



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
David Lyons
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
July 12, 2024 7:30 AM
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft minutes 6.14.24 meeting
- 3. Financial Report**
 - A. Review of financial report as of 6.30.24
 - B. Review of open invoices
- 4. Old Business**
 - A. Drinks @ The Depot Festival Discussion - Event and Contract review
- 5. New Business**
 - A. CBD Project Application: 3033 & 3045 Cherokee Street
 - B. First Friday Amphitheater logistics
 - C. Review of grant application received by 1885 Grill
- 6. Main Street Program Updates**
 - A. Review of Main Street assessment: standard #6
- 7. Public Comments**
- 8. Board Comments**
- 9. Economic Development Director Comments**

10. Executive Session

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A 50-14-3(6).

11. Adjourn

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
June 14, 2024
7:30 AM

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Lexie Newhouse Ian Coats Nimesh Patel Leslie Patton
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1. Call to Order / Roll Call

- A. Call to order at 7:30am by Chairperson, Mark Allen
- B. Present: Mark Allen, Lexie Newhouse, Nimesh Patel, Mary Jo Groeneveld, David Lyons and Leslie Patton
- C. Absent: Ian Coats

2. Approval of the Meeting Minutes

- A. Draft minutes - 5.10.24 meeting
 - 1. Motion to approve meeting minutes as presented by David Lyons.
 - 2. Second by Leslie Patton. All in favor, 6-0.

3. Financial Report

- A. Financial report as of 5.31.24

Leslie Newhouse presents financial report.

- 1. Motion to approve the financial report as presented by David Lyons.
 - 2. Second by Nimesh Patel. All in Favor, 6-0.

- B. Review of open legal invoices

Review of open legal invoice presented by Mark Allen.

- 1. Motion to approve legal invoice by David Lyons
 - 2. Second by Leslie Newhouse. All if Favor, 6-0.

4. Old Business

A. 2024 Drinks at the Depot (beer festival) planning

1. Mark Allen has spoken with the event coordinator, Mike, and Mike is on board with the event. Mr. Allen has spoken to the City about moving the event to the new amphitheater location. The KDDA and the City are still discussing the logistics of the event as it pertains to the amphitheater. The event has gone to events committee, and there is discussion around having the event at the amphitheater and using Depot Park as the overflow. The date of the event is September 28, 2024 from 1pm-5pm. At the next meeting, Mr. Allen anticipates having an answer from the City on whether or not the event will take place at the amphitheater.
2. Mary Jo Groeneveld is looking for screens for the event. There is discussion regarding obtaining sponsorships, and graphics for the event. The KDDA hopes to bring in at least 2,000 attendees as they will take proceeds of ticket sales surpassing 1,000 attendees. However, most revenue is derived from sponsorship of the event. They discuss several businesses that could be sponsors.
3. The KDDA has employed two (2) food trucks thus far and they anticipate having four (4) food trucks total. They will also attempt to get games and activities for the event.

5. New Business

None

6. Main Street Program Updates

A. 2024 Main Street Memorandum of Understanding

1. Motion to approve the MOU for the Main Street Program by David Lyons.
2. Second by Nimesh Patel. All in favor, 5-0.

There is a brief discussion regarding the addition of a playground to Depot Park, and the addition of planters to downtown. The KDDA will scrap the idea of the planters for the time being as there is a question of who will maintain them. There is discussion about the cost of a potential playground or repurposing the previously existing playground.

7. Public Comments

There is praise for the Farmer's Market, and an announcement for the ribbon cutting at the new amphitheater.

8. Board Comments

There is a brief discussion on the demolition of the properties owned by Dale Hughes in downtown, and the replacement of some city benches.

9. Economic Development Director Comments

None

10. Executive Session

None

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A. 50-14-3(6).

11. Adjourn

Adjourned at 8:03am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended June 30, 2024

Beginning Cash	\$ 82,063.78
Cash Receipts:	
Interest Earned	104.12
KDMA	100.00
Noemi's Tamales - Farmer's Market	280.00
Gaston St Eats Co Food Truck - Beer Festival	500.00
Reimbursement for Legal Fees from Highpoint Development	6,993.52
Main Street Burger	<u>3,477.82</u>
Total Cash Receipts	<u>11,455.46</u>
Cash Disbursements:	
Kathryn Collier	<u>700.00</u>
Total Cash Disbursements	<u>700.00</u>
Ending Cash	<u><u>\$ 92,819.24</u></u>



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2023-2024 Period Ending: 06/30/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND						
Revenue						
760-0000-34-756500-00000	FARMERS MARKET	3,000.00	3,000.00	280.00	980.00	2,020.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,643.35	856.65
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	500.00	500.00	2,000.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	0.00	610.88	589.12
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	31,300.38	9,217.62
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	100.00	853.85	-828.85
	Revenue Total:	49,743.00	49,743.00	4,357.82	35,888.46	13,854.54
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	0.00	5,366.39	9,633.61
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	100.00	100.00	1,400.00
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	700.00	7,000.00	1,400.00
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
760-7550-52-330000-00000	ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000	TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-363000-00000	MEETING EXPENSES	100.00	100.00	0.00	0.00	100.00
760-7550-52-371000-00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000	MILEAGE REIMBURSEMENT	250.00	250.00	0.00	0.00	250.00
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	7,381.30	7,618.70
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	345.56	568.59	991.41
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	750.00	1,750.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	0.00	0.00	0.00	65.18	-65.18
760-7550-53-119000-00000	OTHER MATERIAL & SUPPLY	0.00	0.00	0.00	420.22	-420.22
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
	Expense Total:	49,743.00	49,743.00	1,145.56	21,651.68	28,091.32
Fund: 760 - KDDA FUND Surplus (Deficit):		0.00	0.00	3,212.26	14,236.78	
Total Surplus (Deficit):		0.00	0.00	3,212.26	14,236.78	

Income Statement

For Fiscal: 2023-2024 Period Ending: 06/30/2024

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	49,743.00	49,743.00	4,357.82	35,888.46	13,854.54
Expense	49,743.00	49,743.00	1,145.56	21,651.68	28,091.32
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	3,212.26	14,236.78	-14,236.78
Total Surplus (Deficit):	0.00	0.00	3,212.26	14,236.78	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	3,212.26	14,236.78	-14,236.78
Total Surplus (Deficit):	0.00	0.00	3,212.26	14,236.78	



City of Kennesaw

Balance Sheet

Account Summary

As Of 06/30/2024

Account	Name	Balance	
Fund: 760 - KDDA FUND			
Assets			
760-0000-11-111200-00000	OPERATING ACCOUNT	92,819.24	
760-0000-11-112100-00000	KDDA FACADE	3,652.43	
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	1,449.04	
	Total Assets:	97,920.71	97,920.71
Liability			
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00	
	Total Liability:	3,000.00	
Equity			
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28	
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00	
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28	
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	78,183.93	
	Total Beginning Equity:	80,683.93	
Total Revenue		35,888.46	
Total Expense		21,651.68	
Revenues Over/Under Expenses		14,236.78	
	Total Equity and Current Surplus (Deficit):	94,920.71	
	Total Liabilities, Equity and Current Surplus (Deficit):		97,920.71



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: July 12, 2024
TITLE: Drinks @ The Depot Festival Discussion - Event and Contract review

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. DRAFT BeerFestContract2024-Redline

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT, made and entered into this the ____ day of _____, 2024, by and between the KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY (“**KDDA**”) and ATLANTA BEER FESTIVALS (the “**Service Provider**”) (individually, a “**Party**”; collectively, the “**Parties**”).

WITNESSETH:

WHEREAS, KDDA desires to have certain services and/or tasks performed as set forth below requiring specialized skills and other supportive capabilities; and

WHEREAS, the Service Provider represents that the Service Provider is qualified and possesses the sufficient skills and the necessary capabilities to perform the services and/or tasks set forth in this Agreement.

NOW THEREFORE in consideration of the terms, conditions, covenants and performance contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the Parties, the Parties agree as follows:

1. SCOPE OF SERVICES

A. The Service Provider shall organize and advertise the Kennesaw ~~Beer & Wine~~Drinks at the Depot Festival (the “**Festival**”). The Festival shall be held on City of Kennesaw property at the ~~Depot-Piedmont Bank Amphitheater at Depot Park~~ (the “**Venue**”) in downtown Kennesaw in the area as depicted on Exhibit “A” attached hereto and incorporated herein by this reference. The limits as defined in Exhibit “A” shall be fenced by the Service Provider. Entry shall be limited to one location as noted.

B. In compliance with all terms and conditions of this Agreement, the Service Provider shall provide those services specified in the “Scope of Services” attached hereto as Exhibit “B” and incorporated herein by this reference. As a material inducement to KDDA entering into this Agreement the Service Provider represents and warrants that the Service Provider is a provider of first class work and services and the Service Provider is experienced in performing the work and services herein contemplated and the Service Provider covenants that it shall follow the highest professional standards in performing the work and services required hereunder.

2. TERM

Unless earlier terminated in accordance with Section 12 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding one (1) year from the date hereof.

3. COMPENSATION

A. The Service Provider shall be responsible for handling the sale of and collection of all monies due for the sale of tickets for the Festival. All expenses, incurred by either Party, shall be paid in full by the Service Provider. The Parties agree to meet within one week after the Festival and review results of the event. The Service Provider shall provide to the KDDA an original report from Big Tickets (ticket provider) or provide a log-in that provides complete number of tickets sold by type and price.

B. Subject to the provisions of Section 3(c), revenue sharing between the Parties begins after the first 1,000 tickets of any type at any price level have been sold. KDDA receives \$8 per ticket sold, no matter the ticket type or price for all tickets sold after the first 1,000 tickets. No event expenses are to be off-set by KDDA's revenue share. The value of the comp tickets does not count against KDDA's revenue share.

C. Revenue from all cash sponsorships shall be retained by the Party that secures the sponsorship. There shall be no revenue sharing between the Parties for any 'in kind' sponsorships secured by either Party. Both parties shall communicate progress to ensure duplicate sponsorships are not booked. KDDA retains the rights to bring in the main food vendors. Both parties will bring in a variety of other sponsors including secondary food items.

4. KDDA RESPONSIBILITIES

KDDA shall work with the City of Kennesaw to ensure the ~~Depot Park~~Venue and parking lot is secured for the event. KDDA shall arrange for the presence of off duty police officers are scheduled for the Festival, which shall be an expense of the Festival. KDDA will have Building Maintenance Department assist with electrical set-up necessary for the Festival. KDDA will obtain a commitment from food trucks and local restaurants to ensure there is a selection of food available for the ticket holders.

5. FAMILIARITY WITH WORK

By executing this Agreement, the Service Provider warrants that Service Provider (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the difficulties and restrictions attending the performance of the service under this Agreement.

6. RECORDS

Based on compensation structure, Service Provider is not required to provide expense/revenue records to the KDDA for the Festival except for ticket sales documentation referenced in 3A. Any expenses not contemplated in this agreement require written consent by both parties before expenses are paid and appropriate records provided upon completion.

7. RELATIONSHIP OF PARTIES

The Parties do not intend to establish a partnership or joint venture by this Agreement, and the Service Provider shall perform its obligations hereunder without supervision or control by KDDA. By entering into this Agreement, KDDA assumes no obligation for future contracts with Service Provider.

8. HOLD HARMLESS AND INDEMNIFICATION

The Service Provider agrees to hold harmless, defend and indemnify KDDA from all suits, claims, actions, losses, costs, penalties, and damages of whatsoever kind or nature including, but not limited to, actual attorney fees, costs and expenses of defending any claim or action which may result from the performance of any of its functions or obligations related to this Agreement, except for any suits, claims or damages which may result from the sole negligence of KDDA.

9. INSURANCE

A. The Service Provider shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Service Provider, their agents, representatives, employees or subcontractors. The City of Kennesaw and KDDA shall be named insureds of all policies obtained for this Festival.

B. The Service Provider shall provide a Certificate of Insurance evidencing a valid policy or policies of commercial general and umbrella liability insurance (including personal injury liability coverage and employee liability coverage) as required by law. Such general and umbrella liability policies shall have a total combined single limit per occurrence of not less than \$1,000,000.00.

10. COMPLIANCE WITH LAWS

A. The Service Provider, in the performance of this Agreement, shall comply with all applicable federal, state and local laws and ordinances, including regulations of licensing of individuals, and any other standards or criteria as described in this Agreement to assure quality of service. The Service Provider shall submit proof of all necessary licensing within thirty (30) days prior to the Festival.

B. The Service Provider specifically agrees to pay any applicable business and occupation taxes which may be due on account of this Agreement.

11. CONTINGENT

This Agreement is expressly contingent upon the approval of the Kennesaw Events Committee and the KDDA. In addition, Mayor and Council must approve road closures, if any

closure is requested. In the event this Agreement is not approved by said Committee, the KDDA or Mayor and Council, this Agreement shall be null and void with no further obligation on either Party.

12. TERMINATION

If the Service Provider fails to perform in the manner called for in this Agreement, or if the Service Provider fails to comply with any other provisions of this Agreement, KDDA may terminate this Agreement. Termination shall be effected by serving written notice of termination on the Service Provider setting forth the manner in which the Service Provider is in default. The Service Provider shall forfeit any right to compensation.

13. NOTICES

Any notice, request, demand, or other communication hereunder shall be sufficiently given when delivered by hand or when sent by certified mail, return receipt requested. If delivered by hand, a Notice shall be deemed to have been sent, given, and received when actually delivered to the address specified in or when sent by certified mail, return receipt requested, by reputable courier service or by facsimile, a Notice shall be deemed to have been sent and given when properly deposited with the United States Postal Service with the proper address and postage paid thereon, and shall be deemed to have been received on the third (3rd) business day following the date of such deposit with the Postal Service, whether or not received by the addressee. The addresses to which Notices shall be sent are:

If to KDDA: Kennesaw Downtown Development Authority
2529 J.O. Stephenson Ave
Kennesaw, GA 30144
Phone: 770-794-7075

With a copy to: Luke Howe, Economic Development Director
2529 J.O. Stephenson Ave
Kennesaw, GA 30144
Phone: 770-794-7075

If to Service Provider: Michael DiLonardo
498 N. Highland Ave NE Unit B
Atlanta, GA 30301
Phone: 404-931-6453

14. MISCELLANEOUS

A. This Agreement shall supersede all prior agreements between the Parties relating to the subject matter hereof, and no warranties, representations, or agreements with regard thereto, except for those contained herein, shall be binding upon the Parties. This Agreement may not be changed orally, but only by an amendment in writing signed by the Service Provider and KDDA.

B. Any modification of this Agreement shall be in writing and signed by both Parties.

C. Failure to comply with any of the provisions stated herein shall constitute material breach of contract and is cause for termination.

D. Time is of the essence in the performance of the provisions of this Agreement.

E. It is agreed by the Parties that the forgiveness of the nonperformance of any provision of this Agreement does not constitute a waiver of the provisions of this Agreement.

F. The Service Provider certifies that it is registered and in compliance with EVerify.

G. The Service Provider and KDDA agree to take all actions and do all things reasonably necessary to fulfill the terms and conditions of this Agreement in good faith and in a timely manner.

H. This Agreement shall be governed by and construed in accordance with the laws of the State of Georgia.

I. The persons executing this Agreement on behalf of the Parties hereto warrant that (i) such Party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said Party, (iii) by executing this Agreement, such Party agrees to be formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said Party is bound.

J. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties herein have hereunto set their hands and seals the day and year first above written.

Signed, sealed and delivered
as to KDDA in the
presence of:

KENNESAW DOWNTOWN
DEVELOPMENT AUTHORITY

Notary Public

By: _____ (SEAL)
Title: _____

[NOTARY SEAL]

[Signatures continue on next page]

Signed, sealed and delivered
as to Service Provider in the
presence of:

ATLANTA BEER FESTIVALS

Notary Public

By: _____ (SEAL)
Title: _____

[NOTARY SEAL]

DRAFT

EXHIBIT "A"

Aerial of Property provided for the Festival: UPDATE WITH NEW AERIAL OF DEPOT PARK



Exhibit "B"
Scope of Services

Schedule: The Festival will be held Saturday, ~~April 23~~September 28, 2020-2024 from 1:00 noon to 5:00 pm. The Service Provider may begin setup at 7:00 am and shall complete clean-up by 8:00 pm. Delivery vehicles can be parked at the Depot Park lot adjacent to 2838 Cherokee St. the night before.

1. Hold necessary state license to host event.
2. Hold the pouring license necessary in order to comply with the City of Kennesaw Code of Ordinances.
3. Ensure that a minimum of 100 beers are available for tasting on the day of the event and all necessary taps and pouring equipment to include but not limited to ice, displays, tents.
4. Provide and set-up¹¹ sufficient tables and chairs based on the final ticket sales.
5. Provide sufficient port-a-potties based on final ticket sales.
6. Establish a website for the Festival, a marketing plan and social media plan in conjunction with KDDA and review with KDDA 30 days prior to the event.
7. Handle advance ticket sales and day of ticket sales and collection of all ticket revenue.
8. KDDA will acquire the food for the event.
9. Coordinate with KDDA on any merchandizing that may include a souvenir glass, t-shirts and other souvenirs.
10. Provide for sanitation services.
11. All sponsorships by the Service Provider will require KDDA approval.
12. All KDDA sponsorships will be reviewed and coordinated with the Service Provider.
13. Fence perimeter as defined in Exhibit "A".
14. Provide live music for event. Confirm performers with KDDA no later than 30 days before the event.
15. Control points of entry, ID check, ticket verification/sale, and wrist bands.
16. Service Provider agrees they will not host any other beer-related events on the same day as the Kennesaw Beer & Wine Drinks at the Depot Festival.
17. Service Provider must provide physical marketing material (such as handouts, flyers and posters) no less than 45 days prior to the event, later than July 31, 2024.

Commented [MT1]: Define the number and variety of beverages with new concept

Commented [MT2]: Define date of website review and launch

Commented [MT3]: Alcohol related?

¹¹ Whenever this Agreement requires "set-up", it is also intended that tear down is included. The Service Provider shall leave the site in as near as possible to its original condition.



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: July 12, 2024
TITLE: CBD Project Application: 3033 & 3045 Cherokee Street

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. CBD2024-02_3033&3045CherokeeSt_ApplicationPacket
2. ExhibitC_3033_3045CherokeeSt_Unit_Itemization



**Community Development
Planning & Zoning Department
2529 J. O. Stephenson Avenue
Kennesaw, GA 30144**

**CENTRAL BUSINESS DISTRICT
REZONING CHECKLIST**
Required Fee \$0

Darryl Simmons
Planning & Zoning Administrator

Chanelle Campbell
Assistant Zoning Administrator/Planner

For questions, please feel free to contact the Planning and Zoning Department at (770) 590-8268 or zoningdept@kennesaw-ga.gov.

CHECKLIST ITEMS

- ☐ Application completed, signed and notarized
- ☐ A copy of the deed for said property with full legal description
Please note: Copy of the deed is needed to verify the name of the property owner
- ☐ Total Rezoning Fee – \$0
- ☐ The above items can be submitted in one of the following ways:
 - 1. Scan and email to zoningdept@kennesaw-ga.gov in PDF format.
 - 2. Submit in person at 2529 J O Stephenson Avenue, Kennesaw, GA 30144
 - 3. Mail to ATTN: Zoning, 2529 J O Stephenson Avenue, Kennesaw, GA 30144
 - a. For your convenience, a pre-paid postage envelope has been enclosed



**CENTRAL BUSINESS DISTRICT
PROJECT APPROVAL**

Date Received 03/20/24
Staff's Initials CMC

Is this property located within the Kennesaw Historic District (yes) X (no) _____?

A minimum of one consultation to review project concept and factors to consider in the planning & design phase prior to initial site plan and architectural review, submission and hearing before the Mayor and Council is mandatory.

Date Received 03/20/2024

Staff's Initials CMC

Procedures for filing for CBD Approval:

1. Original application completed, signed and notarized
2. Application must be filled out completely, signed and returned to the Zoning Administrator
3. Copy of Business Plan
4. Copy of warranty deed that reflects the current property owner
5. Copy of site plan with proposed project consistent with the Kennesaw Design Guidelines
6. Completed application and supporting documents listed on one Flash Drive or email to dsimmons@kennesaw-ga.gov in PDF format

CBD Approval Process:

1. Submittal to KDDA for review and comment
2. Submittal to HPC for Certificate of Appropriateness (if in HPC district) not in HPC district comments only required from HPC
3. Review/ Approval by Mayor and Council

PROPERTY ADDRESS 3045 Cherokee St. / 3033 Cherokee St. E
Land Lot 129 Tax Parcel 20012900950 Lot Size 1.663 acres Present Zoning R-15/CBD
20012900960 .8 acres

Proposed Project for Property
developing gateway community to downtown
Kennesaw

Add additional sheet if necessary

APPLICANT JASON Kisz

APPLICANT EMAIL JASON Kisz@gmail.com

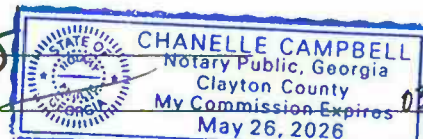
Applicant address 136 Santa Anita Trail Woodstock GA 30189

(Fax #) _____ (Work #) _____ (Cell #) _____

Applicant Signature [Signature]

Signed, sealed and delivered in presence of:

Notary



03/20/24
Date

TITLEHOLDER: FRENCH 3 INVESTMENTS, LLC Telephone: 404-245-9220

Address: 4905 VILLAGE GREEN DRIVE, ROSWELL, GA 30075

Signature [Signature]

OWNER FRENCH 3 INVESTMENTS, LLC

Signed, sealed and delivered in presence of:

Notary



03/20/24
Date



CENTRAL BUSINESS DISTRICT PROJECT

CBD Project Administratively approved by:

Darryl Simmons, Planning & Zoning Administrator

Date: _____

- ☐ APPROVED
- ☐ REQUIRES KDDA APPROVAL
- ☐ REQUIRES HPC APPROVAL
- ☐ MAYOR AND COUNCIL

KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY:

Hearing Date: _____

Recommendation: see attached minutes

Signature Kennesaw Downtown Development Authority:

HISTORIC PRESERVATION COMMISSION:

Hearing Date: _____

Recommendation: see attached minutes

Signature Historic Preservation Commission

KENNESAW MAYOR AND COUNCIL:

Hearing Date: _____ see attached minutes



CAMPAIGN DISCLOSURE REPORT¹ BY APPLICANT²

A separate form must be completed by each applicant

Has the applicant made, within two (2) years immediately preceding the filing of this application for rezoning, campaign contributions aggregating two hundred fifty dollars (\$250.00) or more or made gifts having in the aggregate a value of two hundred fifty dollars (\$250.00) or more to a member or members of the Mayor and Council or Planning Commission who will consider the application?

NO

If "Yes," the applicant and the attorney representing the applicant must file a disclosure report with the Mayor and Council of the City of Kennesaw within ten (10) days after this application is first filed.

Please supply the following information that will be considered as the required disclosure:

The name of the member(s) of the Mayor and Council or Planning Commission to whom the campaign contribution or gift was made:

NO

The dollar amount of each campaign contribution made by the applicant to the member(s) of the Mayor and Council or Planning Commission during the two (2) years immediately preceding the filing of this application and the date of each such contribution:

NO

An enumeration and description of each gift having a value of two hundred fifty dollars (\$250.00) or more made by the applicant to the member(s) of the Mayor and Council or Planning Commission during the two (2) years immediately preceding the filing of this application:

I certify that the foregoing information is true and correct, this 20 day of MARCH, 2024


Applicants Signature

¹ If the answer to any of the above is "Yes," then the member of the Mayor and Council or Planning Commission must immediately disclose the nature and extent of such interest, in writing, to the Mayor and Council of the City of Kennesaw, Georgia. A copy should be filed with this application. Such disclosures shall be a public record and available for public inspection at any time during normal working hours.

² Applicant means any person who applies for a rezoning action and any attorney or other person representing or acting on behalf of a person who applies for a rezoning action.



CENTRAL BUSINESS DISTRICT PROJECT

CONSISTENT WITH THE UNITED STATES CONSTITUTION AND THE RELIGIOUS LAND USE AND INSTITUTIONALIZED PERSONS ACT OF 2000, THE CITY OF KENNESAW DOES NOT DISCRIMINATE ON THE BASIS OF RELIGION IN THE APPLICATION OF ITS LAWS, POLICIES, OR PROCEDURES, INCLUDING THE APPLICATION OF ITS LAND USE REGULATIONS AND ZONING LAWS.

Under the Religious Land Use and Institutionalized Persons Act of 2000 ("RLUIPA"), no government, including the City of Kennesaw, may apply its zoning or land use laws in a manner that imposes a substantial burden on the religious exercise of a person, including a religious assembly or institution. RLUIPA also provides that no government, including the City of Kennesaw, may apply a land use regulation in a manner that treats a religious assembly or institution (a church, for example) on less than equal terms than a nonreligious institution or assembly (a day care center or movie theater, for example). Finally, RLUIPA provides that no government, including the City of Kennesaw, may impose or implement a land use regulation in a manner that discriminates against a religious assembly or institution.

If you believe that the City of Kennesaw, or any other local government or municipality, has discriminated against you in the implementation of its zoning or land use laws, please contact the United States Department of Justice.

**United States Department of Justice
Civil Rights Division
Housing and Civil Enforcement Section
950 Pennsylvania Ave. N.W. -G St.
Washington, DC 20530**



OVERVIEW: Introducing The Newest Jewel in Downtown Kennesaw's Crown

The new F3/Kisz/Recivilize Development at 3033 and 3045 Cherokee Street is a Downtown Kennesaw gateway development project in the City's Central Business District (CBD). The Central Business District (CBD) is established in order to preserve and protect the cultural and historic aspects of downtown Kennesaw and simultaneously provide for the stimulation and enhancement of the vitality and economic growth of this special area.

The classification is primarily intended for a focal point for upscale retail trade, tourism, and financial and public uses. The intent of the Central Business District (CBD) is to develop a compact core to encourage and facilitate pedestrian movement and provide convenient access to the amenities of downtown. The City has made some great strides in the last few years, and we are excited to continue the trend by adding another jewel to Downtown Kennesaw's crown.

Overview of the New 3033/3045 Cherokee St Development (name of development is TBD at this point):

- The initial phase of the development is 3033 (.88 acres) and 3045 Cherokee St (1.663 acres), immediately north of Galt Commons = 2.543 acres (see Exhibit A for accompanying survey and Exhibit B for conceptual site plan and illustrative architecture and landscapes for inspiration) – plan is designed to seamlessly accommodate future property additions to the north and west as deemed viable
- For sale: 31 residential units (12.19 du / acre), approx 40,000 total heated square feet of residential (mix of attached townhomes and stacked flat condos)
- For sale or lease: 2 commercial units, approx 2,000 total heated square feet of commercial
- Total of approx 42,000 heated square feet of new construction (see Exhibit C for accompanying spreadsheet for a full itemization of residential and commercial units)
- Investment by French 3 Investments, design by Recivilize Properties, and construction by Kisz Construction

According to Kennesaw's Strategic Economic Development Plan, the City is "focused on increasing density in the Downtown which will in turn create additional demand for everyday goods and services and for restaurants and bars. New mixed-use developments are expected to increase the potential for retail."

Goals are to "continue to support and pursue mixed-used development – Kennesaw already has begun enabling mixed-use development to augment the existing supply of commercial and residential spaces. In Kennesaw, the scale of nonresidential development needs to be consistent with market potential/opportunities; small office and dining/entertainment in downtown, maker-space and small-scale retail along commercial corridors. There are opportunities for repositioning underperforming assets and strengthening downtown."

The Strategic Economic Development Plan also aspires to "improve Kennesaw as a place to live, work, shop, and recreate – The City should actively engage with existing businesses and potential developers to enhance the office, retail, shopping, and recreational amenities in Kennesaw. This would require partnerships which leverage existing resources to promote and shepherd projects through the public process."



In summary, The Strategic Economic Development Plan notes that the Kennesaw CBD is designed to achieve the following:

- Create an environment where residents and visitors can live, work, meet, and play
- Promote a balanced mix of retail, office-professional, entertainment, residential, civil, and cultural uses in the core downtown area
- Allow for growth of a healthy economic business district
- Incorporate aesthetically compatible design from gateway points to the core of the city to improve the aesthetics of street and built environments
- Ensure compatibility with the historic district to achieve architectural and design integrity and consistency
- Provide accessible and sufficient parking that is unobtrusive by encouraging shared parking and alternative modes of transportation including pedestrian and bicycles
- Promote a pedestrian environment through sidewalk-oriented buildings and attractive street-facing façades that encourage pedestrian activity
- Provide safe and accessible parks and public and private open space

Fortunately, our project meets or exceeds all of Kennesaw's CBD mandates outlined above.

Kennesaw has to compete with walkable premium mixed-use neighborhoods that are proliferating in downtown Woodstock, Marietta, et al – we think this is an opportunity to make a huge statement and to deliver a strong competitive offering. Our goal is to capitalize on the quaint Galt Commons development and extend the walkable new urban quotient northward along Cherokee Street to create even more new urban synergies and impact. We can create a true, activated mixed-use gateway into Downtown Kennesaw that – with its commercial plaza and retailer(s) / restaurant(s) – we feel will even become a mini-destination of its own.

Highlights of the New 3033/3045 Cherokee St Development:

Plan:

- Will be Kennesaw's first small-scale infill development to offer a mix of commercial and residential uses
- Residential features a curated collection of compact courtyard homes
- 5-minute walk to the start of all the civic amenities, retail and restaurants of Downtown Kennesaw
- Designed to grow and seamlessly integrate into new phases to the north or west if additional properties later come available

Pricing:

- Just north of the progressive Galt Commons development, with homes that sold for over \$300 / sq ft – our goal is to sell our new homes at over \$325 / sq ft
- Should set new standards for sales price / sq ft, but also provide some affordable units starting in the 600 sf to 1000 sf range
- Attainable urbanism with some residential flats potentially starting at \$300k



Product:

- Charleston-inspired homes carefully arranged amongst intimate urban spaces
- Site delivers 31 new classic courtyard homes, and a new commercial plaza flanked by two stunning mixed-use buildings with commercial on the ground floor of each
- Plan aligns with roadways and greenways from Galt Commons and continues them to the north (and potentially to the west)
- Also provides a wet pond amenity with a trail and benches at the rear of the property

Commercial:

- Type of businesses for commercial is still TBD, though we envision one coffee / food service plus one retail shop
- Projected market targeted for commercial are those living within walking distance or those visiting downtown Kennesaw
- Projected customer generation for commercial includes retailers that generate multiple frequent visits due to highly walkable accessibility (10,000 to 20,000 customer visits per year = \$100,000 to \$500,000 in revenue per year per establishment, and the resulting City, County, State taxes)
- Plan on traffic control for ingress/egress of property – commercial parking is included in the plan, positioned directly behind the business (if needed, we would consider a shared parking arrangement with the insurance office immediately across Cherokee Street); potential for a raised traffic table at the entrance of development to slow traffic and benefit the pedestrians

Amenities of the New Development

New Commercial and Residential Amenities:

1. Commercial Plaza at front of the development
2. Greenway Park connects from neighboring Galt Commons green
3. Central Residential Plaza connects from Greenway Park
4. Wet Pond and Trail
5. Other residential amenity options might include, but are not limited to:
 - a. Dedicated storage facility section (potentially on rear of commercial building) – private (lockers for bikes, storage, etc) and shared community items (ladders, tools, etc)
 - b. Pre-assigned residential and guest parking spaces
 - c. Dog park
 - d. Mail kiosk
 - e. Fountain
 - f. Hammock area
 - g. Fire pit area
 - h. Grill area / pizza oven



New Pedestrian Connectivity:

1. Cherokee St sidewalk / Commercial Plaza pedestrian connection to north and south
2. Interior Greenway Park / Central Residential Plaza pedestrian connection to north and south to Galt Commons green
3. Wet Pond and Trail at rear of development
4. Option of Pony Trail pedestrian connection from the west

Benefits to the City of Kennesaw

Here's what else the New 3033/3045 Cherokee St Development delivers:

- Truly defined public plaza will become a treasured gateway into downtown – provides visual relief from neighboring direct street frontage and a space large enough for public and private events, and features new highly photo-worthy mixed-use buildings that will make the strongest possible gateway statement into Downtown Kennesaw
- Truly usable / enjoyable public realm features flexible plaza use opportunities for events, plaza kiosks, food trucks, and / or micro retail
- Multiple local art installation opportunities including two large mural walls facing Cherokee Street traffic inbound to Downtown Kennesaw
- New development's kinked roadway network for better low speed traffic geometries throughout the site – combined with all of the pedestrian paths and greenways – prioritize pedestrians over cars and illustrates Kennesaw's forward-thinking mentality

About Us:

About Kisz Construction: www.kiszconstruction.com

About Recivilize Design & Development: www.recivilize.com

23 262
Record and Return to:
Brian M. Douglas & Associates, LLC
900 Circle 75 Pkwy SE, Suite 800
Atlanta, GA 30339

Parcel ID#: 20012900950

TRUSTEE'S DEED

State of GEORGIA
County of COBB

THIS INDENTURE, made this 15 day of DECEMBER, 2023 between

**THOMAS R. RICHARDS, JR., AS TRUSTEE OF THE THOMAS R. RICHARDS, SR.,
REVOCABLE TRUST, DATED MARCH 18, 2016**

as party or parties of the first part, hereinafter called Grantor, and

FRENCH 3 INVESTMENTS, LLC

as party or parties of the second part, hereinafter, called Grantee (the words "Grantor" and "Grantee" to include their respective heirs, successors and assigns where the context requires or permits).

WITNESSETH: That said Grantor for and in consideration of the sum of TEN AND 00/100 (\$10.00) DOLLARS in hand paid, at and before me sealing and delivery of these presents (the receipt of which is hereby acknowledged), Grantor (acting under and by virtue of the power and authority granted to Trustee under that certain Thomas R. Richards, Sr., Revocable Trust dated March 18, 2016), has granted, bargained, sold and conveyed, and by these presents does grant, bargain, sell and convey unto the said grantee:

EXHIBIT "A"

TO HAVE AND TO HOLD the said tract or parcel of land, with all and singular the rights, members and appurtenances thereof, the same being, belonging, or in anywise appertaining, to the only proper use, benefit and behoof of the said Grantee, forever in FEE SIMPLE.

AND THE SAID Grantor will warrant and forever defend the right and title to the above described property unto the said Grantee against the lawful claims and demands of all persons claiming by, through or under the above named Grantor, but against none other.

IN WITNESS WHEREOF, Grantor has signed and sealed this deed, the day and year first above written.

Signed, sealed and delivered in the presence of:

[Signature]
Unofficial Witness

[Signature]
Notary Public



GRANTOR:

Thomas R. Richards, Jr. AS TRUSTEE (Seal)
**THOMAS R. RICHARDS, JR., AS TRUSTEE
OF THE THOMAS R. RICHARDS, SR.,
REVOCABLE TRUST, DATED MARCH 18,
2016**

EXHIBIT A

ALL THAT TRACT OR PARCEL OF LAND LYING AND BEING IN LAND LOT 129 OF THE 20TH DISTRICT, 2ND SECTION, COBB COUNTY, GEORGIA AS SHOWN ON PLAT OF SURVEY BY THOMAS M. GINN, SR. DATED JUNE 23, 1969, A COPY OF WHICH IS RECORDED IN PLAT BOOK 47, PAGE 198, COBB COUNTY, GEORGIA RECORDS BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT A MARBLE MARKER ON THE WESTERLY RIGHT-OF-WAY OF CHEROKEE STREET FOUR HUNDRED FORTY-SEVEN (447) FEET SOUTHERLY FROM THE INTERSECTION OF THE WESTERLY RIGHT-OF-WAY OF CHEROKEE STREET WITH THE SOUTHERLY RIGHT-OF-WAY OF SHIRLEY DRIVE AS MEASURED ALONG THE WESTERLY RIGHT-OF-WAY OF CHEROKEE STREET; THENCE SOUTH 6 DEGREES 07 MINUTES 30 SECONDS WEST ONE HUNDRED TWENTY AND TEN HUNDREDTHS (120.10) FEET ALONG THE WESTERLY RIGHT-OF-WAY OF CHEROKEE STREET TO AN IRON PIN; THENCE NORTH 81 DEGREES 08 MINUTES 30 SECONDS WEST THREE HUNDRED NINETY SIX AND EIGHTY HUNDREDTHS (396.80) FEET TO AN IRON PIN; THENCE NORTH 56 DEGREES 51 MINUTES 00 SECONDS WEST THREE HUNDRED FIFTY-SEVEN AND FOURTEEN HUNDREDTHS (357.14) FEET TO AN IRON PIN AT A BRANCH; THENCE SOUTH 81 DEGREES 45 MINUTES 30 SECONDS EAST THREE HUNDRED SEVENTEEN AND FIFTY HUNDREDTHS (317.50) FEET TO AN IRON PIN; THENCE SOUTH 0 DEGREES 19 MINUTES 50 SECONDS WEST THIRTY-ONE AND EIGHTEEN HUNDREDTHS (31.18) FEET TO AN IRON PIN; THENCE SOUTH 81 DEGREES 12 MINUTES 30 SECONDS EAST THREE HUNDRED NINETY FOUR AND FIFTY HUNDREDTHS (394.50) FEET TO A MARBLE MARKER AND THE POINT OF BEGINNING.

SUBJECT TO ALL COVENANTS, CONDITIONS, ZONING ORDINANCES, RESTRICTIONS, AND EASEMENTS OF RECORD.

BEING SAME PROPERTY CONVEYED IN THAT CERTAIN QUITCLAIM DEED BETWEEN THOMAS R. RICHARDS, SR. AND THOMAS R. RICHARDS, JR., AS TRUSTEE OF THE THOMAS R. RICHARDS, SR., REVOCABLE TRUST, DATED MARCH 18, 2016, FILED MARCH 30, 2016 IN DEED BOOK 15323, PAGE 4240, COBB COUNTY, GEORGIA RECORDS.

Re: 3045 Cherokee Street

ALL THAT TRACT OR PARCEL OF LAND LYING AND BEING IN LAND LOT 129 OF THE 20TH DISTRICT, 2ND SECTION, COBB COUNTY, GEORGIA AS SHOWN ON PLAT OF SURVEY BY THOMAS M. GINN, SR. DATED JUNE 23, 1969, A COPY OF WHICH IS RECORDED IN PLAT BOOK 47, PAGE 198, COBB COUNTY, GEORGIA RECORDS BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

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KISZ CONSTRUCTION INC
136 SANTA ANITA TRAIL
WOODSTOCK, GA 30189

PROJECT
CHEROKEE ST WOODSTOCK
3033 CHEROKEE ST NW
KENNESAW, GA 30144

SHEET TITLE
SITE PLAN

SHEET NUMBER
C201

PROJECT NUMBER
24114

DATE
JUNE 10TH, 2024

REVISIONS



Know what's below.
Call before you dig.

SCALE: 1" = 30'



A horizontal scale bar with tick marks at 0, 30, 60, and 90 feet. The text "SCALE: 1" = 30'" is positioned above the right end of the bar.

SITE PLAN

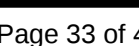
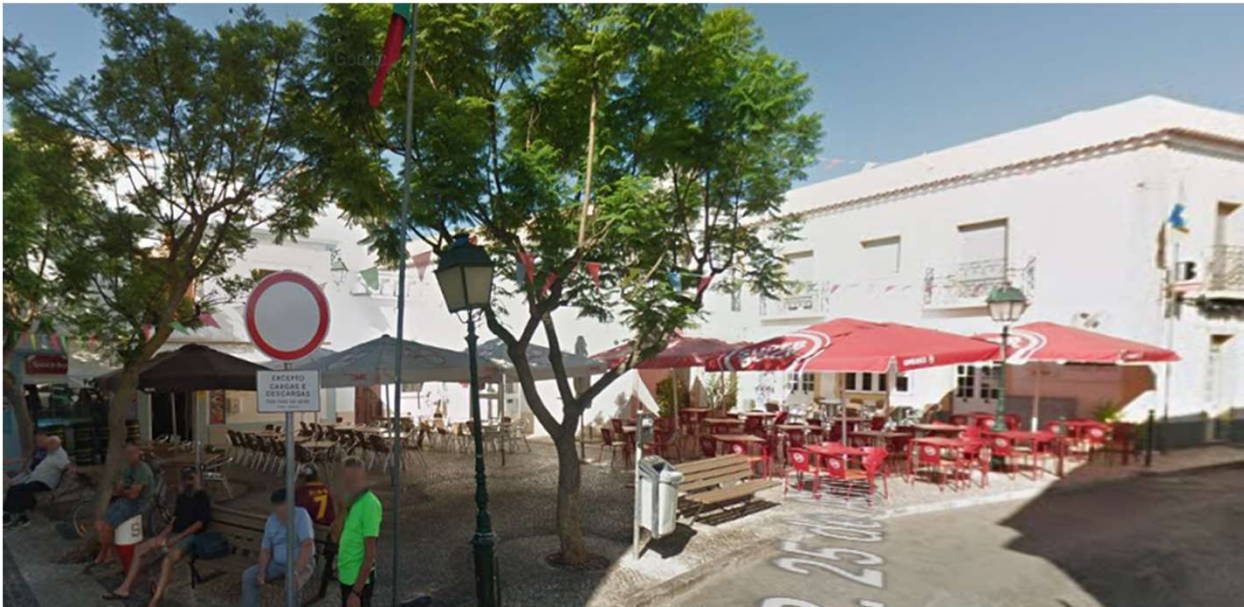


Exhibit B :: Inspiration for Development



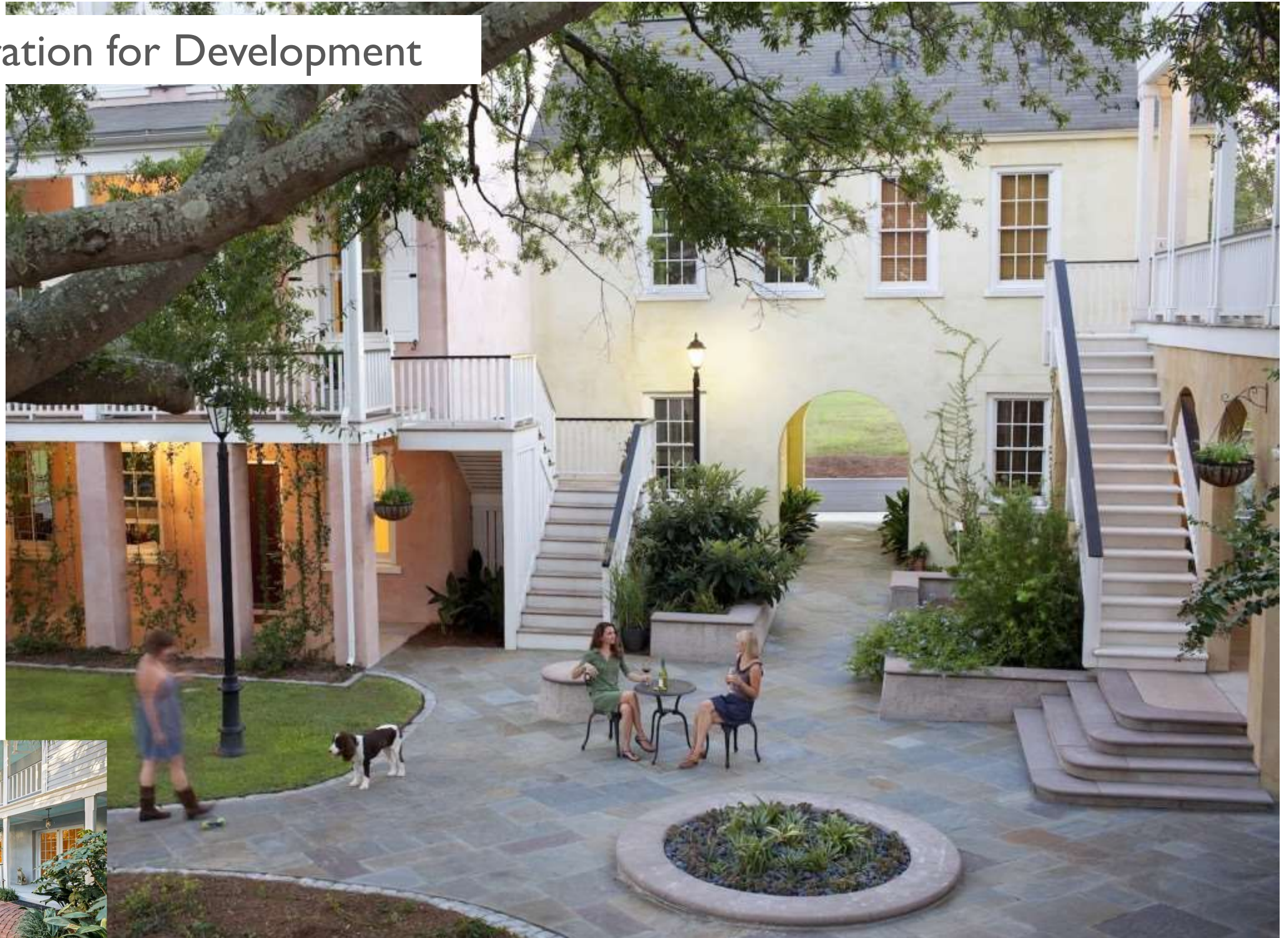
SCALE OF COMMERCIAL PLAZA

*almost identical to Adair Park Plaza in Woodstock (above)
and the Central Square in Alvor, Portugal (below)*



Please note that this is a Conceptual Plan only and has been prepared for conceptual purposes only; and is subject to withdrawals, additions and changes as a result of final architectural and engineering reviews and approvals. Illustrations are provided for conceptual purposes only and approved architectural and landscape plans may differ substantially from images and examples provided here within.

Exhibit B :: Inspiration for Development



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Exhibit B :: Inspiration for Development



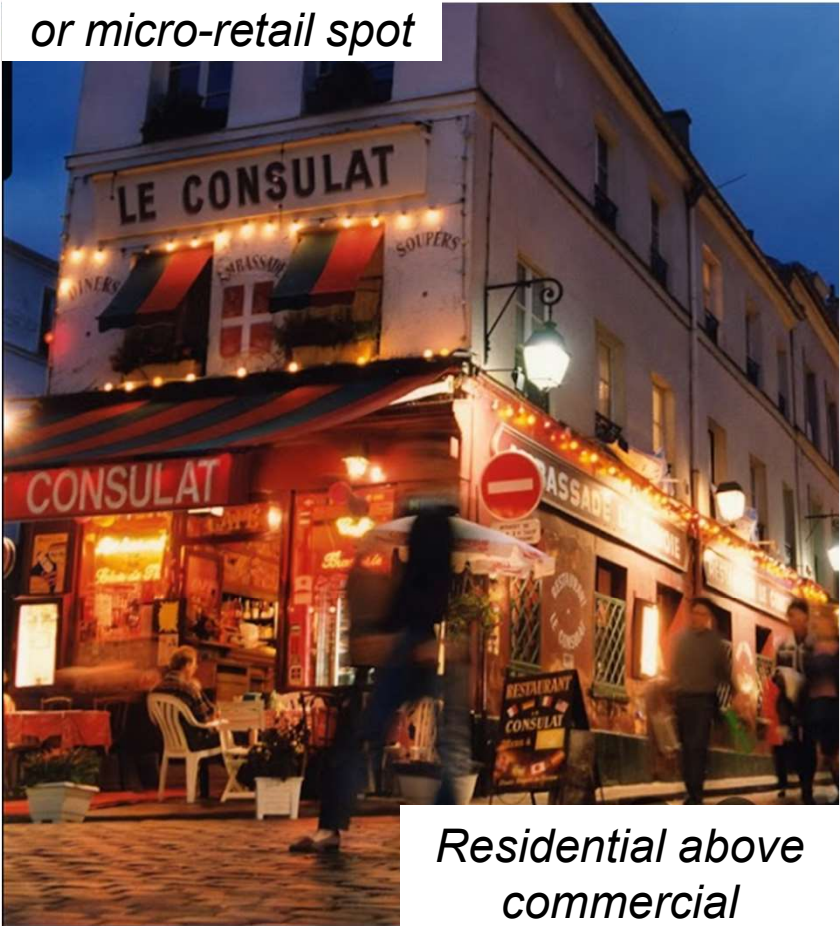
Cherokee St Development ::

A curated collection of compact courtyard homes |
Just steps from downtown Kennesaw | Attainable
urbanism -- stacked flats potentially starting at 300k

Charleston-inspired homes carefully arranged
amongst intimate urban spaces

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Exhibit B :: Inspiration for Development



Colorful exteriors



[View Gallery](#)



Tasteful amenity spaces

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	Kennesaw Galt North Concept Plan 6/1/2024					
	<i>Includes new 3 story stacked flats</i>					
	Lot	Type	Plan Description	Heated SF	BR	BA
	COMMERCIAL					
	C1	MUB	Commercial Building 1 (Ground Floor Only)	800		
	C2	MUB	Commercial Building 2 (Ground Floor Only)	800		
			Commercial Total	1,600		
	RESIDENTIAL					
	1	Flat	Stacked Flat Above Commercial (No Garage)	1,600	3	2.5
	2	Flat	Stacked Flat Above Commercial (No Garage)	1,600	3	2.5
			Total	3,200		
	3	Townhome	19 x 21 TH	1,200	2	2
	4	Townhome	19 x 21 TH	1,200	2	2
	5	Townhome	19 x 21 TH	1,200	2	2
	6	Townhome	19 x 21 TH	1,200	2	2
			Total	4,800		
	7	Townhome	19 x 21 TH	1,200	2	2
	8	Townhome	19 x 21 TH	1,200	2	2
	9	Townhome	19 x 21 TH	1,200	2	2
	10	Townhome	19 x 21 TH	1,200	2	2
			Total	4,800		
	11	Townhome	21 x 28 TH	1,500	3	3
	12	Townhome	21 x 28 TH	1,500	3	3
	13	Townhome	21 x 28 TH	1,500	3	3
			Total	4,500		
	14	Flat	Stacked Flat	1,025	2	2
	15	Flat	Stacked Flat	1,025	2	2
	16	Flat	Stacked Flat	1,025	2	2
	17	Flat	Stacked Flat	1,025	2	2
	18	Flat	Stacked Flat	1,025	2	2
	19	Flat	Stacked Flat	1,025	2	2
	20	Townhome	19 x 21 TH	1,200	2	2
			Total	7,350		
	21	Flat	Stacked Flat	1,025	2	2
	22	Flat	Stacked Flat	1,025	2	2
	23	Flat	Stacked Flat	1,025	2	2
	24	Flat	Stacked Flat	1,025	2	2
	25	Flat	Stacked Flat	1,025	2	2

	26	Flat	Stacked Flat	1,025	2	2
	27	Flat	Stacked Flat	1,025	2	2
	28	Flat	Stacked Flat	1,025	2	2
	29	Flat	Stacked Flat	1,025	2	2
			Total	9,225		
	30	Townhome	26 x 21 TH	1,500	3	3.5
	31	Townhome	26 x 21 TH	1,500	3	3.5
			Total	3,000		
			Residential Total	36,875		
			New Construction Total SF	38,475		



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: July 12, 2024
TITLE: First Friday Amphitheater logistics

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: July 12, 2024

TITLE: Review of grant application received by 1885 Grill

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None

STANDARD 6

DEMONSTRATED IMPACT AND RESULTS

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Demonstrating the Value of Main Street, B) Measuring and Packaging Quantitative and Qualitative Outcomes and C) Promoting Progress and Demonstrating Impact and Results.**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts.

A) DEMONSTRATING THE VALUE OF MAIN STREET

INDICATOR 1: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include, but are not limited to:

- District revitalization and physical and economic improvements are included in recent regional, or citywide master plans, economic development plans, comprehensive plans, etc.
- Main Street participates in ongoing local planning efforts that involve the district.
- Main Street participates in guest presentations to local community organizations and institutions.
- Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, marketing support on the Main Street program's website and social media, etc.)
- District stakeholders advocate for the program when requested.
- The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.
- Main Street's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.
- Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

Not Meeting:



Room for Improvement:



Meeting:



B) MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES

INDICATOR 1: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include, but are not limited to:

- Submits accurate and on-time monthly community activity reports

Did not complete or submit all reports:



Submitted All Reports:



INDICATOR 2: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include, but are not limited to:

- Submitted Main Street Network Annual Salary and Program Survey

Did not submit:



Submitted:



C) PROMOTING PROGRESS & DEMONSTRATING IMPACT & RESULTS

INDICATOR 1: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include, but are not limited to:

- Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- Publishing and distributing an annual report and summary of revitalization statistics.
- Highlighting key statistics and testimonials on website and other marketing materials.

Not Meeting:



Room for Improvement:



Meeting:



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL

Alignment Worksheet

After reviewing the Community Self-Assessment Tool, use this worksheet to score yourself on the indicators listed for each of the six Standards based on the scale below:

Not Meeting:  **Room for Improvement:**  **Meeting:** 

While it is our hope that all accredited programs will be able to meet or exceed the indicators outlined in this document we know that every city has times of growth and regression. This is why we ask for your honest assessment regarding your currently ability to meet each of these 6 Standards. Unlike former versions of the assessment process, in this document there is no threshold for what is considered passing. The purpose of this document is not to define who is "in" and who is "out", but how we, as a coordinating program, can better assist you in your city's downtown development journey. While this document will play a role in the accreditation process, it will not be the only component under consideration.

STANDARD 1: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

A) Partnerships and Collaboration

Indicator 1:   

Indicator 2:   

B) District and Community Outreach

Indicator 1:   

C) Communications and Public Relations

Indicator 1:   

Indicator 2:   

Indicator 3:   

STANDARD 2: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

A) Inclusive Organizational Culture and Diverse Volunteer Engagement

Indicator 1:   

Indicator 2:   

Indicator 3:   

Indicator 4:   

B) Active Board Leadership and Supporting Volunteer Base

Indicator 1: Required

Indicator 2:   

Indicator 3:   

C) Professional Staff Management

Indicator 1: Required

Indicator 2:   

D) Effective Operational Structure

Indicator 1: Required



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL Alignment Worksheet

STANDARD 3: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

A) Balanced Funding Structure

Indicator 1:   

Indicator 2:   

Indicator 3:   

B) Strategic Revenue Development and Fundraising

Indicator 1:   

C) Budget and Work Plan Alignment

Indicator 1:   

D) Financial Management and Best Practices

Indicator 1:   

Indicator 2:   

STANDARD 4: STRATEGY-DRIVEN PROGRAMMING

A) Planning Guided by Inclusive Community and Market-Informed Inputs

Indicator 1:   

B) Defining Direction through Transformation Strategy Identification and Development

Indicator 1:   

C) Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points

Indicator 1:   

STANDARD 5: PRESERVATION-BASED ECONOMIC DEVELOPMENT

A) Preservation Ethics and Education on Historic and Cultural Assets

Indicator 1:   

Indicator 2:   

B) Standards and Best Practices for Place-based, People-focused Design

Indicator 1:   

C) Promotion of Historic, Heritage, and Cultural Assets

Indicator 1:   

STANDARD 6: DEMONSTRATED IMPACT AND RESULTS

A) Demonstrating the Value of Main Street

Indicator 1:   

B) Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator 1:  

Indicator 2:  

C) Promoting Progress and Demonstrating Impact and Results

Indicator 1:   