



Authority Members

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

**Kennesaw Downtown Development Authority
Meeting Agenda
April 11, 2025 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 - 3.14.25 meeting
- 3. Financial Report**
 - A. Financial Report as of 3.31.25
 - B. Review open invoices
- 4. Old Business**
 - A. Discussion of RFP response for Drinks at the Depot event (tabled from March 14, 2025 meeting)
- 5. New Business**
 - A. Consideration of incentive application from Highpoint development at 2681 S. Main Street (Lacy Phase II)
- 6. Main Street Program Updates**
 - A. Discussion of KDDA Facebook page and effective social media communications
 - B. 2024 Main Street Community Impact Report
 - C. Review and adopt a vision statement for Downtown Kennesaw
- 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)
March 14, 2025
7:30 AM

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

The meeting was called to order at 7:30 am by Mark Allen, KDDA Chair.
KDDA members present: Mark Allen, Mary Jo Groeneveld, Ian Coats, Nimesh Patel, Lexie Newhouse, David Lyons
KDDA members absent: Leslie Patton
Staff members present: Luke Howe, Miranda Taylor

4. Old Business

A. Discussion only: Update on status of Lacy Phase 2 project (South Main).

This item was taken out of order, following the Call to Order. Elliot Van Dyke (Highpoint) provided a brief update on the planning for their phase 2 project across from The Lacy on South Main Street. Elliot shared the site plan for the development and pointed out that they would build the restaurant space shown on the plan concurrently with the rest of the development. They'll build it as a shell to start, and then will do tenant improvements when a lease is signed with the eventual user. They are doing this to hopefully alleviate some of the concerns over the status of delivery of commercial buildings in mixed-use development. David Lyons asked if there would be outdoor seating for this restaurant space, and Elliot confirmed there would be outdoor seating. He also pointed out that they've added 18 slanted on-street parking spaces along South Main and 7 spaces inside the entrance to the development to support the restaurant space. The additional parking will also support the traffic-calming measures they are including (raised medians, pedestrian crossings with beacon lighting, and reduced roadway width).

There is no action required on this item today, this was a discussion only update.

2. Approval of the Meeting Minutes

A. Draft minutes - 2.14.25 meeting

The board reviewed draft minutes from the 2.14.25 meeting. David Lyons made a motion to approve the minutes as presented. Lexie Newhouse seconded the motion.

The motion passed unanimously.

3. Financial Report

A. Financial Report as of 2.28.25

Lexie Newhouse presented the financial report as of 2.28.25 with an ending cash balance of \$106,779.03. David Lyons made a motion to approve the financial report as presented; motion was seconded by Nimesh Patel. The motion passed unanimously.

B. Review open invoices

The board reviewed one open legal invoice, and David Lyons made a motion to approve the invoice for payment. Lexie Newhouse seconded and the motion passed with a vote of 6-0.

5. New Business

A. Discussion of RFP response for Drinks at the Depot event

The board discussed the RFP process, but several members had not had an opportunity to read/score the response due to email access issues. The board expressed concern about there being 18 firms who received the RFP packet but only 2 firms that submitted proposals. The board requested that staff ask the Clerk's office if they could send a question to all firms that received the packet to request feedback on why they declined to submit a proposal. This information would help the board with future planning. The board chair requested that everyone read the response and send scores back to Miranda Taylor no later than 3/28 so that the board can have a full review of the response at the April KDDA meeting. David Lyons made a motion to table a review of the RFP response to the April 11 KDDA meeting. Lexie Newhouse seconded the motion. The motion passed unanimously.

6. Main Street Program Updates

A. Completed Placemaking Projects

Miranda Taylor updated the board on the most recently completed placemaking projects in downtown: the plaza lighting and storyboards. Both have been well received and we look forward to doing more projects like this. Miranda also shared the success of the recent Mardi Gras pop-up event, and reminded the board that there is a Pi Day pop-up event today at Depot Park from 11am - 1pm. Based on the success of/interest in these pop-up events, we will consider doing more events like this to activate downtown spaces.

7. Public Comments

No public comment

8. Board Comments

David Lyons stated that he was pleased with the direction we are going with the placemaking and events, and hopes to see more good things like this in the future.

9. Economic Development Director Comments

There were no Economic Development Director comments today.

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

With no further business, Ian Coats made a motion to approve, seconded by Nimesh Patel. The motion passed unanimously and the meeting was adjourned at 8:09 am.

- 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 March 31, 2025

Beginning Cash	\$ 106,779.03
Cash Receipts:	
Interest Earned	207.85
Main Street Burger	2,409.30
L&B Brands (3/19)	378.49
L&B Brands (3/31)	352.24
1887 Grill DB	<u>352.24</u>
Total Cash Receipts	<u>3,700.12</u>
Cash Disbursements:	
Kathryn Collier	742.63
Bentley, Bentley, & Bentley	29.00
Republic Services of GA	<u>704.49</u>
Total Cash Disbursements	<u>1,476.12</u>
Ending Cash	<u><u>\$ 109,003.03</u></u>



City of Kennesaw

Balance Sheet

Account Summary

As Of 03/31/2025

Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	109,003.03
760-0000-11-112100-00000	KDDA FACADE	3,690.35
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	753.30
	Total Assets:	113,446.68
		<u>113,446.68</u>
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
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	2,758,263.72
760-0000-13-521400-00000	F/B - UNRESTRICTED	-2,661,504.31
	Total Beginning Equity:	96,759.41
Total Revenue		24,152.78
Total Expense		10,465.51
Revenues Over/Under Expenses		13,687.27
	Total Equity and Current Surplus (Deficit):	110,446.68
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>113,446.68</u>



City of Kennesaw

Income Statement Account Summary

For Fiscal: 2024-2025 Period Ending: 03/31/2025

		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	0.00	0.00	3,000.00
760-0000-34-756600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,391.75	1,108.25
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	0.00	0.00	2,500.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	214.89	761.42	438.58
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	2,409.30	15,503.69	25,014.31
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	1,082.97	6,495.92	-6,470.92
Revenue Total:		51,243.00	51,243.00	3,707.16	24,152.78	27,090.22
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	29.00	1,745.48	13,254.52
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	704.49	3,609.50	-2,109.50
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	175.00	75.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	742.63	4,434.15	3,965.85
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	1.38	98.62
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	0.00	15,000.00
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	500.00	2,000.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
Expense Total:		51,243.00	51,243.00	1,476.12	10,465.51	40,777.49
Fund: 760 - KDDA FUND Surplus (Deficit):		0.00	0.00	2,231.04	13,687.27	
Total Surplus (Deficit):		0.00	0.00	2,231.04	13,687.27	

Income Statement

For Fiscal: 2024-2025 Period Ending: 03/31/2025

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	51,243.00	51,243.00	3,707.16	24,152.78	27,090.22
Expense	51,243.00	51,243.00	1,476.12	10,465.51	40,777.49
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	2,231.04	13,687.27	-13,687.27
Total Surplus (Deficit):	0.00	0.00	2,231.04	13,687.27	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	2,231.04	13,687.27	-13,687.27
Total Surplus (Deficit):	0.00	0.00	2,231.04	13,687.27	



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: April 11, 2025

TITLE: Discussion of RFP response for Drinks at the Depot event (tabled from March 14, 2025 meeting)

Summary:

The City Clerk's office sent the RFP packet for Drinks at the Depot event management services to 18 firms. We received two responses to the RFP, but one was disqualified due to not complying with the rules for submission (they submitted a response via email, rather than in a sealed envelope). KDDA members were provided the packet from the one qualified response to score and discuss at the 3.14.25 meeting.

Recommendation:

Fiscal Impact:

Attachments:

None



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: April 11, 2025

TITLE: Consideration of incentive application from Highpoint development at 2681 S. Main Street (Lacy Phase II)

Summary:

Highpoint has formally requested incentive assistance on the Lacy Phase II development at 2681 S. Main Street using a bond-for-title. Staff analysis reports from Economic Development and Planning & Zoning are attached to support the requested incentives from Highpoint. An Inducement Resolution will be reviewed with the board to initiate the incentive process.

Recommendation:

Fiscal Impact:

Attachments:

1. Lacy-II-Bonds-for-Title-Report
2. RZ2025-01 ZV2025-01_2615 2681 S Main St_Staff Analysis

Bonds-for-Title Overview

Development authorities are tax-exempt, independent agencies tasked by the State Constitution to promote and incentivize economic development. Bonds-for-title or the “abatement bond” is their strongest, most prolific tool.

In a bonds-for-title deal, development authorities issue industrial development revenue bonds to acquire a property. The project is then leased back to the developer/ owner, and the lease serves as the mechanism for the “abatement.” In many cases, the bonds are assigned to a conventional lender, and the tax savings are used to collateralize a loan. What the developer/ leasee would’ve paid in taxes gets applied to the loan’s principal and interest in the form of rent payments. At the end of the abatement term, the leasee would have an option to buy for \$1.

These are cashless bonds, so they do not require backing by an authority’s parent government, and transactions do not require formal consent from the local taxing jurisdictions.

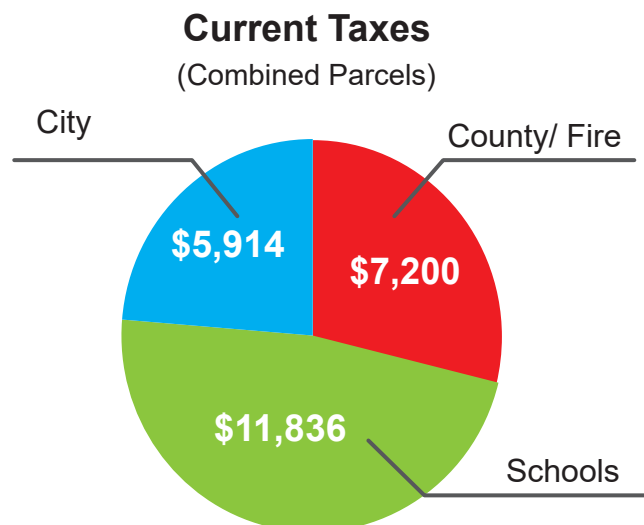
Proposed Structure

Currently, the combined appraised value of the property is \$2,055,690 = \$24,950 in taxes.

The abatement would only apply to the multi-family - approx. \$45 million projected value. Under this proposal, the KDDA would abate 100% of the taxes for 15 years. To compensate for the taxes lost, the leasee would make \$25,000 in annual PILOTs (payments in lieu of taxes). They would make additional PILOT payments for Cobb School District enrollees who permanently reside within the multi-family. Those additional PILOT payments would equal the annual costs for a single child (\$13,256). *See page 3 for details.*

Additionally, an annual \$75,000 administrative fee would be paid to the KDDA. That money could be used to acquire property in furtherance of their mission.

Over the 15-year term, the net tax savings for this project would be \$8,379,803. The savings would be applied to the “abnormal costs” (high cost of land, parking deck, commercial shell building) featured on the following page. This would be memorialized in a development agreement with the KDDA.

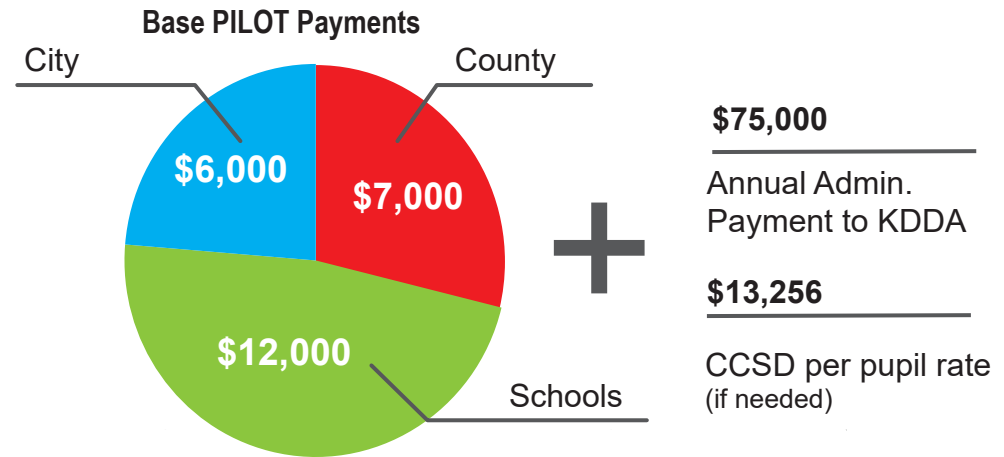


“Abnormal Costs”

The Lacy Phase II Mixed-Use Development	
Abnormal Costs - Land	
Overall Land (incremental cost relative to phase I)	\$ 6,070,500
Park Land (0.25 acres at \$730k/acre)	\$ 182,500
Retail (Restaurant) Land (0.25 acres at \$730k/acre)	\$ 182,500
Subtotal	\$ 6,435,500
Abnormal Costs - Hard Costs	
On-Street Parking, Pedestrian Crossings, Raised Island Medians (milling and demo, base, binder, topcoat, curb, etc.)	\$ 400,000
Pedestrian Crossing Signals	\$ 300,000
Park - Landscape/Hardscape	\$ 100,000
Sidewalk to Sardis - Hardscape	\$ 45,000
Sidewalk to Sardis - Grading	\$ 25,000
Parking Deck - Precast, Plumbing, Electrical	\$ 1,235,000
Parking Deck - Engineering, General Conditions, Piers/Piles	\$ 500,000
Subtotal	\$ 2,605,000
Abnormal Costs - Soft Costs	
Legal - City Bond Counsel & City Counsel	\$ 250,000
Legal - Developer Bond Counsel	\$ 75,000
Authority Fees	\$ 75,000
Duplicative Title Insurance At Conveyance	\$ 50,000
Subtotal	\$ 450,000
TOTAL ABNORMAL COSTS	\$ 9,490,500

Proposed Abatement & PILOT Schedule

ASSUMPTIONS		
Est. New Value		\$45,000,000
Annual Appreciation		0.00%
Millage Rate		0.03985
Assessed Value @		40%



CALCULATIONS

Proposed Abatement Schedule						
Year (starting at final CO)	Future Real Property Assessed Value	Current Real Property Assessed Value	Incremental Property Taxes	Abatement %	Net Abated Taxes (after PILOTs/ Admin payments)	PILOT + Admin Payments Due
1	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
2	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
3	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
4	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
5	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
6	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
7	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
8	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
9	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
10	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
11	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
12	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
13	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
14	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
15	\$ 18,000,000	\$ 1,471,680	\$ 658,654	100%	\$ 558,654	\$ 100,000.00
TOTAL			\$ 9,879,803		\$ 8,379,803	\$ 1,500,000

ZONING ADMINISTRATOR
DARRYL SIMMONS

**ASSISTANT ZONING
ADMINISTRATOR/PLANNER**
CHANELLE CAMPBELL

CONTACT US

OFFICE: (770) 590-8268
WEBSITE: www.kennesaw-ga.gov
EMAIL: zoningdept@kennesaw-ga.gov



2529 J.O. Stephenson Avenue
Kennesaw, GA 30144

MAYOR AND COUNCIL
MARCH 17, 2025

PLANNING COMMISSION
MARCH 5, 2025

LEGAL ADVERTISEMENTS
FEBRUARY 14, 2025

PUBLIC NOTICE SIGN
FEBRUARY 14, 2025

APPLICATION SUBMITTED
OCTOBER 29, 2024

STAFF ANALYSIS REPORT

ZONING CASE #: RZ2025-01/ZV2025-01

Property Addresses

2615 & 2681 South Main Street

Applicant

Highpoint Acquisitions, LLC.

Representative

Sams, Larkin, & Huff, LLP - Parks F. Huff, Esq.

Property Owner

Richards-Gilstrap Holdings, LLC & Old South Village LLC

Current Zoning

Light Industrial (LI) & Central Business District (CBD)

Future Land Use Category

Downtown Activity Center (DAC)

Project Request: Rezone Property from Light Industrial (LI) to Central Business District (CBD) and two (2) concurrent variances.

[Please see page 5 for project request and intent.](#)

PROPERTY DETAILS

Within 1/2 mi from Unincorporated Cobb Co: Yes

Historic District: No

Cemetery: No **Floodplain:** No **Stream:** No

Parcel ID #: 20016700990 & 20016700140

Land Lot #: 167 **Tax Parcel #:** 99 & 140

Land Area: 7.096 +/- acres

Proposed Building SQFT: [See Page 4](#)

RECOMMENDATION

Staff Recommendation

Approval with conditions of the rezoning and **approval** of the two variance request.

[Please see page 22 - 25 for basis for recommendation.](#)



Aerial view of subject property

STAFF ANALYSIS REPORT

ZONING CASE #: RZ2025-01/ZV2025-01

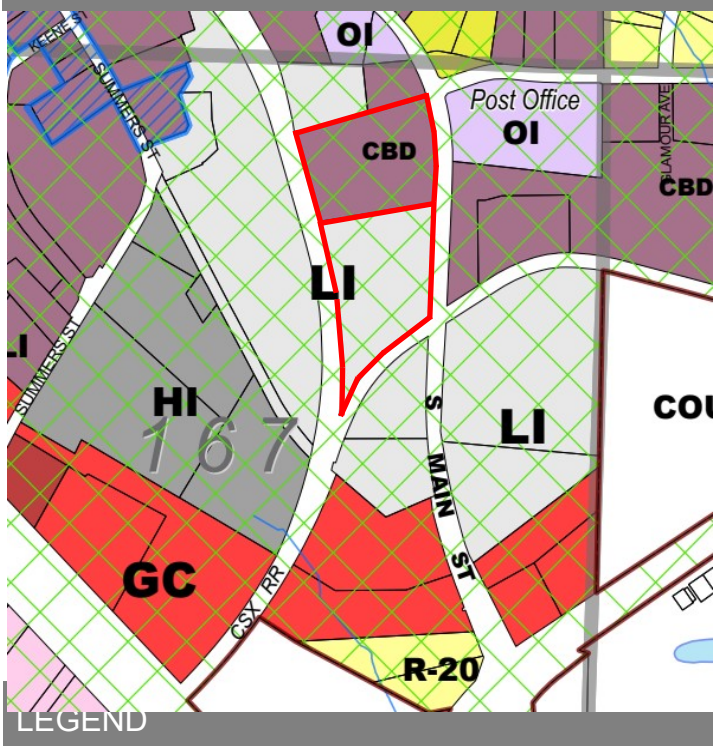
AERIAL MAP

LOCATION:

The 7.096 +/- acre tract is located on South Main Street with close proximity to the city's downtown. Surrounding uses includes a newly developed multifamily development known as "The Lacy" and United State Postal Service office to the east. To the north is a retail shopping strip currently being used as a Martial Arts & Fitness center. To the west is a lumber yard known as Builders First Source (BFS) Operations, while to the south are primarily retail and office suites with various uses including TopTech Mechanical Services, Dockins Tiles and Stone Work, and Ultimate Sports and Fitness Academy.



ZONING MAP



Zoning Districts

CBD	HGB	NRC	PUD-R
CRC	HI	NS	PVC
FST	LI	OI	R-10
GC	MHP	PBSH	R-12
		PSC	R-15

SURROUNDING ZONING DIS. AND FUTURE LAND USE:

North: No Street

Zoning: Central Business District (CBD) & Light Industrial (LI)

Future Land Use: Public Downtown Activity Center (DAC) & Public Service/Institutional (PI)

South: No Street

Zoning: Light Industrial (LI)

Future Land Use: Industrial (I)

East: S. Main Street

Zoning: Central Business District (CBD) & Office Institutional (OI)

Future Land Use: Downtown Activity Center (DAC) & Public Service/Institutional (PI)

West: No Street

Zoning: Light Industrial (LI)

Future Land Use: Community Activity Center (CAC)

STAFF ANALYSIS REPORT

ZONING CASE #: RZ2025-01/ZV2025-01

BACKGROUND:

In 2009, the property located at 2615 South Main Street was rezoned to City Light Industrial (LI) with specific stipulations for auto impound, auto recovery, and wrecker services for use by Kennesaw Wrecker Company. Additional stipulations required all automobiles to be shielded by a combination of landscaping and improvements to the existing fence. The rezoning request was approved on November 6, 2009. Kennesaw Wrecker Company received their Certificate of Occupancy in 2010 and has been occupying the location since then.

Currently, 2681 South Main Street is an existing mobile home community known as Old South Village. The mobile park was built in the early 1980s and was purchased by Old South Village LLC, c/o Kodiak Ventures, in 2015. In 2023, the mobile home community consisted of 29 mobile home pad units, but the number has decreased over the years. In 2023, the Mayor and Council approved the rezoning of the property from Mobile Home Park (MPH) to Central Business District (CBD) as part of the CBD Expansion Project Phase 2. The intent of this rezoning is to support the continued development and revitalization of the downtown area.

EXISTING SITE CONDITIONS



Current Site Conditions (Cobb Tax Assessor)

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

DESCRIPTION OF ZONING REQUEST: REZONING AND VARIANCE

This is a rezoning and concurrent variance request submitted for 2615 & 2681 South Main Street.

REZONING:

The applicant seeks to change the zoning designation from Light Industrial (LI) to Central Business District (CBD) for the construction of a mixed-use development.

VARIANCE:

[Section 4.02.03\(G\)\(2\)\(c\) & 4.02.03\(G\)\(5\)\(c\)](#) Reduce the average floor area of residential units from 1,000 sq. ft. to a minimum of 900 sq. ft.

[Section 4.02.03\(G\)\(5\)\(d\)](#) Reduce the minimum multifamily floor area from 850 sq. ft. to 705 sq. ft.

PROJECT INTENT

The applicant is requesting to rezone the property to Central Business District (CBD) to construct a development that will consist of 300 class A multifamily units and 5,000 sq. ft. of commercial floor area.

Number of units proposed: 300

Proposed parking spaces: 525

- **Deck Parking:** 188
- **Parking Deck (The Lacy):** 100
- **Surface (Shared):** 237

New Construction Total SF: 340,000 sq. ft

- **Retail (Outparcel):** 2,500 sq. ft.
- **Retail (Ground Floor):** 2,500 sq. ft.
- **Apartments:** 335,000 sq. ft.

Proposed Amenities: Multifamily amenities will include a clubhouse with a coffee bar, fitness facilities, pool, outdoor grilling, dog park and gathering places.

Pre-Application Meeting

August 23, 2024

Application Submitted

October 28, 2024

Fees Paid

\$375.00 (Rezoning) + \$375 (Variance)

Certified Letters Mailed

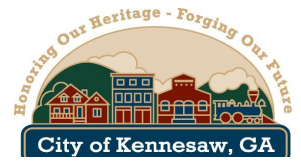
February 14, 2025

UNIFIED DEVELOPMENT CODE

Section 4.02.03 (B) - Lot size, setback and building height requirements

Min. Lot size, Widths, and Depths	None
Max. Lot Coverage (%)	87
Min. Front Yard	Established to "build-to-line" which equals the averaged distance from the property lines measured from existing structures along right-of-way adjoining properties as measured from existing structures.
Min. Side Yard	None
Min. Rear Yard	None
Max. Height	Subject to Historic District Design Guidelines.
Max. FAR (Floor Area/Lot Area)	1.10

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

PROJECT DETAILS

The applicant is seeking to rezone the property to Central Business District (CBD) with the intention of redeveloping it into a vibrant, walkable mixed-use project. This development will include a combination of retail spaces and multifamily residential units. Additionally, it will extend the city's Gateway Park along South Main Street, enhancing the area's appeal and connectivity. This project represents the second phase of The Lacy at South Main and is designed to cater to a target demographic of young professionals, active adults, and empty nesters, creating a diverse and thriving community.

- The project will include approximately 340,000 sq. ft of new construction, with residential accounting for 335,000 sq. ft of the construction total.
- The residential portion of the development will consist of 300 class A units, all of which will be market rate ranging between 700 - 1,450 sq (average 900 sq. ft.)

	Proposed Sq. Ft	Total number of units	Total RSF	% Breakdown
1 BDRM	750	180	135,000	60
2 BDRM	1,100	105	115,000	35
3 BDRM	1,400	15	19,500	5

- Approximately 5,000 sq. ft. of retail space will be included in the development. This retail space will be divided, with 2,500 sq. ft. located on the ground floor of Building 2, and the remaining 2,500 sq. ft. situated on South Main Street, directly across from The Lacy at South Main.
- The proposed conceptual plan includes a total of 525 parking spaces including a two-story parking deck, surface parking and designated parking located in Phase I, with site access provided by a single entry point from South Main Street.
- The proposed amenities for the development include:
 - A Clubhouse with a coffee bar
 - State of the art fitness facilities
 - A modern pool and outdoor grilling stations
 - Community courtyards, gathering places
 - Pedestrian connectivity
 - A dog park

This comprehensive development aims to create a vibrant, walkable community that seamlessly integrates residential, retail, and recreational spaces, enhancing the overall appeal and connectivity of the area.

PROPOSED SITE PLAN

ZONING CASE #: RZ2025-01/ZV2025-01

RESIDENTIAL:
300 UNITS
60% 1-BEDROOM = 180 UNITS = 180 SPACES
@ 750 SF/UNIT = 135,000 RSF
35% 2-BEDROOM = 105 UNITS = 210 SPACES
@ 1,100 SF/UNIT = 115,000 RSF
5% 3-BEDROOM = 15 UNITS = 30 SPACES
@ 1,400 SF/UNIT = 21,000 RSF





PROPOSED RENDERING (PAGE 1 OF 3)

ZONING CASE #: RZ2025-01/ZV2025-01



PROPOSED RENDERING (PAGE 2 OF 3)

ZONING CASE #: RZ2025-01/ZV2025-01



PROPOSED RENDERING (PAGE 3 OF 3)

ZONING CASE #: RZ2025-01/ZV2025-01

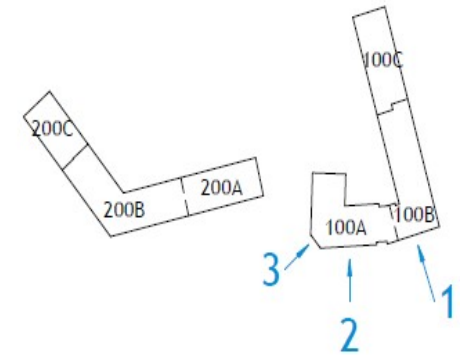


PROPOSED ELEVATIONS (PAGE 1 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01



ELEVATIONS - BUILDING 100



1 ELEVATION - BUILDING 100 - NORTHEAST
 A3-01 1/16" = 1'-0"



2 ELEVATION - BUILDING 100 - SOUTHEAST
 A3-01 1/16" = 1'-0"



3 ELEVATION - BUILDING 100 - SOUTHEAST CORNER
 A3-01 1/16" = 1'-0"

PROPOSED ELEVATIONS (PAGE 2 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

ELEVATIONS - BUILDING 100



4 ELEVATION - BUILDING 100 - WEST
 A3-02 1/16" = 1'-0"



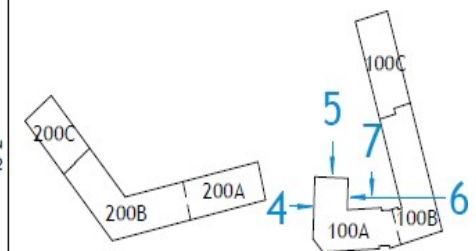
5 ELEVATION - BUILDING 100 - SOUTH
 A3-02 1/16" = 1'-0"



6 ELEVATION - BUILDING 100 - POOL COURTYARD NORTH
 A3-02 1/16" = 1'-0"



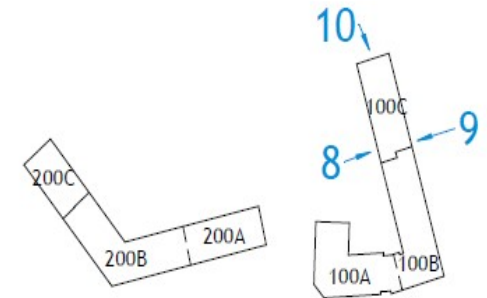
7 ELEVATION - BUILDING 100 - POOL COURTYARD WEST
 A3-02 1/16" = 1'-0"



PROPOSED ELEVATIONS (PAGE 3 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

ELEVATIONS - BUILDING 100



9 ELEVATION OVERALL - BUILDING 100 - NORTH
 A3-03 1/32" = 1'-0"



8 ELEVATION OVERALL - BUILDING 100 - SOUTH
 A3-03 1/32" = 1'-0"



10 ELEVATION - BUILDING 100 - EAST
 A3-03 1/32" = 1'-0"

A3-03

PROPOSED ELEVATIONS (PAGE 4 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

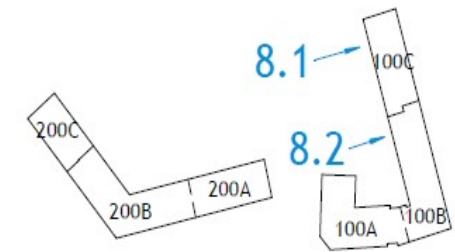


8.1 ELEVATION - BUILDING 100 - SOUTH 1
A3-04 1/16" = 1'-0"



8.2 ELEVATION - BUILDING 100 - SOUTH 2
A3-04 1/16" = 1'-0"

ELEVATIONS - BUILDING 100



PROPOSED ELEVATIONS (PAGE 5 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

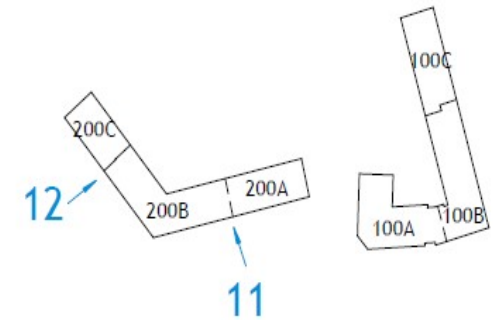
ELEVATIONS - BUILDING 100



PROPOSED ELEVATIONS (PAGE 6 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

ELEVATIONS - BUILDING 200



12 ELEVATION OVERALL - BUILDING 200 - SOUTH EAST
A3-06 1/32" = 1'-0"

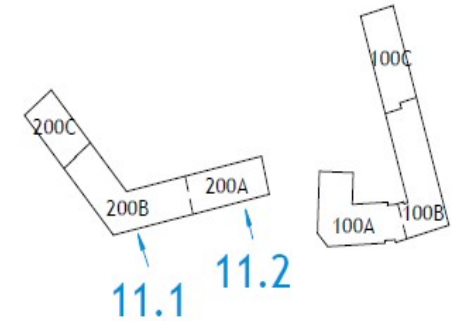


11 ELEVATION OVERALL - BUILDING 200 - EAST
A3-06 1/32" = 1'-0"

PROPOSED ELEVATIONS (PAGE 7 OF 7)

ZONING CASE #: RZ2025-01/ZV2025-01

ELEVATIONS - BUILDING 200



11.1 ELEVATION - BUILDING 200 - EAST 1
 A3-07 1/16" = 1'-0"

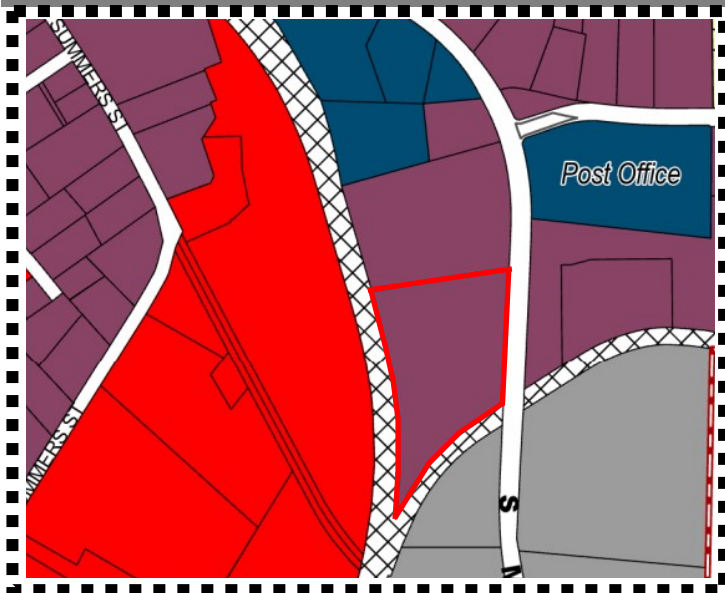


11.2 ELEVATION - BUILDING 200 - EAST 2
 A3-07 1/16" = 1'-0"

STAFF ANALYSIS REPORT

ZONING CASE #: RZ2025-01/ZV2025-01

2022 COMPREHENSIVE PLAN - AREAS



LEGEND

-  NAC - Neighborhood Activity Center
-  CAC - Community Activity Center
-  DAC - Downtown Activity Center
-  RAC - Regional Activity Center
-  RL - Residential Low/Medium

FUTURE LAND USE CATEGORY

DAC - DOWNTOWN ACTIVITY CENTER

This area is the traditional downtown of Kennesaw. As part of the Livable Centers Initiatives, the goal of this area is to create vibrant, walkable communities that offers increased mobility options, encourages healthy lifestyle and provide improved access to jobs and services.

FUTURE LAND USE ANALYSIS

The Comprehensive Plan designates the subject property to the west along South Main Street as Downtown Activity Center (DAC). The land use category consists of the traditional downtown of Kennesaw, that was highlighted as part Livable Center Initiative (LCI) study conducted in 2015. The study aims to create an economically viable and active Downtown Kennesaw that serves a multi-generational and is suitable for residents to live, work, play and shop. The goal of the Central Business District is to facilitate the redevelopment and revitalization of the downtown area. The subject property is located in close proximity to the Downtown Area and the proposal would align with the Comprehensive Plan for economic development by encouraging the creation of local business within the city.

The request to rezone to Central Business (CBD) aligns with the Comprehensive Plan. The proposed development will feature a mix of commercial and residential uses, serving as a catalyst for placemaking at the gateway to central downtown. This development aims to create a dynamic and vibrant environment that encourages pedestrian movement and provides convenient access to the amenities of downtown. The close proximity to central downtown will support the goals of the district by enhancing walkability and connectivity, ultimately contributing to the area's economic and social vitality.

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

TRANSPORTATION DATA:

AERIAL OF ROAD #1



ROAD #1

Roadway Name

South Main Street

Roadway Classification

Arterials

Speed Limit

25 MPH

Jurisdictional Control

City of Kennesaw

Minimum Width of Right-of-Way requirement

100-feet

AERIAL OF ROAD #2

ROAD #2

Roadway Name

N/A

Roadway Classification

N/A

Speed Limit

N/A

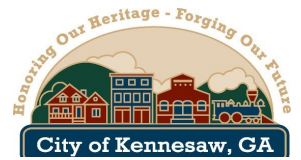
Jurisdictional Control

N/A

Minimum Width of Right-of-Way requirement

N/A

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

ENVIRONMENTAL

Floodplain:

- ☐ Yes
☒ No
☐ Not Verified

Wetlands:

- ☐ Yes
☒ No
☐ Not Verified

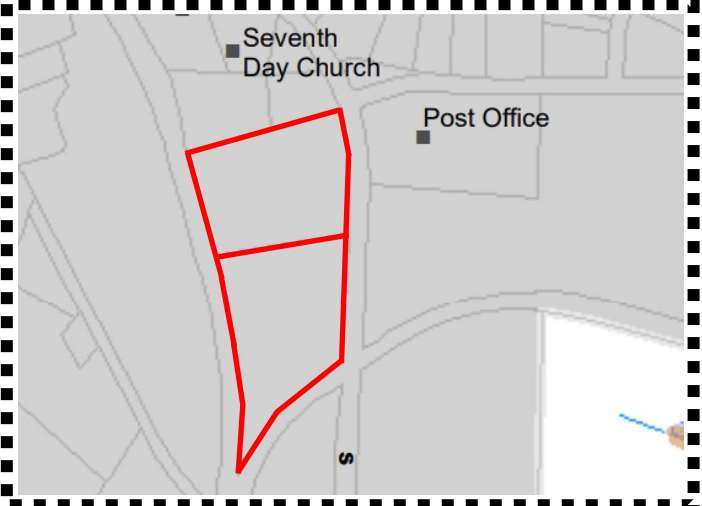
Drainage Basin:

- ☒ None
☐ FEMA 100-year floodplain area
☐ Flood Damage Prevention Ordinance¹
☐ Project subject to Cobb County Damage Prevention Requirements
☐ Dam Breach Zone (Upstream)²
☐ Owner/Developer is responsible for obtaining any required wetland permits from the United States Army Corps of Engineers

Streams and Creeks:

- ☐ Metropolitan River Protection Area³
☐ Chattahoochee River Corridor Tributary Area⁴
☐ Georgia Erosion-Sediment Control Law and County Ordinance⁵
☐ Georgia DNR Variance for work being done in 25-foot stream bank buffers (may be required)
☐ City Stream Buffer Required
☒ No Stream Buffer Required

FEMA FLOOD ZONE MAP



Special Flood Hazard Areas

2018 Flood Zones

- AE
- AE, FLOODWAY
- X, 0.2 Pct Annual Chance
- Land Lots
- Kennesaw City Limits
- Subject Property

ADDITIONAL COMMENTS REGARDING PROJECT:

- Developer may be required to install/upgrade water mains based on fire flow test results or Fire Department code. This will be resolved in the plan review process.
- Developer will be responsible for connecting to the existing County water and sewer systems, installing and/or upgrading all outfalls and water mains and obtaining on and/or off site easements, dedication of on and/or off site water and sewer to Cobb County, as may be required. Rezoning does not guarantee water/sewer availability/capacity unless so stated in writing by the Cobb County Water System. Permit issuances subject to continued treatment plant compliance with EPD discharge requirements.
- Applicant will be responsible to meet all City of Kennesaw Development & Zoning Ordinance Standards, State, County and applicable Federal regulations as part of the plan review approval process. All conceptual representations submitted with the application and acted on by Mayor and Council does not relieve applicant and property owners from meeting all development standards.

1. Designated flood hazard
2. Need to keep residential buildings out of hazard.
3. Within 2000-feet of the Chattahoochee River. ARC review 35-feet undisturbed buffer each side of waterway.
4. Cobb County review (___-feet undisturbed buffer on each side)
5. State of Georgia and Cobb County review.

STAFF ANALYSIS REPORT

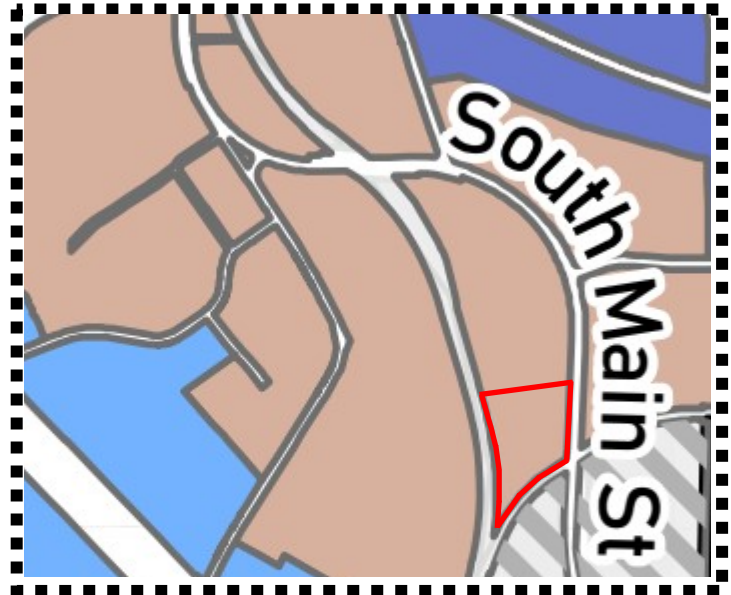


ZONING CASE #: RZ2025-01/ZV2025-01

2022 COMPREHENSIVE PLAN UPDATE

Kennesaw Areas

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



AREA DESIGNATION

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.

AREA DESIGNATION ANALYSIS

The site is located within the Historic Central Business District. According to the Area Policy Matrix outlined in the Comprehensive Plan, development in this area should encourage pedestrian access to downtown and requires compatibility of infill development with the surrounding neighborhoods and businesses. The project proposes a blend of uses to create a dynamic and livable space and fulfilling economic and social goals as outlined in the Comprehensive Plan.

SURROUNDING NEIGHBORHOODS

- The Lacy Multifamily apartment
- The Devin's Shire Townhome subdivision
- Duncan Drive Townhomes
- Homestead Hills

NEARBY PUBLIC SCHOOLS

- Big Shanty Elementary School
- Palmer Middle School
- North Cobb High School

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

PLANNING AND ZONING	DEPARTMENT COMMENTS
Site Visit: ☒ Yes ☐ No Staff Member: Name: Chanelle Campbell Date of Visit: 02/21/2025 Land Use Recommendation: Mixed used development is a compatible use Historic Preservation: Not located in the historic district Cemetery Preservation: No cemeteries on site Required Parking: 563 parking spaces	Engineering: No Comments Public Works: Proposed traffic calming mechanism and plans to connect Phase I and II requires final review and approval by city staff. Building Services: No Comments Cobb County Fire: None provided Cobb County Water: None provided

STAFF ANALYSIS - REZONING

The applicant, Highpoint Acquisition, LLC is requesting to rezone the property located at 2615 South Main Street from Light Industrial (LI) to Central Business District (CBD). In 2009, the property was rezoned to City Light Industrial (LI) with specific stipulations for auto impound, auto recovery, and wrecker services for use by Kennesaw Wrecker Company. Additional stipulations required all automobiles were to be shielded by a combination of landscaping and improvements to the existing fence; the rezoning request was approved on November 6, 2009. Since then, the property has continued to operate as a wrecker company.

Staff has analyzed the request to rezone based on the standard for decision outlined in [section 10.01.02](#) Rezoning Procedures for Amending the Official Zoning Map and the requirement outline in [section 4.02.03](#) for the Central Business District (CBD) with the following observations:

The city's land use policy documents and Comprehensive plan supports the rezoning request. The proposed development will comply with the purpose and intent of the Central Business District as outline in the Unified Development Code [section 4.02.03](#), that states the intent of the Central Business District (CBD) is to not only preserve and protect the cultural and historic aspects of downtown Kennesaw, but to also develop a compact core to encourage and facilitate pedestrian movement and provide convenient access to the amenities of Historic Downtown Kennesaw. The flexibility of the zoning district allows for diverse development that will serve both residential and commercial needs. It promotes walkability and alternative modes of transportation, facilitating connectivity throughout the city's downtown.

The proposed rezoning to Central Business District (CBD) aims to transform the property into a mixed-use development that integrates commercial and residential spaces, promoting a vibrant, walkable community. This change will align with the city's Comprehensive Plan and contribute to the ongoing efforts to enhance the central downtown area.

STAFF ANALYSIS REPORT

ZONING CASE #: RZ2025-01/ZV2025-01

STAFF ANALYSIS - REZONING

The addition of the proposed amenities such as a dog park, community courtyards and gathering places etc., further creates a shared spaces that promotes a sense of belonging and cohesion among residents and visitors.

Sidewalks with a minimum width of 5-feet are shown throughout the development, along with the addition of a minimum 5-feet-wide concrete sidewalk extending from South Main Street, starting at The Lacy (post office area) to Sardis Street on the post office side of the street. The updates and implementation of the proposed new sidewalks will encourage walkability and promote alternative modes of transportation such as walking and biking. This will continue to facilitate a pedestrian-friendly environment leading to central downtown.



Image 1. Proposed sidewalk expansion along South Main St.

Additionally, the development proposes traffic calming measures and enhanced pedestrian connectivity with Phase I of the project. This includes the addition of crossing paths between phases and pedestrian crossing signals, further ensuring safety and accessibility for all residents and visitors.

The proposed conceptual plan and building elevations illustrate the presence of ground-floor retail in building two, fronting South Main Street, and upper-floor residences. Additionally, there will be more retail space in a standalone building fronting South Main Street, directly across from The Lacy at South Main. The development aims to create a vibrant streetscape and enhance the overall aesthetic appeal of the area.

Proposed building materials include brick and cementitious siding on featured architectural elements, ensuring compatibility with existing structures and contributing to the improved built environment along South Main Street. These materials blend seamlessly with the historic and modern architectural styles present in the area. The designed facades will help to promote a cohesive and attractive appearance, enhancing the pedestrian experience and the overall sense of place in downtown Kennesaw.

The property is currently adjacent to a cemetery located on parcel #20016700160 that is maintained by Sardis Missionary Baptist Church located at 2741 S. Main Street. According to [section 6.16.00](#) of the Unified Development Code, a 50-foot undisturbed natural buffer is required to protect the cemetery. The applicant plans to maintain this 50-foot undisturbed natural buffer, measured from the perimeter of the outermost burials within the cemetery. Additionally, if the topography allows, the buffer will be enhanced with a fence, which will be installed to ensure proper protection and delineation.

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

STAFF ANALYSIS - REZONING

Per the parking standards per use as outlined in [section 6.06.00](#) Off Street Parking Facilities requires:

Type of Use	Required Parking Spaces
Multi-Family Dwelling Units	1.75 spaces per dwelling unit
Neighborhood Retails Uses	1 space per 200 sq. ft. (net) of floor space
Eating and Drinking Establish-ment	1 space per 100 sq. ft. (net) of floor space

Required Parking Spaces Analysis:

Type of Use	Req. Parking	# of Units	# of Req. Parking
Multi-Family (Apartment)	1.75/unit	300	525
Commercial (Neighborhood Retail)	1 space per 200 sq. ft. (net) of floor space	2,500 sq. ft.	13
Commercial (Restaurant)	1 space per 100 sq. ft. (net) of floor space	2,500 sq. ft.	25

According to the requirements outlined in [section 6.06.00](#) of the Unified Development Code, the proposed project is required to provide five hundred sixty-three (563) parking spaces. However, the proposal includes a total of four hundred twenty-five (425) parking spaces on site. To address the parking shortfall on-site, the applicant proposes to utilize one hundred (100) additional designated parking located in the parking deck at 2652 South Main Street. Additionally, there will be 100% cross-parking for the commercial and residential use, ensuring sufficient parking availability for both residents and visitors. Cross parking will be employed to manage potential parking demand for the proposed commercial use, accommodating varying peak usage times and encouraging a more walkable environment. This approach not only optimizes parking space usage but also helps lower the environmental footprint of the development.

The proposed use, density, and overall character, as submitted by the applicant, are in conformance with the policy and intent of the Comprehensive Plan. The strategic location of the proposed development will contribute to the revitalization of South Main Street, ensuring that the development is concentrated and intentional. The presence of this development will foster a balanced mix of retail, entertainment, residential, and community gathering spaces, thereby facilitating economic growth and ensuring the viability of the city's downtown area

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

STAFF ANALYSIS - **VARIANCE**

The applicant has submitted a concurrent variance application to deviate from [Section 4.02.03\(G\)\(2\)\(c\)](#), [section 4.02.03\(G\)\(5\)\(c\)](#) and [Section 4.02.03\(G\)\(5\)\(d\)](#) of the Unified Development Code. The applicant is requesting to:

1. Reduce the minimum multifamily floor area from 850 sq. ft. to 705 sq. ft.
2. Reduce the average multifamily floor area from a minimum of 1,000 sq. ft. to a minimum of 900 sq. ft.

The applicant wishes to develop a diverse range of unit types and sizes, aimed at attracting young professionals and active adults/empty nesters. This approach not only enhances the marketability of the project but also promotes a more inclusive and vibrant community by offering a high-quality living space that is more moderately priced.

Below are the average floor areas for multifamily properties in the vicinity, with developments dating back the past decade:

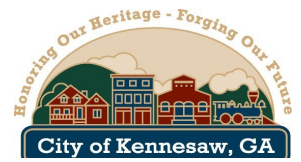
	KENNESAW	COBB	ATLANTA	SMYRNA	ATHENS
1 BDRM	799	830	812	759	760
2 BDRM	1182	1178	1187	1130	1028
3 BDRM	1312	1413	1578	1424	1274

[Section 9.02.00](#) of the Unified Development Code states that variances may be granted using the following criteria:

- A. There is extraordinary and exceptional conditions pertaining to the property because of its size, shape or topography;
- B. The application of the UDC standards to property creates practical difficulty or unnecessary hardship.
- C. The practical difficulty and/or unnecessary hardship are conditions which are peculiar to the property involved; and
- D. Relief, if granted, would not cause substantial detriment to the public good or impede the purposes and intent of the UDC

While no hardship or practical difficulties were highlighted by the applicant, the applicant cites the size and topography constraints of the site as the basis for the variance request. The site is bowl-shaped, with the perimeters sloping downward toward the interior at 1:1 slopes (or greater), resulting in up to 30 feet of elevation change across the site. In 2021, the Mayor and Council approved a variance request to reduce the average floor area of the residential units from 1,000 square feet to 935 square feet and to reduce the minimum square footage from 850 square feet to 705 square feet. The proposed variance aligns with the development standards approved for Phase I of the project and is consistent with the newer multifamily developments in the area.

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

ZONING ADMINISTRATOR'S RECOMMENDATION: **APPROVAL WITH CONDITIONS**

Based on the findings outlined in the analysis section of this staff report, City staff recommends **approval with conditions** of the rezoning request from Light Industrial (LI) to Central Business District (CBD).

Further more City staff recommends **approval** of the following variance requests:

1. Reduce the minimum multifamily floor area from 850 sq. ft. to 705 sq. ft.
2. Reduce the average multifamily floor area from a minimum of 1,000 sq. ft. to a minimum of 900 sq. ft.

PROPOSED ZONING CONDITIONS:

1. The rezoning of the Subject Property to the Central Business District (CBD) zoning district shall be in accordance with the technical and conceptual site plans submitted concurrently with the application.
2. The Subject Property shall be developed as a mixed-use project, including highly amenitized Class A luxury apartments between 700 - 1450 sq. ft., a minimum of 5,000 square feet of commercial floor area (comprising of a minimum 2,500 square feet of ground-floor retail or commercial and a minimum 2,500 square feet of detached retail or commercial on the outparcel), and a minimum two-story parking deck.
3. The maximum number of residential multifamily units shall not exceed 300 units.
4. Prior to the issuance of Certificate of Occupancy for the last twenty (20) percent of residential units, the non-residential portion of the development will be required to obtain a certificate of completion.
5. The proposed retail and commercial use must adhere to the list of permitted uses as specified in the Central Business District (CBD) zoning regulations to ensure consistency with the intended character and purpose of the CBD. Additionally, the following uses shall be prohibited:
 - a. Adult themed book and novelty stores as a primary use.
 - b. Automotive sales, repair and/or service facility.
 - c. Pawn shop.
 - d. Boat sales and repairs.
 - e. Farm equipment sales and service.
 - f. Dry cleaning plant.
 - g. Lumber, hardware and other building material establishment.
 - h. Mobile home and travel trailer sales.
 - i. Motorcycle sales and services.
 - j. Boarding and breeding kennel.
 - k. Check cashing establishment.
 - l. Tattoo parlor.
 - m. Video arcades as a primary use.
 - n. Massage parlor.
 - o. Package store (except within the context of wine/spirits sold in a market or specialty shop).
 - p. Pool halls.
 - q. Movie theaters.

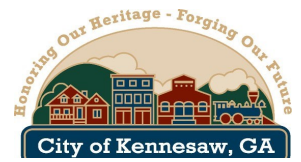
STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

6. Prior to the issuance of the final Multi-family Certificate of Occupancy, a final plat shall be recorded combining the two parcel.
7. The site plan shall incorporate public space architectural and urban features consistent with the City wide Architectural Design Standards and the City of Kennesaw Historic District Design Standards including fountains, gardens, squares, courtyards, lighting, signage, and paving that blend the mixed uses. Applicant agrees that the maximum height of the overall development will adhere to the Historic District Design Guidelines.
8. The applicant shall utilize approved building materials that will assist with mitigating sound irritation due to the development's close proximity to the CSX railroad, ensuring maximum noise reduction for residents.
9. Proposed traffic calming measures and connectivity to Phase I must be thoroughly reviewed and approved by City Staff to ensure they meet all necessary safety and regulatory standards.
10. The developer agrees to construct all of the necessary roadways and infrastructure improvements as more particularly shown and reflected on the site plan. Additionally, the developer agrees to comply in all respects with the City's specifications concerning such infrastructure improvements which are interior to the Mixed-Use Development.
11. Per condition notated by the Historic Preservation Commission project design updates must be submitted to the Board at 80 percent or more for review and approval.
12. The architectural style and composition of the buildings to be constructed on the Subject Property shall be in reasonable conformity to the architectural renderings/elevations submitted for approval by the Historic Preservation Commission.
13. The developer agrees to maintain a 50-foot undisturbed buffer around the outermost burial in the adjacent cemetery. Additionally, if the topography permits, a fence will be installed to ensure proper protection and clear delineation of the cemetery.
14. Landscaping for the entrance area, signage areas, amenity and courtyard areas and all other common areas immediately surrounding the proposed buildings shall be professionally designed, implemented and maintained, which shall include the installation of an irrigation system in areas where appropriate.
15. Compliance with the recommendations from the City Engineer and/or the City's Public Works Director regarding detention, water quality and stormwater management.
16. The proposed community shall utilize the City or Cobb County; utility services as is typical for such residential development.
17. All utilities servicing the residences with the proposed community shall be underground.

STAFF ANALYSIS REPORT



ZONING CASE #: RZ2025-01/ZV2025-01

18. The proposed development shall include amenities for use and enjoyment of its residents as follows:
 - a. A Clubhouse with a coffee bar
 - b. State of the art fitness facilities
 - c. A modern pool and outdoor grilling stations
 - d. Community courtyards, gathering places
 - e. Pedestrian connectivity
 - f. A dog park
19. Proposed lighting for signs, parking lots, and entrance ways shall be environmentally sensitive and consistent with lighting styles utilized in the downtown streetscape design and approved under the City of Kennesaw Historic Design Standards and Citywide Design Guidelines.
20. Entrance signage shall be ground based, monument-style signage with finish, materials and colors being in substantial conformity to the architectural style embodied in the Mixed-Use Development. Said signage may include building-attached, vertical marquee signage and other signage allowed under and pursuant to the City of Kennesaw Sign Ordinance.
21. Dumpsters will be positioned so as to prevent visual intrusion from streets, connection points to the community spaces and, wherever possible with screening by landscaping, walls and/or vegetation. Dumpsters shall have rubber lids and bumpers to minimize noise during their emptying. At grade trash compaction shall also be allowed and screened as appropriate.
22. Minor modifications to the within and foregoing stipulations/conditions, lighting, landscaping, signage, architecture, site fixtures and the like may be approved by the City's Planning and Zoning Administrator or staff designee as needed or necessary.

PLANNING COMMISSION RECOMMENDATION:

To be determined on March 5, 2025

MAYOR AND COUNCIL DECISION:

To be determined on March 17, 2025

Main Street Program

2024 Community Impact Report

Below is a summary of your Downtown Development program's annual impact for the 2024 calendar year. All numbers are self reported by each program on a monthly basis and are required as part of the annual assessment process.

Total Number of Promotional Events	
Total Attendance at Promotional Events	
Total Number of Volunteer Hours	
Total Number of Completed Building Rehabilitation Projects	
Total Cost of Building Rehabs	
Total Number of Public Improvement Projects	
Total Cost of Public Improvement Projects	
Total Number of New Housing Units	
Total Number of New Businesses Opening or Expanding	
Total Number of New Jobs Created	
Total Number of Business Closings	
Total Number of Jobs Lost	
Total Number of Net Jobs	
Total Amount of Private/Public Investment Downtown	

Downtown Kennesaw – Proposed Vision Statements

As a Main Street community, our vision is:

1. To become a thriving city center and community hub, with events, entertainment, restaurants and retail options to meet the needs of downtown residents and visitors.
2. To be known for providing a variety of shopping, dining and entertainment opportunities for Kennesaw's residents and visitors to enjoy.
3. To become a vibrant downtown that responds to the needs of the community by focusing on entertainment options, business recruitment, and beautification projects.