

Application Disclaimer

PRIOR TO STARTING YOUR APPLICATION, DID YOU REVIEW THE LCI GUIDEBOOK, AND DO YOU HAVE A CLEAR UNDERSTANDING OF THE LIVABLE CENTERS INITIATIVE?

We strongly recommend you review the [application guidebook](#) while filling out this application.

✓ Yes, I acknowledge that I reviewed the guidebook and fully understand the program as explained.

Section 1: Applicant Information

NAME OF ORGANIZATION

City of Kennesaw

NAME OF PRIMARY CONTACT PERSON

Chanelle Campbell

JOB TITLE

City Planner

DEPARTMENT

Planning and Zoning

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Section 2: Type of Assistance

TYPE OF ASSISTANCE

- Catalytic: Supports the revitalization of the community's existing or planned downtown district
- Tactical: Advances the implementation of a priority action identified in a study within the LCI area.

Section 3: Project Information

NAME OF PROJECT

Cobb Parkway Gateway and Connectivity

NAME OF LCI AREA AND LAST PLAN ADOPTION DATE

Downtown Kennesaw LCI Plan; adopted July 2015

TOTAL COST OF PROJECT

\$200,000.00

PROPOSED LOCAL MATCH (MINIMUM 20% OF PROJECT COST)

\$40,000.00

PROJECT LOCATION/EXTENTS

The study area focuses on the half-mile intersection between Watts Drive and Kennesaw Due West Road/Summers Street along Cobb Parkway, as well as the parcels lining the parkway and leading into the city's downtown. This area encompasses key commercial and mixed-use zoning districts, highlighting significant opportunities for revitalization and development.

UPLOAD STUDY AREA MAP

- [2025-lci-study-area.jpg](#)

HAS THIS PROJECT BEEN IDENTIFIED IN A PREVIOUS LCI STUDY, COMPREHENSIVE PLAN OR ANOTHER RECENTLY COMPLETED STUDY?

Yes

PLEASE NAME THE STUDY, AND REFERENCE THE SECTION OR PAGE THAT RELATES TO THIS PROJECT

LCI 2009, Downtown Kennesaw LCI 2015, Comprehensive Plan 2022, Kennesaw Public Art Master Plan 2019

IS THE PROJECT WITHIN AN EXISTING LCI AREA?

Yes

REPORT OF ACCOMPLISHMENT

- [report-of-accomplishments.pdf](#)

PROVIDE A BRIEF STUDY GOAL AND DESCRIPTION. IN YOUR PROJECT DESCRIPTION, PLEASE BRIEFLY DESCRIBE THE SPECIFIC PRODUCTS AND DELIVERABLES THAT THIS STUDY WILL CREATE.

The Cobb Parkway Commercial Corridor is the most significant commercial corridor in Kennesaw, featuring three access points into the city's downtown. The corridor's appearance and function, however, has been negatively impacted by vacant and poorly maintained structures. To encourage connectivity to the city's downtown from the Cobb Parkway corridor, the city proposes a study to:

1. Identify catalytic sites along the corridor and gateway access points (Watts Dr and Kennesaw Due West Rd/Summer St) with conceptual plans that highlights creative placemaking locations to create a sense of place leading into the downtown.
2. Conduct a market analysis along Cobb Parkway to identify compatible uses that will encourage development that seamlessly integrates with and feeds into the city's downtown, thereby creating a more cohesive and economically vibrant urban core.
3. Identify transportation networks (such as multi-use trails) along Cobb Parkway and gateway access points that will continue to encourage pedestrian connectivity to the downtown and surrounding areas.
4. Develop a design-based code for parcels along Cobb Parkway that will enhance both aesthetic appeal and functional connectivity to the downtown.
5. Identify options and suitable locations for green stormwater infrastructure considering increased development and impervious surface area near Cobb Parkway.

HOW DOES THIS PROPOSED LCI STUDY ADDRESS A NEED IN YOUR COMMUNITY?

Over the past couple of years, the city has witnessed significant redevelopment efforts, yet redeveloping Cobb Parkway, which serves as a vital corridor leading into the downtown area, has proven challenging. This study aims to address these difficulties by thoroughly analyzing and identifying key redevelopment opportunities along Cobb Parkway.

The study will focus on pinpointing strategic areas for improvement, exploring potential amenities, and attracting the necessary investments to foster a vibrant and thriving downtown. Ultimately, the goal is to transform Cobb Parkway into a dynamic and welcoming gateway that seamlessly integrates with the downtown area, promoting economic vitality and a sense of place for residents and visitors alike.

HOW DOES YOUR LCI STUDY ADVANCE OR ADDRESS ONE OR MORE OF THE FOLLOWING LCI PRIORITIES. IF THE APPLICATION IS SELECTED, THE ANSWERS PROVIDED WILL BE INCORPORATED INTO THE LCI STUDY SCOPE. PROJECTS DO NOT NEED TO ADVANCE ALL OF THE LCI PRIORITIES.

Creative Placemaking: The study will identify areas that can be utilized for placemaking that will help create a sense of place leading into the downtown area. Kennesaw's Smith-Gilbert Gardens has been acting as an arts incubator for the City and has been building relationships with the local Metro Arts Community. With assistance from the City of Kennesaw's Arts Programming Coordinator and committee members, the city will host workshops; these workshops will also serve as a platform to generate ideas and design public art projects that originate from the corridor and extend into the downtown area, creating a cohesive and inviting environment while inviting the community to engage. Additionally, the city will continue to strengthen its partnerships with the KSU School of Art and Design and Cobb County High School. Through this collaboration, we will organize public exhibitions that showcase the creative talents of students and local artists. Green Infrastructure: The study looks at ways to mitigate the flooding and water quality impacts of extreme precipitation events by identifying options and suitable locations for green stormwater infrastructure along the corridor. With an understanding of green stormwater infrastructure options available along the corridor, the city can better understand maintenance and implementation costs.

ARC STRONGLY RECOMMENDS THAT LCI APPLICANTS ACTIVELY ENGAGE COMMUNITY-BASED ORGANIZATIONS IN THE DEVELOPMENT OF THEIR LCI APPLICATION. LIST STAKEHOLDERS (E.G., COMMUNITY BASED ORGANIZATIONS (CBOS), BUSINESSES AND/OR INSTITUTIONS, AND LOCAL OFFICIALS) INVOLVED IN THE DEVELOPMENT OF THIS APPLICATION, AS WELL AS HOW THEY WILL BE INVOLVED IN THE PLANNING PROCESS, IF THE APPLICATION IS SELECTED.

A committee will be created with representatives from the Cobb County Government, Economic Development Department, Cobb Chamber of Commerce, Downtown Merchants, Kennesaw Downtown Development Authority, City of Kennesaw's Arts Programming Coordinator, Smith-Gilbert Gardens and Town Center CID. The city also plans to partner with local organizations such as Kennesaw State University (KSU), Cobb County High School, local business, religious institutions, and neighborhood associations to reach a wider audience. To encourage public engagement, the city plans to host regular public meetings and interactive workshops (minimum 2), online and paper surveys, pop-up events at city events, stakeholder committee meetings, and utilizing social media platforms to share, solicit feedback and engage with the community in real-time.

WHO IN YOUR COMMUNITY HAS BEEN HISTORICALLY UNDER-REPRESENTED IN LOCAL PLANNING PROCESSES? HOW WILL THESE INDIVIDUALS OR GROUPS BE INCLUDED IN THIS PLANNING PROCESS?

With the expansion of Kennesaw State University, the city has seen an influx of college students seeking affordable housing options and amenities that complement their current lifestyle. Students have voiced concerns about limited commercial and retail business options and informal gathering spaces. The city will utilize inclusive communication methods such as social media as well as partnering with KSU to collect and incorporate feedback. There will be online surveys and multiple meetings with varying times and locations to encourage participation from students and members of the community.

Section 4: Commitment

ADDITIONAL DOCUMENTS

- [2025-lci-application--letters-of-support.pdf](#)