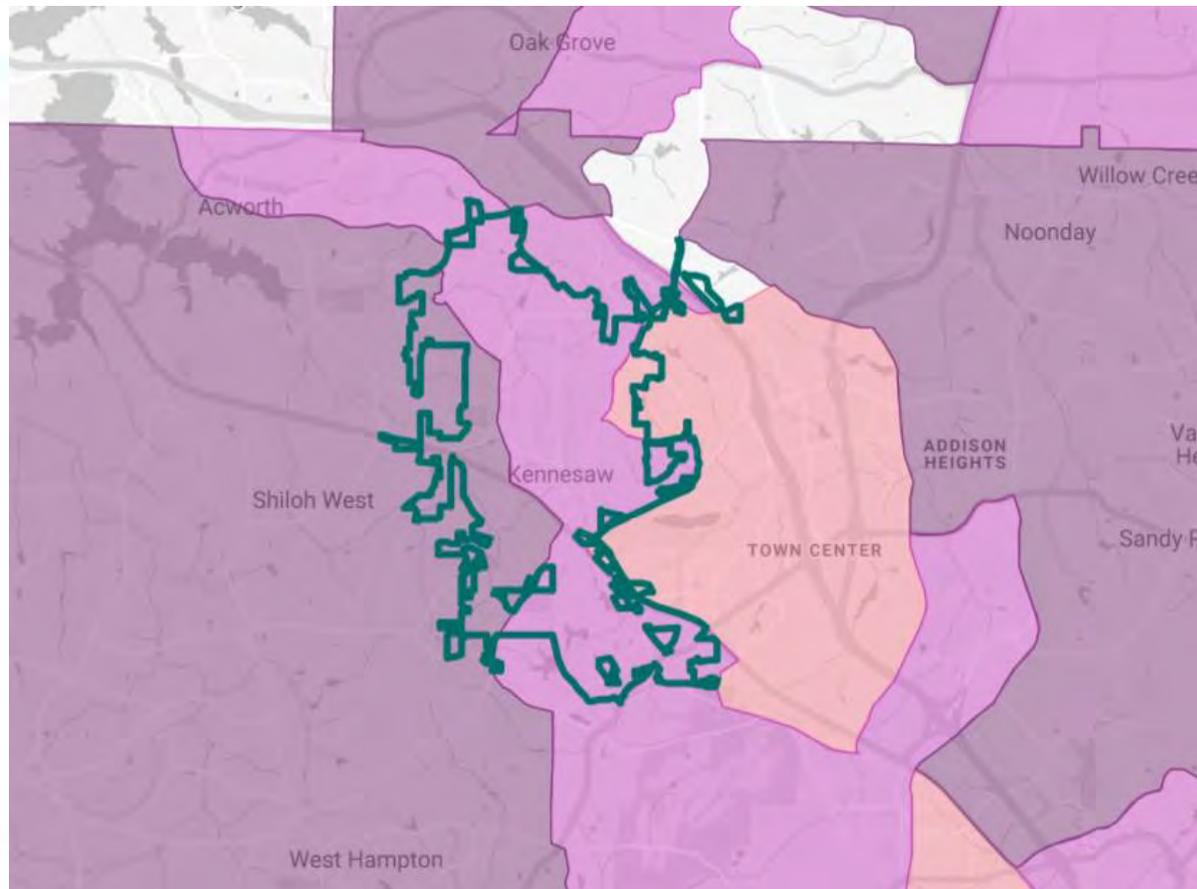
### 27% SUBMARKET 6

Suburban neighborhoods with moderate-to-higher-priced housing [Learn more](#)

### 5% SUBMARKET 2

Higher-priced near core and employment corridor neighborhoods [Learn more](#)

1% NOT COVERED BY SUBMARKET



## CITY SNAPSHOT

Median Home Sale Price (2020) \$240,000

Change in Median Home Sale Price (2013-20) +61%

Home Sale Price Per Sq Ft (2020) \$134.00 sq ft

Percent Change in Home Sale Price Per Sq Ft (2013-20) +64%

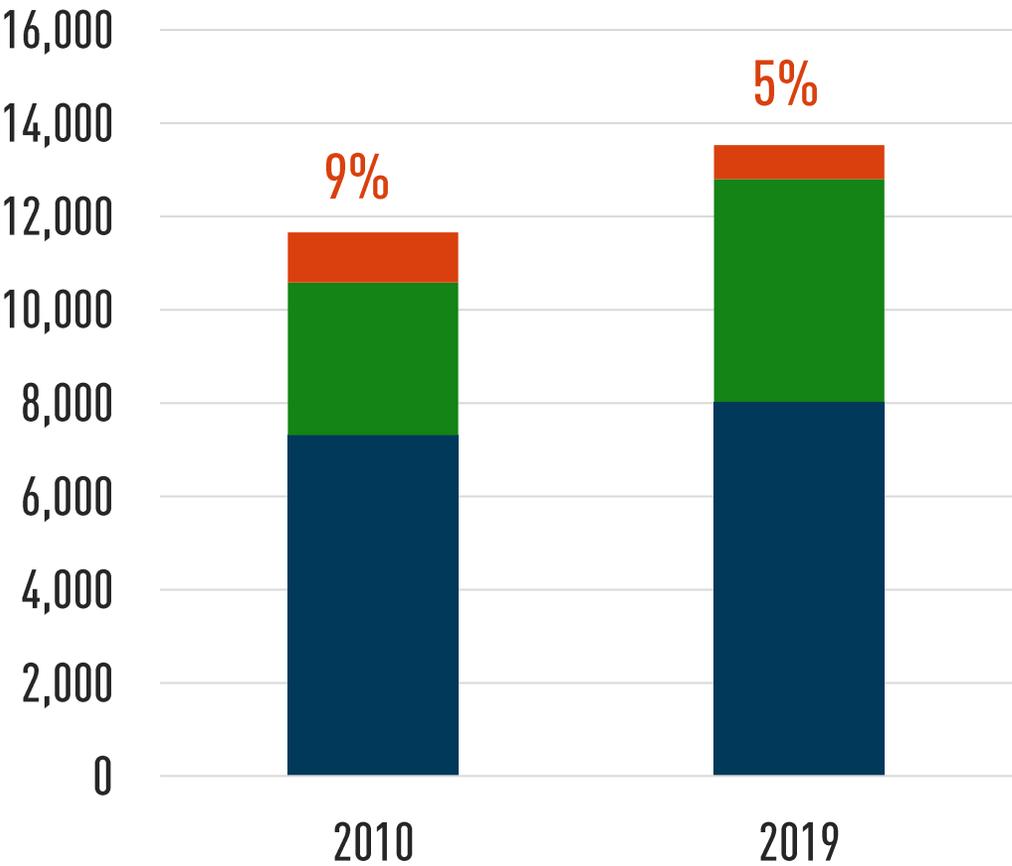
Median Building Area of Home Sales (2020) 1,702 sq ft

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2020. Explore this data further in the [DATA EXPLORER](#)

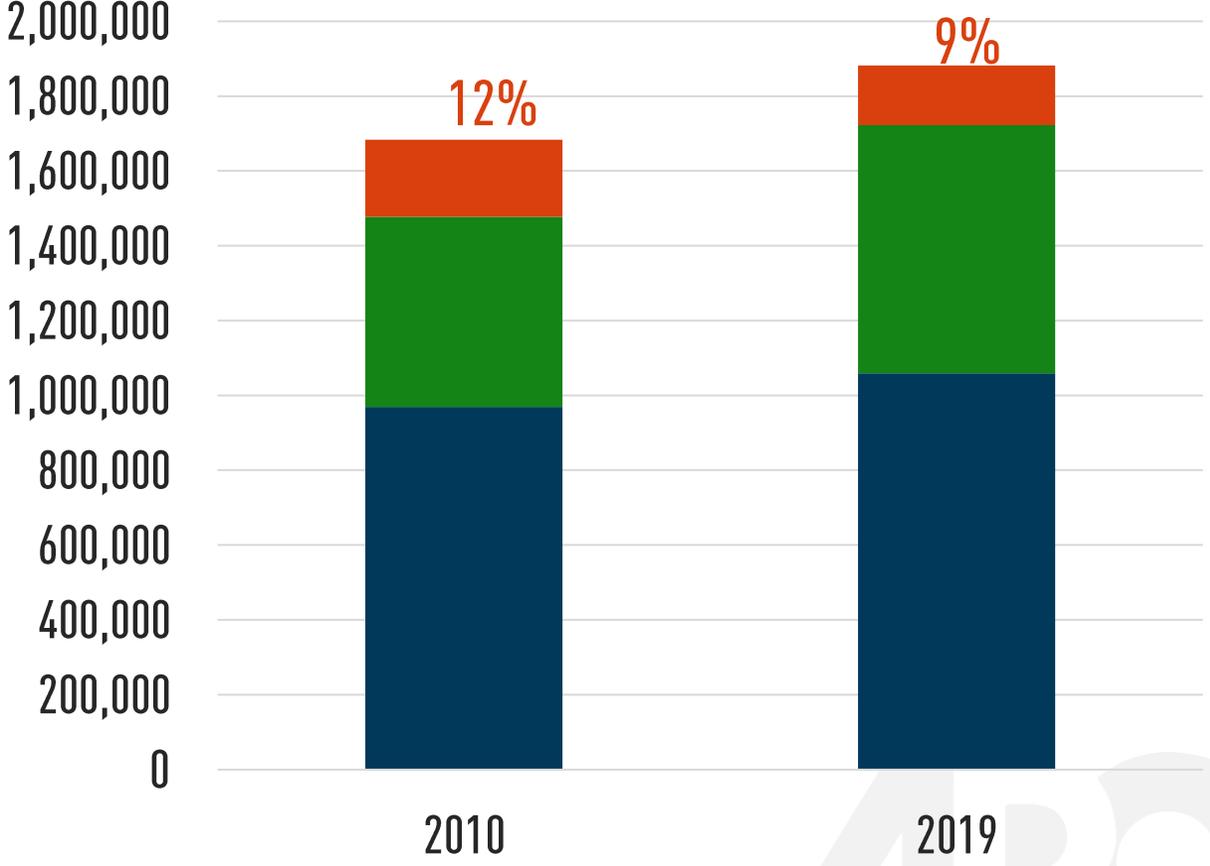


# HOUSING TENURE

### Kennesaw Tenure



### 11-County Atlanta Region Tenure

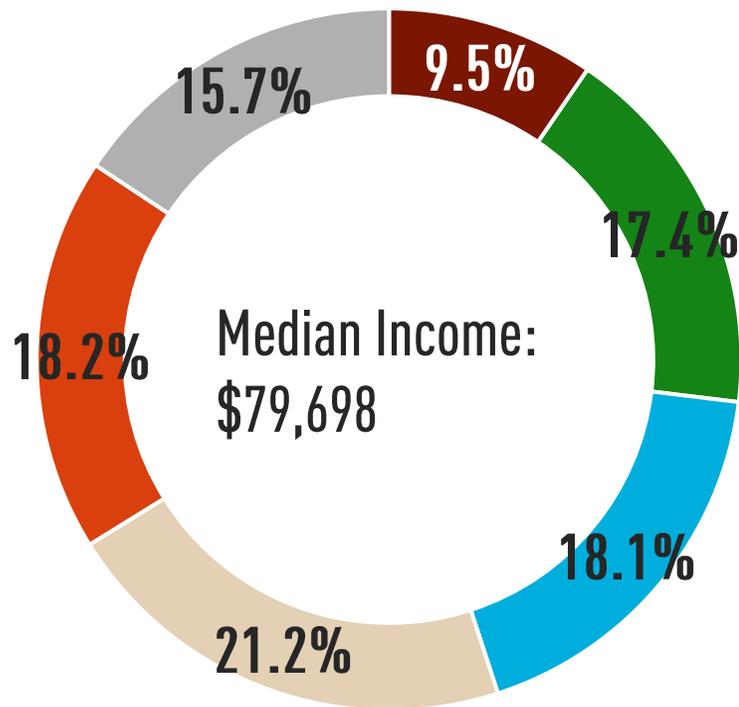


Data Source: American Community Survey, 2010 and 2019

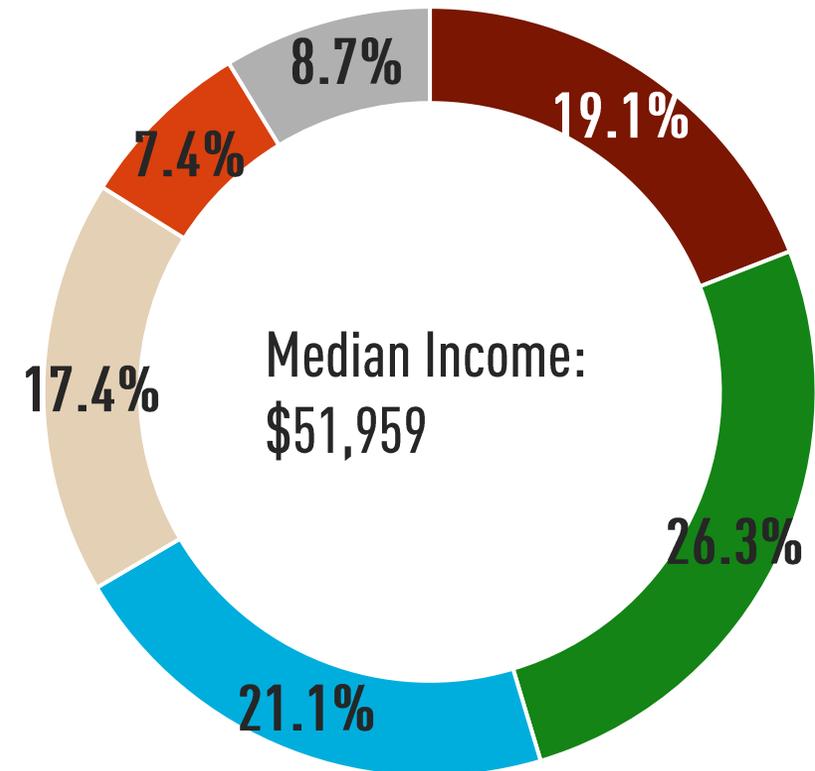


# HOUSEHOLD INCOME DISTRIBUTION: RENTERS & OWNERS

## Owners Income Distribution

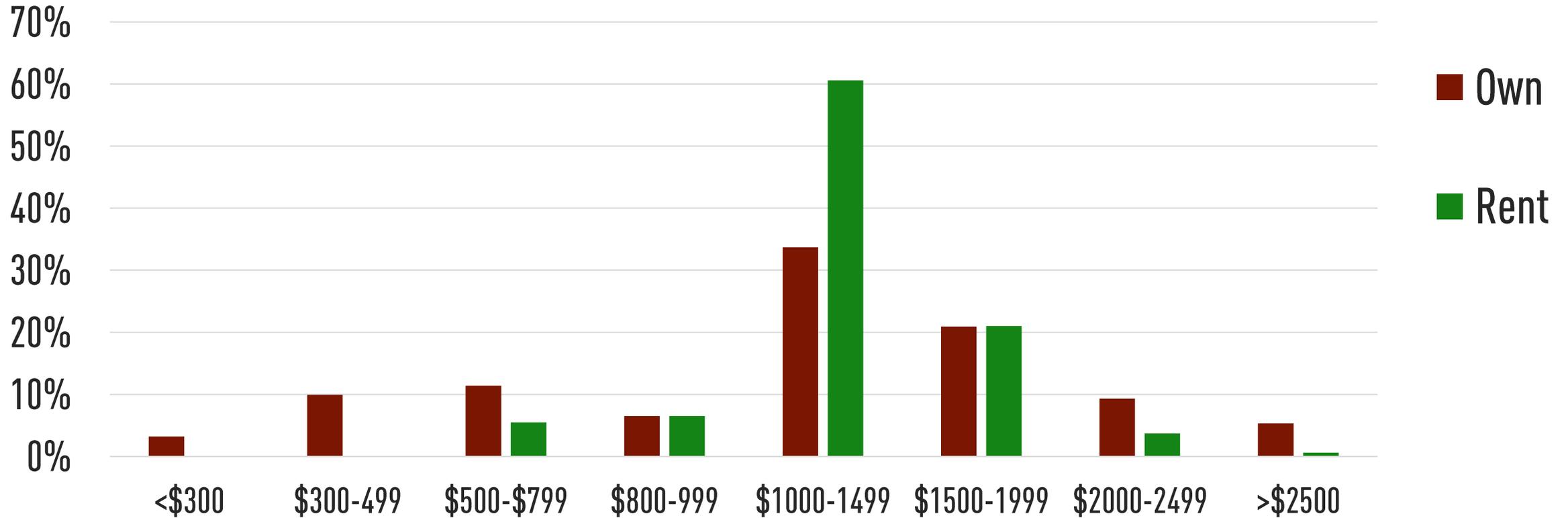


## Renters Income Distribution



- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- >\$150,000

# MONTHLY HOUSING COSTS: RENTERS & OWNERS



Most residents spend between \$1,000 and \$1,499 on housing costs each month, while housing costs for homeowners tend to be more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$2,000 on housing costs monthly.





# ECONOMIC TRENDS



# BROADBAND AVAILABILITY

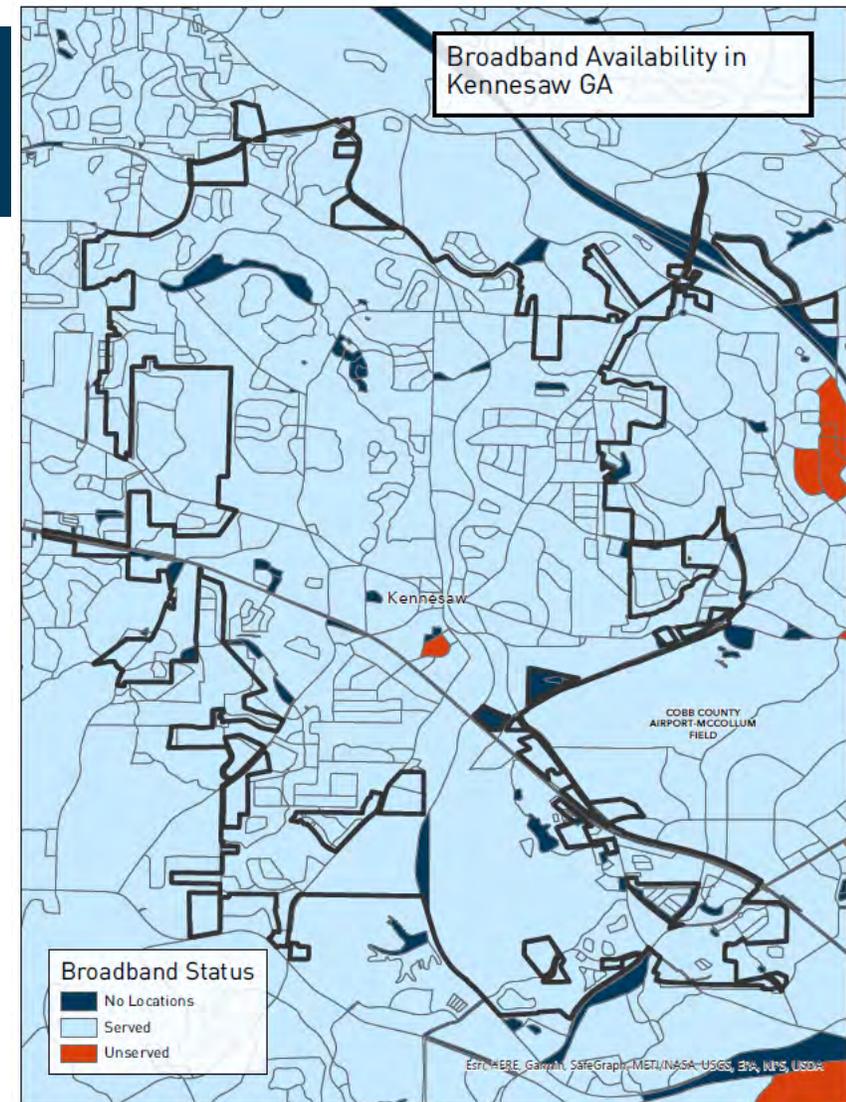
## Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

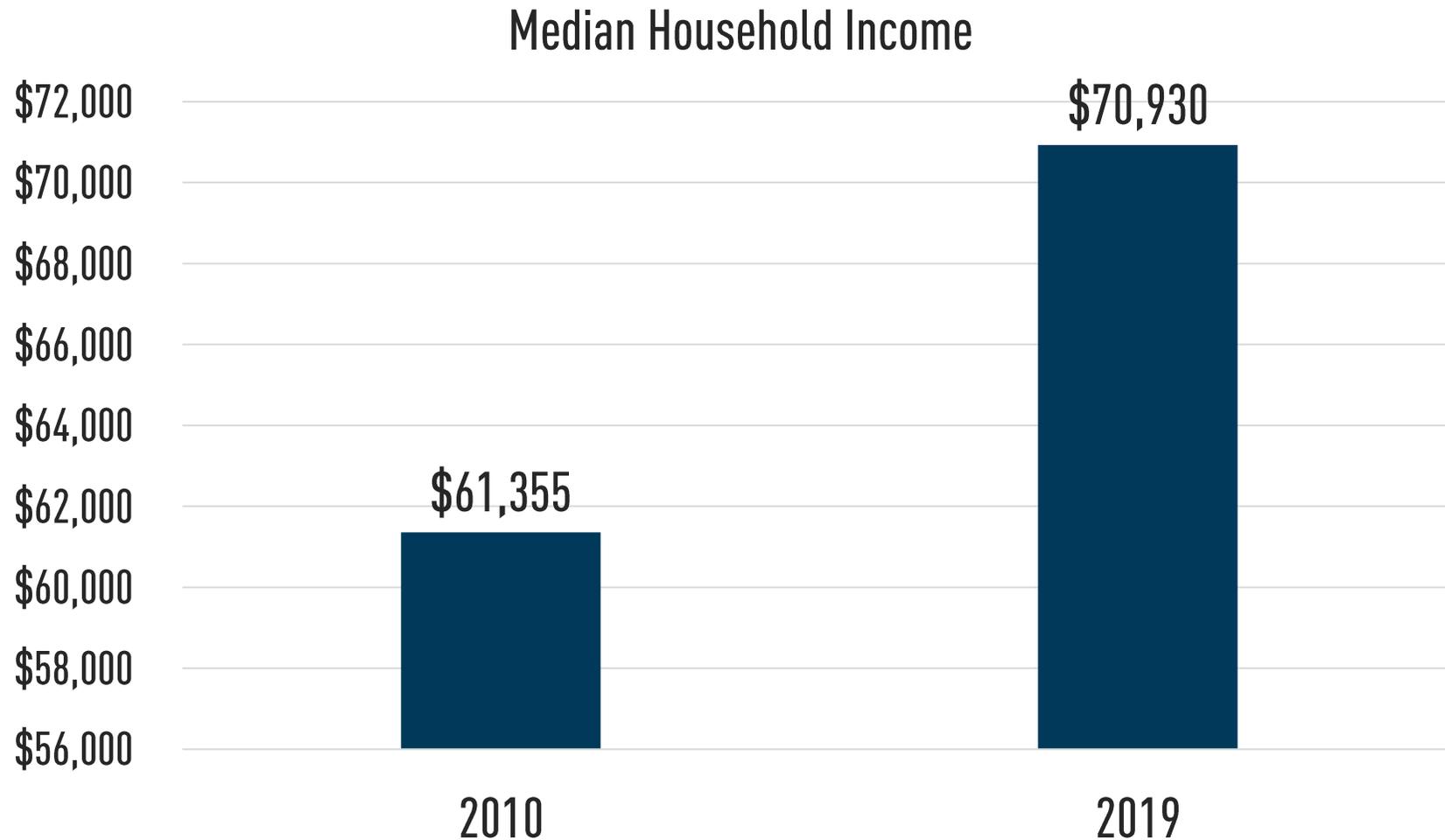
Location data are from commercially available sources.



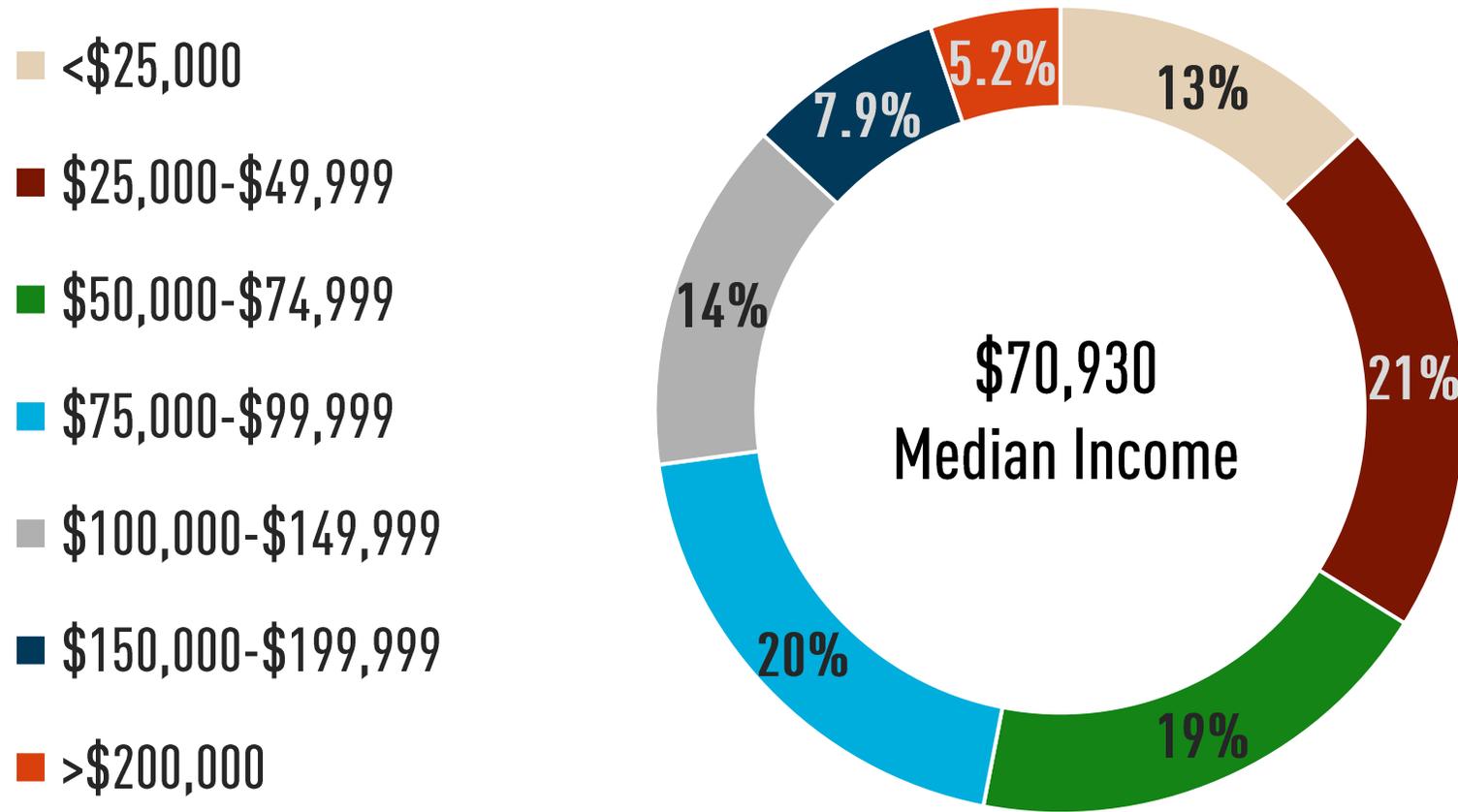
## Map Legend:



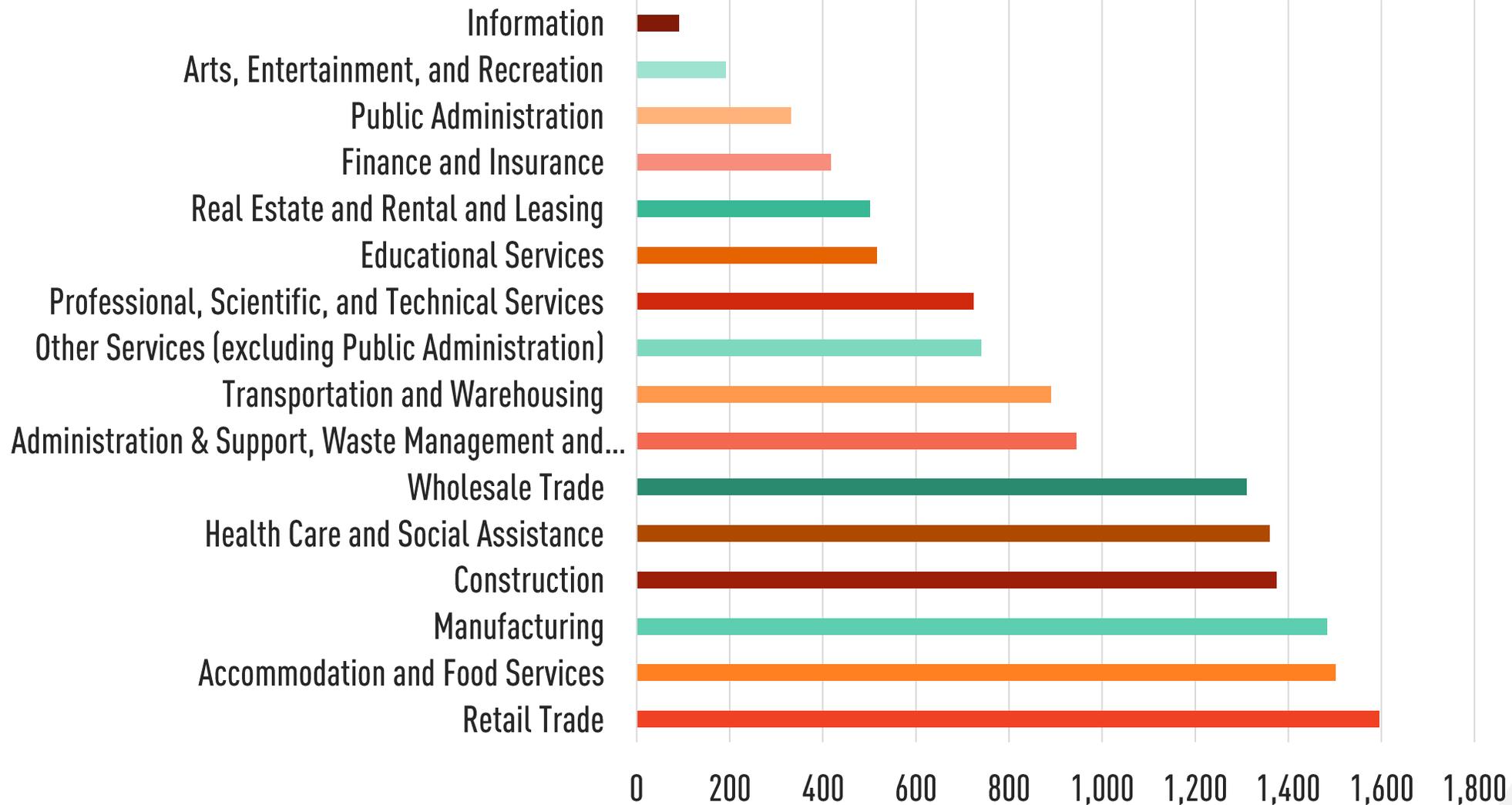
# MEDIAN HOUSEHOLD INCOME



# INCOME DISTRIBUTION



# WORKPLACE AREA CHARACTERISTICS

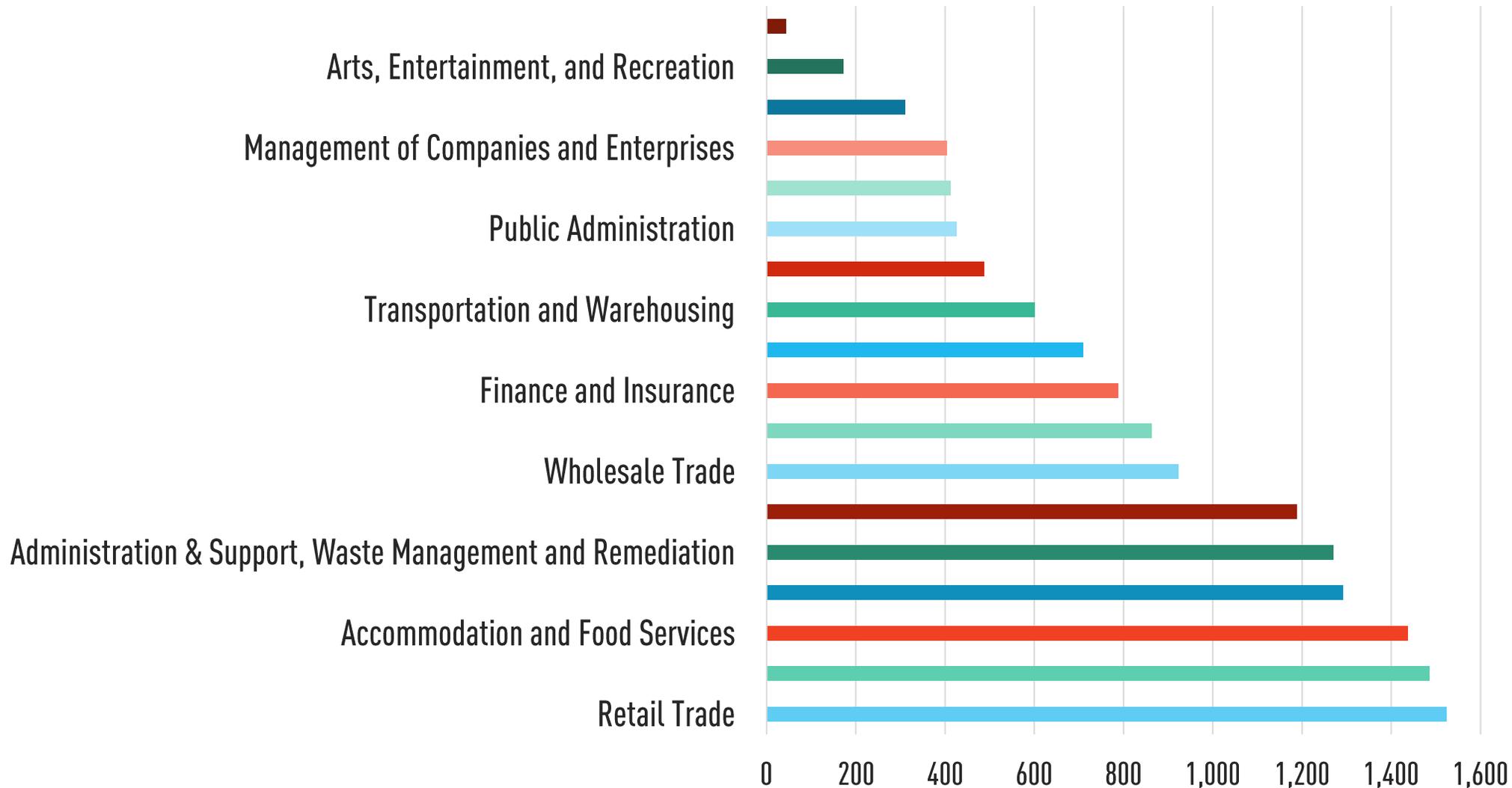


What jobs exist within Kennesaw?

In terms of employment, the largest industry in Kennesaw is Retail Trade, followed by Accommodation and Food Services and Manufacturing.



# RESIDENT AREA CHARACTERISTICS



What industries do Kennesaw residents work in?

In terms of employment, the largest industry among the city's residents is also Retail, followed closely by Healthcare and Accommodation and Food Services.



# TRANSPORTATION TRENDS

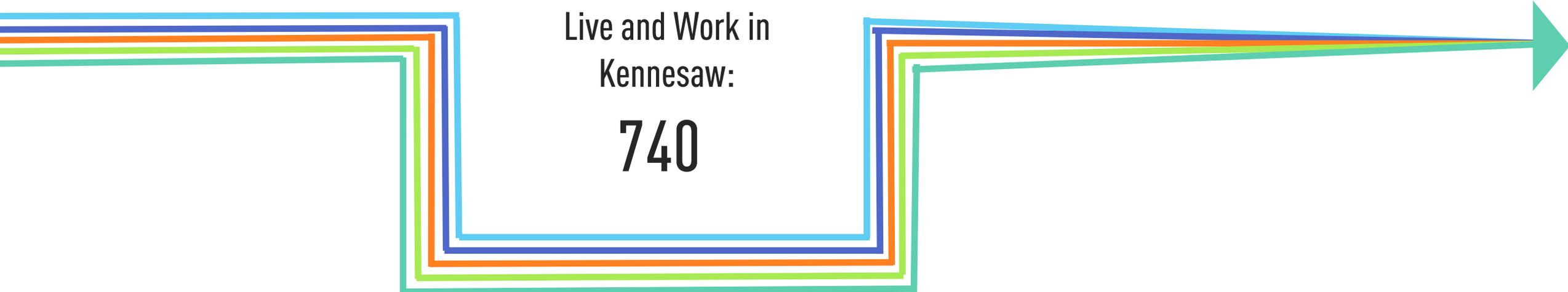


# TRAFFIC FLOWS

Commute to Kennesaw:  
**13,280**

Live and Work in  
Kennesaw:  
**740**

Commute out of Kennesaw:  
**13,606**



# COMMUTE TIME

17% of residents travel < 15 minutes

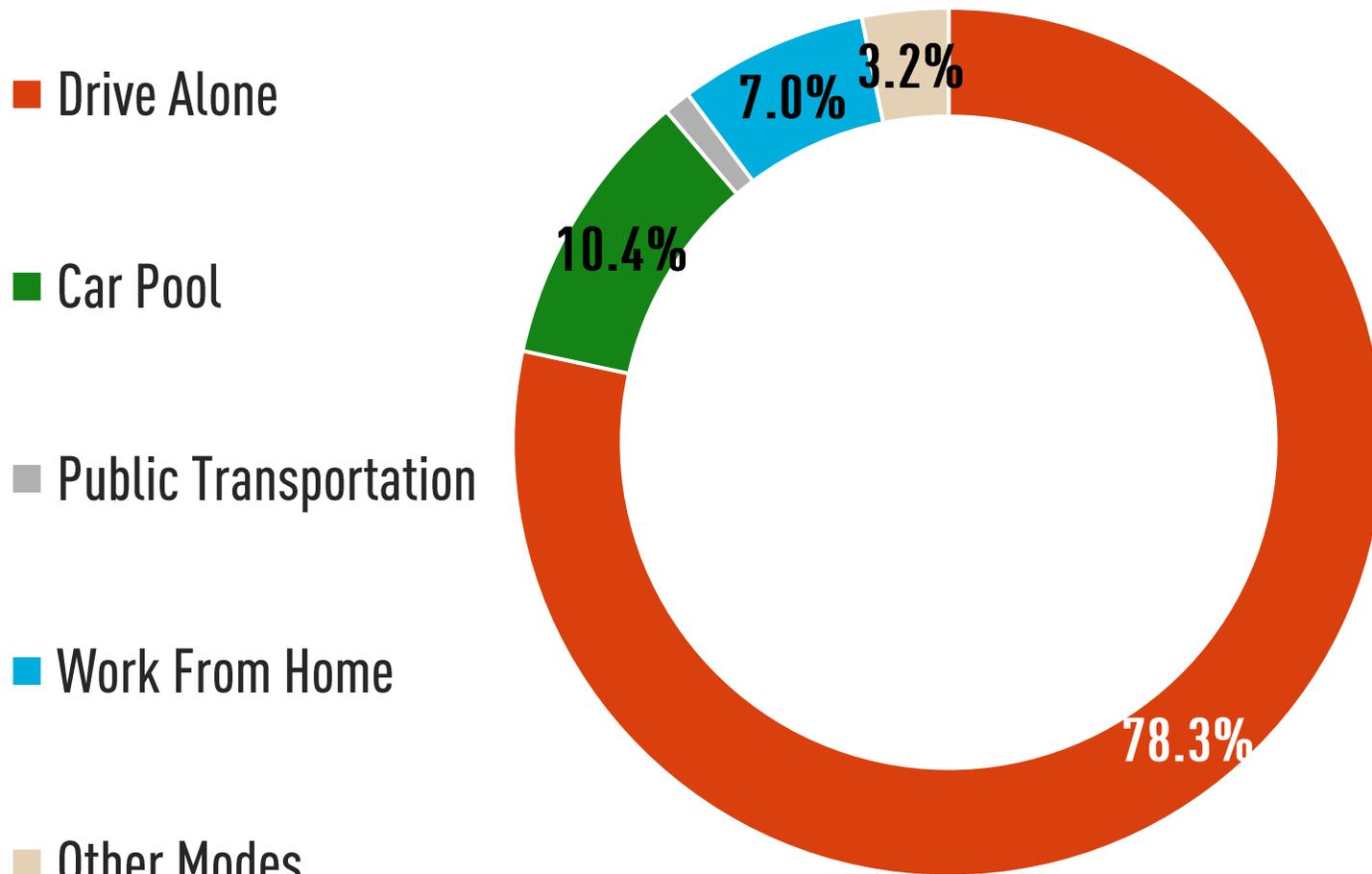
26% of residents travel 15 - 29 minutes

25% of residents travel 30 - 44 minutes

12% of residents travel 45 - 59 minutes

20% of residents travel > 60 minutes

# MODE OF TRANSPORTATION



89% of residents use a car to get to work each day. The vast majority of those drive alone, while about 10% carpool. 1% of residents use public transportation, 7% work from home (*in 2019*).

Note: This data does not reflect the influence of the pandemic on transportation.



# 2017 Comprehensive Plan: Goals

The City of Kennesaw is a diverse and forward-looking community engaged in shaping its own future. The residents, employees and businesses of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

## **To be a successful community, Kennesaw will:**

- Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments.
- Work to ensure existing business and retail vitality while expanding the economy with community partners.
- Preserve the City's hometown atmosphere while growing the economy and population through impactful redevelopment within the downtown and along major corridors.

# **2017 Comprehensive Plan Overview: Assets and Challenges**

## **Challenges**

- Perception of Downtown
- Transportation and Transit
- Community Boundaries
- Land Availability and Redevelopment

## **Assets**

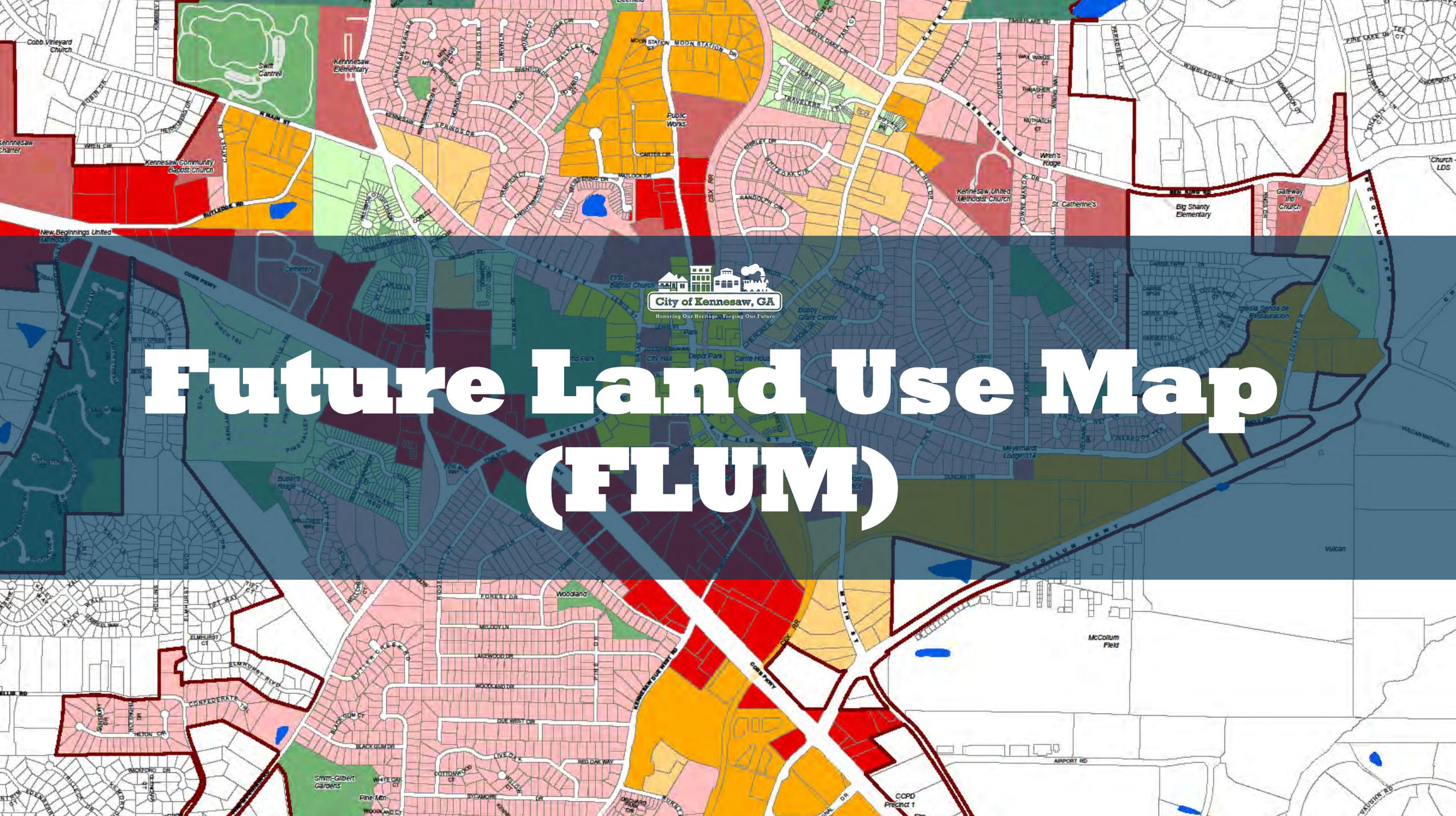
- Kennesaw State University
- McCollum Airport
- Downtown Kennesaw and historic districts
- Parks

# Poll Question #2



How can the City best connect to Kennesaw State University (KSU)?

- A. Build dedicated pathways for walking/biking
- B. Bus and shuttle service
- C. Build student housing within close proximity to KSU
- D. All of the above
- E. None of the above. The City should not connect to KSU
- F. Other: Please write answer on comment card or chat box



City of Kennesaw, GA

Honoring Our Heritage - Forging Our Future

# Future Land Use Map (FLUM)

# Purpose of a FLUM



- The future land use map is a community's visual guide to future planning.
- It provides a generalized view of how land in the City is intended to be used.
- It does not necessarily show land use as it exists today, and it does not show zoning information.
- It should bring together most if not all of the elements of the comprehensive plan such as natural resources, economic development, housing and transportation.



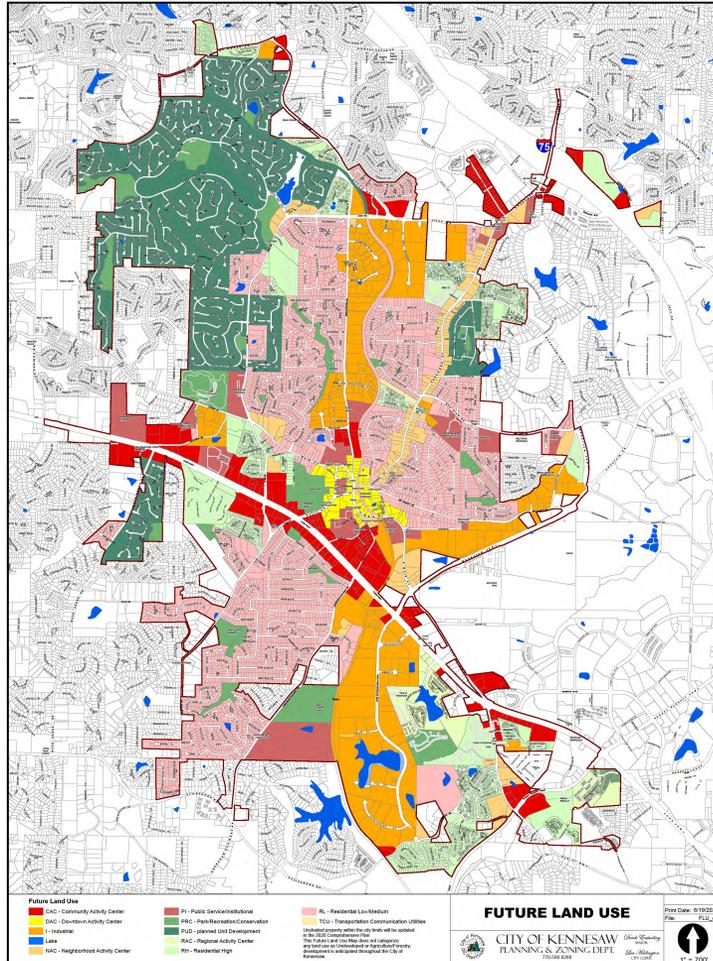
# FLUM Quickfacts from 2017



- Kennesaw is mostly built-out
- Any new growth will be redevelopment
- 86% of the city's parcels are residential



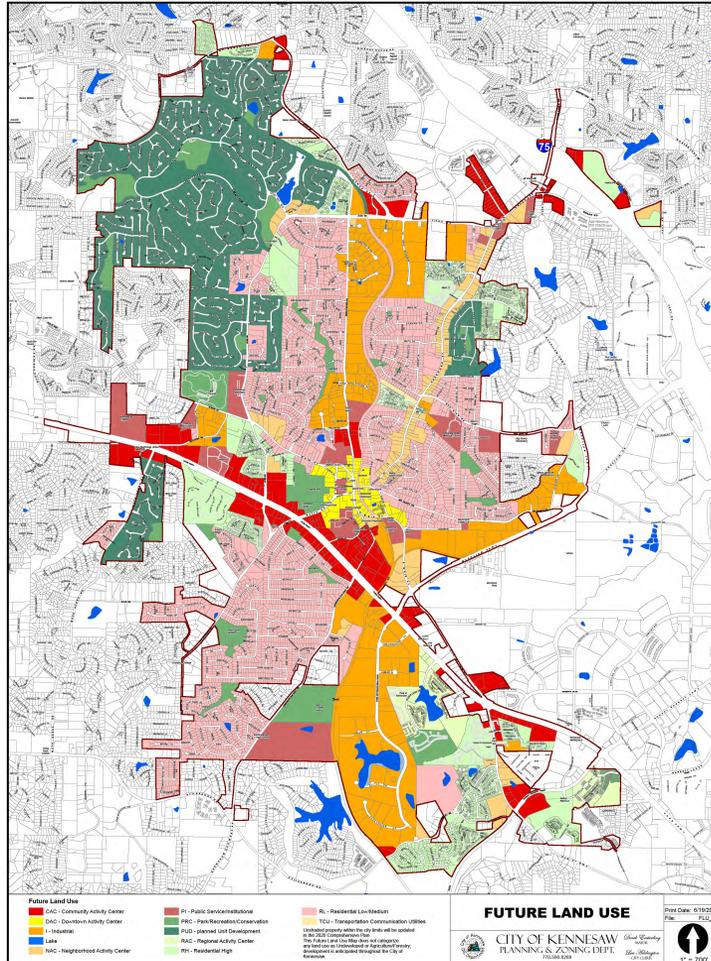
# FLUM CATEGORIES AND COLOR DESIGNATION

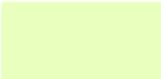
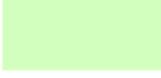


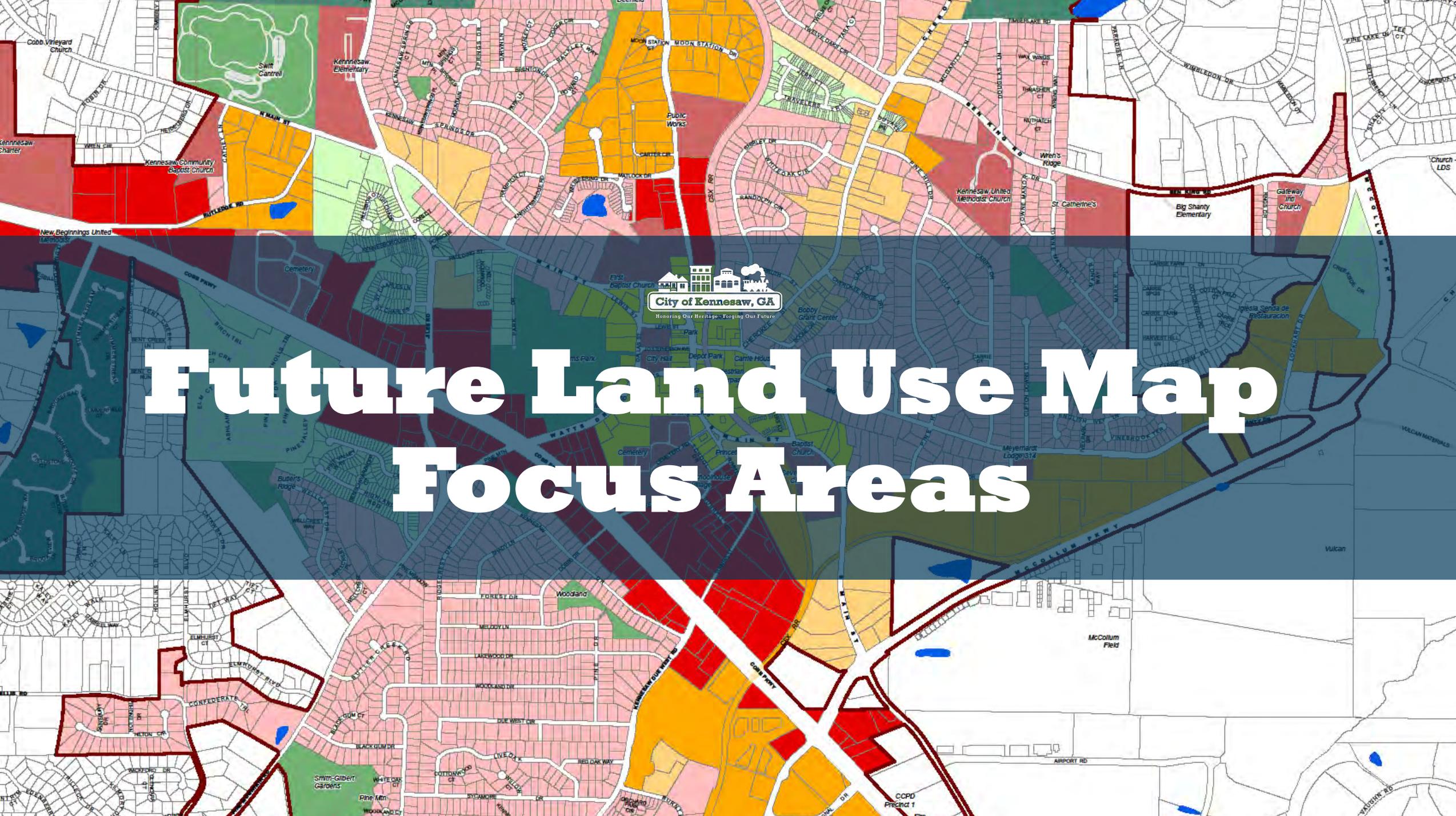
- **CAC** – Community Activity Center
- **DAC** – Downtown Activity Center
- **NAC** – Neighborhood Activity Center
- **I** – Industrial
- **PI** – Public Service/Institutional
- **TCU** – Transportation Communication Utilities
- Unshaded property within the city limits will be updated in the 2022 Comprehensive Plan



# FLUM CATEGORIES AND COLOR DESIGNATION



-  **RAC** – Regional Activity Center
-  **PUD** – Planned Unit Development
-  **RH** – Residential High
-  **RL** – Residential Low/Medium
-  **PRC** – Park/Recreation/Conservation
-  **Lake**

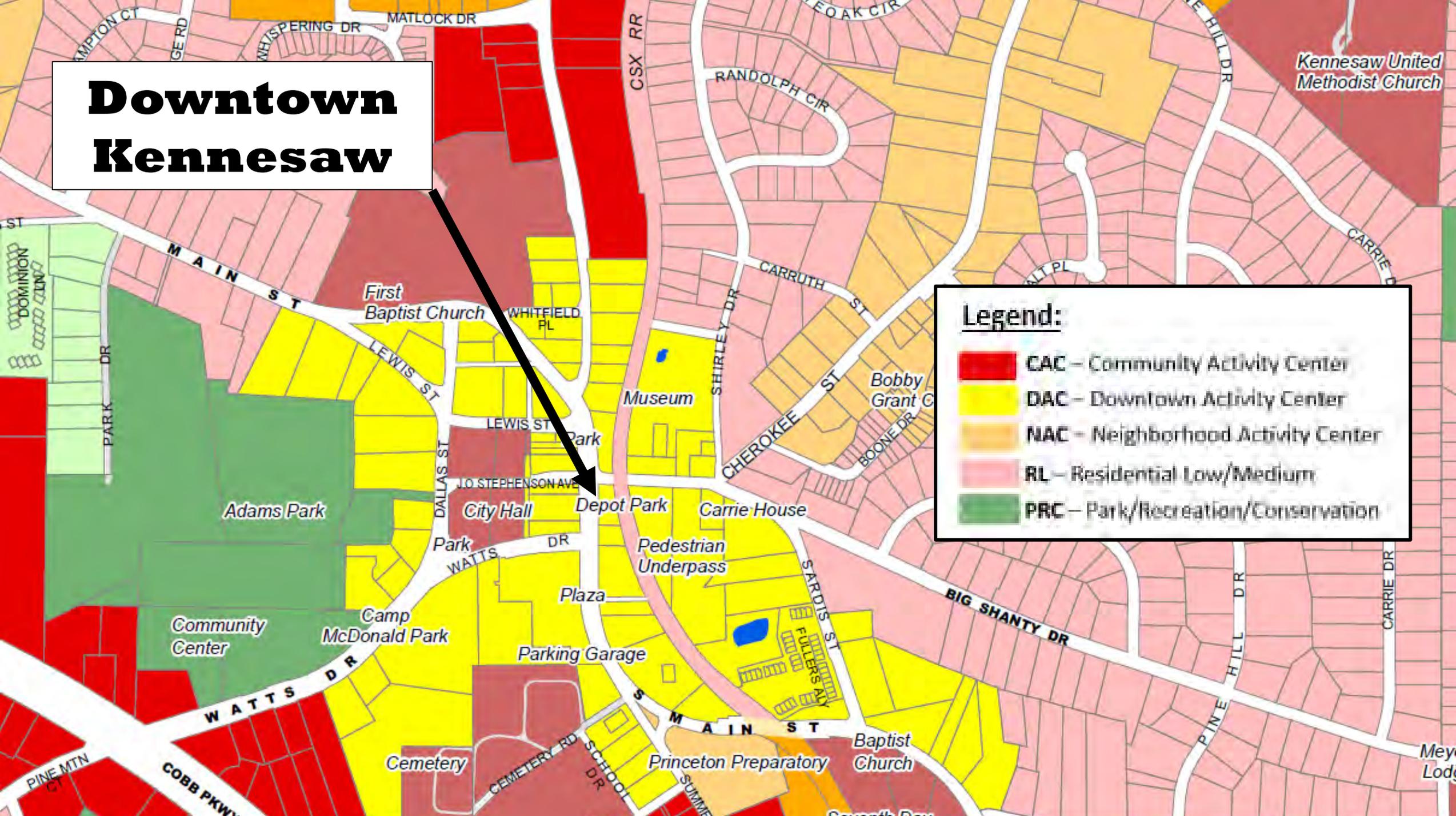


City of Kennesaw, GA

Honoring Our Heritage - Forging Our Future

# Future Land Use Map Focus Areas

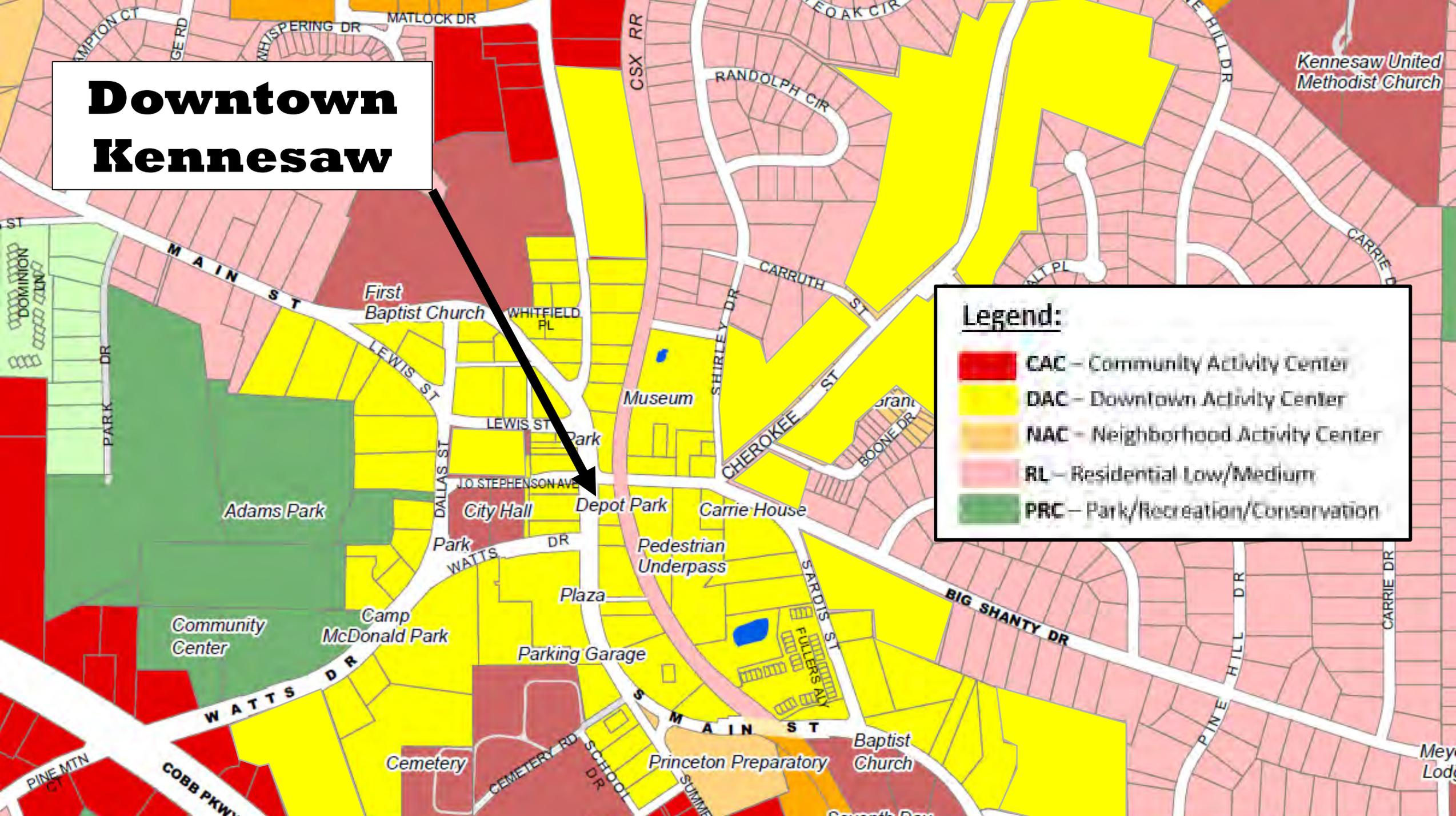
# Downtown Kennesaw



## Legend:

-  CAC – Community Activity Center
-  DAC – Downtown Activity Center
-  NAC – Neighborhood Activity Center
-  RL – Residential Low/Medium
-  PRC – Park/Recreation/Conservation

# Downtown Kennesaw



## Legend:

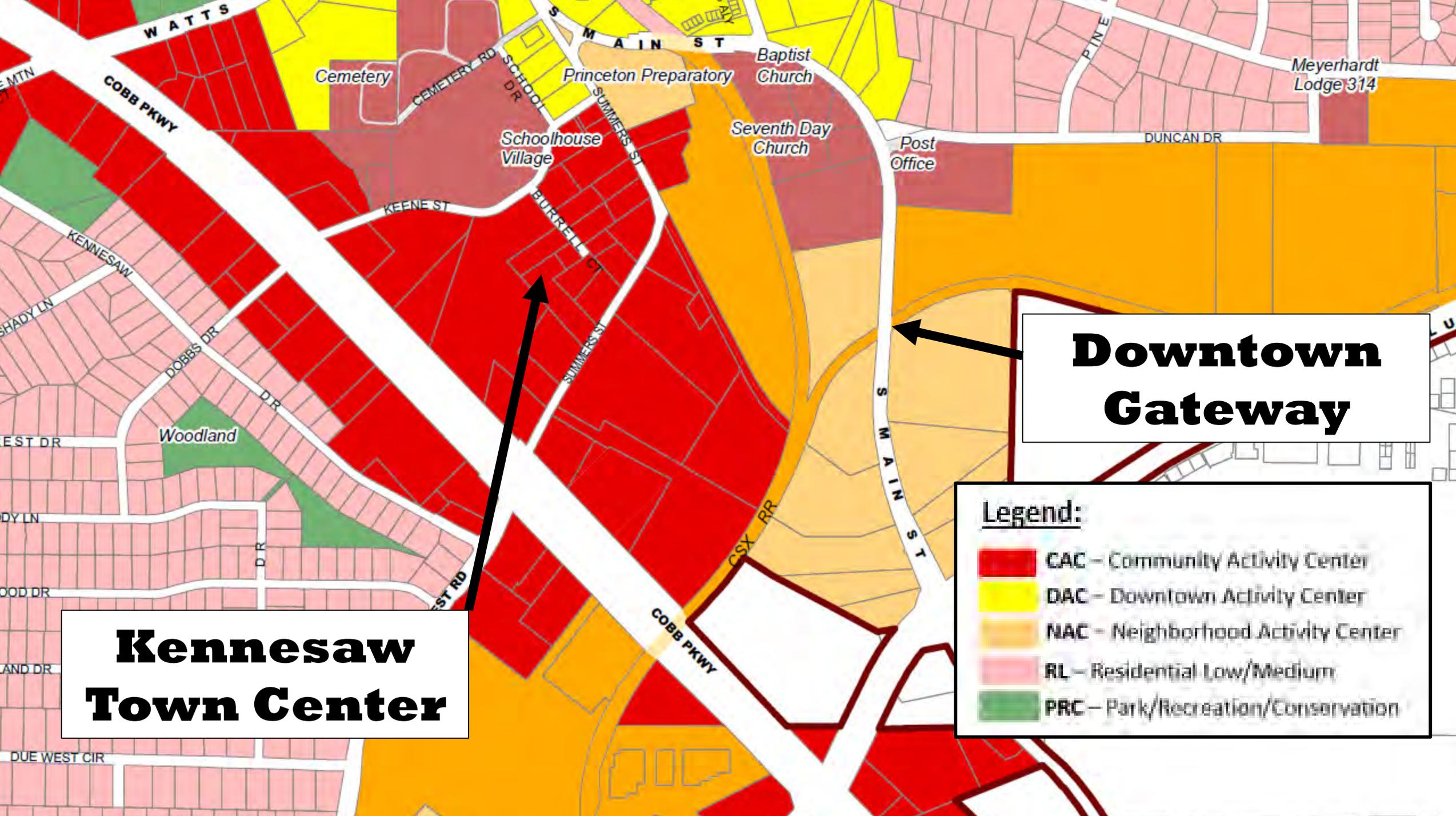
-  CAC – Community Activity Center
-  DAC – Downtown Activity Center
-  NAC – Neighborhood Activity Center
-  RL – Residential Low/Medium
-  PRC – Park/Recreation/Conservation

**Cherokee  
Street**

Cherokee

Proctor's Corner  
Ice Cream



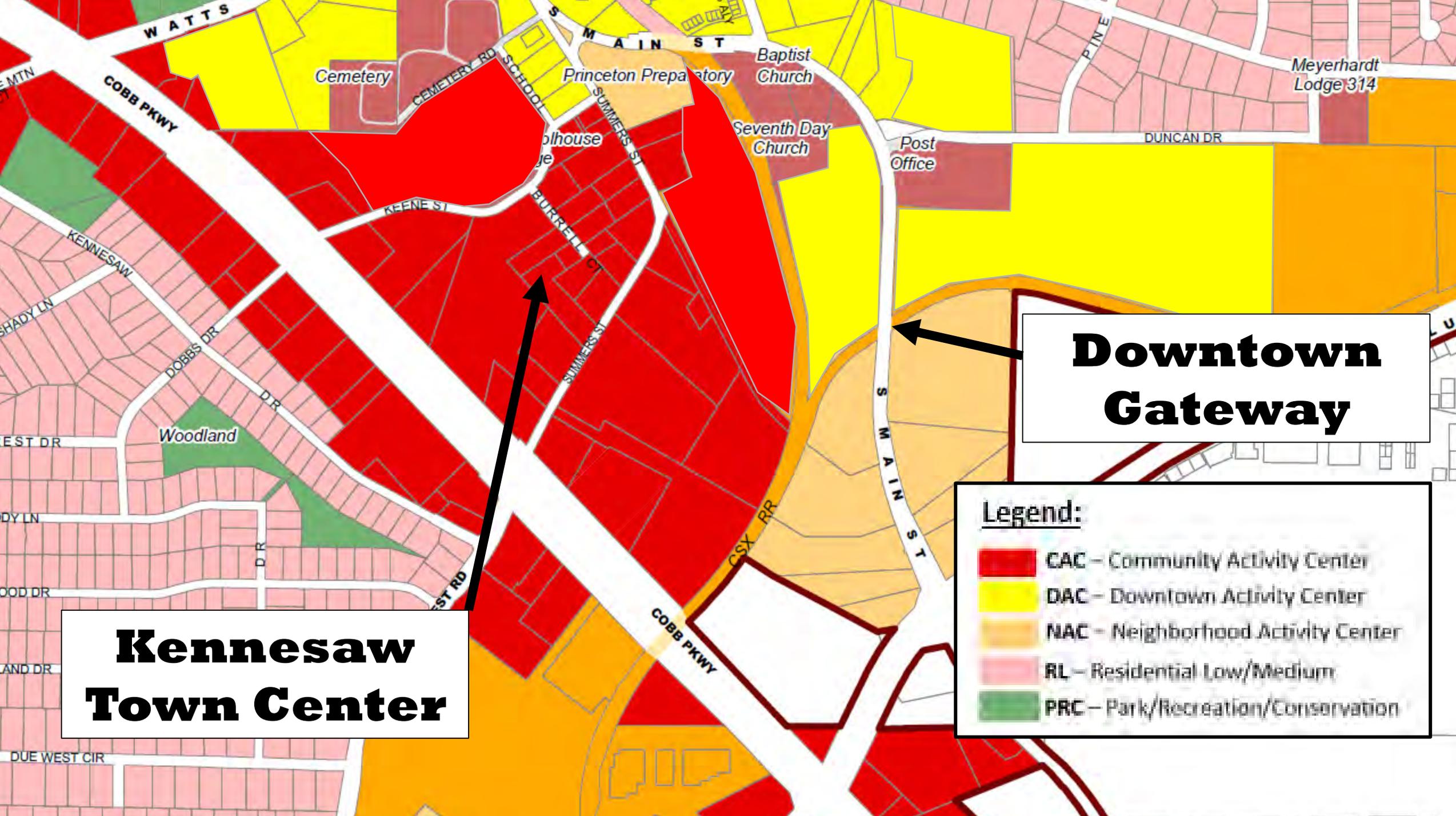


**Kennesaw  
Town Center**

**Downtown  
Gateway**

**Legend:**

- CAC – Community Activity Center
- DAC – Downtown Activity Center
- NAC – Neighborhood Activity Center
- RL – Residential Low/Medium
- PRC – Park/Recreation/Conservation



**Kennesaw  
Town Center**

**Downtown  
Gateway**

**Legend:**

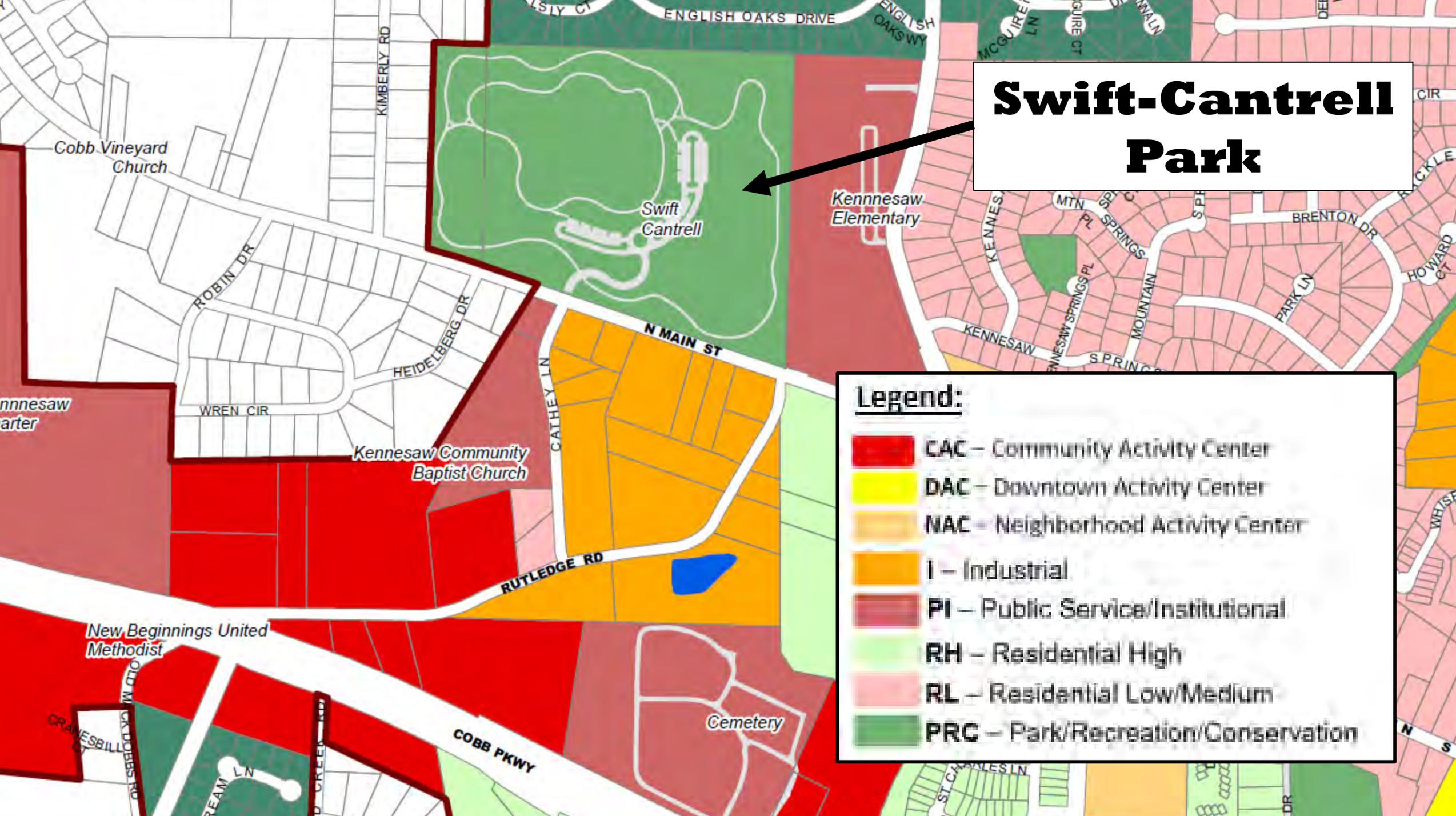
- CAC – Community Activity Center
- DAC – Downtown Activity Center
- NAC – Neighborhood Activity Center
- RL – Residential Low/Medium
- PRC – Park/Recreation/Conservation



Kennesaw Town Center Renderings along Summer Street



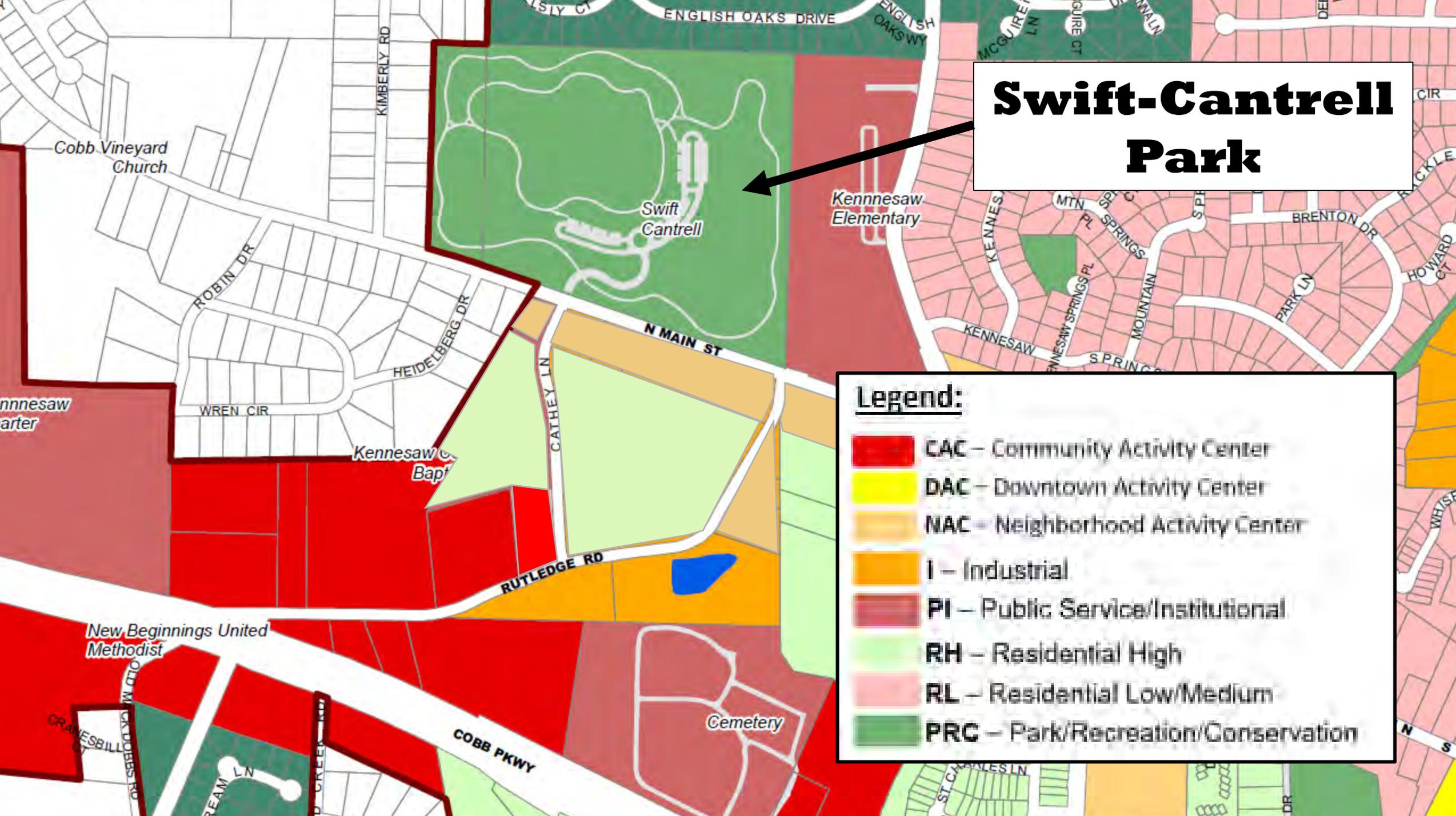
# Swift-Cantrell Park



### Legend:

-  CAC – Community Activity Center
-  DAC – Downtown Activity Center
-  NAC – Neighborhood Activity Center
-  I – Industrial
-  PI – Public Service/Institutional
-  RH – Residential High
-  RL – Residential Low/Medium
-  PRC – Park/Recreation/Conservation

# Swift-Cantrell Park



## Legend:

-  CAC – Community Activity Center
-  DAC – Downtown Activity Center
-  NAC – Neighborhood Activity Center
-  I – Industrial
-  PI – Public Service/Institutional
-  RH – Residential High
-  RL – Residential Low/Medium
-  PRC – Park/Recreation/Conservation



NO SCHOOL ZONE

Old Georgetown

**Swift-Cantrell  
Park**

# Other areas to discuss



- After this presentation, please visit the Future Land Use Map table to provide your input on where and how future growth shall occur.



# Poll Question #3

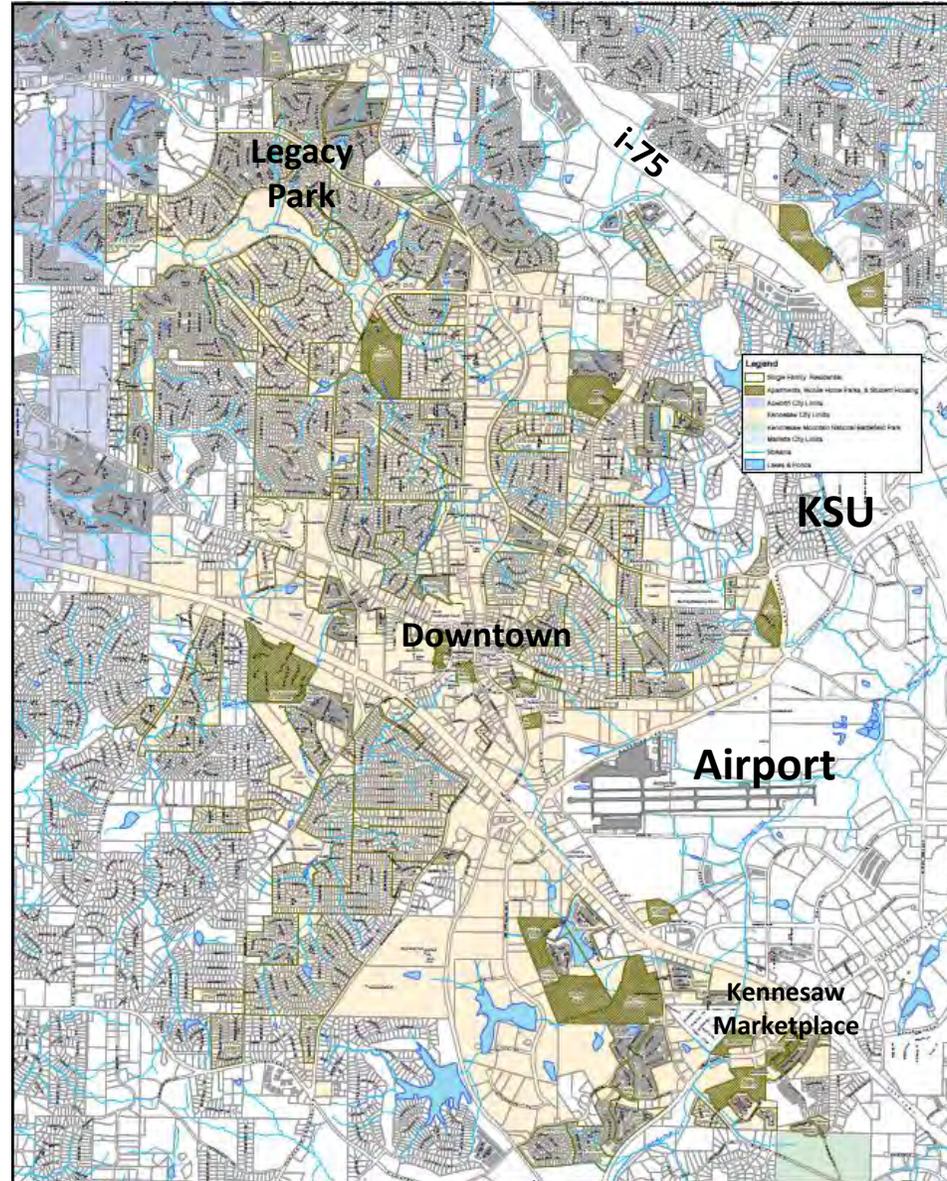
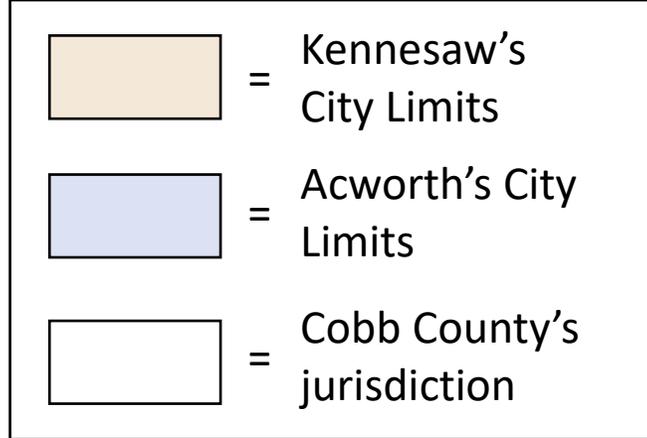


Where would you like to see the City expand its boundaries through annexation?

- A. North (towards City of Acworth)
- B. South (towards City of Marietta)
- C. East (towards KSU/Town Center Mall)
- D. West (towards Paulding County)
- E. All of the above
- F. None of the above. The City should not expand its boundaries
- G. Other: Please write answer on comment card or chat box

A. North  
(toward City of Acworth)

**Legend:**



**Question:**

Where would you like to see the City expand its boundaries through annexation?

- A. North (towards City of Acworth)
- B. South (towards City of Marietta)
- C. East (towards KSU/Town Center Mall)
- D. West (towards Paulding County)
- E. All of the above
- F. None of the above. The City should not expand its boundaries
- G. Other: Please write answer on comment card or chat box

D. West  
(toward Paulding County)

C. East  
(toward KSU/Town Center Mall)

B. South  
(toward City of Marietta)



## Next Steps:

- Wrapping up all public input on March 1<sup>st</sup>, 2022
- Comp Plan Webpage:  
[www.kennesaw-ga.gov/planning/](http://www.kennesaw-ga.gov/planning/)
  - Take online survey
  - View project timeline
  - View/download documents

**TAKE OUR  
ONLINE SURVEY**



# **Interactive Exercises:**

## **Each Station will have specific instructions.**

1. Assets and Challenges Map
2. Land Use
3. Parks and Trails
4. Budgeting the City's money
5. Short-term Work Program
6. Transportation (Connectivity)
7. Historic Preservation



**Thank you!**  
**Please visit our interactive stations.**

# Staff Members



## City of Kennesaw:

Darryl Simmons, Zoning Administrator

Albert Trevino, Asst. Zoning Administrator/Planner

Tanyel Aviles, Community Development Specialist

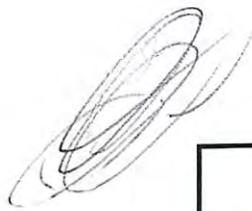
James Friedrich, Deputy City Clerk

Andrew Gasparini, Asst. to the City Manager

Miranda Taylor, Economic Development Specialist

Derek Cox, Business License Manager





# Kennesaw Comprehensive Plan Update Public Open House-February 9, 2022



Name	Email Address	Organization/Affiliation
TRACY VAYS		LAK
Mark Patten		Lafayette Distiller
12 W. LKIN S		
Michelle Rainbow		Lafayette
Ray & Carolee [unclear]		Lafayette
REBECCA PATHERSON		

# Kennesaw Comprehensive Plan Update

Public Open House - February 24, 2022

## WELCOME!



Name	Email Address	Organization/Affiliation
Mary Kelley	[REDACTED]	Resident
LAWRENCE BODROG	[REDACTED]	.com RESIDENT
Matthew Bowman	[REDACTED]	Tipton Texas
Christian Gehrke	[REDACTED]	Fresh Take Georgia
SHARON G BLANDFORD	[REDACTED]	RESIDENT
Debbie BARWELL	[REDACTED]	com Resident
Mary Whitten	[REDACTED]	resident
Jill Smith	[REDACTED]	Resident
Sudha Desai	[REDACTED]	Resident
John & Marianne Keida	[REDACTED]	Resident
	[REDACTED]	

# Kennesaw Comprehensive Plan Update

Public Open House - February 24, 2022

## WELCOME!



Name	Email Address	Organization/Affiliation
REBECCA PATTERSON	[REDACTED]	son Keller Williams
Alicia Farland Lois		
Barbara BRABB		
Ann Pratt		
Jennifer Eckert		
Ray		



*The City of Kennesaw 2022 Comprehensive Plan Update*  
**Public Meeting #1/#2: Results**

Attendance (Sign-in Sheet): 22  
Facebook Live: On-going  
Staff: 8

The City of Kennesaw, in partnership with the Atlanta Regional Commission (ARC), conducted two hybrid Public Meetings (February 9 and February 24, 2022) to get community input on the update to the Comprehensive Plan. The results from the meeting are shown below.



ARC and Kennesaw staff members provided a brief presentation to start the meeting outlining demographic information, asked three poll questions during the presentation, and assisted attendee in participating in seven interactive stations. Each station had a topic and set of instructions on how to participate. The presentation and participation packet can be found here: [Kennesaw Comprehensive Plan Update 2022 - PublicInput.com](https://www.kennesawga.gov/arc/comprehensive-plan-update-2022-public-input)

City Hall Relocation Poll Question:

- Convenient Now
- Great Spot
- Why do we want to relocate?
- No new City Hall- It works
- Need better parking
- Renovate existing structure
- Address growth needs-still keep it downtown
- Possible move Police/other department to another location
- Square-Visible like Marietta
- Legacy Park
- Mixed-use Complex

KSU Connectivity Poll Question:

A: 6 B: 2 C:1 D: 7

D: All of the above

- A. Build dedicated pathways for walking/biking
- B. Bus and shuttle service
- C. Build student housing within close proximity to KSU

A: 8 B: 3 C:3 D: 9

D: All of the above

- A. Build dedicated pathways for walking/biking
- B. Bus and shuttle service

### C. Build student housing within close proximity to KSU

#### Notes:

Partner with concerts/events-extended service to downtown  
Student Housing-More Inclusive environment-Housing needed

#### Annexation Poll Question:

A: 5 B: 2 C:8 D: 0 E: 3

C: East (toward KSU/Town Center Mall)

A: 1 B: 0 C:6 D: 0 E: 0 F: 3

C: East (toward KSU/Town Center Mall)

#### Comment Cards:

- Not enough detail on maps. Dangerous (treated like drag strips):
  - Main and Moon Station
  - Big Shanty and Cherokee
- Not pedestrian friendly
- The flashing lights at crosswalks in the downtown area are a start but most drivers obey them. Cars typically won't stop unless you step out into the road. More enforcement would help but I'm sure that is easier said than done.
- Make it more convenient to get out of Park Drive and Moon Street.
- Put important information in with the Sanitation Bill. Such as the information on the meeting, and important zoning cases, etc.
- Keep up to date on broadband services.
- I would love to see a higher influx of minority, small businesses in Kennesaw. I do not think there should be a direct connection between KSU and the city of Kennesaw.
- Less multi-family development downtown and more restaurants, retailers/boutiques similar to Woodstock.
- To many apartments across from City Hall, by Hooters, by Dairy Quenn, future next to the Post Office. Infrastructure doesn't seem to be in place to support this kind of density.
- More commercial downtowns, expand "downtown" to include Moon Station, Cherokee, North Main, Summers Street-Think of these as downtown.
- Love the expansion of downtown and Swift Cantrell with rezoning needs more density with retail and greenspace.
- We have to start promoting KSU and the airport as our assets even if they are not in the city limits.
- It depends on the significance of each building or structure and the economic value it adds to the city. Depends on the infrastructure how it adds to the appeal.
- Removing historic resources-NO
- Preserve the history and change the conversation about the controversy.
- Historic buildings closer to downtown should be protected but abandoned buildings outside can be redeveloped.

- On Oakridge Drive off HWY 41, there is a new 55+ senior homes/balcony being developed-the road is extremely narrow. It is a one/two lane road that does not have designated lanes. Also, with the traffic that goes through, can potentially cause congestion or worst case, accidents.
- Density needs to be higher-more, housing, more commercial, more businesses.
- Intersection by Frozen Cow is challenging.
- Trailer parks.
- Keep playground in Kennesaw downtown-renew and expand it-not remove.
- Expand or copy Swift Cantrell Park. It is getting really busy and another similar park would help-people love it. Kennesaw residents are active-see Swift Cantrell Park and Kennesaw Mountain.

### Exercise #1: Assets and Challenges

General Post-It Note Comments:

- Insufficient bike lanes in the area
- Hard to get out of Park Drive at certain times of the day
- Need improvements at the intersection of Old Highway 41 and Barrett Parkway
- Good: Cemetery, Swift Cantrell, Depot Park, Adams Park, Museum and Gardens
- Bad: Old Martha Moore
- Assets
  - Parks: 11 Green Dots
  - Downtown: 1 Green Dot
- Challenges:
  - Intersection of 41 and Barrett Parkway-1 Red Dot
  - Dobbs Drive South of S. Main Street-1 Red Dot
  - Area South of Swift Cantrell Park (South of Old 41 HWY)-1 Red Dot
  - Cherokee Street-Downtown-2 Red Dots



### Exercise #2: Land Use

- Less industrial land near Swift Cantrell Park
- Annex land near KSU
- Correct the property located below from Parks (PRC) to Downtown Activity Center and not Parks (PRC)



### Exercise #3: Parks and Trails

- Swift Cantrell: 7 Green Dots, 1 Blue Dot, 1 Yellow Dot
- Pine Mountain Park: 2 Green Dots
- Pine Mountain Road: Orange Dot along road before Pine Mountain Park (near Butlers Ridge Park)
- Adams Park: Two Green Dot, One Yellow

- McCullum Parkway next two Cobb County Property-One Yellow Dot
- South Main Park Space: One Green, Three Yellow Dots
- Big Shanty Park: One Green Dot
- Deerfield Park-One Yellow Dot
- Open Space across from Adams Park: Orange Dot, Yellow Dot
- Cherokee Street/Ben King Road: Blue Dot Orange Dot
- Cherokee/Rock Springs Road and Poplar Dr.: Two Blue Dots

Post-It Note: Connecting trails regionally-Cobb County

#### **Exercise #4: DIY Budgeting**

- Arts and Culture-\$132/\$21
- Code Enforcement (Community Aesthetics)-\$116/\$26
- Economic Development-\$543/\$150
- Events-\$47/\$40
- Natural and Historic Resources-\$240/\$55
- Parks-\$350/\$105
- Public Safety-\$110/\$10
- Public Works-\$75/\$100
- Transportation-\$161/\$237

#### **Exercise #5: Short-Term Work Program**

Take Away: There is broad support for all STWP (CWP) projects/programs shown on the boards. There were only five red dots in total.

1. 3 Red Dots: Continue Strategies (through Zoning) aimed at identification of preservation of existing stable housing and neighborhoods including preservation of historic properties. There were 7 green and blue dots.
2. 1 Red Dots: Additional Amendment to the Sustainability Policy. There were a total of six blue and green dots.
3. 1 Red Dot: Review Historic Preservation Guidelines. There were nine blue dots for this item, illustrating that there is support for this project.

Annual Review of Unified Development Code  
 Strengthen Enforcement of Housing Codes to Revitalize Neighborhoods  
 Additional Amendment to Sustainability Policy  
 Reevaluate Housing Inventory City-wide and Occupancy Rate  
 Review Strategic Growth Plan with Planning and Zoning Department  
 Review Historic Preservation Guidelines

#### **Exercise #6: Transportation:**

Existing Conditions:

- Drawn w/marker-Protected bike lanes needed in various places in the city, including along transit routes.
- Orange dot: HWY 41 and Barrett Parkway
- Red Dot: Road Crossing on South Main Street-Visibility Issues-Cars do not stop
- Red Dot: Cherokee Street Kroger-Left turn out of Kroger parking lot-add no turn signal on traffic light
- Red Dot: Cobb Parkway Whole Food Bike path crossing is not visible and dangerous

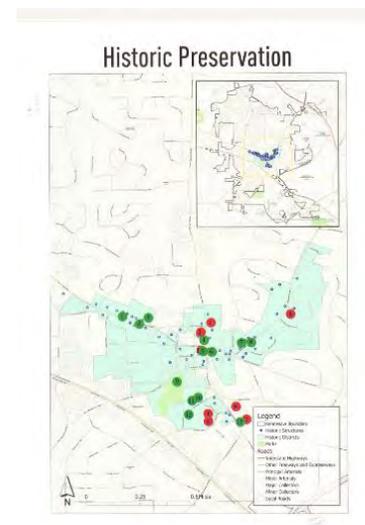
Opportunities:

- Five Yellow dots: Cobb Parkway needs sidewalks to downtown to bike path.
- Orange dots-2: Jiles Road and Moon Station
- 3 Red, 1 Blue, 1 Orange: South Main/Moon Station
- 1 Yellow. 3 Red: Cobb Parkway and Mark Dobbs Road

**Exercise #7: Historic Preservation**

**Green Dots**

1. 2990 N Main Street – Contributing structure  
The J.R. Skelton House (1909)  
2986 N Main Street – Contributing structure  
The Mrs. M.V. Skelton House (1905)
2. 2981 N Main Street – Contributing structure  
The G.R. Skelton House (1908)  
2975 N Main Street – Contributing structure  
The Thompson-Wooten House (c. 1920)
3. 2972 N Main Street – Contributing structure  
The G.C. Scroggs House (c. 1930)
4. 2908 Moon Station Road – Contributing structure  
The S.J. Ellis House (c. 1911)
5. 2881 N Main Street – Contributing structure  
The J.G. Lewis Building (1903-1904)  
2879 N Main Street – Contributing structure  
The Kennesaw State Bank Building (1908)  
2871 N Main Street – Contributing structure  
The E.R. Wooten Building (1946)
6. 2829 Cherokee Street  
The Southern Museum of Civil War and Locomotive History (2003)
7. 2871 Cherokee Street – Contributing structure  
Kennesaw Methodist Church (1881)
8. 2905 Cherokee Street – Contributing structure



- The J.V. Smith House (c. 1860)
- 2913 Cherokee Street – Contributing structure
- The E.M. Kendrick House (1887)
- 9. 2726 Watts Drive – Contributing site
- Camp McDonald Park
- 10. Kennesaw Cemetery – Contributing site
- 11. Kennesaw Cemetery – Contributing site
- 12. 6997 Keene Street – Non-contributing structure
- 13. 2676 Summers Street – Contributing structure
- The Hill Manor (c. 1900)

### **Red Dots**

- 1. 2962 Moon Station Road – Contributing structure
- The William Bennett House (c. 1900)
- 2. 2933 Moon Station Road – Contributing structure
- The J.W. Bennett Homeplace (c. 1883)
- 2921 Moon Station Road – Contributing structure
- The Willis McMullen House (c. 1883)
- 3. 2881 N Main Street – Contributing structure
- The J.G. Lewis Building (1903-1904)
- 2879 N Main Street – Contributing structure
- The Kennesaw State Bank Building (1908)
- 2871 N Main Street – Contributing structure
- The E.R. Wooten Building (1946)
- 4. 6997 Keene Street – Non-contributing structure
- 5. 6997 Keene Street – Non-contributing structure
- 6. 2720 S Main Street – Non-contributing structure
- Kennesaw Village Shopping Center
- 7. 2676 Summers Street – Contributing structure
- 8. 2986 Cherokee Street – Non-contributing structure
- 9. 2891 Lewis Street – Contributing structure
- The Stanley-Lewis House (1889)
- 10. 6997 Keene Street – Non-contributing structure

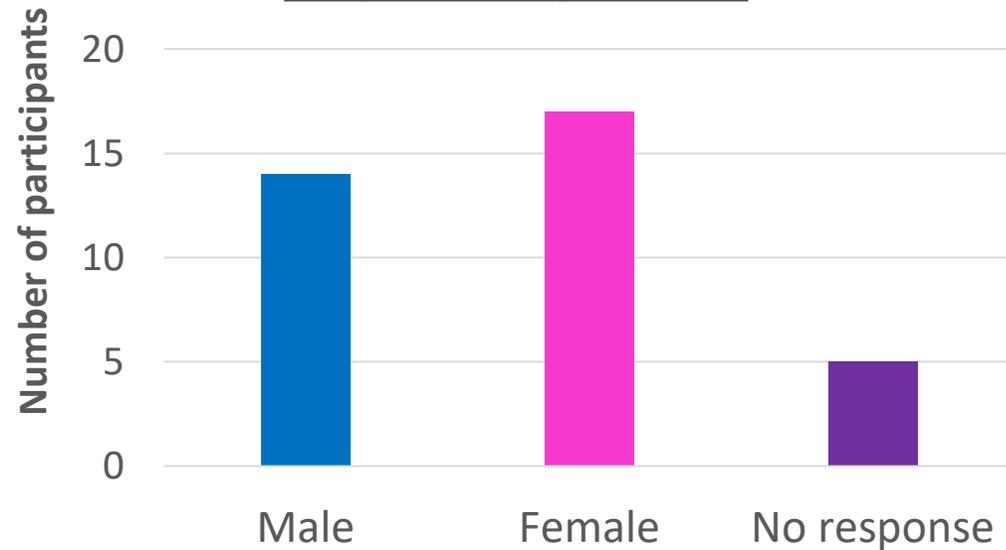


# CITY OF KENNESAW

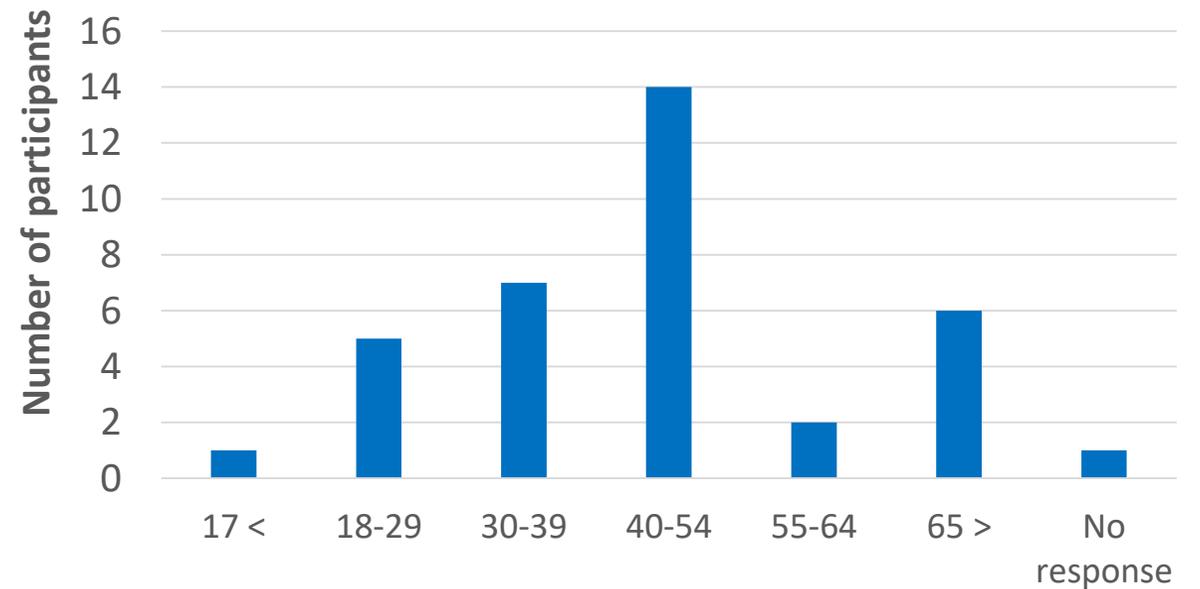
## 2022 COMPREHENSIVE PLAN UPDATE

# Survey Results from City Events

Responses By Gender



Responses By Age Group



**Total number of people surveyed: 36**

# Survey Results from City Events: General Responses

- **Major strengths:** events, historic, quiet, safe, downtown, cultural institutions, mayor, police, parks, restaurants/food, friendly people, diversity, small town feel, walkable, clean streets, family friendly, Noonday Creek trail upgrades
- **Major weaknesses:** traffic, not enough trails and sidewalks, new apartments, not enough downtown businesses, perception of being a college town, not wanting affordable housing, poor roadway conditions, un-kept retention ponds, property taxes too high, too many cars in one driveway, trains are too slow and noisy and airplanes are too loud, not enough parking for events, too much industrial near downtown, confederate images/Wildman's

# Survey Results from City Events: General Responses

- **Would you consider moving to Kennesaw, why?:**
  - **Yes:** affordable, good gun laws, lovely place to live, clean compared to other areas, great parks, low crime rate
  - **No:** already established and too far from work and family, traffic is a problem, unaffordable
- **What services/businesses would you like to see more of:**  
restaurants, murals/art/sculptures, theatre, vegan friendly eateries, vendor opportunities (car shows and food), businesses that cater to families and kids, parks/playgrounds, foot traffic shops, large corporations so the town stays thriving

## Survey Results from City Events: General Responses

- **General comments:** infrastructure is not keeping up with new development, why is there no light-rail when railroads are everywhere, want more creative restaurants and bars, we need more drug & underage smoking awareness, it takes forever to open a new business, need a “How to Guide” for new residents, want more downtown dining and entertainment options, finish the Sardis Street road extension and bridge over the railroad tracks

## Survey Results from Online (as of 01/31/2022)

- **Quality of life**
  - Low – 6%
  - Average – 42%
  - High – 52%
- **Strengths:** parks, low crime, downtown, breweries
- **Weaknesses:** downtown, civil war memorabilia, traffic, apartments
- **Needs:** more retail, more restaurants, more single-family homes (54%)

Link to survey results: [www.publicinput.com/Report/4yp14bx4arb](http://www.publicinput.com/Report/4yp14bx4arb)

## Goal Outcomes

The City of Kennesaw is a diverse and forward looking community engaged in shaping its own future. The people of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

Through data analysis and public engagement, the following challenges (needs) and assets (opportunities) were identified for the City of Kennesaw.

As the City of Kennesaw moves forward in implementing the Comprehensive Plan. These assets (opportunities) and challenges (needs) should be monitored to ensure that they are still relevant to the city.

## Assets (Opportunities)

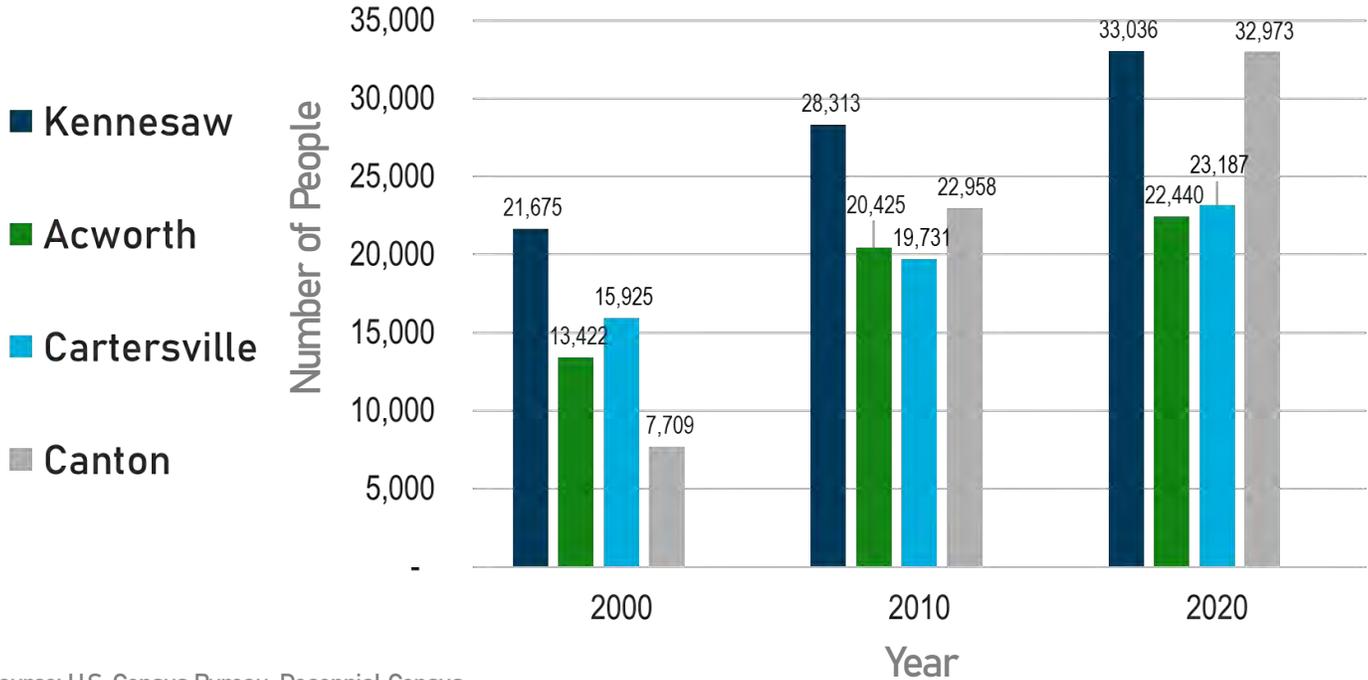
- Downtown Kennesaw
- Cultural Institutions: The Southern Museum of Civil War and Locomotive History and the Smith-Gilbert Gardens
- City Parks & Annual Events
- Kennesaw State University
- Cobb County International Airport

## Challenges (Needs)

- Perception of Downtown
- Transportation Modes and Transit
- City Boundaries
- Broadband Readiness
- Housing (Inventory and Affordability)



### Population Comparison to Neighboring Cities

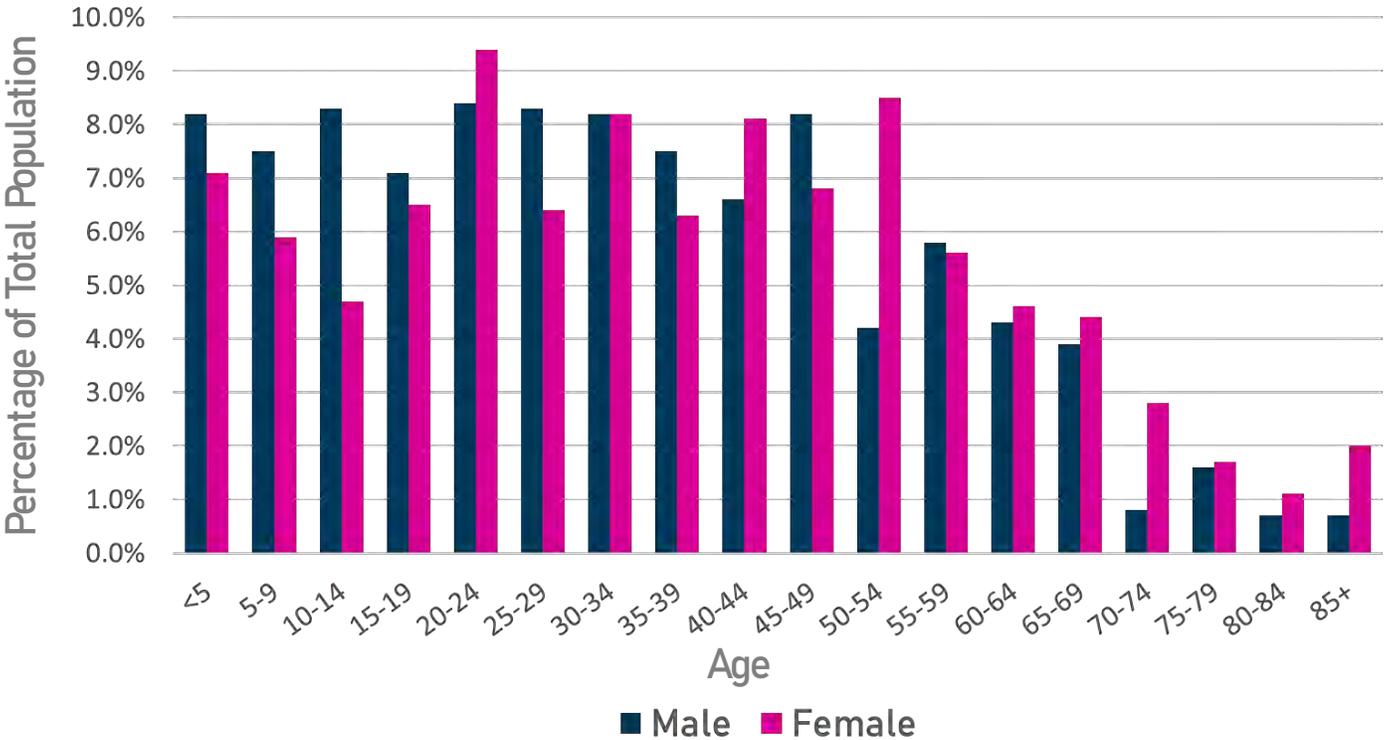


Source: U.S. Census Bureau, Decennial Census

### Population Age by Sex

**33.3**  
Median age  
Kennesaw

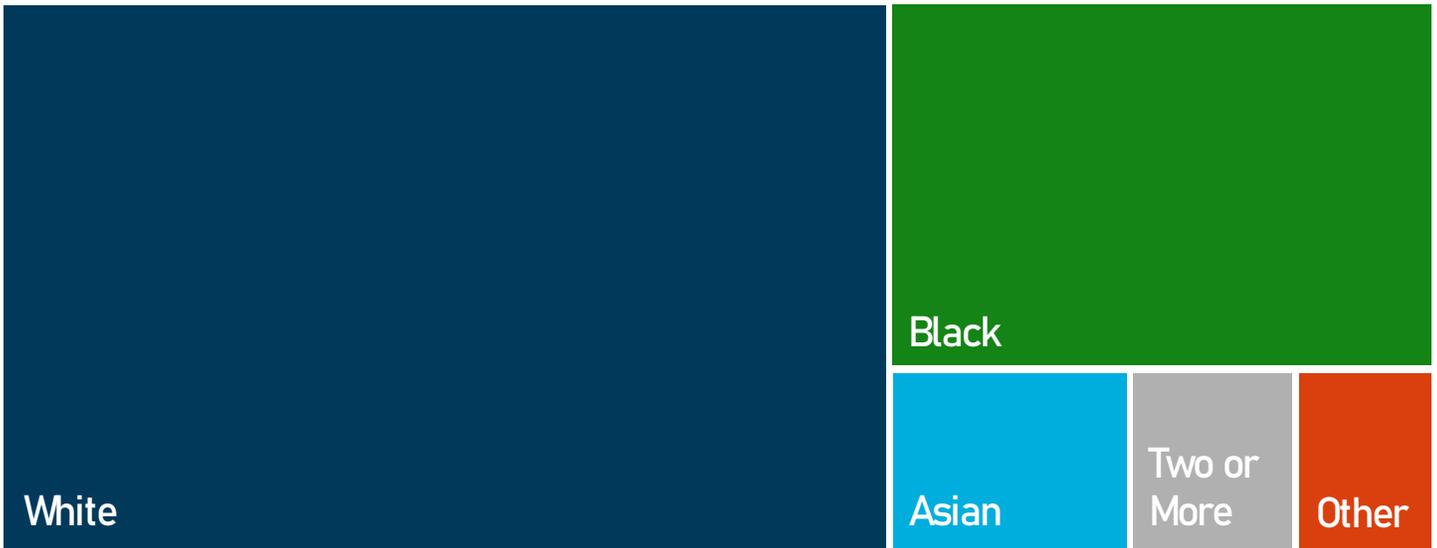
**37.3**  
Median age  
Cobb County



Source: U.S. Census Bureau, American Community Survey, 2019

# Demographic Data

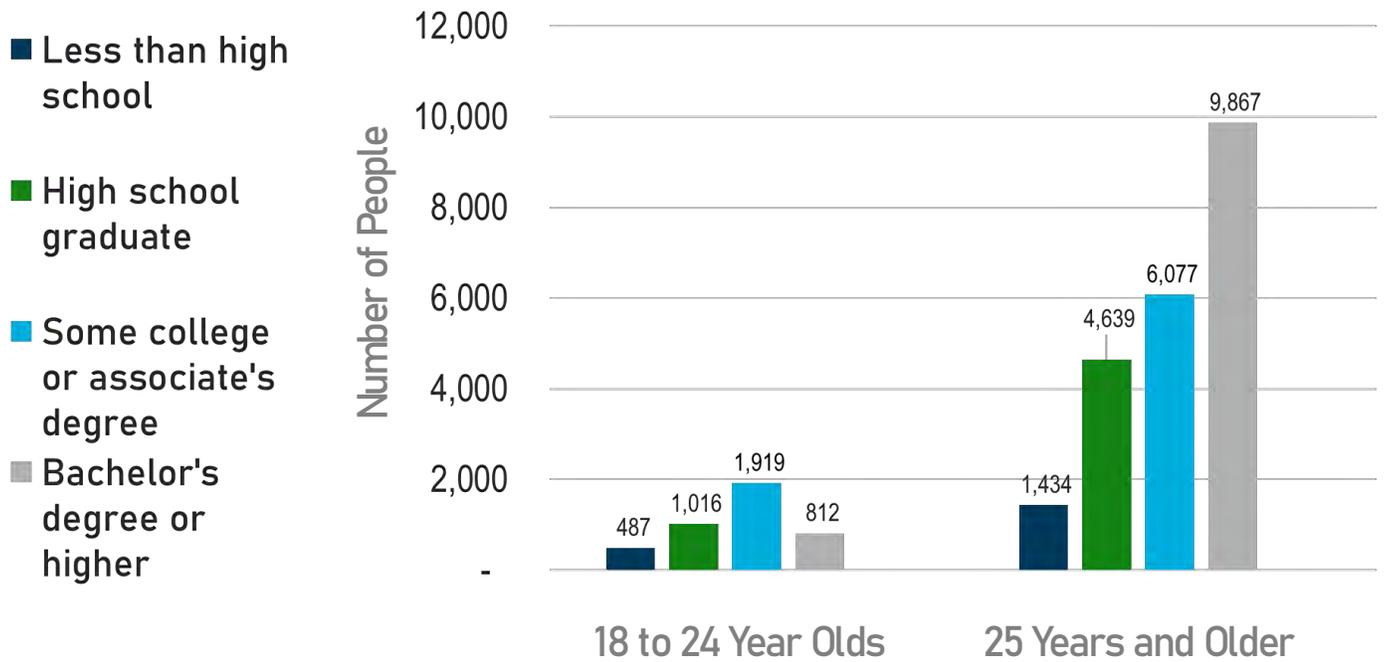
## Racial Composition



Source: U.S. Census Bureau, American Community Survey, 2019

## Educational Attainment by Age

**3,600**  
Residents enrolled in college or graduate school (2020)



Source: U.S. Census Bureau, American Community Survey, 2020

## Housing

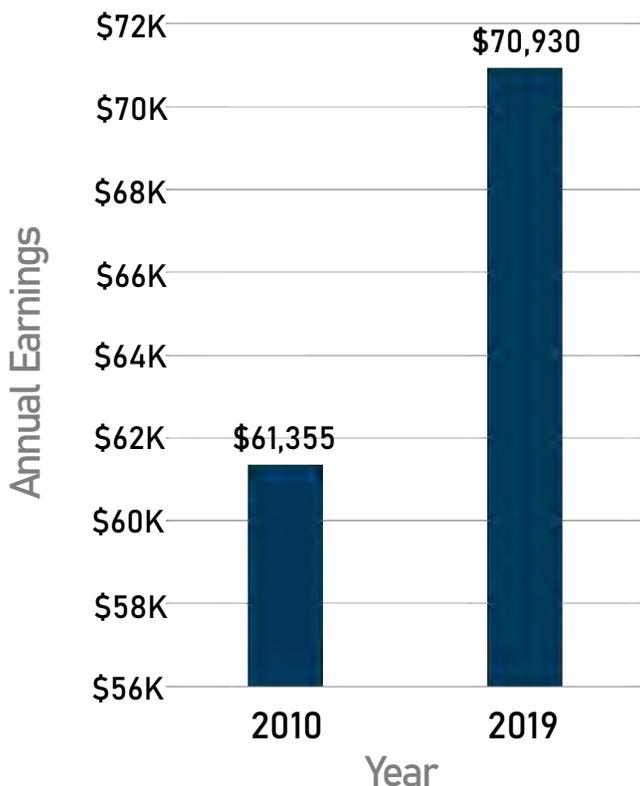
The median income, which is a number that divides a population into two equal groups, half having an income above that amount, and half having an income below that amount, in Kennesaw for homeowners is \$79,698 and for renters, the median income is \$51,959.

What is unique is that a clear majority of residents in Kennesaw are renting and spend between \$1,000 and \$1,499 on housing costs each month. Housing costs for homeowners seem to be more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$2,000 on housing costs monthly.

## Top Strategies for the Housing Submarket

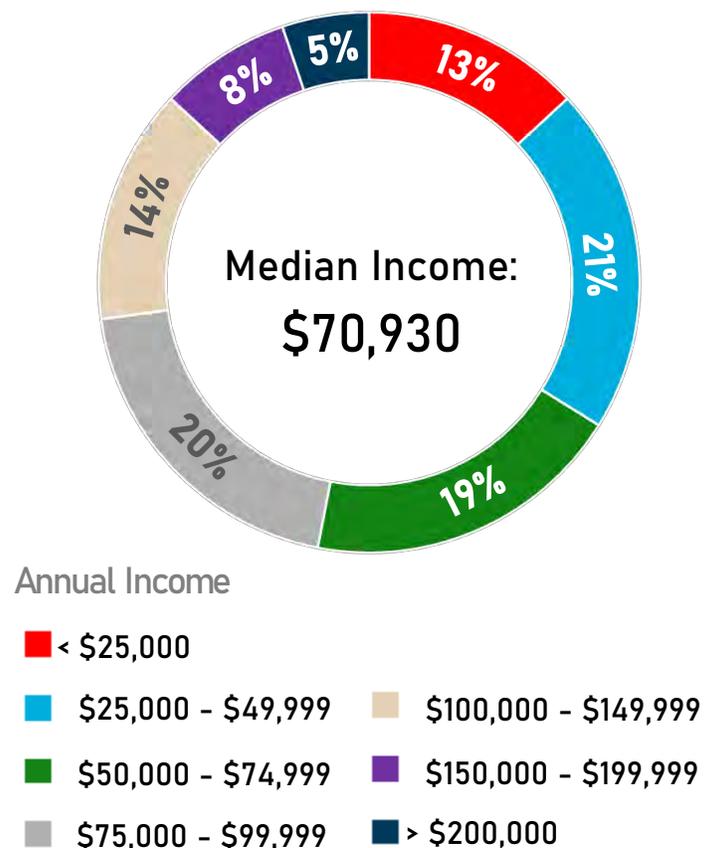
- Increase supply
- Preserve affordable supply
- Reduce housing and transportation costs
- Expand capitol resources
- Promote housing stability
- Develop leadership and collaboration on affordability

## Median Household Income



Source: U.S. Census, American Community Survey, 2010 & 2019

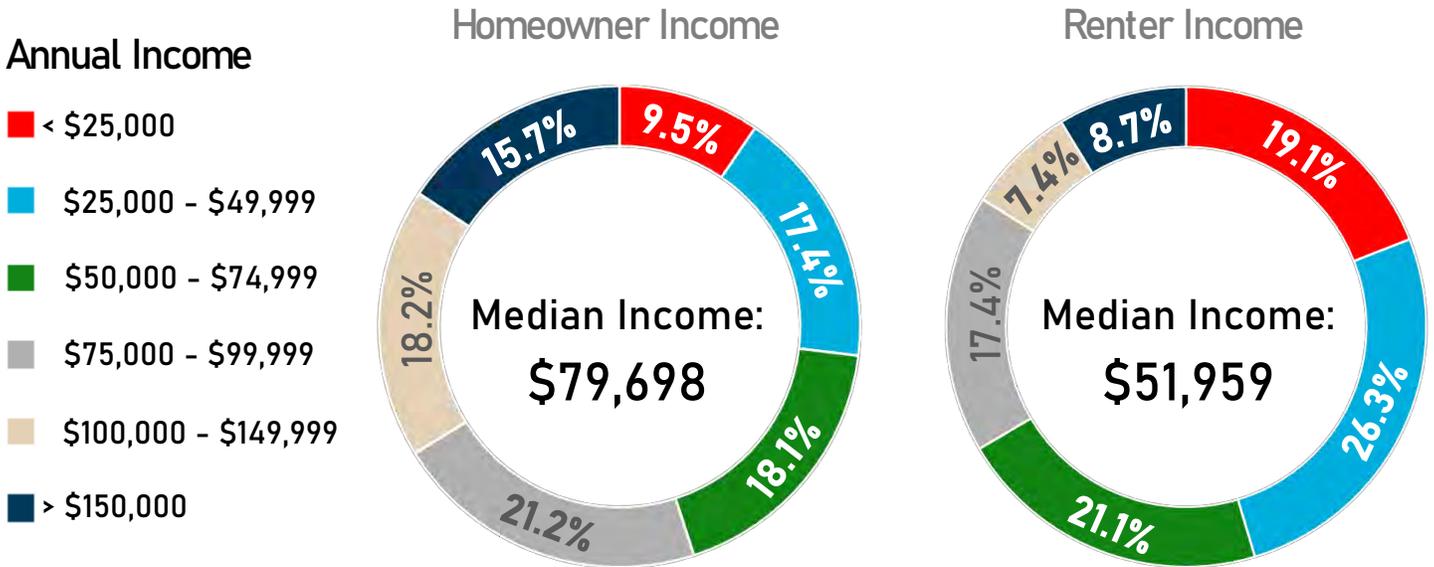
## Household Income Distribution



Source: U.S. Census, American Community Survey, 2019

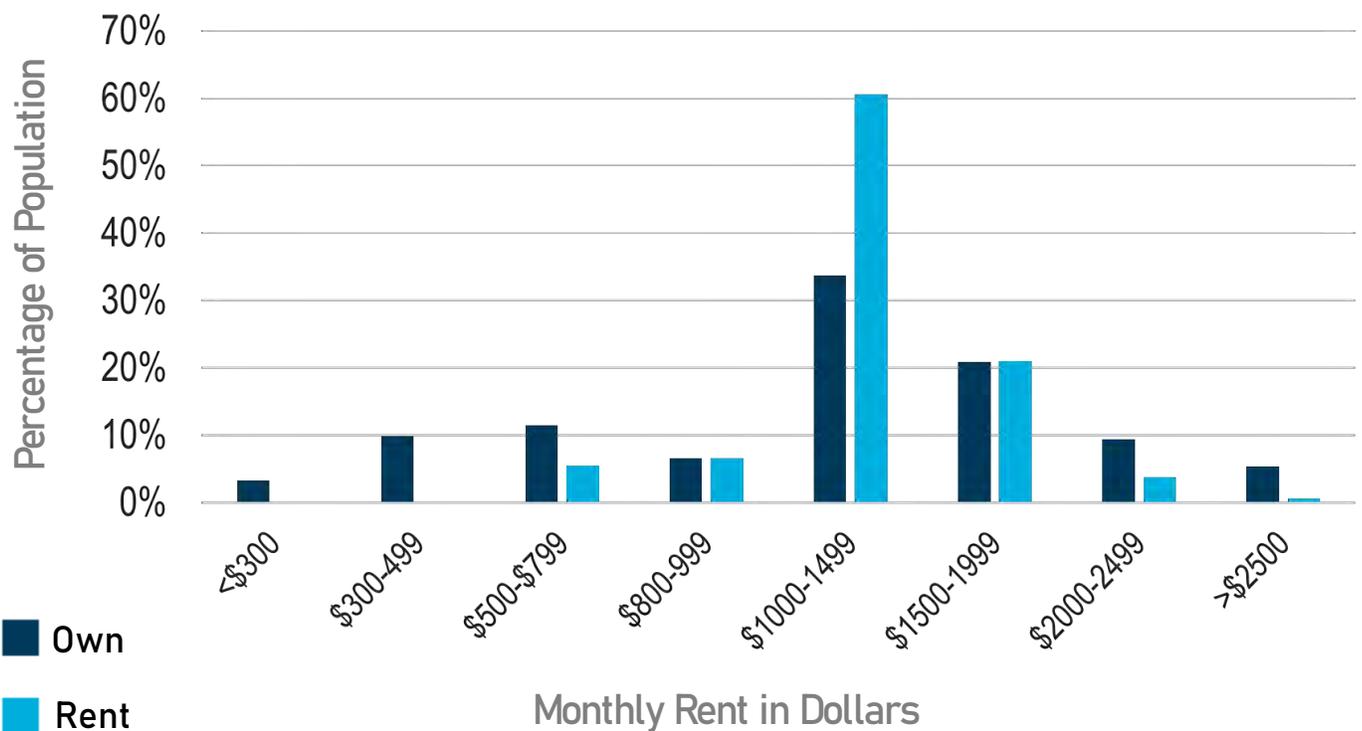
# Housing Data

## Household Income Distribution: Homeowners & Renters



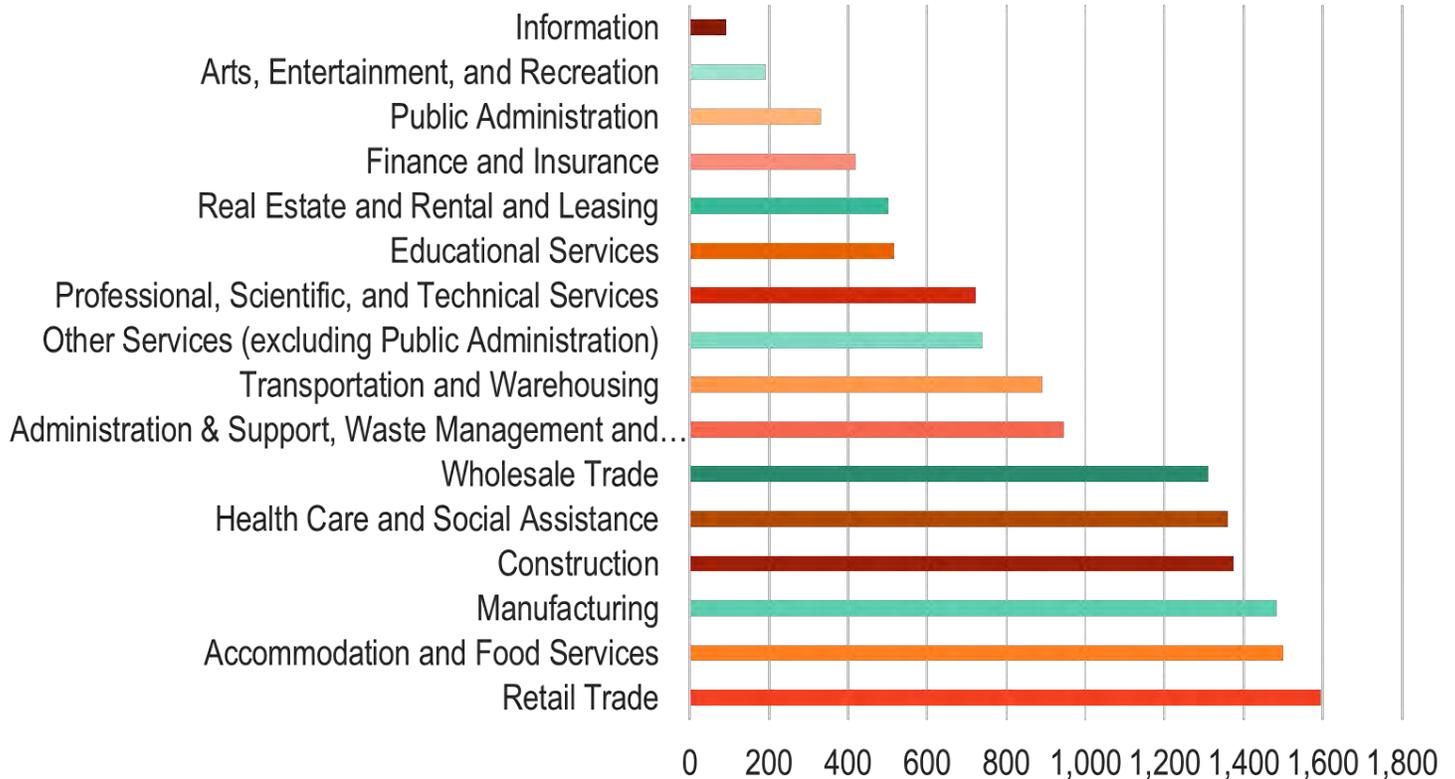
Source: U.S. Census Bureau, American Community Survey, 2019

## Monthly Housing Costs: Homeowners & Renters



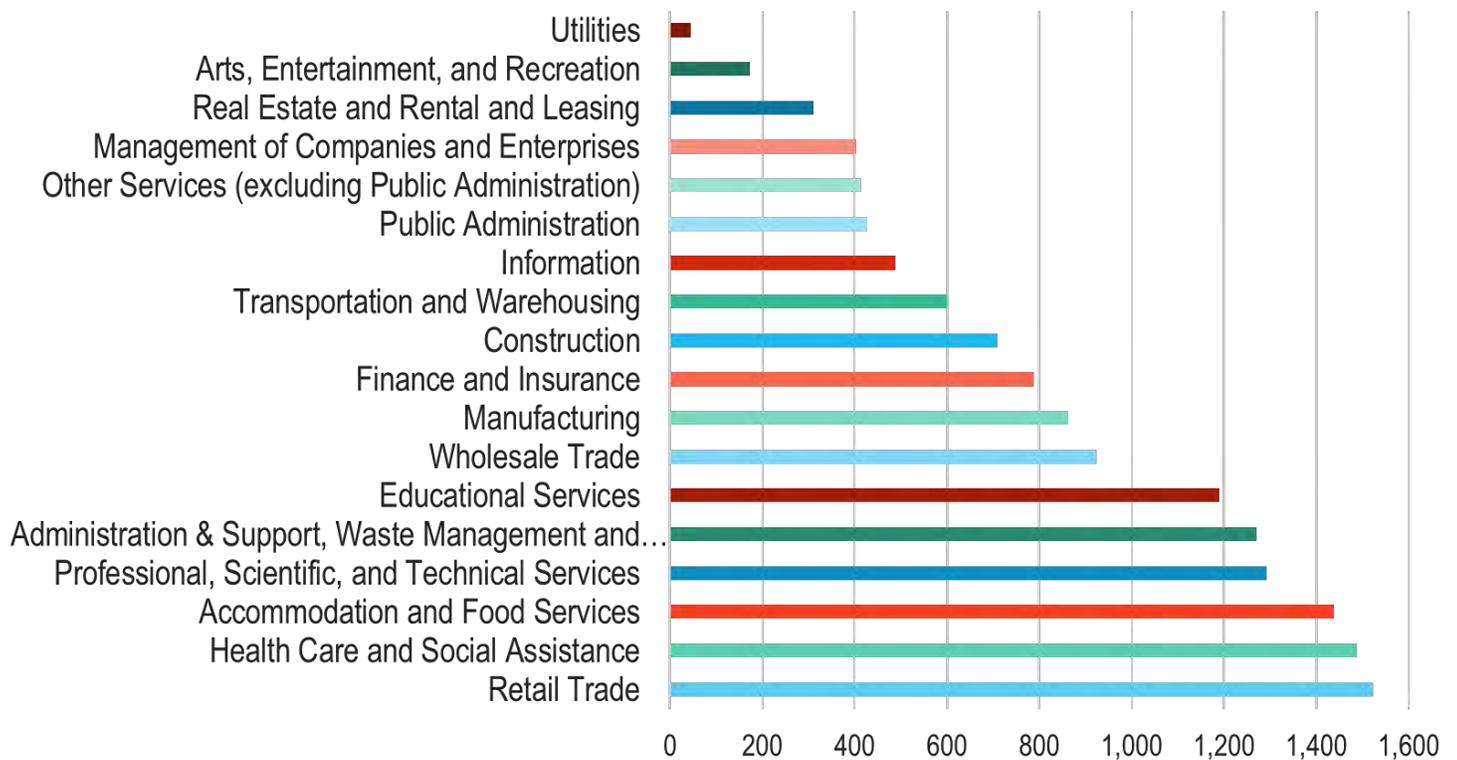
Source: U.S. Census Bureau, American Community Survey, 2019

## Employment Opportunities in Kennesaw by Industry



Source: LEHD Origin Destination Employment Statistics

## What Do Resident's Do for Work by Industry



Source: LEHD Origin Destination Employment Statistics

# Broadband Availability in Kennesaw GA



**Broadband Status**

- No Locations
- Served
- Unserved

Esri, HERE, Garmin, SafeGraph, METI/NASA-USGS, EPA, NPS, USDA

# 2022 COMPREHENSIVE PLAN UPDATE TIMELINE:

START OF PROJECT

## **AUGUST 2021 – SEPTEMBER 2021**

- Brainstormed project ideas, public participation strategies and met with the Atlanta Regional Commission (ARC) to discuss project

## **OCTOBER 2021:**

OCT 25: 1<sup>st</sup> Public Hearing - Mayor and Council Work Session

OCT 26: Secured steering committee members (25 members)

## **NOVEMBER 2021:**

NOV 1: 1<sup>st</sup> Public Hearing - Mayor and Council Regular Meeting

NOV 2: Executed Memorandum of Agreement (MOA) and sent to ARC

NOV 3: Finalized Survey Questions (City Event Survey Questions and Website Survey Questions)

NOV 4: Mommy and Me (10 – 1) (City Event/Survey Opportunity)

NOV 11: Veterans Lunch (12 – 2) (City Event/Survey Opportunity)

NOV 11: Launched Comp Plan webpage on City website (on the Planning and Zoning page)

NOV 29: Steering Committee Meeting #1 of 3

NOV 30: Winter Kick-Off (5:30 – 7:30) (City Event/Survey Opportunity)

## **DECEMBER 2021:**

DEC 1: Wednesday Wonders (10 – 11:30) (City Event/Survey Opportunity)

DEC 3: Holiday Walk Art Contest – Depot Park (All Day) (City Event/Survey Opportunity)

DEC 4: Holiday Market – Depot Park (10A – 7P) (City Event/Survey Opportunity)

## **JANUARY 2022**

JAN 3: Placed yard signs at all City Parks & Smith-Gilbert Gardens to promote awareness of comp plan and online survey

JAN 7: Flyers and postcards were distributed to City of Kennesaw facilities (e.g., City Hall, Public Works and Ben Robertson Community Center) and downtown businesses promoting the project

JAN 8: Social media post was made promoting the project

JAN 9: City LED marquee displayed advertisement promoting the plan

JAN 14: LED Billboard went live promoting public engagement meetings and online survey on Cobb Pkwy

JAN 21: Flyers and postcards were distributed and posted at businesses along Cobb Parkway, Kennesaw Marketplace, Jiles Road and Cherokee Street to promote the project

JAN 26: Social media post was made promoting the project

JAN 26: Road closure signs were utilized to advertise the two public engagement meetings in February and also promote the online survey. No road closures were needed in January and February.

JAN 27: Social media post was made promoting the project

## **FEBRUARY 2022**

FEB 1: Steering Committee Meeting #2 of 3

FEB 4: In-House Interviews with City Department Heads and City Staff

FEB 9: Public Engagement Meeting #1 of 2 (Ben Robertson Community Center & Facebook Live)

FEB 24: Public Engagement Meeting #2 of 2 (Ben Robertson Community Center & Facebook Live)

FEB 25: Road closure signs featuring the comprehensive plan advertisement were removed

## **MARCH 2022**

MARCH 1: In-House Interviews with City Department Heads and City Staff

MARCH 8: Steering Committee Meeting #3 of 3

MARCH 11: Closed public input and online survey.

MARCH 28: 2<sup>nd</sup> Public Hearing - Mayor and Council Work Session

MARCH-APRIL: City staff and ARC will be finalizing the document

## **APRIL 2022**

APRIL 4: 2<sup>nd</sup> Public Hearing - Mayor and Council Regular Meeting

APRIL: City staff and ARC will be finalizing the document

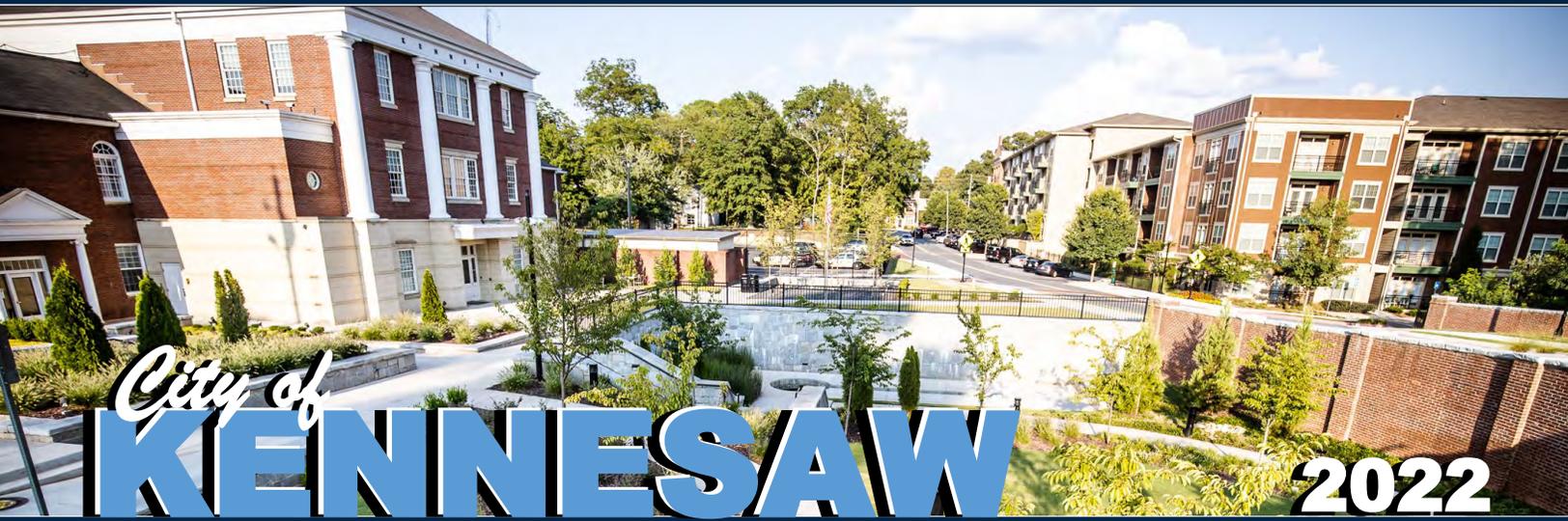
**MAY 2022**

- Kennesaw staff schedules pre-transmittal
- Give the Georgia Department of Community Affairs (DCA) at least 30-days before adoption.  
They may have revisions.

**JUNE 2022**

JUNE 30: Adoption of plan

END OF PROJECT



# COMPREHENSIVE PLAN UPDATE

Development   Roadways   Parks & Trails   Art & Culture   Historical

## What do we need?

Your feedback!  
Tell us how we are doing.

## Where do we need it?

Online. Scan QR code or visit  
<https://www.publicinput.com/B4807#0>

## When do we need it by?

The online survey is open from now  
until the end of February 2022.

## TAKE OUR PUBLIC SURVEY



# YOUR INPUT IS NEEDED

Please go online to take our survey.  
Scan QR Code or visit <https://www.publicinput.com/B4807#0>.  
A few minutes of your time will help guide future growth in Kennesaw.



*City of*  
**KENNESAW**

Community Development | Planning & Zoning  
2529 J.O. Stephenson Avenue  
(770) 590-8268

**COMPREHENSIVE PLAN UPDATE**

Development   Roadways   Parks & Trails   Art & Culture   Historical

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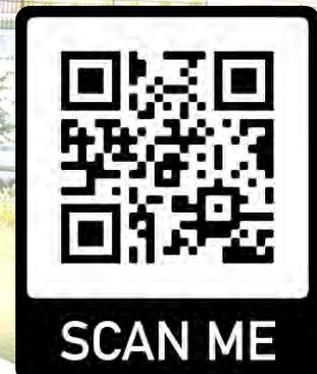
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**TAKE OUR  
PUBLIC SURVEY**



# Kennesaw Comprehensive Plan Update 2022 Copy

## Project Engagement

VIEWS	3,070	PARTICIPANTS	312
RESPONSES	2,679	COMMENTS	1,129
SUBSCRIBERS	10		

## What are the three (3) strongest assets in Kennesaw?

---

Parks, breweries, open container district

3 months ago

[34 Agree](#)

Low crime rate

Small town feel.

Activities and museum

3 months ago

[24 Agree](#)

Law enforcement has a great reputation.

3 months ago

[11 Agree](#)

Green spaces, diverse businesses, city events

3 months ago

[9 Agree](#)

Location; proximity to Kennesaw State University; family oriented city

3 months ago

[5 Agree](#)

Easy access to I-75. Strong retail and services market. Kennesaw State University in the area.

3 months ago

[5 Agree](#)

Tacos del Chavo

3 months ago

[4 Agree](#)

A lot of green spaces, very safe, somewhat walkable downtown

3 months ago

[4 Agree](#)

1. Priority on infrastructure first

2. Available land/area for development

3. wide-ranging demographics

3 months ago

[4 Agree](#)

Breweries, charming small town feel, small business centered

2 months ago

[3 Agree](#)

Swift Cantrell park

Breweries

Ice cream

2 months ago

[3 Agree](#)

this is the right answer.

2 months ago

1. The Park Swift Cateral. 2. Schools. 3. Community feel

2 months ago

[3 Agree](#)

Quaint, friendly hometown atmosphere.

Downtown family festivals.

Great parks and recreation locations.

2 months ago

[3 Agree](#)

1. A growing community that is interested in health development and bringing new interesting things to the public.
2. Law enforcement that is fair as well as respected.
3. Land and a downtown district that is open to new business and community developments.

2 months ago

[3 Agree](#)

Good City leadership with City Hall staff.

A well-defined core downtown that has a Depot Park and areas that can be "visitor/retail" friendly. KSU so close with such "largeness" and ability (if they chose) to be a part of the community.

3 months ago

[3 Agree](#)

The geographical layout of the downtown area.

This area could really be something with proper planning. This downtown area could really be a gym similar to Woodstock but without the further drive from the perimeter.

A significant amount of gentrification needs to occur from wild mans to the chiropractic but it could be a really gem of a downtown having a lot of food drink entertainment small business plus the undeveloped lot behind on the other side of the tracks.

I would urge the city planning commission to take a look at what downtown Woodstock has to offer as their inspiration piece.

one month ago

[2 Agree](#)

Parks, open container rule, the few city events

2 months ago

[2 Agree](#)

KSU

All of the green from the trees, parks, and mountain

Easy access to Atlanta

2 months ago

[2 Agree](#)

Parks, open container, breweries

3 months ago

[2 Agree](#)

Parks, restaurants, breweries

3 months ago

[2 Agree](#)

Mature trees (that we are rapidly losing and replacing with hollies), historic small town architecture, safe, walkable downtown (thank you KPD!)

3 months ago

[2 Agree](#)

proximity to 75/express lane, retail/restaurant

3 months ago

[2 Agree](#)

Parks, breweries, outdoor spaces

3 months ago

[2 Agree](#)

Gun ownership

Walk ability

3 months ago

[2 Agree](#)

KSU

Parks development

Diversity

3 months ago

[2 Agree](#)

Side walks provide an awesome safe walking opportunities

Still has small town feel

Restaurants and entertainment district

3 months ago

[👍 2 Agree](#)

museum

museum

museum

3 months ago

[👍 2 Agree](#)

Quaint down town walkable paths safely

one month ago

[👍 1 Agree](#)

Cycling Friendliness

Outdoor Parks

Walkability

2 months ago

[👍 1 Agree](#)

Parks, Housing, Restraunts

2 months ago

[👍 1 Agree](#)

Amenities and future developments

The museum

Kennesaw mountain/nature in general

2 months ago

[👍 1 Agree](#)

Parks

Diversity

Art

2 months ago

[👍 1 Agree](#)

Historic Downtown

Major university

Proximity to major transportation thoroughfares

2 months ago

[👍 1 Agree](#)

The new recreation center, downtown area and Swift-Cantrell Park

2 months ago

[👍 1 Agree](#)

Parks , walkability, museum

2 months ago

[👍 1 Agree](#)

Walkable downtown, lots of old growth trees and greenerie (Please stop cutting these down and replacing them with invasives) and consistent historic design through the downtown.

2 months ago

[👍 1 Agree](#)

Parks, walkable to local restaurants and breweries, open container

2 months ago

[👍 1 Agree](#)

The incredible growth happening right now. The Live, Work, Play communities that are coming. KSU

2 months ago

[👍 1 Agree](#)

Safety.  
Still has a small town feel.  
Great family events.

2 months ago [⊕ 1 Agree](#)

Great public parks and spaces. Community services.

2 months ago [⊕ 1 Agree](#)

Safe and comfortable environment, new modern living developments, creating variety in local businesses

2 months ago [⊕ 1 Agree](#)

Small town atmosphere

2 months ago [⊕ 1 Agree](#)

Good food places. Small town essence. Essential places near by.

2 months ago [⊕ 1 Agree](#)

Walkability, open container district, 5k series

2 months ago [⊕ 1 Agree](#)

Low crime rate (Good police force)

Community feel

Parks and activities

2 months ago [⊕ 1 Agree](#)

KBA

Swift-Cantrell Park

KSU

3 months ago [⊕ 1 Agree](#)

Parks and Rec facilities, new housing development, city leaders willing to build and attract new economic growth.

3 months ago [⊕ 1 Agree](#)

Small town feel in certain areas,

Housing abundance

Festival and events

3 months ago [⊕ 1 Agree](#)

1. KSU

2. Downtown Kennesaw (dining, entertainment, housing, safety)

3. Proximity to Atlanta

3 months ago [⊕ 1 Agree](#)

Parks and Recreation

Low Crime

Close proximity to dining, shopping, and many services.

3 months ago [⊕ 1 Agree](#)

Law enforcement, breweries, restaurants

3 months ago [⊕ 1 Agree](#)

1) Parks/Green spaces, 2) Noonday Trail, 3) safety / good law enforcement

3 months ago [⊕ 1 Agree](#)

Low crime rates, parks and cleanliness

3 months ago [⊕ 1 Agree](#)

Walkable

Restaurants

Safety

3 months ago [⊕ 1 Agree](#)

Safety, cleanliness, the people.

3 months ago [⊕ 1 Agree](#)

Walkable downtown with good restaurants. Nice parks. Safe feel.

3 months ago [⊕ 1 Agree](#)

Swift Cantrell, Depot Park and Smith Gilbert

3 months ago [⊕ 1 Agree](#)

Parks, low crime rate, Smith Gilbert gardens

3 months ago [⊕ 1 Agree](#)

Functional parks with open container, Good food and drinks, Great people

3 months ago [⊕ 1 Agree](#)

It-USED-to-be-the-small-town-atmosphere....that-is-apparently-gone-forever.

3 months ago [⊕ 1 Agree](#)

Historic Downtown including museum.

Major University.

Growing population.

3 months ago [⊕ 1 Agree](#)

Potential development

Parks

Small town feel

3 months ago [⊕ 1 Agree](#)

Proximity to major freeways. Hometown feel. Low crime.

3 months ago [⊕ 1 Agree](#)

Parks, restaurants , scenic walkability

3 months ago [⊕ 1 Agree](#)

Safety/low crime rate. Small town feel. Parks/Rec.

3 months ago [⊕ 1 Agree](#)

Proximity to KSU, proximity to 75 and 41, so much underutilized or wrongly used space there's no where to go but up!

3 months ago [⊕ 1 Agree](#)

Location, diversity, growth

3 months ago [⊕ 1 Agree](#)

Ksu, parks with free wifi, safety

3 months ago

[👍 1 Agree](#)

Low crime rate, affordable housing, plenty of shopping/stores to obtain goods and services from

3 months ago

[👍 1 Agree](#)

Low crime rate, shopping options, parks and recreation

3 months ago

[👍 1 Agree](#)

Low crime, great police, growing downtown area

3 months ago

[👍 1 Agree](#)

KSU, express lane, downtown entertainment district

3 months ago

[👍 1 Agree](#)

Parks, strong community feel, KSU

3 months ago

[👍 1 Agree](#)

Low crime, small town, parks

3 months ago

[👍 1 Agree](#)

Safety, beautiful green areas, retail stores and restaurants

3 months ago

[👍 1 Agree](#)

Safety, countless parks

3 months ago

[👍 1 Agree](#)

Parks, green spaces, shopping and amenities (more business driven by KSU)

3 months ago

[👍 1 Agree](#)

Access to highway, low crime rate, law enforcement

3 months ago

[👍 1 Agree](#)

Willingness to work with communities to build low crime rates.

Making Kennesaw a great place to live and work (job, shopping, restaurant, great homes).

Creating a safe environment for all people.

3 months ago

[👍 1 Agree](#)

High quality of living, safety and strong development of city

3 months ago

[👍 1 Agree](#)

police department, shopping, parks

3 months ago

[👍 1 Agree](#)

Low crime, nice parks, good variety of restaurant and shops.

one month ago

Low crime rate, parks, shopping

one month ago

Police dept

Parks

Close proximity to 75 and 575

one month ago

Small town feel  
Trees,grass, parks, greenspace

one month ago

Community  
low crime  
Highway access

one month ago

City Events  
Amazing Police  
Restaurants

one month ago

Small town-ness, parks, churches.

one month ago

Small town-ness, churches, parks

one month ago

Small town-ness, parks, churches

one month ago

Festivals,Parks, low crime

one month ago

Parks, entertainment district, effective police dept.

one month ago

Small Town feel, events, restaurants

one month ago

Law enforcement, parks, community opportunities

one month ago

Police involvement  
Small businesses welcomed  
Green space

one month ago

Low crime  
Good schools  
Parks

one month ago

Swift Cantrell Park  
Kennesaw State University

History, although kennesaw only shows the very small time frame of the Civil War and only from the white perspective. There are so many more people that lived in this area and it would be wonderful to learn their stories as well.

one month ago

- 1.The parks and rec dept and literally all they do.
2. Family events
3. Police are more chill and understanding

one month ago

1. Parks especially Smith Gilbert & Swift Cantrell
2. Walkable downtown
3. Racial, ethnic, economic diversity

one month ago

Low Crime Rate  
Green space  
Proximity to international and interstate travel

one month ago

Parks, community center and safety

one month ago

Parks, law enforcement, community events

one month ago

Low crime, cute downtown, hometown feel

one month ago

Local business  
Low crime  
Park

one month ago

Low crime  
Public park  
Local businesses

one month ago

Low crime  
Public park  
Locally owned businesses

one month ago

Parks, gun laws and location

one month ago

Parks. Police. People

one month ago

Parks, local history, community

one month ago

History, Southern Vibe, Wildmans

one month ago

City events that bring the community together  
Visible law enforcement (but thus far non-threatening)  
Small town feel with growing business community

one month ago

Parks, friendly community, KSU

one month ago

Great place to raise families  
History  
Diversity

one month ago

Parks, museum,

one month ago

Great parks, great downtown environment, police force

one month ago

Livability, parks, big shanty festival

one month ago

Families, recreation, community atmosphere

one month ago

Breweries/Open Container, Parks, Rec Center

one month ago

History

People

Festivities

one month ago

1.) Small town feel

2.) Open container zone with local restaurants, distillery's & breweries

3.) Potential to expand downtown

one month ago

Safe, small town feel, close proximity to other cities.

one month ago

Location, low crime rates, home town feel

one month ago

the mountain, university, downtown is walkable

2 months ago

Police, Fire and people

2 months ago

Fire personnel, police, people

2 months ago

Law enforcement, low crime rate

2 months ago

parks, lots of different small businesses, community involvement

2 months ago

Done building breweries, how about some BIKE lanes !!!!

2 months ago

Parks, diversity (age, race), convenient shopping

2 months ago

Proximity to Atlanta

Beautiful parks

Multicultural

2 months ago

Low crime  
Good schools  
Good activities

2 months ago

Small town feel, clean, accessibility

2 months ago

Downtown district, parks, beautiful landscaping around town

2 months ago

Safety, gun law makes criminals think.  
No HOA in neighborhood. Keep them out.  
Public Fairs

2 months ago

Parks, low crime?,

2 months ago

Proximity to Truist Park and airport, green space, visible public safety

2 months ago

Parks, low crime, accessible to mountains and lake

2 months ago

Location near highway, Low crime, variety of businesses especially local businesses

2 months ago

Down town  
Restaurants  
Low crime rate

2 months ago

Low crime  
Opportunity to develop a live work play downtown  
History and culture

2 months ago

Southern Museum  
New Kennesaw Recreation Center  
5K race series

2 months ago

Parks, breweries, schools

2 months ago

Small town attitude; great planned activities; green space and parks

2 months ago

Small town feel, a good distance away from the city of Atlanta, police presence and law enforcement

2 months ago

Parks, Resturants, and museum

2 months ago

University, parks, gun ownership

2 months ago

Safety, Parks and Community focused

2 months ago

Breweries, sidewalks/walk ability of downtown and low crime rates

2 months ago

trail, playground, skate

2 months ago

Safety, restaurants & parks

2 months ago

Green spaces

Law enforcement

Small town

2 months ago

Modern small town feel, breweries, eateries.

2 months ago

Green space, family friendly, low crime rate

2 months ago

Small town feel, more and more public events and parks, and a largely good and caring police force.

2 months ago

Great parks, ok downtown, nice restaurants!

2 months ago

Safety, parks, local business

2 months ago

Parks, charm in most areas, open container

2 months ago

Parks, dog parks specifically, small town feel, diverse businesses

2 months ago

KSU, Parks, diversity

2 months ago

Diverse community

Well maintained parks

2 months ago

Swift Cantrell Park, Depot Park, Close by amenities

2 months ago

Low Crime Rate, Green space, Variety of restaurant options

2 months ago

small town feel, new brewery, new coffees hop and new park

2 months ago

The kids. Younger generations bring growth and progression. Police force. Very community minded, not adversarial. Downtown is growing. That's good for local economy.

2 months ago

Low crime rate  
Small town feel

2 months ago

We need a traffic light on jiles road and jiles ct intersection

Thank u

2 months ago

We need a traffic light on jiles road and jiles CT intersection

Thank you

2 months ago

We need a traffic light on jiles road and jiles ct intersection

Thank you

2 months ago

We need a traffic light turn into the gas station and coming out  
Jiles road and jiles ct intersection

Thank you

2 months ago

Access to highways  
Safe  
Recreation

2 months ago

Location, Parks, Safety

2 months ago

Atmosphere, attitudes. Restaurants

2 months ago

green space, potential development, and city events

2 months ago

Preserved history, community involvement (ex scarecrow display), community input

2 months ago

Low crime rate, Temperate climate. Reasonable home prices compared to North East or West Coast.

2 months ago

Family oriented. Location / proximity to interstate. KSU

2 months ago

Town Center are beauty, downtown revitalization, parks and parks and parks

2 months ago

Beautiful, community, safety

2 months ago

Green space, family friendly , law enforcement

2 months ago

Low Crime rate, hometown feel, location

2 months ago

-Cost of living  
-Proximity to attractions like Kenn Mnt, Marietta Square, Lake Alatoona & Truist Park  
-safety

2 months ago

Diverse restaurants, shopping, access to I-75 and expressway

2 months ago

Parks, small town, KSU, law enforcement, activities offered, restaurants.

2 months ago

the direction the Entertainment districts are heading,  
Parks and Rec are awesome,  
very low crime

2 months ago

Downtown, tacos del chavo, swift Cantrell

2 months ago

Parks  
Trails  
Low crime

2 months ago

Small town feel  
City services (although they are not as good as they used to be)

2 months ago

Parks  
Schools  
Small town atmosphere

2 months ago

Dogs, beer and food

2 months ago

People, low crime, entertainment district

2 months ago

Infrastructure  
Community feel  
Low crime

2 months ago

Beautiful parks and recreational facilities  
Totally revamped & improved historic downtown  
Low crime

2 months ago

Why so many high density apartments? Way too many being built!

2 months ago

Community, Downtown development, Parks

2 months ago

quaint downtown, railroad history, easy access to highways and Atlanta

2 months ago

Almost all of our history and assets have been destroyed.

2 months ago

Investment in public spaces.

Festivals

Railroad

3 months ago

Parks/green space, pre-existing restaurants, walkability

3 months ago

1. Diversity in the schools, government, and neighborhoods
2. Peaceful, low-crime
3. Easy access to grocery stores, restaurants, activities (like Swift Cantrell and Train museum)

3 months ago

It's a safe city without being overrun with police, good schools, and there are lots of shops and restaurants now!

3 months ago

Community activities and events, parks, safe, proximity to interstate/major thoroughfares

3 months ago

Schools, low crime, and parks

3 months ago

Natural spaces, parks, breweries

3 months ago

Schools

3 months ago

Acto

3 months ago

Infrastructure, cleanliness and mandatory gun ownership/ low crime rate

3 months ago

Low crime

Local business

3 months ago

The people, leadership and Ksu

3 months ago

Staff

Community

Parks

3 months ago

Law enforcement

Mayor

Parks

3 months ago

Community Care  
Location  
Business atmospheres

3 months ago

People, leadership, resources

3 months ago

Great place to do business.  
It's not too crowded.  
Everyone is friendly

3 months ago

Community, Family, Business

3 months ago

History, Low Crime, Amazing people

3 months ago

Businesses, infrastructure, accessibility

3 months ago

Parks, recreation center, Depot Park

3 months ago

1. City police is visible, caring & responsive
2. Community programs, like Truck-O-Treat... excellent
3. A peaceful, safe & healthy community living

3 months ago

1. Kennesaw is caring & responsive
2. City Sanitation service is excellent
3. Swift Cantrell Park is superbly maintained

3 months ago

Low crime rate  
Access to I-75  
Potential growth

3 months ago

Good streets. Plenty of stores. Low crime.

3 months ago

Schools  
Parks  
Community

3 months ago

Quaint  
Walkable  
Potential

3 months ago

Parks, schools

3 months ago

Natural spaces, parks, breweries

3 months ago

Community  
Planned development  
City center

3 months ago

Smaller size but lots of things to do and places to eat and resources (like medical facilities)

3 months ago

People, nature and economy in that order

3 months ago

Schools, Amenities, and Open Space

3 months ago

Walking to various locations  
Historic yet modern esthetic  
Access to Interstate and Shopping

3 months ago

Green space  
Low crime rates  
Walkable downtown area

3 months ago

1. Walkability (Parks, Sidewalks, Retail)
2. City Events & Festivals
3. Low Crime

3 months ago

Safe neighborhood feel, close to shopping and entertainment, great schools

3 months ago

KSU, downtown development, and green space.

3 months ago

KSU, parks, places to eat

3 months ago

Parks, schools, low crime

3 months ago

Employment  
Protection and City services

3 months ago

Lower crime rate, great police department, schools

3 months ago

Parks, Breweries, events.

3 months ago

Ease to get to Kennesaw via 75 and 41/Cobb Parkway; the community itself (strong small business representation, eager to support non-profits and those in need; events and opportunities to be involved (parks & rec, festivals, etc.)

3 months ago

---

## What are the three (3) primary challenges facing Kennesaw?

---

Wild man's place downtown, not enough "local" restaurants, being business friendly (ease of opening a business)

3 months ago

[37 Agree](#)

Agree

2 months ago [1 Agree](#)

Downtown Kennesaw looks really great in some spots but looks really bad in more. What in the world is the butterfly house and how is that up to code? Spray painted house and broken windows? What about the burnt out buildings by the gas station they just look unappealing on that side. The run down buildings and very dated looking buildings between bernies and big shanty barbershop. Don't get people started on the eye sore of all Kennesaw wildmans.

3 months ago

[20 Agree](#)

Agree. What is all that stuff and why has it not been put up for sale...

2 months ago

[3 Agree](#)

"The Butterfly House" at least offers a break up of the monotaness no style brick crap that seems to be every other building being put up.

2 months ago

I would mostly agree with your assessment of downtown.

3 months ago

Too much affordable housing, down town Kennesaw is unattractive to visit, traffic

3 months ago

[15 Agree](#)

What is wrong with affordable housing? Isn't it better to have places where people can live? Or is this just classism and you don't want the "poor people" to live in your area?

3 months ago

[12 Agree](#)

There is NO AFFORDABLE HOUSING!

one month ago

[1 Agree](#)

Not to these people. The people making these comments are probably the ones saying they like the "small town community" while actively destroying it through there snobbery.

2 months ago

Traffic at certain times of day.

Student housing like West 22 that receives more police calls than when the mobile home park was there.

3 months ago

[13 Agree](#)

Good God! Can't they extend the light at Kennesaw due west and 41 for just another 40 seconds and clear up that mess?!

2 months ago

Open racism in the Kennesaw downtown. It's embarrassing to bring people from out of town here. Traffic.

Racial equity in business opportunities

3 months ago

[12 Agree](#)

Wildman's downtown is a blight on the community, not enough affordable housing for the working class, need more parks. Downtown Acworth is much more appealing for shopping, dining, and businesses. We need to make sure that downtown Kennesaw is a viable alternative for residents and visitors alike.

3 months ago

[⊕ 8 Agree](#)

1. Vacancy/Blight in downtown buildings
2. Inequity/Racism demonstrated downtown
3. Need more retail and restaurants in downtown (walkable)

3 months ago

[⊕ 7 Agree](#)

Traffic, the confederate surplus store

3 months ago

[⊕ 6 Agree](#)

1. Lack of walkable businesses/retail
2. Rush hour congestion
3. Meeting challenges of wide-ranging demographics

3 months ago

[⊕ 6 Agree](#)

Slow down on the apartments! Very choppy look with new properties and a lot of rundown properties on Main Street. Follow what Acworth did!!  
So much trash/litter everywhere you walk. Need more trash cans from Sardis to Moonstation on both sides of Main Street.

3 months ago

[⊕ 5 Agree](#)

Way too many high density residencies going up with little to no plan or forethought.

2 months ago

[⊕ 2 Agree](#)

If more than one family could live in a house legally in Kennesaw, I believe the apartment spam wouldn't be as prevalent.

3 months ago

[⊕ 1 Agree](#)

The traffic, shopping downtown, wild man's downtown..like can we do something fabulous with that building...

3 months ago

[⊕ 5 Agree](#)

I think it's ridiculous you can have Kennesaw festivals and not a single Kennesaw craft brewery/distillery is represented.

Downtown Kennesaw has no where to shop. Why would anyone come to downtown Kennesaw when they can go shop, eat, drink and socialize at every other downtown district.

How is every festival going to be featured in front of wildmans? Regardless of what people think as a governing body how do you allow all of your largest festivals to be featured in front of that building. Especially kid zones.

3 months ago

[⊕ 5 Agree](#)

Traffic congestion, losing a lot of trees to new development, difficulty in handling KSU's growth

3 months ago

[⊕ 5 Agree](#)

1. Wild Man's store downtown
2. Traffic is sometimes a nightmare
3. General look of downtown

3 months ago

[⊕ 4 Agree](#)

An outdated reputation that "everyone is racist;" traffic; lack of public transportation

3 months ago

[⊕ 4 Agree](#)

Traffic issues especially during morning and evening commute times on all major roads. Density of housing and commercial yielding less suburban feel. Not many areas for seniors that can walk to grocery stores or restaurants or take public transportation.

3 months ago

[⊕ 3 Agree](#)

Wild man's place is horrible.

Stuck in the past. The two major "night life" places are mediocre and owned by the same people. We need to revitalize downtown like Marietta, Woodstock, or Roswell.

one month ago

[⊕ 3 Agree](#)

Wild man's place, lack of local restaurants, and limited downtown entertainment

2 months ago

[⊕ 3 Agree](#)

Opening a small business is an act of congress in Kennesaw now.

3 months ago

[⊕ 3 Agree](#)

Lack of a vibrant downtown, very weak downtown core. Lack of bike lanes, or almost no bike lanes. I would never bike on Kennesaw streets. Lack of live music other than cover bands.

3 months ago

[⊕ 3 Agree](#)

Lack of any kind of speed control on main street, cherokee or moon station (operated as dragstrips) abd too many trucks on main street, properties that need to be updated/brought to code like boarded up windows on main street, lack of code enforcement on things that are "grandfathered"

3 months ago

[⊕ 3 Agree](#)

Need more boutique shops to support the one that are already there.

Too much housing that infrastructure can not keep up with.

Traffic downtown can be a bit hectic at times

3 months ago

[⊕ 3 Agree](#)

And the sad thing is if you look at the comments people don't want this diversity and easy access for entrepreneurs to start a business. They want and applaud the same old boring shit chain stores that look almost the same wherever you go.

2 months ago

too many apartments

downtown traffic

walkable shops/restaurants downtown

3 months ago

[⊕ 3 Agree](#)

College housing, downtown isn't comparable to other local cities - needs more boutiques/shopping, too many apartments going up and not enough police to handle the influx

one month ago

[⊕ 2 Agree](#)

Traffic, Getting crowded, car dominated design

2 months ago

[⊕ 2 Agree](#)

Clean up downtown and get rid of the old Wildman s building

2 months ago

[⊕ 2 Agree](#)

Speeding and reckless driving through downtown, many abandoned properties and homes that need updating, more parking for events

2 months ago

[⊕ 2 Agree](#)

Not enough restaurants and businesses downtown.  
Lack of sustainable traffic options and sidewalks - (golf carts, electric scooters)  
Unsoughtly businesses in downtown area. (Auto shop, derelict launderette)

2 months ago

[⊕ 2 Agree](#)

The space feels cramped and it would be nice for it to be more open and spacious, the downtown strip could use a "face lift" so to speak in some areas that look neglected, maybe a sports bar or indoor/outdoor event space would be nice to add some "liveliness" like downtown Woodstock does a great job with

2 months ago

[⊕ 2 Agree](#)

Growing too large too quickly without infrastructure.  
Turning into a college town instead of the lovely small town it was.  
The traffic is horrible, it takes me longer to get out of Kennesaw than to get to Marietta or Cartersville.

2 months ago

[⊕ 2 Agree](#)

It needs COLOR, it would be so cute and so vibrant ! Especially for visiting and maybe music in the park ?

2 months ago

[⊕ 2 Agree](#)

Unfortunately the growing mass of people disagree and would rather see the same thoughtless buildings over and over again.

2 months ago

Downtown Kennesaw needs a facelift — too many run down business are cluttering up the Main Street.

2 months ago

[⊕ 2 Agree](#)

Downtown needs more walkable businesses

3 months ago

[⊕ 2 Agree](#)

Downtown Kennesaw is lack luster, traffic, and Wildman's is such an eye sore.

3 months ago

[⊕ 2 Agree](#)

Downtown Kennesaw ruined with apartments, traffic, would have preferred more walking distance with restaurants, breweries and shopping/activities.

3 months ago

[⊕ 2 Agree](#)

Sustainable growth, walkability not enough affordable housing

3 months ago

[⊕ 2 Agree](#)

It's-is-too-late.  
Traffic-will-be-more like Barrett Parkway  
Crime will increase along with all the apartments that are being built

3 months ago

[⊕ 2 Agree](#)

Traffic.

Uneven Development.

Lack of clear center of mass.

3 months ago

[⊕ 2 Agree](#)

1. Very little to no public transportation despite being in heavily populated metro area
2. Not a lot of activities for young people. Actually not a lot of activities in general.
3. Seems like population is growing faster than infrastructure can keep up

3 months ago

[👍 2 Agree](#)

#### Parking

Need more retail space

Infrastructure. Housing is being built but infrastructure can't keep up with it

3 months ago

[👍 2 Agree](#)

Traffic. Overcrowding. Need more restaurants

3 months ago

[👍 2 Agree](#)

Difficulty for new businesses to open, image problems in main street, not enough retail in downtown.

3 months ago

[👍 2 Agree](#)

-Downtown not pedestrian friendly

-Very small group of people own most of downtown Kennesaw

-almost no shops in downtown

3 months ago

[👍 2 Agree](#)

Downtown needs to choose direction and remove/update old business for a cohesive look and feel.

3 months ago

[👍 2 Agree](#)

Lacking downtown retail spaces, traffic, walking around downtown still feels dangerous due to speeding cars.

3 months ago

[👍 2 Agree](#)

Too many multi-unit dwellings (apartments, condos, multi-use residential/commercial buildings), destruction of neighborhoods, loss of "small-town" feeling

3 months ago

[👍 2 Agree](#)

affordable housing, traffic congestion, lack of walkability to shops and grocery stores

3 months ago

[👍 2 Agree](#)

Traffic is the number one problem along with increasing density of commercial and housing. Do not agree that everyone is racist.

3 months ago

[👍 2 Agree](#)

1) All the new town homes being built may cause traffic issues on those little two lane roads.

More/improved sidewalks and bike paths could help with traffic congestion.

2) Removing regulation for small businesses in the area (like needing to serve more food than alcohol).

3) I'm a big believer in free speech, but it's obvious that Wildman's has really hindered development in the downtown area. I don't really think that there's anything the government can/should do about it though.

one month ago

[👍 1 Agree](#)

Need more restaurants- more variety

More events like the concert series- make it bigger use the new green space to hold them like marietta and Woodstock.

Would love to put a gate system at RR tracks like at tracks near The Overlook so they do t have to sound horn.

one month ago

[👍 1 Agree](#)

1. Rate of growth
2. Traffic congestion
3. Infrastructure

one month ago [⊕ 1 Agree](#)

#### Traffic

Need more unique shops in downtown

Too many eyesore businesses, industrial areas and empty/pending business areas that need facelift!

one month ago

[⊕ 1 Agree](#)

#### Traffic

Old buildings downtown

No centrally locate library

one month ago

[⊕ 1 Agree](#)

Too many apartments, too few trees, too many cars

one month ago

[⊕ 1 Agree](#)

Traffic, housing prices, budgeting

one month ago

[⊕ 1 Agree](#)

Lack of non-motorized options (Cobb Pkwy in particular), balancing the downtown growth with traffic pressure, addressing housing needs for all income levels

one month ago

[⊕ 1 Agree](#)

Need more small businesses (yoga studio, boutiques, etc), Wild Man's, Need more walkable places.

one month ago

[⊕ 1 Agree](#)

Uncontrolled growth

Lack of infrastructure

Loss of quality of life

one month ago

[⊕ 1 Agree](#)

(1)TRAFFIC STUDIES before allowing huge developments. There are huge backups on Rte 41 almost every day now from Barrett Pkwy to Cartersville!! (2) lack of green spaces (3) overcrowding

2 months ago

[⊕ 1 Agree](#)

Bad WiFi, lack of public transit options, development projects

2 months ago

[⊕ 1 Agree](#)

Lack of safe bike lanes between homes and schools/parks/downtown, not considering electric bicycles as future of local transportation (healthier, cheaper, more energy efficient than cars and reduces traffic for people that use cars), poor bus service to Atlanta (especially weekends).

2 months ago

[⊕ 1 Agree](#)

Traffic: slow traffic on Cobb Parkway, we need a transit solution that fits us now and the future.

Eateries: We need unique restaurants, diversity

Leadership: lack of diversity, experience, new ideas

2 months ago

[⊕ 1 Agree](#)

1. SuBourbon Rock & Oyster Bar (creates an unwanted crowd, risk for violence and unnecessary neighbor noise pollution). More local businesses needed, maintaining the home town feel of Kennesaw as it grows.

2 months ago

[⊕ 1 Agree](#)

Affordable houses being purchased and then rented out at crazy rents. Wildman's place is still there.  
Growth/traffic/apartments.

2 months ago

[⊕ 1 Agree](#)

Too much dense housing, Kennesaw State University, Traffic

2 months ago

[⊕ 1 Agree](#)

too many apartments, too much vacant retail/warehouse/office space

2 months ago

[⊕ 1 Agree](#)

Wildman's shop

Overcrowding

Rising crime

2 months ago

[⊕ 1 Agree](#)

Too many apartments, traffic, litter

2 months ago

[⊕ 1 Agree](#)

Traffic is a nightmare and adding massive amounts of housing while not widening the road is only going to make it worse, unattractive landscape- until the last month the torn down areas were left untouched and not required to keep the area clean and presentable, trying to grow too big too fast

2 months ago

[⊕ 1 Agree](#)

Too much growth

Not enough local restaurants

Crime moving up from Atlanta

2 months ago

[⊕ 1 Agree](#)

Rapid increase to housing costs and property taxes

Traffic Congestion

We need a traffic light on the corner of Moonstation Rd and Main St.

2 months ago

[⊕ 1 Agree](#)

Increasing buyout of neighborhoods by price-gauging landlords with no regulation. Permitting and/or requiring the registration of individual properties may assist law enforcement with holding landlords accountable for harm caused to community while reducing the tax burden on responsible and conscientious residents.

Increasing high speed traffic without limit enforcement.

Over development and overzealous building permit issuance without adequate throughput for vehicular traffic and regard for the safety of current property owners residing within city limits.

3 months ago

[⊕ 1 Agree](#)

There is a lack of diversity in city leadership, lack of focus on infrastuctuee like public transit and improved traffic flow, and the response to COVID has been horrendous without mandated masks in public places.

3 months ago

[⊕ 1 Agree](#)

1. Some inner roads need resurfacing

2. Additional Sign boards, in parks, for pet owners, to clean up after

3. Some areas, overgrown trees are blocking street lights

3 months ago

[⊕ 1 Agree](#)

Lack of retail business  
Vacant retail properties that are eyesores  
Number of apartments going up in the area

3 months ago [⊕ 1 Agree](#)

Parking  
Speeders in Pedestrian areas  
Traffic

3 months ago [⊕ 1 Agree](#)

Not enough parking, not enough restaurants/retails stores in downtown area, dangerous pedestrian crossings

3 months ago [⊕ 1 Agree](#)

Downtown needs to be upgraded  
Traffic on 41  
More retail and restaurants

3 months ago [⊕ 1 Agree](#)

Over populated, traffic, decrease in small business locations

3 months ago [⊕ 1 Agree](#)

Gentrification, traffic, traffic

3 months ago [⊕ 1 Agree](#)

Traffic, Cobb County school board, no public transportation

3 months ago [⊕ 1 Agree](#)

Too much high density housing, public schools students are zoned for keep going downhill, too much development without improving infrastructure first.

3 months ago [⊕ 1 Agree](#)

Traffic, City Taxes and too much housing which is clogging the area

3 months ago [⊕ 1 Agree](#)

Liberalism, globalist and idiots in between

3 months ago [⊕ 1 Agree](#)

Traffic, parking, housing costs

one month ago

Traffic  
Growing crime  
KSU expansions

one month ago

Too much growth, less planning on keeping greenspace

one month ago

Traffic  
Wild Man's is a blight on downtown  
Speeding around town has gotten out of hand

one month ago

Traffic, cross lights not stopping cars for pedestrians, too many apartments.

one month ago

Over building.. taking of green space, traffic

one month ago

Balancing small town feel with large town growth. Kennesaw needs to maintain its charm while encouraging more local business

one month ago

Traffic, parking,

one month ago

Not enough to draw residents to downtown, tons of student housing for KSU going anywhere they can find, city taxes

one month ago

Traffic

Congestion

More to come with no improvement to roads to help eliminate

one month ago

1. Prices of housing (especially apartments). My family and I wanna stay, but it looks less and less likely
2. Need for local businesses
3. The farmer's market doesn't have anything

one month ago

Too many apartments and townhouses, not enough small businesses and affordable restaurants, parking availability downtown.

one month ago

Too many malls

Store repetition in a small area

Bike and pedestrian access

one month ago

Too many approvals of high density residential developments

The need of a Bureau of cultural affairs for more attractions, entertainment & social planning.

The lack of capitalization of the access and proximity of an international airport and its visitors.

one month ago

Over development, potential loss of funds from new cities in Cobb County and if we can sustain all of the new building, historical preservation

one month ago

Infrastructure seems strained in terms of driving, local places shutting down due to pandemic has sterilized some areas

one month ago

Cost of public services

Maintaining green space - limit development of multi-housing developments

New residents having the same care (love) for the community environment

one month ago

Needs more investment in public transit options/biking, need to build more apartments- ideally with a retail ground floor, increase investment in green spaces/art

one month ago

More shops & restaurants accessible to events controlling growth

one month ago

1.) Barriers to entry for new small businesses (why does it take almost half a year to acquire a business license?)

2. The law in Kennesaw that states you have to serve more food than alcohol

3. The lack of truly considering the future and what the downtown area could be.

one month ago

no protected bike lanes, unwalkable communities, crime rate increasing

2 months ago

No bike lanes, no real mass transportation, no truly affordable housing

2 months ago

BIKE lanes .....

2 months ago

Housing prices

Poverty

Lack of public transportation

2 months ago

Traffic

Keeping low crime

Green space/parks

2 months ago

Lack of diversity, racist feel, lack of parks (!)

2 months ago

Lack of local restaurants (instead of chain restaurants)

2 months ago

Don't over crowd.

Need more restaurants and variety of them.

Affordable housing.

2 months ago

Traffic management, managing responsible residential and commercial development, keeping property taxes low.

2 months ago

Need local restaurants, run down look in some areas, growth of the college

2 months ago

Need to continue to develop downtown, lack of affordable housing, improve walkability

2 months ago

Thoughtful downtown development

Generational diversification

Avoiding disproportionate government housing

2 months ago

Pedestrian Safety - we need safe crosswalks for pedestrians especially at the intersection where the Frozen Cow is located

Apartments - the ones going up on summer street are so close to the road and there are too many of them

Restaurants - need some more reasonably priced ones

2 months ago

Too many apartments/affordable housing; rising crime rates; lack of shops, restaurants, etc downtown

2 months ago

Worn down buildings; too many high-rises taking away from the small town look; traffic

2 months ago

There are WAY too many apartment complexes being constructed in Kennesaw. Be ready to deal with a huge influx of crime.

Kennesaw is still a highly-desired place to live. With the increased population comes more traffic, and Cobb Parkway is already a nightmare.

Please stop mowing down every tree in the town! We need the green spaces, not apartments like Enclave that look downright awful.

2 months ago

crime

2 months ago

Traffic now and yet to come when all the apartments, condos and shopping are completed on Cherokee St. between McCollum and Ben King Roads.

Empty buildings on Main St and WildMan's Building. What does this say about our city?

Too many apartments being built in and around downtown area.

2 months ago

Needs more restaurants/bars, entertainment, and shopping. Need to consider layout/placement of activities/restaurants. For example downtown Woodstock's reformation has large outdoor seating area that backs up to a small amphitheater and playground for kids. Parents can enjoy the atmosphere of the brewery while watching their kids play on the playground. Would like to see a wine bar like uncorked to add more variety/options. Walking trails that lead to downtown area from nearby parks. Needs more accessibility.

2 months ago

Overgrowth through too many high density residencies, (traffic) lack of roads/parking/access due to population growth with little foresight to affects, and rising cost of living ( though much of costs and taxes fall upon Cobb county and inflation).

2 months ago

Road conditions, dog park availability. I can only think of two.

2 months ago

Unightly empty land use around Kennesaw Due West & Cobb Parkway intersection on both sides of 41. Commuting in Cobb without mass transit, & increased air traffic from McCollum Airport.

2 months ago

Wildman's needs to go immediately

Remove the mandatory gun law for residents

City seems unwilling to be socially modern

2 months ago

Lack of consistency in downtown (Comp would be Woodstock), Growing possibility of crime as KSU grows, Parking downtown for large events

2 months ago

Not enough local reasturants, poorly planned city events, parks/playgrounds need more tlc/attention.

2 months ago

Traffic on 2 lane roads

Need more businesses in down town

Areas that still need regentrification

2 months ago

Traffic. Too many locals still pissed they lost the civil war. Traffic.

2 months ago

Parking, traffic and small business growth

2 months ago

seems like we are encouraging excessive drinking with the multiple breweries/bourbon distilleries

2 months ago

Racism, removing greenspace for unsustainable development and with no eye to preserve historic trees or native growth, light pollution we should follow <https://www.darksky.org/our-work/lighting/lighting-for-citizens/lighting-basics/> in order to preserve a better environment.

2 months ago

Traffic

Cost of living

Too much growth

2 months ago

1. Overbuilding - there seems to be construction everywhere. 2. Pollution from the reduction of the green spaces, trains and etc. 3. Traffic

2 months ago

Should have more condo/permanent options downtown vs apartments!

2 months ago

Lack of bike paths/lanes to downtown Kennesaw, lack of public transportation, seems very slow to get things done... Where is dry county brewery in downtown, where are independent restaurants/shops,

2 months ago

Traffic, KSU, railroad

2 months ago

potential development (getting approval by city), still has many buildings that need face lifts or more, and lack of businesses (shopping/restaurants) in downtown area.

2 months ago

1. A growing population has lead to more traffic on the roads at key parts of human traffic hours.  
2. Not enough workers to staff businesses.  
3. Construction

2 months ago

Lack of boutiques walkable shopping

Rundown historic buildings

Subourbon Bar

2 months ago

Not specifically to Kennesaw but I think to the country in general. Supply chains. Building supply prices. The third one isn't here any longer so I'll just name two. :)

2 months ago

Increased housing and size of infrastructure, traffic, repeating types of restaurants (ex too many coffee shops)

2 months ago

A few more restaurants downtown would be nice.

2 months ago

Over building of condos, townhomes, apartments downtown and 41. Too many empty strip malls and short term motels. Not enough businesses, restaurants, bars downtown.

2 months ago

Not enough retail downtown, Wild mans, 41 (weekly hotels)

2 months ago

Will it soon be only a college town?  
Will the hometown feel be lost?  
Planning for future growth. Houses upon hiuses

2 months ago

-image  
-low end housing  
-lack of independent restaurants (non-chains)

2 months ago

Increasing crime, demand for more development, old reputation

2 months ago

Roads and traffic, increasing crime and residential density

2 months ago

Traffic, basically infrastructure can't keep up with growth. Growth will cause more crime. Fast growth also means we lose the small town feeling. Need more walkable space and we have hardly any public transportation to go around Kennesaw.

2 months ago

- 1) New infrastructure reinforcing car-dependency. This means bigger stroads, more traffic, more pollution, less trees.
- 2) Ugly architecture and stroad expansion in previously mentioned developments is making Kennesaw less beautiful
- 3) Traffic!!! Deserves its own mention

2 months ago

sidewalks and bike paths in downtown, we finally have a sidewalk to the collage and the Mall stop using any 3 acres to place as many house as possible the size of KSU because we know they will go Div 1 plan on it

2 months ago

Traffic, managing the growth of the university, too much fast food and industrial looking businesses. (le, Jiles Rd & Cherokee)

2 months ago

A lack luster downtown that is seldom busy.  
Over priced rent.  
A lack of arts, museums, and distinct culture.

2 months ago

Wild Man's place, traffic law enforcement and housing

2 months ago

Lack of Local restaurant, traffic, too many apartments (student only housing)

2 months ago

Traffic control  
Public transport for local spots. (Trolley system)  
Loud vehicles

2 months ago

taxes.. highest in Cobb County! traffic

2 months ago

downtown not cohesive (continuous business, parking), not enough dining and entertainment, railway can cause traffic congestion

2 months ago

Low spending on or attention to Infrastructure and maintenance.

Too many variances allowed to developers.

Spending benefitting a minute segment of citizens and non-residents at the expense of city tax-payers.  
IE: Art, parks, museums, gardens, etc.

2 months ago

Lack of storefront density, the civil war surplus store, and dirty rivers

3 months ago

There is so much trash on the ground in the city area and not enough trash cans available to dispose of it. No one abides by the crosswalks in downtown, even with flashing lights.

3 months ago

Traffic/congestion downtown, growth has focused primarily on housing

3 months ago

Growth & Traffic

3 months ago

Infrastructure

Balance of college student housing and residential housing

3 months ago

Reputation of prejudice (I don't agree but the reputation exists, lack of boutique type shopping, great areas that are outdated and old and could use renovation.

3 months ago

Barriers of entry for new business development,  
prohibition era laws hindering growth for breweries, distilleries, and wineries  
communication by city/KBA to communicate and plan festivals and events(WHEN IS BIG SHANTY 2022?)

3 months ago

1. University growth (for better or worse it's a challenge)
2. Aging/underdeveloped neighborhoods
3. Infrastructure

3 months ago

Too many apartments/condos being built.  
Downtown area and approaching downtown is unattractive.  
Kennesaw is losing its small town appeal and becoming too urbanized.

3 months ago

- 1) Affordable single, family-unit homes
- 2) no consequences for owners not properly disposing of dog waste
- 3) recycling program for all Cobb residents

3 months ago

Need more shops, restaurants, galleries downtown  
Intersection of Moon Station and Main Street is horrible during rush hours  
When all new housing is complete, traffic could get crazy

3 months ago

Population growth. Loss of greenscape. Traffic

3 months ago

Traffic  
Burdening of schools  
Too many apartments

3 months ago

Swift Cantrell Skate park is getting out of Control recently ... Enforcing park rules might help ... Request police officers to stop by when they have free time might help , adding camera`s might help ... These are only my requests as parent ..

3 months ago

Upkeep of various older residences close to downtown  
Old residences turned to business use that appear abandoned  
Traffic management at the Moon Station Rd/Main St intersection after Pritchard Park is completed and occupied

3 months ago

Growing too quickly, traffic

3 months ago

Lack of affordable housing, Low paying jobs, TRAFFIC. The commute is hell.

3 months ago

Infrastructure,-which-has-been-ignored-of-late.

3 months ago

Historic properties limiting growth. senior homestead tax exemption. Selective code enforcement.

3 months ago

Too much low quality, high density, low income development and apartments, too much focus on outside (and staff) interests rather than citizens' concerns , poor planning and zoning with seemingly unqualified expertise to make qualified decisions

3 months ago

traffic, high density housing, unfettered KSU growth

3 months ago

TRAFFIC, too many new homes being built, few small businesses opening

3 months ago

Too many people complaining about affordable housing, traffic, potholes

3 months ago

Growth is causing the feel of a smaller town to end up feeling like the smaller town ambiance is being lost, keeping housing affordable, traffic congestion

3 months ago

Not enough downtown home ownership, traffic management, Pat Farris

3 months ago

Building new structures, taking care of old roads and streets

3 months ago

traffic, older homes being rented to multiple people in one home/transient, homes/neighborhoods not being maintained

3 months ago

Traffic/using the neighborhoods a cut throughs. Lack of enforcement of traffic laws in the neighborhoods especially the no turn restrictions at Big Shanty Drive and Cherokee St. Lack of investments to modernize the neighborhoods on Cherokee St and Big Shanty that have supply the City since the 60s.

3 months ago

Parking, senior living, restaurants

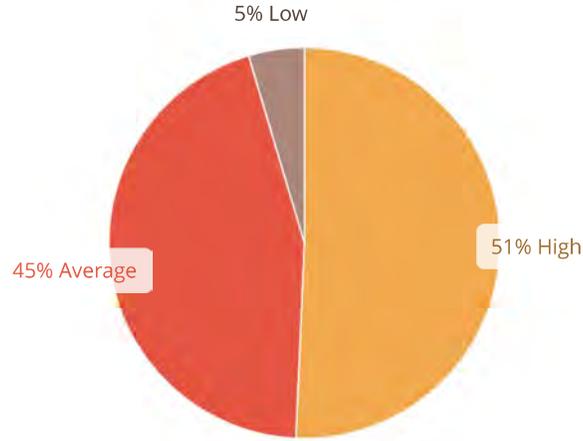
3 months ago

Too many layers of regulation and approval (county, fire marshal, city, etc.) and they often contradict each other. They certainly add multiple levels of fees and need to hire professionals. Local politics/politicians who don't let professional staff do their jobs. Conflicts of interest in those local politicians then putting developers de ja vu on the committees, boards, etc. Let professional staff do their jobs without being put into that pressure pot.

3 months ago

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2 months ago

I have to fill something in here

3 months ago

There are always improvements available

3 months ago

I have the resources to do well here. Though I pay for private schooling for my child because the schools are not as well funded or diverse as I'd like.

3 months ago

North Cobb high is one of the top 1% of diverse high schools in GA. It has over 60% minority students.

2 months ago

Generally, a clean, healthy, friendly & peaceful city for families to live in.

With years, traffic is increasing. An additional lane (where single lanes) may ease. Concrete water channels, besides roads, in public & in residential neighborhoods, are cracked/damaged. The water that collects there, is dangerous for traffic, and, further damages the adjacent road & property. A supervisor had done a survey and recorded channels that needed replacement, a couple of years ago. But, nothing happened yet.

3 months ago

Kennesaw is a lovely city to live in. Some areas, traffic density is increasing with years. An additional lane may ease it. At several places, the roadside water channels, in public and residential neighborhoods are broken. Water that accumulates there, is a danger to traffic and further damages the road & property adjacent to it. A supervisor had taken note & recorded details of where replacement was needed, a couple of years ago. But, no improvements happened subsequently.

3 months ago

Great things are being done in downtown Kennesaw which are leading to a "High" rating.

3 months ago

The walk ability is still attractive, but I fear that it will be my demise some day with the sure to come excess of traffic,

3 months ago

Very nice town, just needs better infrastructure and public transportation to keep up with the growing population. Would help with traffic.

3 months ago

3 months ago

We are our own echo chamber sometimes. It is good. It can be better.

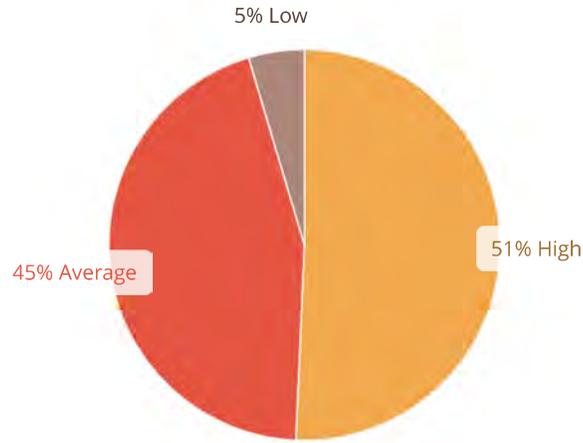
3 months ago

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3 months ago

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There are always improvements available

3 months ago

I have the resources to do well here. Though I pay for private schooling for my child because the schools are not as well funded or diverse as I'd like.

3 months ago

North Cobb high is one of the top 1% of diverse high schools in GA. It has over 60% minority students.

2 months ago

Generally, a clean, healthy, friendly & peaceful city for families to live in.

With years, traffic is increasing. An additional lane (where single lanes) may ease. Concrete water channels, besides roads, in public & in residential neighborhoods, are cracked/damaged. The water that collects there, is dangerous for traffic, and, further damages the adjacent road & property. A supervisor had done a survey and recorded channels that needed replacement, a couple of years ago. But, nothing happened yet.

3 months ago

Kennesaw is a lovely city to live in. Some areas, traffic density is increasing with years. An additional lane may ease it. At several places, the roadside water channels, in public and residential neighborhoods are broken. Water that accumulates there, is a danger to traffic and further damages the road & property adjacent to it. A supervisor had taken note & recorded details of where replacement was needed, a couple of years ago. But, no improvements happened subsequently.

3 months ago

Great things are being done in downtown Kennesaw which are leading to a "High" rating.

3 months ago

The walk ability is still attractive, but I fear that it will be my demise some day with the sure to come excess of traffic,

3 months ago

Very nice town, just needs better infrastructure and public transportation to keep up with the growing population. Would help with traffic.

3 months ago

3 months ago

We are our own echo chamber sometimes. It is good. It can be better.

3 months ago

I love living here! Close enough to Atlanta but small town feel.

3 months ago

---

**Are there any historically or culturally significant buildings or sites in Kennesaw that you feel are in danger of being lost or altered? And what role should the city play in helping to preserve and protect these?**

---

Turn the old library into something...where local artists can display work, some sort of event space... something useful

3 months ago

[15 Agree](#)

The Lazy Labrador did a wonderful job restoring that building! It would be nice to see something similar done to the Painted Butterfly, the old library, antique store on Main Street, the hair salon next to it, etc. Any of these buildings would make such a unique artist co-op which would help attract more people to downtown Kennesaw.

3 months ago

[12 Agree](#)

There are a number of homes in and around the historic district that appear neglected and abandoned. Give these homes life by encouraging existing owners to sell them to buyers that will maintain them. Either to people that will live in them or to businesses to open shop inside.

3 months ago

[10 Agree](#)

The three story brick building on Main should be preserved and looks to be in fairly good condition except for the front where the Civil War "museum" is housed. That should be cleaned out and cleaned up.

3 months ago

[8 Agree](#)

Nope. You should especially tear down the racist store in downtown Kennesaw. What you're doing downtown is atrocious with the huge mixed-used development and not charming AT ALL.

3 months ago

[3 Agree](#)

Some homes on Main Street and in downtown need some love (specifically on corner of Park Dr). The home on the corner of Main and Lewis does NOT need to be surrounded by more townhomes - just cleaned up. Wildmans has got to go. It seems to just be an issue and Kennesaw does not need to be know for having the "racist" shop, although I understand that is not it's intent. Bye bye Butterfly house. Clean up gas station buildings.

2 months ago

[2 Agree](#)

The Facade of the building that wildman's is in is beautiful and should be built around, if possible, with removal of the Wildmans signage and what it, in theory, represents

2 months ago

[2 Agree](#)

Please get rid of "Wildman's" racist shop, it's disgusting and disrespectful. Clean up other abandoned shops and make them useful. Kennesaw Mountain and The museum are well worth preserving

2 months ago

[2 Agree](#)

I would like to see the very controversial & intimidating Wildman's place be turned into something nice that everyone (I.e. all races) can enjoy.

2 months ago

[2 Agree](#)

Get rid of the civil war surplus store. Many of the other older buildings like the old school and library are good spaces for a farmers market or art display situation.

3 months ago

[2 Agree](#)

What's going on with red brick building next to Wildmans? What is keeping that into turning it into something cool?

What's up with the land and new building that Dry County was going to build on??

It seems like Kennesaw likes to drag its A\$\$ with giving new permits when someone has a cool idea for something new in downtown. Get rid of the crappy abandoned Houses on Main Street!

3 months ago

[2 Agree](#)

There's almost nothing in the Kennesaw downtown about the fight for civil rights

3 months ago

[⊕ 2 Agree](#)

This needs to be handled by professionals. And the rules need to be consistent and consistently applied. OR we need to eliminate them. They are one of the levels of regulation that need evaluation including how they are administered.

3 months ago

[⊕ 2 Agree](#)

Downtown is in rough shape and there are no buildings that should kept around. Get rid of Wildman.s

2 months ago

[⊕ 1 Agree](#)

I hope Wildman's place can come down now that he's passed. Love to see more art, music, and culture. I don't know of any particular building that should be saved - not there there aren't any.

2 months ago

[⊕ 1 Agree](#)

Kennesaw Mountain Battlefield and Southern Museum are great historic sites worth preserving

2 months ago

[⊕ 1 Agree](#)

Let's get wild man's turned into a B&B.

2 months ago

[⊕ 1 Agree](#)

The Widman building should be preserved - but without the store.

2 months ago

[⊕ 1 Agree](#)

The city should remove all racist and trashy monuments to confederates. It's embarrassing and disgusting to see these still standing especially in downtown Kennesaw.

3 months ago

[⊕ 1 Agree](#)

The old library in downtown Kennesaw should be turned into an arts/community center and incubator.

3 months ago

[⊕ 1 Agree](#)

'Old' isn't historic. Older properties that are neglected should be held to the same standards as maintained properties; they aren't.

3 months ago

[⊕ 1 Agree](#)

North Main Street homes, Main Street itself, Historic homes on Cherokee, Lewis House has already been lost and irretrievably compromised as has the Galt House on Cherokee

3 months ago

[⊕ 1 Agree](#)

I honestly can't think of anything too historically significant around here. Like there's a train station bit a lot of towns have those.

3 months ago

[⊕ 1 Agree](#)

Is there a locally designated historic district? Not that there's much left to preserve but there should be one of there is not one. The city should offer a tax credit incentive program to restore historic properties.

3 months ago

[⊕ 1 Agree](#)

The library/any other vacant and historic buildings - Potentially change into stalls for vendors and artists?

3 months ago

[⊕ 1 Agree](#)

Wild man's!

3 months ago

[⊕ 1 Agree](#)

Sad to see the old library with no business there. There are opportunities to preserve. Painted butterfly needs to go and something else unique in its place

3 months ago

[👍 1 Agree](#)

protect as much of the downtown as possible.

3 months ago

[👍 1 Agree](#)

It seems as though the land adjacent to Kennesaw Mountain National Battlefield Park is more recently being encroached (for road widening and neighborhoods). That makes me a little nervous. I know that it's Federal land, but this is something I've noticed.

The City should play as much a role as the Federal Govt will allow, to support and preserve KMNBP.

3 months ago

[👍 1 Agree](#)

Historic building are great as long as they're maintained. It doesn't look like many historical buildings are being maintained very well in the downtown area.

one month ago

Yes

one month ago

The Wild Man's buildings all the way over to the library

one month ago

Wildman's should cease to exist as it is now. It perpetuates the narrative that Kennesaw is racist and immediately puts people on edge. That is a location that should change, it's been there long enough and we shouldn't have symbols of hate a division as soon as folks enter town.

one month ago

Library isn't historically old, but seeing something go in there would be nice.

one month ago

The building that houses Wildman's needs some updating. It would be a shame to see a building like that fall apart or have to be destroyed because it isn't maintained

one month ago

No

one month ago

No

one month ago

Wildmans place is the first to come to mind - the building was built in the 1900s and that is really neat that the building is still standing. I'd love for the end unit where Whistle Stop used to be to be restored. And not sure what is going on with the end unit where the bed and breakfast was going, but I don't want to lose that small town charm of the old buildings. I like that the Lewis Street house and Galt house is being built into their communities.

one month ago

The buildings and houses along Main Street should be maintained and preserved. Some could use an uplift.

one month ago

Too much new in downtown

one month ago

upkeep on the old historic buildings rather than letting them be run down

2 months ago

No, and I would rather the city spend its funds and efforts on projects that have more significance to the wellbeing of the community (water/sewage systems, education, parks and rec)

2 months ago

No, and the city should spend their efforts and funds in addressing more significant projects

2 months ago

No.

2 months ago

No

2 months ago

Homes around downtown look in bad shape. The city should absorb them into a historic trust to make them more appealing to the eye. Get some historic markers placed near them for posterity.

2 months ago

No.

2 months ago

Most of the "downtown" buildings have been replaced by high rises; doesn't have the look and feel like downtown Acworth. City should try to preserve some of the old buildings instead of demolishing.

2 months ago

n/a

2 months ago

No

2 months ago

fix up the old homes on main street leading towards downtown from jiles

fix up the shack across from summers st

fix up wildman dents building

2 months ago

Renovate the historic bank building, maintain tight design standards to preserve the feel, increase design standards to include preserving the old growth trees, remove invasive plantings and only allow new plantings to include native species.

2 months ago

No

2 months ago

Many of the historic homes could be turned into businesses...like in downtown Roswell.

2 months ago

Wildman had the right to his own property, but that block has potential to be something special.

2 months ago

The stone house was already lost due to big developers and a total disregard for the land. The city should have already stepped up. There is very little untouched land at this point for the "city" to protect. The city government has been too busy bending over backwards giving developers what they want to care about its city and citizens. But the old Whistle Stop Cafe and that strip of building should be protected, cleaned up, and brought up to safety standards. The old cafe has been boarded up for more years than I can count at this point. And due to the codes and difficulty the cafe faced, the city lost what was a very busy and popular restaurant. Now it's just another building with boarded up windows and doors. The other shops on that strip could use some help too.

2 months ago

None that I'm aware of

2 months ago

The museum. The houses along Main Street. The old buildings in downtown.

2 months ago

The old library and the several buildings downtown that have been damaged in fires need to be cleaned and turned into something else.

2 months ago

Keep some of the old historic buildings but clean them up some

2 months ago

Some of the buildings downtown are in disrepair and need updating. Is there a historical architect looking at this problem?

2 months ago

nonw

2 months ago

no

2 months ago

All of the old historical structures have been allowed to be destroyed and unprotected. There is nothing left to save. Might as well take any laws or ordinances off the books as they were never followed and not needed any more except for political abuse.

2 months ago

Butterfly House

3 months ago

The ones by the upcoming Galt commons.

3 months ago

If functional, keep them.

If not, get rid of the eyesore

3 months ago

Wildmans needs to be preserved and protected in making sure it stays running

3 months ago

Hell no it needs to go! Racism should not be tolerated.

one month ago

No

3 months ago

None the old architecture makes this city feel like it is from a bygone era. Kennesaw needs to decide if it wants a bustling downtown(Woodstock) or to be a museum.

3 months ago

The building where Wilma had his shop. I realize that it is in disrepair but if it is feasible to save and restore that would be wonderful.

3 months ago

It would be nice to see investment in historical homes/buildings to refresh their appearance while maintaining their historic feel.

3 months ago

We are happy, that, the new buildings coming up at downtown Kennesaw, are by and large, retaining the aesthetics of the old Town. Few old buildings, that are dilapidated, may be developed anew, in the red-brick style, as other new buildings, retaining the old feel. Some single lane roads, may need an additional lane. We must preserve the much loved, old Town feel.

3 months ago

Anything and everything related to the past especially Southern heritage

3 months ago

Make it easier for small businesses to open

3 months ago

None

3 months ago

Wildlife areas because of irresponsible development

3 months ago

No

3 months ago

Who cares?! Historical buildings are beautiful to those who can keep them up. Once they outlived their usefulness, build new. Otherwise they look trashy and hinder and clean and productive city.

3 months ago

Historic buildings in town are almost empty. I fear they will not be used or preserved well.

3 months ago

Wildman's is a historic landmark but maybe time to move on

3 months ago

Only buildings of same type should be allowed to replace existing buildings (single family with single family, etc.).

3 months ago

No

3 months ago

HPC process for minor improvements slows the rate of growth for non historic homes in the district resulting in degraded appearances

3 months ago

Make it useful or tear it down

3 months ago

History not remembered is history doomed to be repeated. Even if we don't agree with the cultural significance of all of our downtown buildings, they must remain and be protected and restored.

3 months ago

The house that housed the butterfly lady. The strip with Debt Meyers store and the old Kennesaw Elementary property.

3 months ago

We should preserve as much as possible of the older buildings and historic sites.

3 months ago

---

## Which culturally or historically significant buildings or sites do you feel are most important to the community?

---

I wish we would turn the old library into a great venue for local artists to display (possibly sell) their art. The tunnel could have some beautiful murals painted in it. The end of the building where Wildman's (ugh, can we get rid of that place already?) is, is a beautiful and unused space.

3 months ago

[⊕ 11 Agree](#)

A combo bookstore/art gallery would be excellent for the old library building with a small coffee bar!

3 months ago

[⊕ 7 Agree](#)

Many of the Civil War monuments' pro-slavery and anti-federalist stances are embarrassing to bring out-of-towners around

3 months ago

[⊕ 6 Agree](#)

Really ????? Arfaid of HISTORY. Embarrassing???

2 months ago

Kennesaw Mountain National Battlefield Park; The Southern Museum (with The General); various less prominent Civil War sites throughout the City.

3 months ago

[⊕ 5 Agree](#)

The houses on Main Street. The museum and the original buildings downtown.

2 months ago

[⊕ 1 Agree](#)

None of the racist sites are of interest to anyone except other racists. They can all be demolished and id prefer shops or parks for the kids.

3 months ago

[⊕ 1 Agree](#)

It's too late;-Cherokee Street is ruined forever.

3 months ago

[⊕ 1 Agree](#)

Kennesaw Mountain

one month ago

The train museum

one month ago

The Depot and McDonald Farm

one month ago

The museum, the area around trackside

one month ago

The buildings that include Dent Myers place should be restored to a friendly welcoming landmark.

one month ago

The Railroad Museum. Kennesaw Mountain National Battlefield Park are important.

one month ago

Kennesaw Mountain. Buildings in downtown

one month ago

None

one month ago

The Noonday Creek Trail is a fantastic resource. I would love to see it extended. I would also love to see it widened in places.

2 months ago

None

2 months ago

Train depot

2 months ago

Kennesaw Mountain and its surrounding areas

2 months ago

The museum

2 months ago

Preserve the old buildings instead of demolishing them; clean up Main Street properties

2 months ago

southern muesum

2 months ago

Historic Kennesaw Homes and the business in line with Wild Man's (although, I would be okay if his business was changed to bring in new business)

2 months ago

Kennesaw Mountain Park should be preserved.

2 months ago

Preserve the depot and museum, turn the library into a board game bar, remove any statues preserving racism and racist history to improve our city.

2 months ago

Whole section of buildings adjacent to Wildman's

The painted butterfly needs City intervention

Same with the laundromat ... get rid of it!

2 months ago

Train depot, southern museum, cemetery.

2 months ago

Kennesaw Mountain

2 months ago

Kennesaw Mountian

2 months ago

Depot

2 months ago

All gone

2 months ago

Railroad Museum

3 months ago

I don't feel that any need to be "preserved", many of the older buildings should be repurposed as they are currently sitting vacant.

3 months ago

Wildmans and the Locomotive Museum

3 months ago

City hall

3 months ago

Fresh water spring for it's historical significance during the civil war. Also the Train museum and train depot.

3 months ago

The Train Depot, DT Kennesaw walking tunnel, Kennesaw Mountain & The Southern Museum

3 months ago

The railroad station & surrounding area, garden and museum must be preserved.

3 months ago

Kennesaw Mountain National Park

3 months ago

The Southern Museum, the Depot, the Well behind City Hall and Kennesaw Mountain.

3 months ago

Train Museum, Depot Park, Wildmans building, but do something good with it.

3 months ago

Depot Park

3 months ago

Downtown kennesaw and Kennesaw National park

3 months ago

Kennesaw Mountain

3 months ago

Um there's a train station? That's pretty neat I guess.

3 months ago

Wild man's!

3 months ago

None

3 months ago

The building that wild man's is in is significant and city should fast track redevelopment of the building even with wild man in place if needed

3 months ago

Kennesaw Mountain Battlefield, Train Depot and Civil War sites

3 months ago

Kennesaw mtn

3 months ago

Train Depot at Depot Park, Galt House, Kennesaw Mountain National Battlefield

3 months ago

The Indian well at City Hall. The significance and story behind it -- that is inspiring and should be told and protected.

3 months ago

Museum and Depot

3 months ago

Kennesaw Mountain, Wild Bill's Museum, Southern Museum

3 months ago

All older buildings and sites are significant. History should not be cancelled out. The Civil War happened a long time ago and today we are all one country and one community.

3 months ago

---

**What are the most significant natural and environmental resources in the area? What role should the City play in helping to preserve and protect these? Natural and environmental resources can include bodies of water, wildlife and wildlife habitat, forests, undeveloped land, etc.**

---

QUIT MASS CLEARING ACRES UPON ACRES OF LAND TO BUILD UGLY APARTMENT BUILDINGS!!!!!!-WE ARE ALREADY SEEING WILDLIFE SCURRYING TO FIND HOMES AND DEALING WITH FLOODING ISSUES!!!

3 months ago

[14 Agree](#)

The increase in utilitarian high density housing is really ruining the aesthetic of the community. It is losing its beauty and being replaced by massive buildings that all look the same and destroying lots of land in the process.

2 months ago

[7 Agree](#)

The increase in utilitarian high density housing is really ruining the aesthetic of the community. I

2 months ago

[2 Agree](#)

Stop clearing wildlife when there are plenty of places in the downtown and surrounding area to knock down old buildings/houses and put something new.

2 months ago

[2 Agree](#)

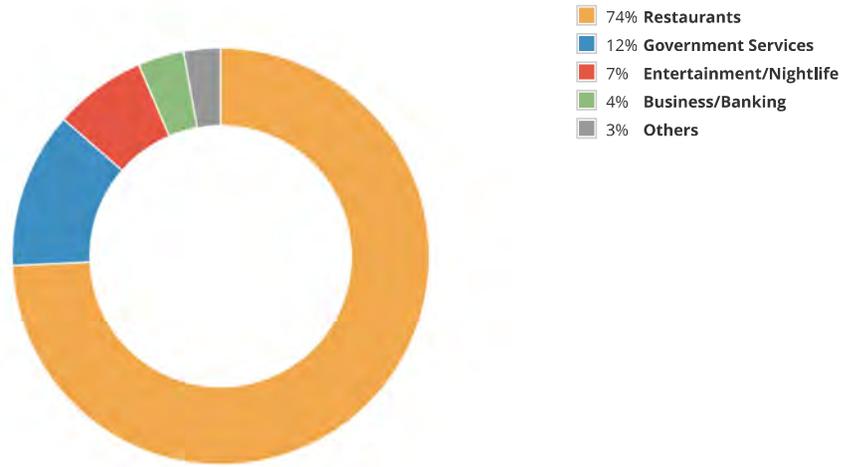
Stop demolishing/clear cutting trees for condos/apartments.

3 months ago

[2 Agree](#)

---

## What is your primary reason for visiting downtown Kennesaw?



140 respondents

## What would you describe as the top project or improvement that could be made to downtown Kennesaw?

Bring in more retail offerings, unique shops. Make things more walkable. Maintain some open green space.

3 months ago

[17 Agree](#)

Attract more restaurants to encourage the many businesses located in the City of Kennesaw to patronize local restaurants for lunch and stick around for happy hour/dinner. The City has done a good job attracting more restaurants than years past, but there is still room to grow.

During the holidays, there are not many larger facilities/restaurants that have private space to host a large group. Having an option like that could help drive significant tax dollars over time.

3 months ago

[9 Agree](#)

Revitalizing the block of buildings connected to Wild Man's and redeveloping the businesses in the proximity of the Chevron station.

3 months ago

[4 Agree](#)

Stop the train whistle

3 months ago [4 Agree](#)

Complete Depot Park and bridge over railroad tracks.

3 months ago

[4 Agree](#)

## How would you characterize your perception of the pace of development in Kennesaw in recent years?

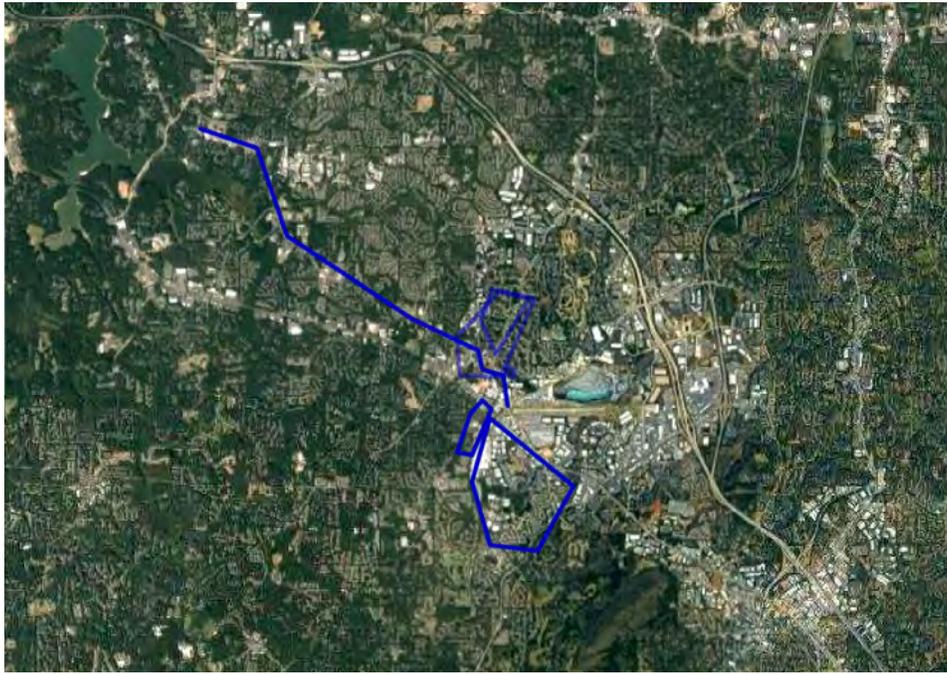
Average



Too Fast

Too Slow

Where would you like to see future development focused?



## How would you rank the following housing needs in Kennesaw?

	Need More	Have the right amount	Need Less
Affordable Housing	23% Need More	41% Have the right amount	36% Need Less
Senior Housing	14% Need More	46% Have the right amount	40% Need Less
Mixed-Income Housing	21% Need More	46% Have the right amount	33% Need Less
Single-Family Housing	48% Need More	39% Have the right amount	13% Need Less
Multi-Family Housing	13% Need More	31% Have the right amount	56% Need Less

133 respondents

Permanently ban private student housing. Worst housing idea ever and such a drain on law enforcement.

3 months ago

[7 Agree](#)

Less apartments

3 months ago

[6 Agree](#)

Too many multi-units dwellings

3 months ago

[5 Agree](#)

We have enough senior living. We need to focus on single family and affordable housing to attract younger people.

3 months ago

[3 Agree](#)

[Show all comments](#)

**What would you describe as the most important housing need in Kennesaw? What role should the City play in helping to preserve and protect these?**

none, already have too much.. overbuilding is causing congestion

3 months ago

[7 Agree](#)

More affordable apartments/ rentals. Would help accommodate the growth of younger population.

3 months ago

[4 Agree](#)

more senior housing with walkability to services and shopping

3 months ago

[3 Agree](#)

Single home housing or townhouses. No more apartments or senior living

2 months ago

[1 Agree](#)

Preserve neighborhoods within city limits. Add sidewalks to those neighborhoods. Stop building high occupancy density development.

3 months ago

[1 Agree](#)

**How would you rank your satisfaction with the City's transportation system?**

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	17% Poor	29% Below Average	32% Adequate	10% Good	3% Excellent	10% No Opinion
Traffic Congestion	38% Poor	32% Below Average	22% Adequate	7% Good	- Excellent	1% No Opinion
Road Conditions	12% Poor	18% Below Average	43% Adequate	23% Good	3% Excellent	- No Opinion
Pedestrian and Bicycle Safety	34% Poor	33% Below Average	18% Adequate	8% Good	3% Excellent	4% No Opinion
Public Transportation	47% Poor	20% Below Average	9% Adequate	3% Good	3% Excellent	18% No Opinion

120 respondents

**Are there any locations in the City that you feel are particularly dangerous for pedestrians or bicyclists? Please list specific locations and what makes them dangerous (traffic, traffic signals, lack of crosswalks, quality of road surface etc.).**

---

Swift Cantrell park needs more than 1 entry/exit. With all the upgrades the city has done, during the spring and summer, it is gridlocked trying to get in and out the park. Especially during events held in the park, it should not take an hour to get in and out the park. Maybe putting a traffic light at the entry will rectify the situation but something should be done sooner than later.

3 months ago

[14 Agree](#)

Streets should have sidewalks on both sides allowing for safe travel by walkers and bikers

3 months ago

[14 Agree](#)

Big Shanty/Cherokee/Shirley Dr. Bad for traffic as motorists ignore or don't see (it sits too far back) the "no left turn between 4-7 pm" sign westbound on Big Shanty. Pedestrians are brave to cross from new Depot Park parking lot to Frozen Cow or Lazy Labrador

3 months ago

[10 Agree](#)

How about putting in bike lanes?

3 months ago

[5 Agree](#)

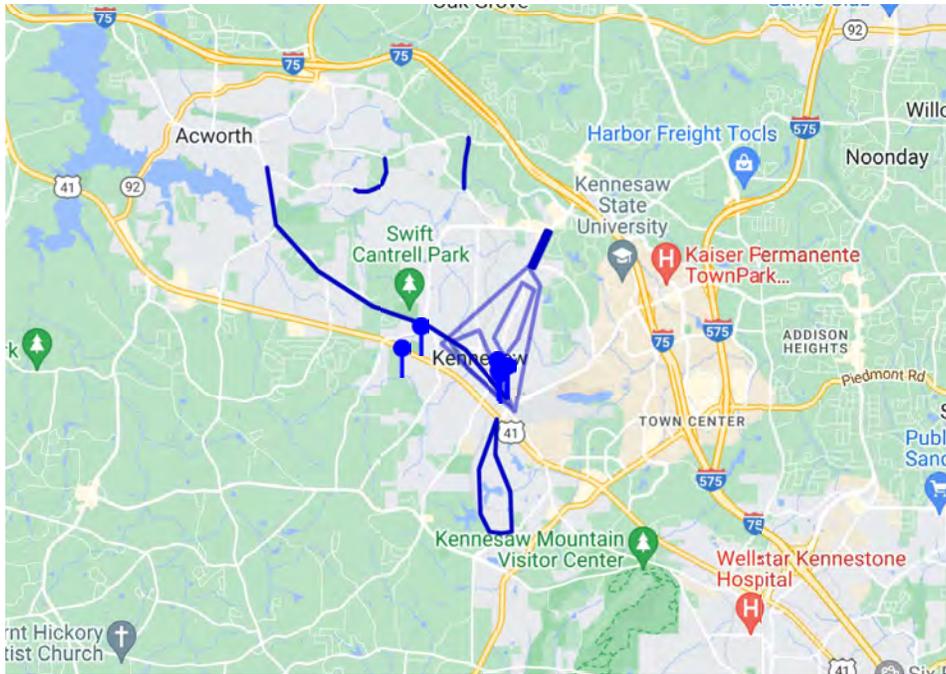
Speed limits are not enforced on Main Street or moon station. Not suggesting a Gestapo mentality but 49 miles an hour in a 25 zone deserves a ticket. Kennesaw will never achieve a 'walkable' downtown without traffic enforcement.

3 months ago

[2 Agree](#)

---

On the map below, mark up to three locations where you feel there is a traffic safety issue and explain.



Kennesaw is not a pedestrian friendly town, too dangerous. Drivers disregard speed limits and directional signs, more law enforcement would help.

3 months ago

5 Agree

Swift Cantrell needs crosswalks onto old 41. Probably a stop light.

3 months ago

5 Agree

I am moving to the Cantrell Crossing townhouse development off of Rutledge across from the Swift Cantrell Park. There are many families that live there, including myself, that would like to be able to walk to the park as it is just a short distance but are unable to do so due to there being no sidewalks and practically no shoulder. It would be extremely dangerous just to walk that short distance. A short sidewalk just from the development on Rutledge to Old 41 Hwy would be deeply appreciated by so many.

3 months ago

3 Agree

The map never appeared. Radius of Downtown Kennesaw is dangerous. Speeders on Sardis Street and Ben King

3 months ago

3 Agree

Show all comments

### What is your experience with broadband access?

Average



Poor

Good

## If you have issues with broadband, what are your issues?

We want google fiber.

3 months ago [4 Agree](#)

Just got new Fiber. Before there was a problem with dropping out. We'll see how the new stuff goes.

3 months ago

[1 Agree](#)

Internet speeds are terrible. There are so many places around town I can't even get a signal. I was at Trakside trying to call to give directions and my calls and texts wouldn't go through. Even at home it's horrible.

one month ago

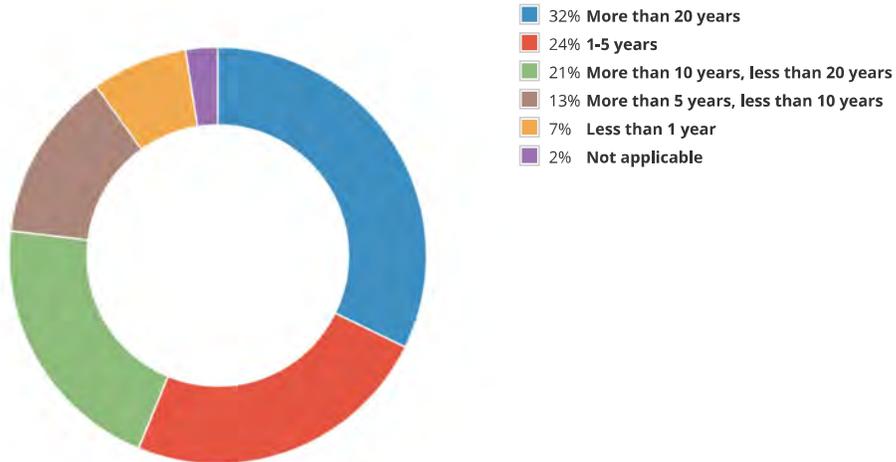
None

one month ago

Need Google Fiber!

one month ago

## How long have you lived in Kennesaw?



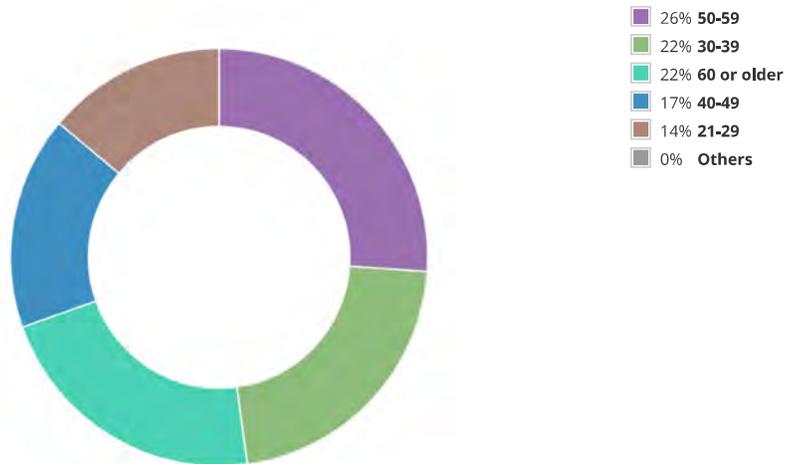
121 respondents

### What is your race/ethnicity?

66%	White	73 ✓
15%	I prefer not to answer	17 ✓
10%	Black or African-American	11 ✓
5%	Multiple races	5 ✓
5%	Asian	5 ✓
4%	Other	4 ✓
0%	Hispanic, Latino, or Spanish	0 ✓
0%	American Indian or Alaska Native	0 ✓
0%	Native Hawaiian or Other Pacific Islander	0 ✓

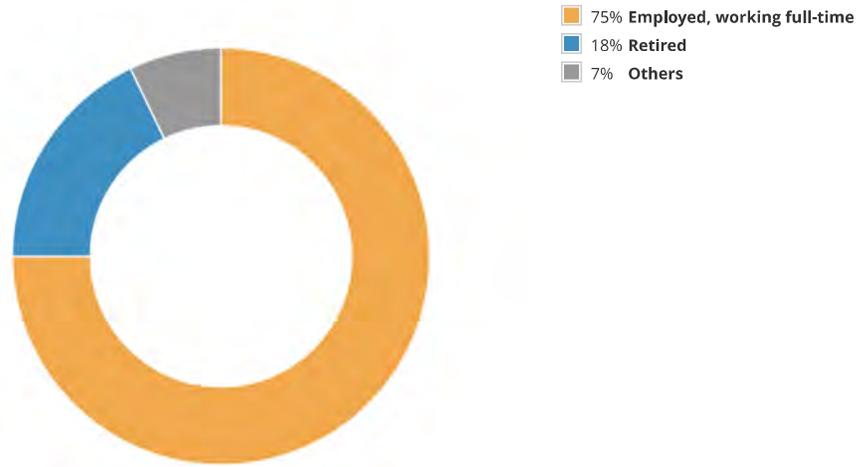
111 Respondents

### What is your age?



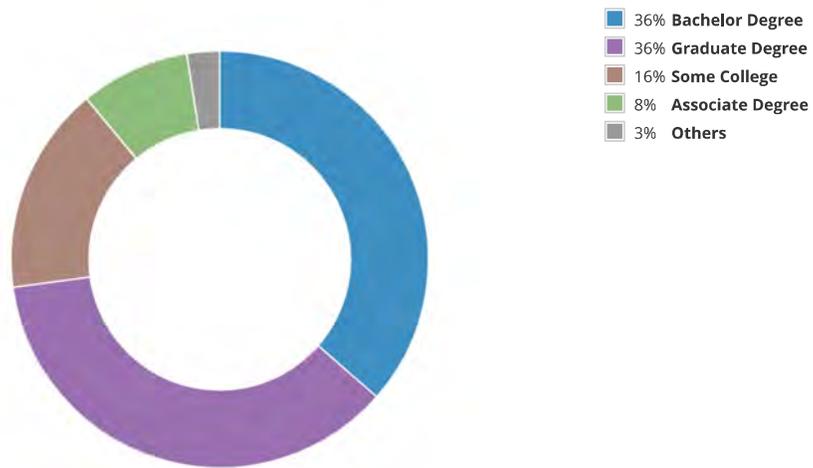
115 respondents

**Which of the following categories best describes your employment status?**



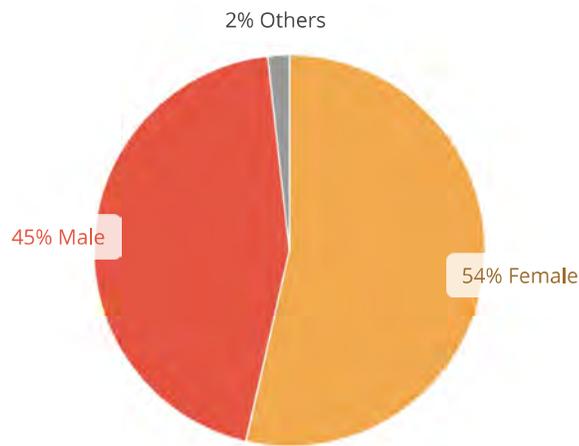
112 respondents

**What is the highest level of school you have completed or the highest degree you have received?**



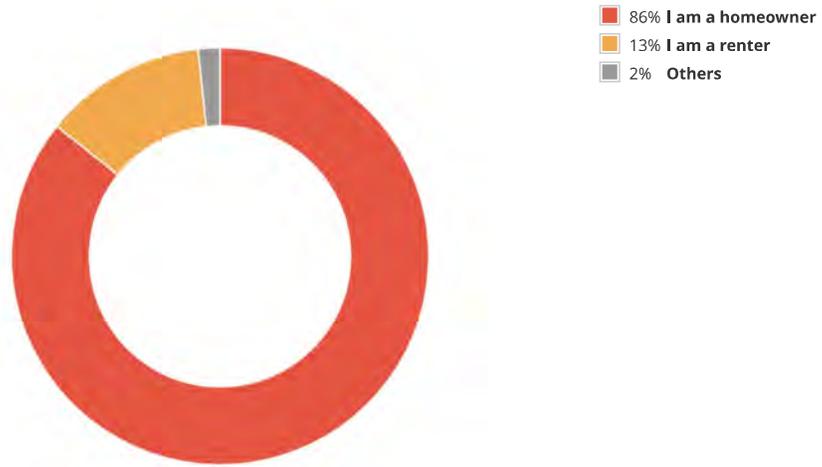
117 respondents

**What is your gender identity?**



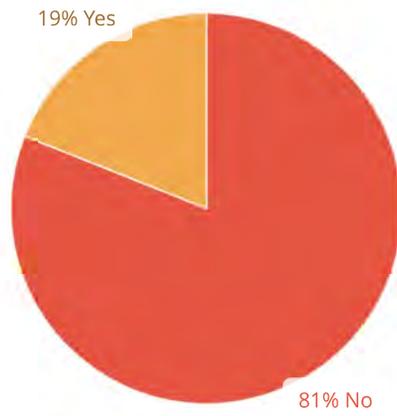
112 respondents

### What best describes your housing status?



119 respondents

### Are you a business owner?



116 respondents

**If desired, please use the space below to list anything else you would like to be considered in future planning efforts for Kennesaw that was not covered by the previous survey questions.**

---

More locally owned boutiques and restaurants like downtown Acworth, Woodstock and Marietta. This makes a place more is a destination to draw people in.

3 months ago

[9 Agree](#)

Woodstock and Acworths downtown would have been a great example to follow. We go there because Kennesaws downtown area is all apartments, housing and left little room for restaurants and shopping.

3 months ago

[5 Agree](#)

more sidewalks needed along many commercial and residential streets

3 months ago

[4 Agree](#)

Use Downtown Acworth,Marietta,Woodstock as examples of what Kennesaw could be.

3 months ago

[3 Agree](#)

There should be more parks with trees.

3 months ago

[3 Agree](#)

---

**Contact Us!**

No data to display...

**Where would you like to see future development focused?**

No data to display...

**If you would like to see additional gathering spaces, what type?**

No data to display...

**Would you like see additional commercial businesses?**

No data to display...

**If yes, what type?**

No data to display...

**Where would you like to see future development focused.**

No data to display...

Comments: [Copy 11/2/2021]

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