



Report of Accomplishments - City of Kennesaw

Priority Projects

Project	Description	STATUS				Notes
		Complete	Underway	Not Started	Not Relevant	
Priority Project 1	City Council to adopt 2015 LCI Plan	X				
Priority Project 2A	Attract supplemental funding for City Hall Master Plan improvements		X			
Priority Project 2B	Attract supplemental LCI funding for Cobb Parkway Design Based Code			X		Requesting funding through ARC to complete this portion of the study in the FY2025-2026
Priority Project 2C	Attract supplemental LCI funding for Main Street Multi-modal enhancements supplemental study			X		Requesting funding through ARC to complete this portion of the study in the FY2025-2026
Priority Project 2D	Attract supplemental LCI funding for downtown East-West Rd multimodal enhancements supplemental study			X		
Priority Project 3	Update Depot Park Master Plan and develop updated plans	X				
Priority Project 4	Incorporate Main Street infill development incentives into economic incentives package		X			
Priority Project 5	Adopt the Kennesaw Design Based Code	X				
Preliminary Project 6	Pursue private health grant funding to help implement items 2 and 3			X		

Housing Projects/ Initiatives

Project	Description	STATUS				Notes
		Complete	Underway	Not Started	Not Relevant	
H1	Include incentives for employer assisted housing in the Kennesaw Design Based Code. Incentives may include: tax credits and matching funds from County or State housing departments.			X		
H2	Encourage mixed land use within Kennesaw Design Based Code for Downtown	X				
H3	Include requirements and/or incentives for Inclusionary Zoning, in the Kennesaw Design Based Code			X		
H4	Establish a required mix of unit sizes in new multi-family developments within the Kennesaw Design Based Code to provide for a mix of incomes and generations throughout the study area	X				

Other Local Initiatives - Land Use & Zoning

Project	Description	STATUS				Notes
		Complete	Underway	Not Started	Not Relevant	
L1	Adopt the Kennesaw Design Based Code, currently under development as of the writing of this report, to support concepts, densities, and building heights as described within this report. Include affordable housing and other incentives as described in H1-H4 and L3 into the Design Based Code document.	X				Staff is working on ways to include affordable housing and other incentives as described in H1-H4 and L3 into the Design Based Code document. However, the Kennesaw Design based Code was adopted to support densities in the Downtown.
L2	During the preliminary engineering phase of the SPLOST funded Sardis Street Expansion and Sardis Street Overpass projects, study the realignment and redevelopment of the Main Street block bounded by the proposed Sardis overpass to the north, J.O. Stephenson Ave to the south, a realigned Main Street/Moon Station to the east, and Dallas Street to the west.		X			
L3	Incorporate requirements or incentives to provide connections to the multi-use trail system, in accordance with the Cobb County Trail Map and recommendations found within this LCI report, into the Kennesaw Design Based Code	X				
L4	Continue to allocate local funding programs to assist in maintenance and preservation of historic buildings in the historic districts. Including continuation of the Kennesaw Façade Incentive Grant Program and the Kennesaw Signage Incentive Grant Program. Additionally, it is recommended that the City develop a Historic Preservation Plan, updated Historic Preservation Design Standards, incorporate historic markers as public art, and work with property owners to stabilize at risk historic structures.		X			Staff is currently working with the Department of Community Affairs to conduct a survey and complete the necessary requirements to obtain funding to assist with maintaining and preserving historic building. In 2023, staff began the updates to the Historic Preservation Design Standard that will be completed by the end of 2025.
L5	Update the Depot Park Master Plan and develop the updated plan. Consider design recommendations as found in this report.	X				

Project	Description	Complete	Underway	Not Started	Not Relevant	Notes
L6	Design and Develop a trailhead facility in a key location (consider Depot Park, per recommendations within this report) as trails are developed and connected to the existing regional trail systems to support future multi-modal transportation facilities. A trailhead facility could include the following: restrooms, locker rooms, showers, automobile and bicycle parking, small dining establishments, bicycle repair, picnic area. As transit opportunities become available, such as Cobb County Transit or Kennesaw State University's Big Owl Bus (B.O.B), the Depot Park trailhead facility would be an ideal location to incorporate a bus stop component, bringing transit into Downtown Kennesaw.		X			Partially completed as part of Gateway Park
L7	Work with CSX to relocate the current staging area, used several times a year by CSX to stage equipment for track repair. This property is key to the expansion and viability of Depot Park. Consider relocating staging to the south, where a former rail spur bisects industrial land uses. As this land redevelops, consider a land swap agreement with CSX to relocate the staging area to the south and expand Depot Park.	X				
L8	Reinvigorate and enliven the public plazas and pocket parks throughout Downtown with healthy design strategies and art, as detailed in this report		X			
L9	Cobb County and Friends of Camp McDonald Park are encouraged to continue to pursue private and grant funding to develop the Camp McDonald Master Plan.		X			
L10	Design and develop City Hall park in line with recommendations found with in this report and the original master plan previously created.	X				

Project	Description	Complete	Underway	Not Started	Not Relevant	Notes
L11	Pursue supplemental funds to develop a Design Based Code for Cobb Parkway that allows for densities to support future transit opportunities. Recommended densities should be between 15 and 30 units per acre. Design standards should be included in this Design Based Code which include building heights, setbacks, and right of way design for Cobb Parkway		X			
L12	Amend the Comprehensive Plan: Adopt the 2015 LCI study as an amendment to the Comprehensive Plan and incorporate into the 2017 Major Plan Update.	X				The comprehensive Plan was amended to reflect the findings and suggestions from the 2015 LCI study.

Economic Development

		STATUS				Notes
Project	Description	Complete	Underway	Not Started	Not Relevant	
E1	Utilize existing economic development incentives to encourage infill development along Main Street, particularly in priorities areas per this report. Consider adding an applicant eligibility scenario to encourage large scale (2 or more acres), mixed use, high density (15+ units/acre) development in priority Main Street areas, as identified in this LCI report. In addition to existing incentives, consider adding accelerated permitting, height bonuses, and density bonuses. Additionally, pursue additional incentives and identify funding sources to assist in attracting new small business development in Downtown Kennesaw, focused on Main Street. Incentives may include: start up funding (low-interest loans); promotional assistance via City website and City events; and financial assistance (low-interest loans) for business improvements	X				Economic development incentives have been used to attract and encourage infill development in downtown Kennesaw. The Lacy, a 19-acre former industrial site on South Main Street, is an example of a successfully incentivized redevelopment project. Abatement bonds were issued for this project and resulted in the completion of a mixed-use development with rental and for sale residential, in-line retail spaces, and outparcel commercial space. The Kennesaw Downtown Development Authority offers flex grants to small businesses within the downtown district to assist with business development and workforce development, as well as grants to assist with historic preservation assessments. Promotional assistance is available to members of the Kennesaw Downtown Merchants Association through an agreement with the KDDA to support downtown business marketing. The KDDA also encourages and supports applications to the DCA Downtown Revolving Loan Fund, where applicable.

Project	Description	Complete	Underway	Not Started	Not Relevant	Notes
E2	Develop a Market and Branding Campaign: The Kennesaw DDA is encouraged to develop a market and branding campaign for Downtown Kennesaw that highlights its local small town village charm. Gateway monuments as identified in this report should be designed and built to draw passerbys into Downtown Kennesaw. Consider expanding online and social media presence to advertise restaurants, shopping, parks, and festivals. Work with Kennesaw State University to advertise events and opportunities in Downtown Kennesaw.	X				Branding for downtown Kennesaw was completed in 2023 and includes a downtown-specific website, social media accounts, logo, and promotional merchandise. Communications staff proactively schedule social media marketing campaigns to highlight downtown assets, events and businesses and maintain a business directory on the downtown website. Members of Kennesaw Downtown Merchants Association receive a highlighted listing on the website business directory, social media highlights, and the ability to add business events to the online downtown calendar. Gateway marquees are used to promote city events.
E3	Incorporate incentives for diverse housing options, including workforce housing and intergenerational housing, per H1-H4		X			No specific incentives related to workforce or intergenerational housing have been implemented. Staff addresses these items with individual developers and the implementation is market-driven.

Transportation Projects -Short Term

		STATUS				Notes
Project	Description	Complete	Underway	Not Started	Not Relevant	
Sardis Street Overpass	Construct a new overpass over the CSX Railroad, realign Whitfield Place road from Main Street to Moon Station Road and connect to the Sardis Street Extension project. Right-of-way purchase and coordination with CSX Railroad will be required. The total project length would be approximately 1,658 feet. Project further encompasses closing the railroad crossing at Main and Cherokee Street. Project conforms to the City's Downtown/Depot Master Plan and Cobb County Comprehensive & Major Thoroughfare Plans. Project involves transforming the Depot area into a "pedestrian friendly zone" with access to the Southern Museum and other community events held at the Depot. During the engineering phase, consider the installation of a roundabout at the intersection of Moon Station Road and Whitfield Place to enable easier left-hand turns for access to Downtown retailers		X			

Transportation Projects -Short Term

		STATUS				Notes
Project	Description	Complete	Underway	Not Started	Not Relevant	
Sardis Street Extension Project	Project will maximize transportation system performance, improve traffic congestion and compliment redevelopment of the downtown area. Construct new road from Main Street that intersects with Cherokee Street, Shirley Drive and overpass to Moon Station Road. A bypass will also be built between the extension at Shirley Drive to N. Cherokee Street just south of Ben King to reduce the impact on the Cherokee Street Historical District.		X			
Dallas/Watts Drive improvements	Project includes road improvements from Main Street along Dallas and Watts Drive to Cobb Parkway. Includes a roundabout at the intersection of Watts & Dallas, street parking, and drainage improvements. This project would be a gate way to downtown Kennesaw. The project also consists of streetscape center median islands, landscaping and street light improvements. During the engineering phase, consider the installation of bike lanes or a multi-use side-path along Watts Drive and Dallas Street. If those facilities cannot be accommodated due to funding constraints, allow provisions for those facilities to be implemented over time as adjacent properties redevelop		X			
Downtown Main Street Multimodal Enhancements	As the local roadway network transforms in surrounding Downtown Kennesaw, perform a supplemental engineering and planning study to develop a long-range vision for Main Street through Downtown between Whitfield Place at the north end and the bridge over the railroad tracks at the south end. The refined vision should include detailed standards for on street parking, building setbacks, landscaping, median treatments, and specific accommodations for bicycles and pedestrians.			X		

Project	Description	Complete	Underway	Not Started	Not Relevant	Notes
Downtown East-West Road Road Multimodal Enhancements	Perform a supplemental engineering and planning study to develop a long range vision for the east-west roads through downtown Kennesaw including Watts Drive, J.O. Stephenson Avenue, Lewis Street, the proposed new east west connection, and Whitfield Place. Refined vision should include detailed standards for on-street parking, building setbacks, landscaping, median treatments, and specific accommodations for bicycles and pedestrians.			X		
Multimodal Connection from Depot Park towards Noonday Creek Trail along Big Shanty Drive	Install a sidepath (or a combination of bike lanes and sidewalks) along Big Shanty Drive from Depot Park to Town Center Area (and Noonday Creek Trail). Specific design concept and alignment to be refined as an engineering corridor study. (Assumes 1 mile of the total connection)		X			
Multimodal Connection along North Main Street	Install a sidepath (or a combination of bike lanes and sidewalks) along North Main Street from Dallas Street to Swift-Cantrell Park. Specific design concept and alignment to be refined as an engineering corridor study		X			
Multimodal Connection along Summers Street/Kennesaw Due West Road	Install a sidepath (or a combination of bike lanes and sidewalks) along Summers Street and Kennesaw Due West Road from South Main Street to Cobb Parkway. Specific design concept and alignment to be refined as an engineering corridor study.		X			
Multimodal Connection along South Main Street	Install a sidepath (or a combination of bike lanes and sidewalks) along South Main Street from the bridge over the rail line to McCollum Parkway. Specific design concept and alignment to be refined as an engineering corridor study.		X			

Multimodal Connection along Cobb Parkway	Install a sidepath along the north side of Cobb Parkway per the included cross-section from Kennesaw Due West Road to Watts Drive. This sidepath should ultimately continue southwards beyond the LCI boundary to tie into the existing Noonday Creek Trail that runs along Cobb Parkway to the south. (Assumes 1 mile)		X			
Sidewalk Connection 1 (Downtown Kennesaw to Cobb Parkway)	Build sidewalks along Cemetery St, School Dr, and Keene St connecting Downtown Kennesaw to Cobb Pkwy.		X			Partially completed as part of redevelopment
Sidewalk Connection 3 (Watts Drive to Lewis Street)	Build sidewalks along Lil General Cloggers Ln, between J O Stephenson Ave and Watts Dr, west of Main St, and extend north of J O Stephenson Ave along J O Stephenson Ave NW to Lewis St.		X			

Transportation Projects -Long Term

Project	Description	STATUS				Notes
		Complete	Underway	Not Started	Not Relevant	
Railroad Coordination	Several items need to be coordinated with CSX before many of the projects in the 5-year project list can be started. Specifically, the City of Kennesaw should develop a desired railroad crossing concept for the existing at grade crossing. This will need to be completed in coordination with CSX officials. Additionally, the City of Kennesaw should work with CSX to identify a suitable alternative location for CSX's equipment staging operations.	X				
Incorporate Design Standards for Roadways into the Form Based Code	As specific engineered concepts are developed for multimodal enhancements along roadways within the study area, incorporate streetscape design standards into the form based code that is currently being developed for Downtown Kennesaw. In the short-term (prior to developing engineered concepts for each corridor) use the character cross-sections provided in this LCI plan as a guide.			X		
Implement a block size requirement for future property redevelopment	Implement a zoning requirement that requires large parcels to be divided by new small local streets. Any property with road frontages longer than 600 feet should be subdivided by new public local streets so that block lengths are between 300 and 600 feet in length. Use the included cross-sections for the design of these new small local streets.			X		

Intersection Improvements at the Intersection of Cobb Parkway at Watts Drive	As a long-term goal and as Cobb Pkwy continues to urbanize, improve intersection for pedestrians. Consider wider medians and reduced lane widths in coordination with GDOT standards.	X				
Intersection Improvements at the Intersection of Cobb Parkway at Kennesaw Due West Road	As a long-term goal and as Cobb Pkwy continues to urbanize, improve intersection for pedestrians. Consider wider medians and reduced lane widths in coordination with GDOT standards.		X			
Extend Cobb Community Transit	As redevelopment continues in Downtown Kennesaw, coordinate with Cobb Community Transit to extend bus routes to Downtown Main Street.		X			
Extend the Connect Cobb Arterial Rapid Transit Project to Kennesaw	Coordinate with Cobb County to extend the Connect Cobb project to the City of Kennesaw.		X			