



Authority Members

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

**Kennesaw Downtown Development Authority
Meeting Agenda
June 13, 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. Approval of draft meeting minutes - 05.09.25
- 3. Financial Report**
 - A. Financial Report as of 05.31.25
 - B. Approval of open invoices
- 4. Old Business**
 - A. Updated concept drawings: CBD Application 2690 Keene Street
- 5. New Business**
 - A. CBD Project Approval: 2861 N. Main Street
 - B. Discussion of dumpster enclosure repair
- 6. Main Street Program Updates**
 - A. **2025-2026 Main Street Affiliate Memorandum of Understanding**
Consideration for approval of a Memorandum of Understanding (MOU) between the City of Kennesaw and the Georgia Department of Community Affairs for the Georgia Affiliate Main Streets Program.
- 7. Public Comments**
- 8. Board Comments**
 - A. Recognition of Service: David Lyons

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)
May 9, 2025
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

1. Call to Order / Roll Call

- a. Meeting called to order by Chairperson Mark Allen at 7:30am.
- b. Present: Mark Allen, Ian Coats, Lexie Newhouse, Mary Jo Groeneveld, David Lyons and Leslie Patton
- c. Absent: Nimesh Patel (Due to technical errors, Mr. Patel was unable to attend virtually.)
- d. Staff Present: Luke Howe and Tanyel Aviles

2. Approval of the Meeting Minutes

A. Draft meeting minutes - 4.11.25 meeting

1. Chairperson Allen calls for a motion to approve the Draft Meeting Minutes from 04.11.25.
2. Ian Coats motions to approve the meeting minutes as presented. David Lyons seconds the motion.
3. 4-0 in favor of approval. Leslie Patton abstains as she was absent for the 04.11.25 meeting. Motion passes.

3. Financial Report

A. Financial Report as of 4.30.25

1. Leslie Patton presents the financial report.
2. Chairperson Allen calls for a motion to approve the financial report as presented.
3. David Lyons motions to approve the financial report. Ian Coats seconds the motion.

4. All in favor, 5-0. The motion passes.

4. Old Business

None

5. New Business

A. Accept Conflict of Interest statement from Mark Allen

1. Chairperson Allen presents the acceptance of the conflict of interest statement from the Chair. The conflict of interest statement has already been signed and put into record. As he has financial conflict of interest in item B (CBD Project Application: Lazy Guy, 2690 Keene Street), Chairperson Allen asks for a motion to accept his conflict of interest statement.
2. Motion to accept Chairperson Allen's conflict of interest statement is made by Mary Jo Groeneveld. The motion is seconded by Lexie Newhouse. All in Favor, 5-0. The motion passes.
3. Chairperson Allen steps down from the dais and turns over his authority to David Lyons.

B. CBD Project Application: Lazy Guy; 2690 Keene Street

1. David Lyons introduces Item B - CBD Project Application: Lazy Guy; 2690 Keene Street, and gives the floor to Mark Allen to present.
2. Mark Allen explains that this is a CBD application for the expansion of Lazy Guy Distillery to 2690 Keene Street. He states the business has been in operation since 2013 in Kennesaw. They lease two locations within Kennesaw, and one location outside of Kennesaw. They have been working on acquiring property for several years, and have recently found a well-positioned lot within the city. They have now secured the property at 2690 Keene Street. It is a blank, pad-ready lot. They acquired the lot through a purchase on March 31, 2025. They plan to install a 7,000 square foot, purpose-built building from the ground up on the lot. They are trying to consolidate their locations into this single location. Eighty percent of the building will house production and storage, and the other twenty percent will be hospitality including an expanded tasting room and a full-service kitchen. Though they will provide food at this location, the main focus will remain cocktails. There will be three types of seating. There will be an outdoor, covered event space which will be temperature-controlled in the wintertime but open in the summertime utilizing roll-up doors. They will have outdoor seating known as "Kennesaw's Favorite Front Yard" that will be gravel and open to the atmosphere with fire pits. They will also have indoor seating.
3. Mark Allen then proceeds to explore the building concept. The original concept shows a production and hospitality floor on the main level, a second level of townhomes and a third level amenity deck. However, they have abandoned the second floor residential and third floor amenity deck. Those will not be built as

fortifying the building to support the weight of the residential is far too costly. Therefore, the only residential portion of the building will be directly over the hospitality area, and utilized as an owner's suite. This application will have to go back in front of Mayor and Council as a mixed-use application in about two months.

4. David Lyons asks what the intended facade material will be.
5. Mark Allen states that it will be brick over prefabricated metal on all four sides. He does not know what type of brick they will use or if they will paint the brick. They will further discuss the facade with the Historic Preservation Commission (HPC) as the property is flanked on three sides by historic properties. He would prefer to have a more industrial look on the top for the windows and may have a different color brick for the hospitality area to differentiate it from the production side. And it will have the pre-stated roll-up doors (much like Pisano's doors) on the hospitality side. The doors will be used for temperature control and easy ingress/egress.
6. Mary Jo Groeneveld asks what the capacity of the event space will be.
7. Mark Allen states the capacity will be approximately forty people.
8. David Lyons asks what they expect the capacity will be in the patio seating area.
9. Mark Allen states they expect an approximate capacity of fifty to sixty people. The area will have casual slingback chairs and metal tables. He also reminds the KDDA that the renderings will change slightly based off the previous conversation regarding changes to be made to the building.
10. Davis Lyons asks where the signage for the business will be.
11. Mark Allen states the signage will not be finalized until they receive the new renderings from the architect, and the application goes through the HPC. Though he has some ideas as to where signage may go, and states the signage will most likely be affixed to the building as opposed to a freestanding or marquee sign.
12. Lexie Newhouse asks for a potential timeline for their grand opening.
13. Mark Allen states that they acquired the property in March, and have already gone through the plan review committee. They are presenting this application to KDDA today, and will go to HPC in June and Mayor and Council in July. They are working on the architectural plan right now. He hopes that in four to six weeks they will have plans to send to general contractors for the bidding process. Within two to three weeks after that they hope to have bids back, and, within a couple of weeks of that, they will have finances in place. That is about ten weeks from today. They hope to break ground in July or August. He guesses the building would take eight to twelve months to erect. Once the building receives its certificate of occupancy, production will move in first, and then they will begin training hospitality staff as this move will add four jobs to the payroll. After training, the hospitality side will begin operations. They do have to be out of the Moon Station location by May 2027.
14. Ian Coats asks what hours they will be holding, whether they will be serving food the whole time and whether they will be considering opening for lunch hours.
15. Mark Allen states the hours they will be in operation, that they will be serving food during operating hours and that they will not immediately be open for lunch.

However, if the market demands it, he will consider it.

16. David Lyons asks if the driveway into a neighboring property has been approved yet.
17. Mark Allen states that the drive goes to 22One Realty. He states he is going to make a mutually beneficial proposition to 22One Realty for the use of their parking area for overflow parking in exchange for an easement through Lazy Guy's property.
18. David Lyons asks how the dumpster area will be screened.
19. Mark Allen states the dumpster area will most likely be moved slightly, but they must have a shrouded dumpster that will be hidden from view.
20. David Lyons asks if there will be a landscaping plan.
21. Mark Allen states that there will be a landscaping plan in the architect's package. He supposes there may be low-level trees and bushes incorporated into the plan. They may also need to do another impervious surface study as the building is larger than proposed in the first study. The original plot was 5,000 square feet. As they have gone up in square footage, another study may need to be done.
22. David Lyons asks what the elevation will be.
23. Mark Allen states the residential portion will be slightly higher than the production side. The production area is approximately fifteen-foot total height, and the hospitality side would be about twelve feet in height with another eleven feet on top of that. The hospitality said with the owner's suite would be approximately twenty-three feet in height, whereas the production area would only be fifteen feet in height. He doesn't expect much required grading, however, as it is a relatively flat lot.
24. David Lyons asks if it is possible to have an amenity deck on the production side of the building.
25. Mark Allen states that it is possible. However, the building would need to be fortified, and the cost is exponential.
26. Ian Coats asks if it's possible to take a phased approach.
27. Mark Allen states the building would have to be fortified when it is built, and there would still be an upfront cost.
28. Mark Allen states that the ask today is merely an approval of the concept with the understanding that the residential will not be happening.
29. David Lyons asks if there will be a financial request of the KDDA.
30. Mark Allen states that yes he plans to return and apply for the KDDA Flex Grant to supply kitchen equipment.
31. Mary Jo Groeneveld asks if Mr. Allen plans on living in the owner's suite.
32. He states yes, that is his intention.
33. David Lyons calls for a motion to approve the concept for Lazy Guy at 2690 Keene Street.
34. Ian Coats motions to approve the concept as presented. Leslie Patton seconds the motion. All in Favor, 4-0. Motion Passes.

C. Consideration of purchase of new folding chairs

1. Chairperson Mark Allen returns to the dais, and David Lyons cedes his authority

back to Mark Allen.

2. Chairperson Mark Allen introduces Item C: Consideration of purchase of new folding chairs. He states that the chairs are in exceptionally bad shape and have been used excessively. He states the cost would be approximately \$1900 for one hundred chairs, two dollies to help move them and security straps. They would be exclusively for KDDA use with the exception of the Kennesaw Downtown Merchants Association (KDMA) uses.
3. Mary Jo Groeneveld asks if the old chairs will be disposed of.
4. Mark Allen states that they are the property of the City of Kennesaw, and they cannot dispose of them. However, the old chairs will need to be moved and stored elsewhere.
5. David Lyons wants to confirm the rolling dollies will fit in the storage area.
6. Mark Allen confirms they will.
7. Ian Coats suggests alternative chairs that may be able to go on the amphitheater turf.
8. Tracy Viars, Councilwoman, states that no chair other than lawn chairs are allowed on the turf.
9. Mary Jo Groeneveld asks if the chairs have a weight limit.
10. Mark Allen states they have a weight limit of 650 pounds. He also states he would like a security cable with a lock to go on the chairs to prevent disappearances and ill-use.
11. David Lyons states that they will need to increase the number of chairs to 120 chairs. But they would like the dollies with the security straps and some sort of locking mechanism. Mr. Lyons motions to that point. Ian Coats Seconds the motion. All in Favor, 5-0. Motion Passes.

6. Main Street Program Updates

None

7. Public Comments

1. Tracy Viars comments on the Farmer's Market.
2. Donovan Giardina spoke briefly on the Farmer's Market and some of its challenges. There is concern about parking, scheduling, and resale vendors having similar products to local vendors.
3. There is a discussion on Farmer's Market parking options. Mark Allen requests two more signs for his property to promote parking there.

8. Board Comments

- David Lyons states that the June meeting will most likely be his last meeting as he is moving.
- There is concern about the empty position, and the KDDA would like to fill the position as soon as possible.

- The City of Kennesaw and the KDDA thank David Lyons for his service.

9. Economic Development Director Comments

None

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

Meeting adjourned at 8:22am.

- 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.

[MIN_SIGNATURES]

DRAFT

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended May 31, 2025

Beginning Cash	\$ 114,409.61
Cash Receipts:	
Interest Earned	213.77
Total Cash Receipts	<u>213.77</u>
Cash Disbursements:	
Kathryn Collier	742.63
Pit Stop Sanitation Services	60.26
Pit Stop Sanitation Services	295.00
Republic Services of GA	<u>758.64</u>
Total Cash Disbursements	<u>1,856.53</u>
Ending Cash	<u><u>\$ 112,766.85</u></u>



Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	112,766.85
760-0000-11-112100-00000	KDDA FACADE	3,704.24
	Total Assets:	116,471.09
		<u>116,471.09</u>
Liability		
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00
	Total Liability:	3,000.00
Equity		
760-0000-13-521400-00000	F/B - UNRESTRICTED	96,759.41
	Total Beginning Equity:	96,759.41
Total Revenue		30,624.58
Total Expense		13,912.90
Revenues Over/Under Expenses		16,711.68
	Total Equity and Current Surplus (Deficit):	113,471.09
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>116,471.09</u>



City of Kennesaw

Income Statement Account Summary

For Fiscal: 2024-2025 Period Ending: 05/31/2025

		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	840.00	2,160.00
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	220.84	1,194.01	5.99
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	0.00	20,322.29	20,195.71
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	0.00	6,876.53	-6,851.53
	Revenue Total:	51,243.00	51,243.00	220.84	30,624.58	20,618.42
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	0.00	1,832.48	13,167.52
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	758.64	5,129.37	-3,629.37
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	5,919.41	2,480.59
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	295.00	355.26	1,204.74
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	1,796.27	13,912.90	37,330.10
	Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-1,575.43	16,711.68	
	Total Surplus (Deficit):	0.00	0.00	-1,575.43	16,711.68	

Income Statement

For Fiscal: 2024-2025 Period Ending: 05/31/2025

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	220.84	30,624.58	20,618.42
Expense	51,243.00	51,243.00	1,796.27	13,912.90	37,330.10
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-1,575.43	16,711.68	-16,711.68
Total Surplus (Deficit):	0.00	0.00	-1,575.43	16,711.68	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	-1,575.43	16,711.68	-16,711.68
Total Surplus (Deficit):	0.00	0.00	-1,575.43	16,711.68	



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: June 13, 2025
TITLE: Updated concept drawings: CBD Application 2690 Keene Street

Summary:

CBD Project application for 2690 Keene Street was heard and approved at the May 9, 2025 KDDA meeting. The applicant has updated concept drawings and materials lists to share prior to the application being heard by HPC on June 20. The applicant, Mark Allen, has a signed conflict of interest on file for this project and will recuse himself from board discussion and action on the item.

Recommendation:

Fiscal Impact:

Attachments:

1. LGD.ExternalMaterialsDesc
2. Lazy Guy Distillery - 6.7.25
3. LG-Photos

Lazy Guy

D I S T I L L E R Y

The intent of appearance for the new Lazy Guy Distillery building will be to blend with neighboring buildings with a slight industrial look commonly associated with manufacturing distilled spirits. Color variations in brick are aligned with the Core Arris apartment complex (neighboring property) which also has color variations for each floor of the building. Brick provides a clean and upscale appearance with durable longevity.

EXTERIOR BUILDING MATERIALS – DISTILLERY BUILDING / HOSPITALITY AREA (main level)

- Textured brick with lighter color variations
- Arched industrial style windows / kick-out portion for ventilation
- Grain silo sign (proposed) on roof visible from Summers St. & South Main St.
- Sight lines broken with overhangs / awnings

EXTERIOR BUILDING MATERIALS – OWNERS SUITE (upper level)

- Textured brick with lighter darker variations / visual separation from distillery building
- Glass full-length windows / matched with windows styles on distillery building

EXTERIOR HOSPITALITY – COVERED AREA

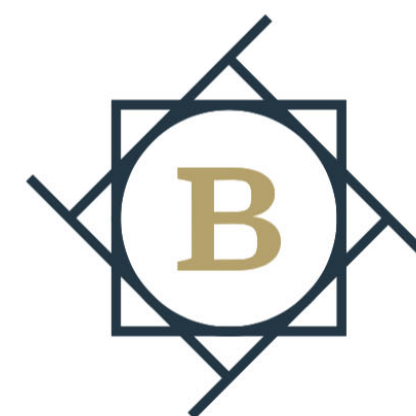
- Bar height tables + chairs
- Polished cement floor
- Bar for sidewalk (walk up service / Entertainment Zone) + outdoor seating area
- Roll-up metal doors to sidewalk / indoor hospitality area

EXTERIOR HOSPITALITY – OPEN YARD AREA

- Pea gravel / Shale gravel (dust free) ground covering
- Roll-up doors to indoor hospitality area
- Sling back chairs / low tables
- Wood burning firepit
- Outdoor furnishings / Slingback chairs
- Edison string lights / warm light effect

GOVERNING CODES

- CITY OF KENNESAW, GA**
- INTERNATIONAL BUILDING CODE, 2018 EDITION, WITH GEORGIA AMENDMENTS (2020,2022,2024,2025)
 - INTERNATIONAL FIRE CODE, 2018 EDITION (CONTACT STATE FIRE MARSHAL)
 - INTERNATIONAL PLUMBING CODE, 2018 EDITION, WITH GEORGIA AMENDMENTS (2020,2022,2023,2024)
 - INTERNATIONAL MECHANICAL CODE, 2018 EDITION, WITH GEORGIA AMENDMENTS (2020,2024)
 - INTERNATIONAL FUEL GAS CODE, 2018 EDITION, WITH GEORGIA AMENDMENTS (2020,2022)
 - NATIONAL ELECTRICAL CODE, 2020 EDITION WITH GEORGIA AMENDMENTS (2021)
 - INTERNATIONAL ENERGY CONSERVATION CODE, 2015 EDITION, WITH GEORGIA SUPPLEMENTS AND AMENDMENTS (2020,2022,2023)
 - NFPA 101 LIFE SAFETY CODE 2018 W/ GA AMENDMENTS (2020)



BALDWIN
ARCHITECTURAL GROUP

LAZY GUY DISTILLERY

TYPE IIA CONSTRUCTION
 - STEEL FRAMING WITH LIMITED FIREPROOFING
 - 1 HOUR FIRE RESISTANCE
 - SPRINKLERED THROUGHOUT
 - CONCRETE SLAB FLOORS, ACOUSTIC INSULATION

DRAWING INDEX

GENERAL	
SHEET NO.	SHEET NAME
A001	COVER SHEET
A002	GENERAL NOTES, SYMBOL LEGEND & ADA DETAILS
A003	ADA DETAILS
A004	3D DRAWINGS & DIAGRAMS
ARCHITECTURAL	
ARCHITECTURAL	
A100	SITE PLAN
A101	LIFE SAFETY PLAN
A102	DIMENSIONED PLAN - MAIN LEVEL
A103	DIMENSIONED PLAN - SECOND LEVEL
A104	FINISH PLAN - MAIN LEVEL
A105	FINISH PLAN - SECOND LEVEL
A106	REFLECTED CEILING PLAN - MAIN LEVEL
A107	REFLECTED CEILING PLAN - SECOND LEVEL
A108	ROOF PLAN
A109	ENLARGED PLANS
A201	BUILDING ELEVATIONS
A202	BUILDING ELEVATIONS
A300	BUILDING SECTIONS

LOCATION MAP



PROJECT DATA

	A-2 ASSEMBLY	F-1 INDUSTRIAL	R-2 RESIDENTIAL	NFPA 101 CH. 12
1. OCCUPANCY CLASSIFICATION	A-2 ASSEMBLY	F-1 INDUSTRIAL	R-2 RESIDENTIAL	NFPA 101 CH. 12
2. CONSTRUCTION TYPE	TYPE IIA	TYPE IIA	TYPE IIA	IBC 602
3. HEIGHT & AREA LIMITATION				TABLE 504.3
A. STORIES ALLOWED:				TABLE 504.3
B. STORIES PROVIDED:				TABLE 504.3
C. HEIGHT ALLOWED:				TABLE 504.3
D. HEIGHT PROVIDED:				TABLE 504.3
E. ALLOWABLE AREA/FLOOR:				TABLE 504.3
F. AREAS PROVIDED:				
1. MAIN FLOOR				
2. 2ND FLOOR				
3. BASEMENT				
4. FIRE PROTECTION - SPRINKLED / FIRE ALARM	??			NFPA 101
5. MAIN OCCUPANT LOAD FACTOR				NFPA 101
A. OTHER OCCUPANT LOAD FACTORS				NFPA 101
6. REQUIRED # OF FIXTURES				IPC
1. TOILETS:	0			
2. LAVATORIES:	0			
3. DRINKING FOUNTAINS:	0			
7. MEANS OF EGRESS:				NFPA 101
A. DOORS:				
CLEAR WIDTH REQUIRED:	?			
CLEAR WIDTH PROVIDED:	0			
B. STAIRS:				
CLEAR WIDTH REQUIRED:	36" MIN.			
RISER HEIGHT MAXIMUM:	7" MAX			
TREAD DEPTH MINIMUM:	12'-0" MAX			
MAX HEIGHT PROV. BETWEEN LANDINGS				
8. ARRANGEMENT OF MEANS OF EGRESS:				NFPA 101
MAX TRAVEL DISTANCE:				
LONGEST TRAVEL DISTANCE:				

CONTACT LIST

ARCHITECT:
 NAME: M. CHRISTOPHER BALDWIN
 EMAIL: CHRISTOPHER@BALDWINARCHITECT.COM
 PHONE: (404) 406 - 9041

OWNER:
 COMPANY: LAZY GUY DISTILLERY
 NAME: MARK ALLEN
 EMAIL: MARK@LAZYGUYBRANDS.COM
 PHONE: (000) 000 - 0000

MEP ENGINEER:
 COMPANY:
 NAME:
 EMAIL:
 PHONE: (000) 000 - 0000

STRUCTURAL ENGINEER:
 COMPANY:
 NAME:
 ADDRESS:
 EMAIL:
 PHONE: (000) 000 - 0000

CONTRACTOR:
 COMPANY:
 NAME:
 ADDRESS:
 EMAIL:
 PHONE: (000) 000 - 0000

PROJECT DESCRIPTION

LAZY GUY DISTILLERY

2600 Keene Street, Kennesaw, GA 30144

COVER SHEET

BALDWIN
ARCHITECTURAL GROUP

M. Christopher Baldwin, Architect
 3846 Mayhew Rd.
 Marietta, Ga 30066
 (404) 406-9041

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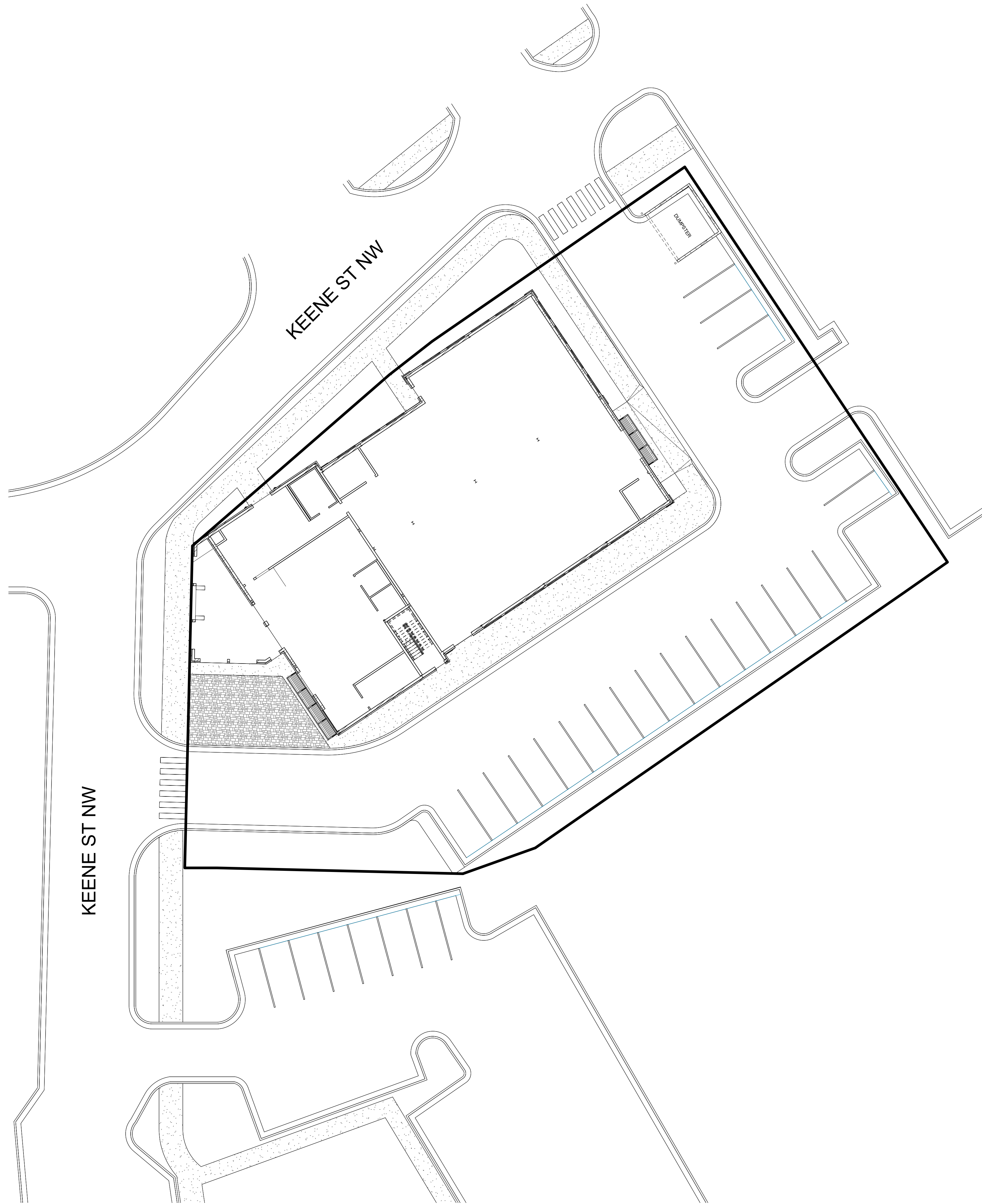
Revision Schedule

No.	Date	By

DATE: 04.25.2025
 DRAWN: JTC
 CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A001



1 **SITE PLAN**
1/16" = 1'-0"

LAZY GUY DISTILLERY
2690 Keene Street, Kennesaw, GA 30144

BALDWIN
ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
3846 Mayhewze Rd.
Marietta, Ga 30066
(404) 406-9041

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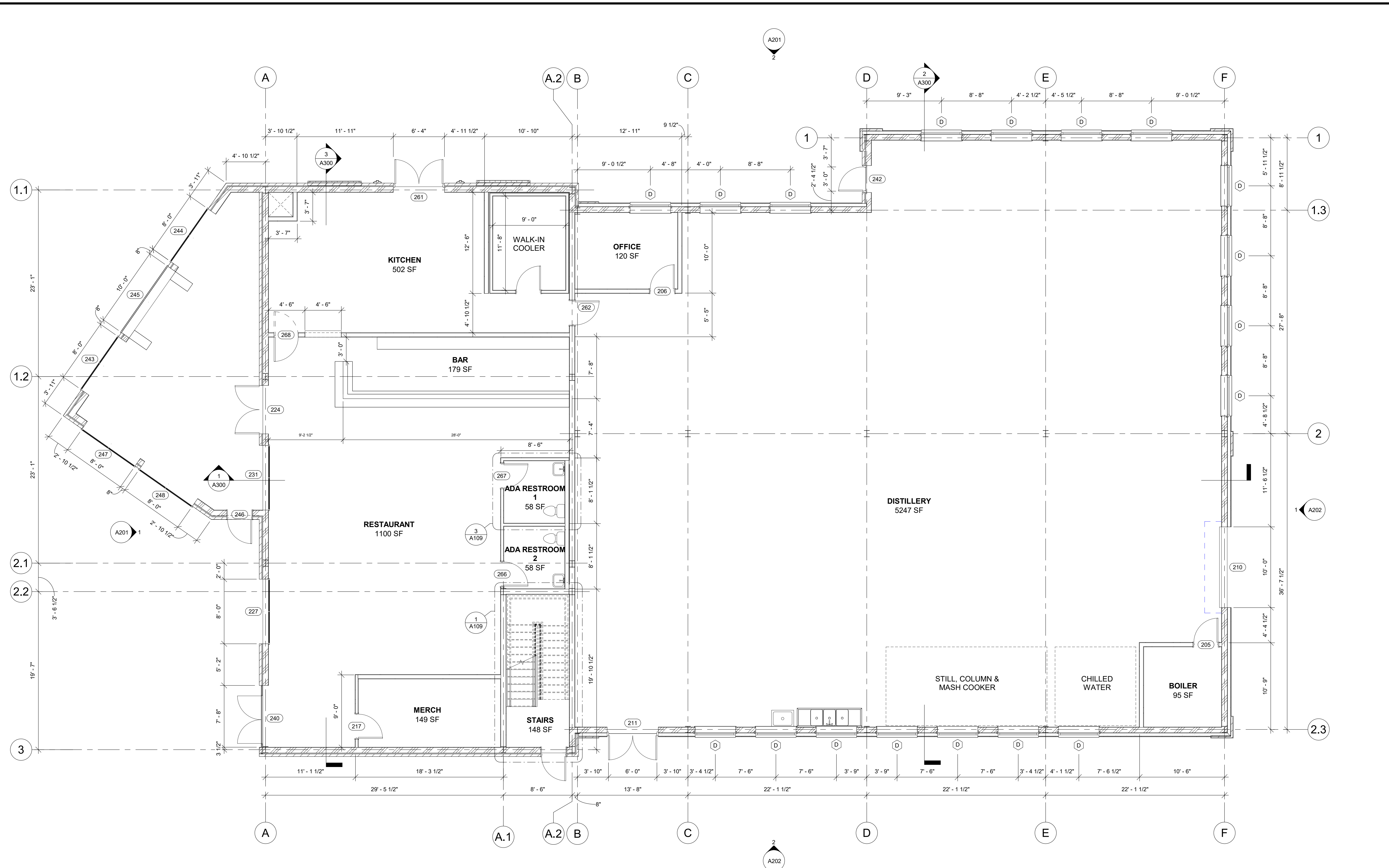
Revision Schedule		
No.	Date	By

Revision Schedule		
No.	Date	By

DATE: 04.25.2025
DRAWN: JTC
CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A100



1 **DIMENSION PLAN - MAIN LEVEL**
 3/16" = 1'-0"

LAZY GUY DISTILLERY
 2690 Keene Street, Kennesaw, GA 30144

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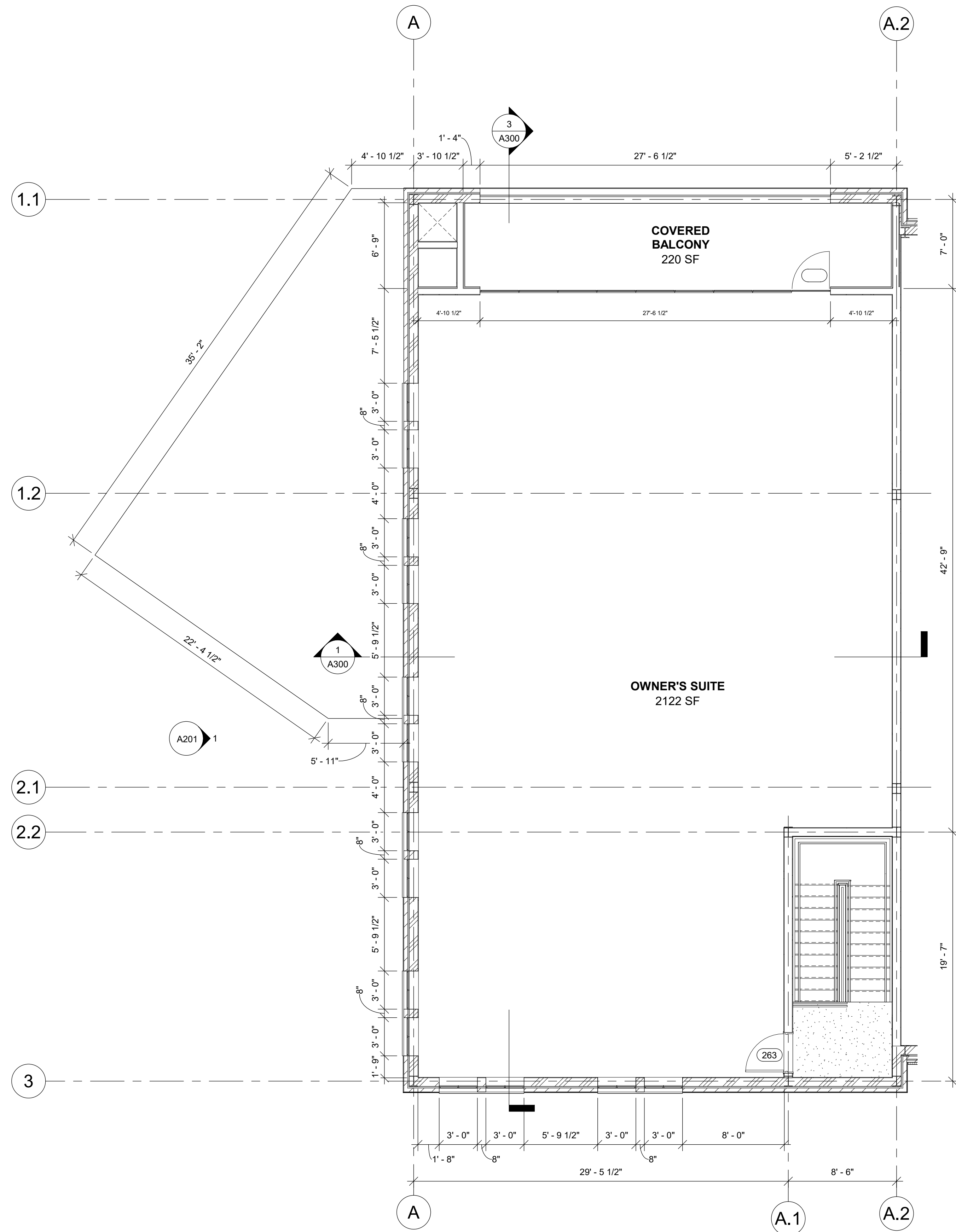
Revision Schedule		
No.	Date	By

Revision Schedule		
No.	Date	By

DATE: 04.25.2025
 DRAWN: JTC
 CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A102

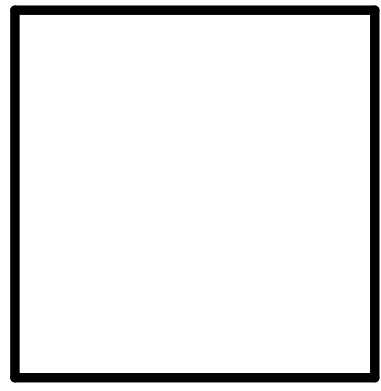


1 DIMENSIONED PLAN - SECOND LEVEL
 3/16" = 1'-0"

LAZY GUY DISTILLERY
 2690 Keene Street, Kennesaw, GA 30144
DIMENSIONED PLAN - SECOND LEVEL

BALDWIN
 ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
 3846 Mayhew Rd.
 Marietta, Ga 30066
 (404) 406-9041

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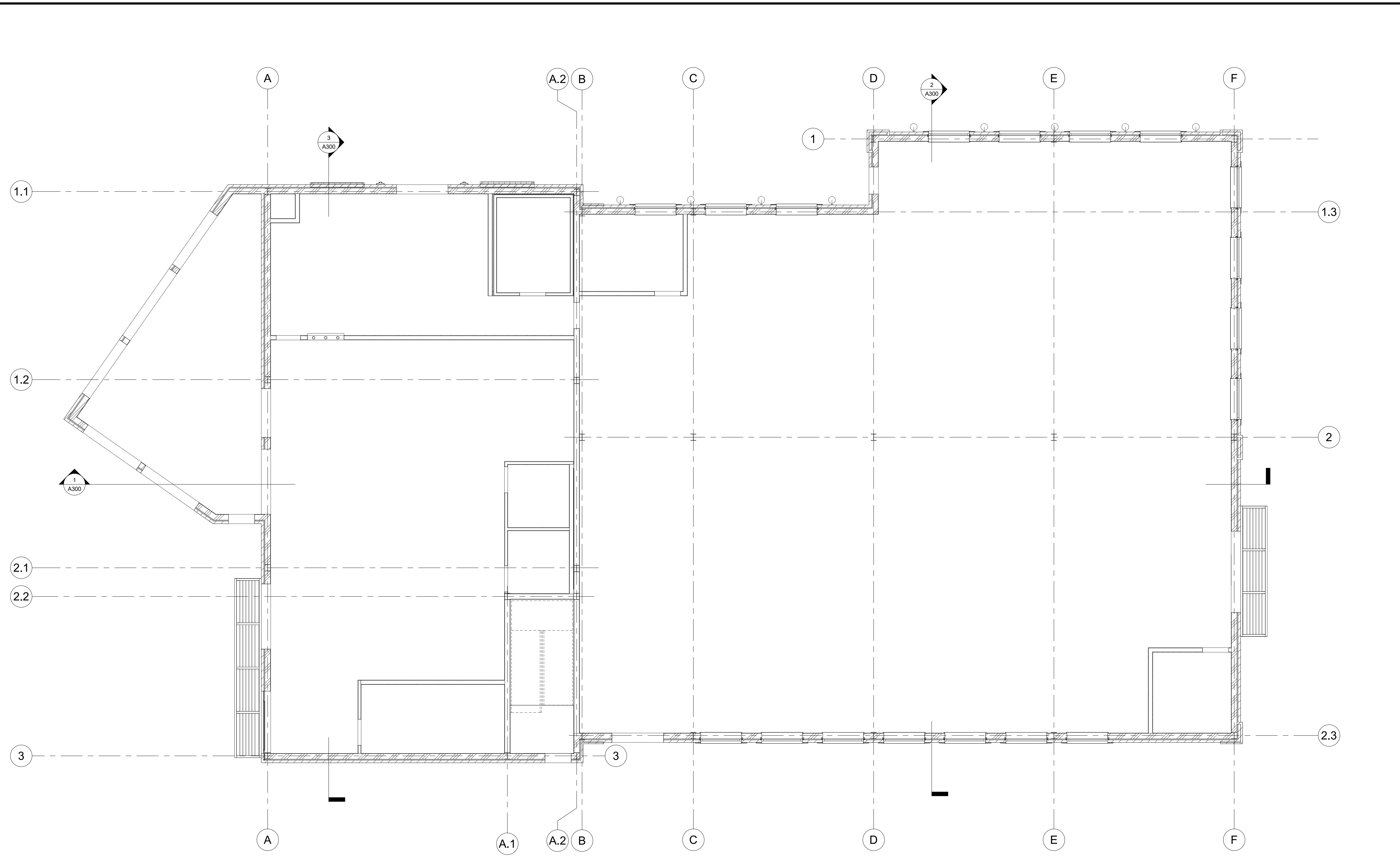
Revision Schedule

No.	Date	By

DATE: 04.25.2025
 DRAWN: JTC
 CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A103



1 REFLECTED CEILING PLAN - MAIN LEVEL
 3/16" = 1'-0"

LAZY GUY DISTILLERY
 2690 Keene Street, Kennesaw, GA 30144

BALDWIN
 ARCHITECTURAL GROUP
 M. Christopher Baldwin, Architect
 3846 Mayhew Rd.
 Marietta, Ga 30066
 (404) 406-9041

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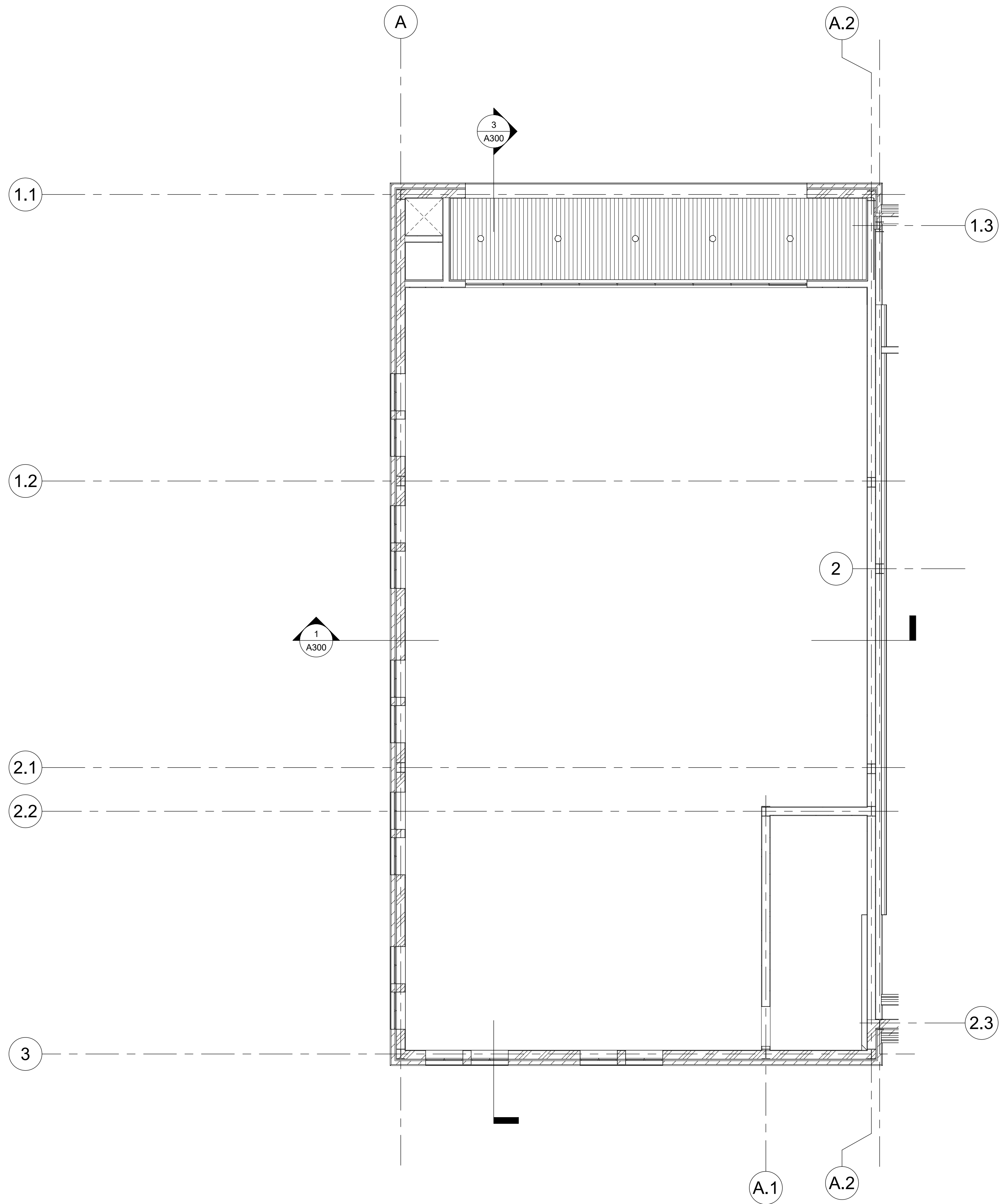
Revision Schedule		
No.	Date	By

Revision Schedule		
No.	Date	By

DATE: 04.25.2025
 DRAWN: JTC
 CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A106



1 REFLECTED CEILING PLAN - SECOND LEVEL
 3/16" = 1'-0"

LAZY GUY DISTILLERY
 2690 Keene Street, Kennesaw, GA 30144
REFLECTED CEILING PLAN - SECOND LEVEL

BALDWIN
 ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
 3846 Mayhewze Rd.
 Marietta, Ga 30066
 (404) 406-9041

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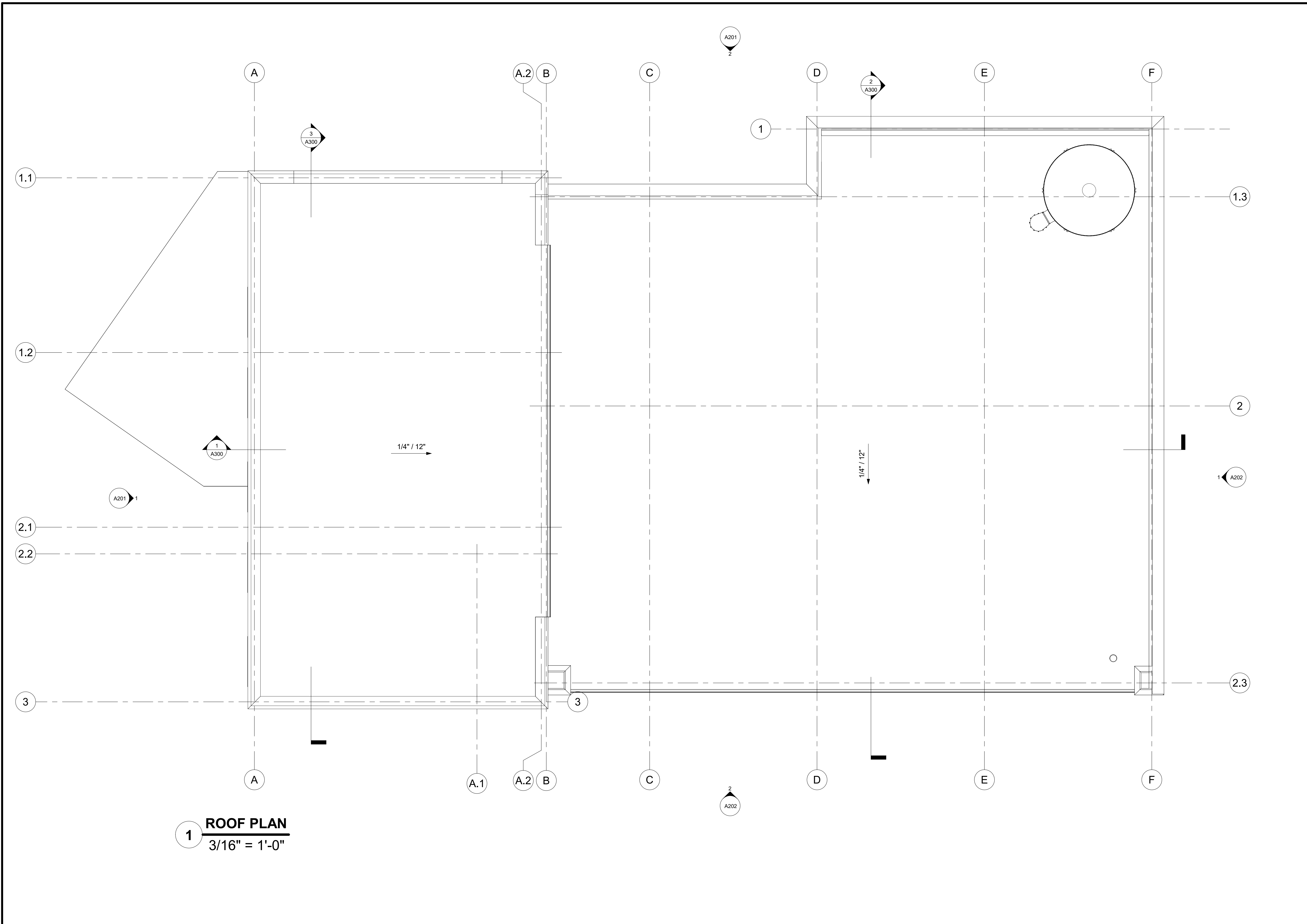
Revision Schedule

No.	Date	By

DATE: 04.25.2025
 DRAWN: JTC
 CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A107



1 ROOF PLAN
3/16" = 1'-0"

LAZY GUY DISTILLERY
2690 Keene Street, Kennesaw, GA 30144

BALDWIN
ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
3846 Mayhew Rd.
Marietta, Ga 30066
(404) 406-9041

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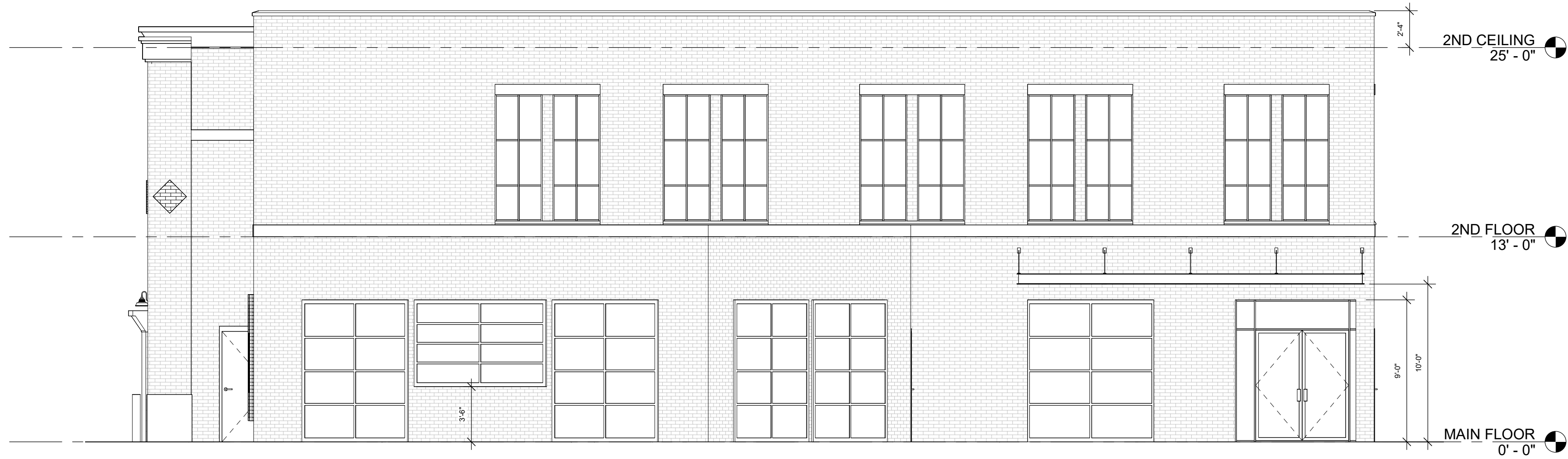
Revision Schedule		
No.	Date	By

Revision Schedule		
No.	Date	By

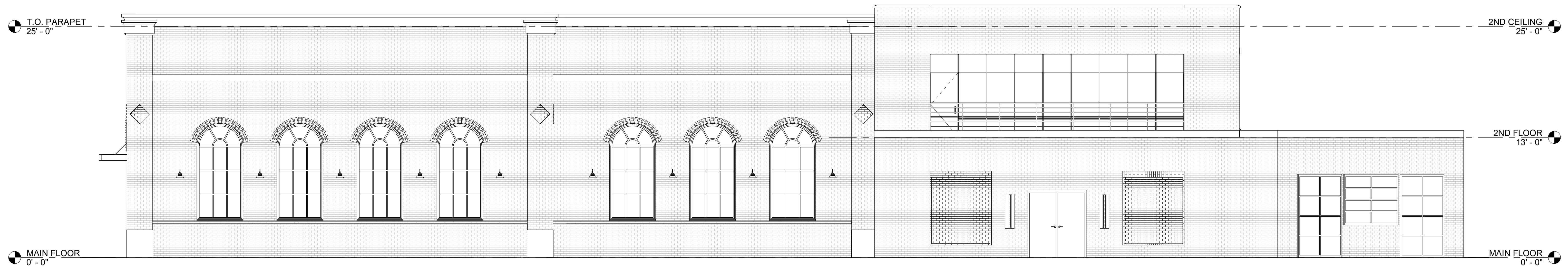
DATE: 04.25.2025
DRAWN: JTC
CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A108



1 FRONT ELEVATION
3/16" = 1'-0"



2 LEFT ELEVATION
3/16" = 1'-0"

LAZY GUY DISTILLERY
2690 Keene Street, Kennesaw, GA 30144

BUILDING ELEVATIONS

BALDWIN
ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
3846 Mayhew Rd.
Marietta, Ga 30066
(404) 406-9041

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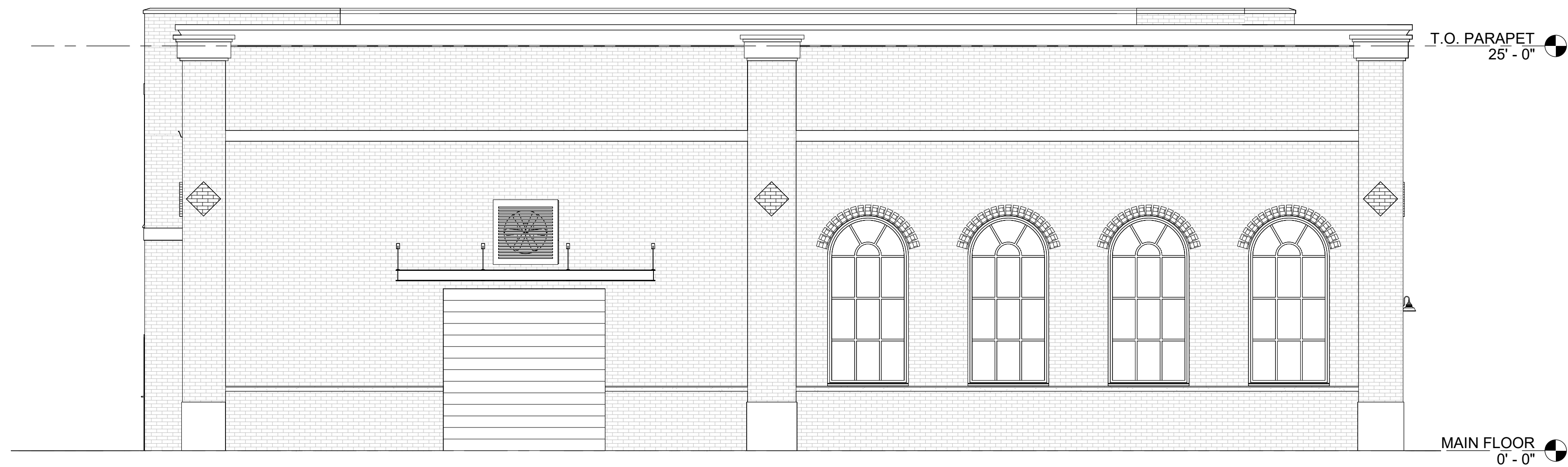
Revision Schedule

No.	Date	By

DATE: 04.25.2025
DRAWN: JTC
CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A201



1 REAR ELEVATION
3/16" = 1'-0"



2 RIGHT ELEVATION
3/16" = 1'-0"

LAZY GUY DISTILLERY
2690 Keene Street, Kennesaw, GA 30144

BUILDING ELEVATIONS

BALDWIN
ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
3846 Mayhew Rd.
Marietta, Ga. 30066
(404) 406-9041

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Revision Schedule

No.	Date	By

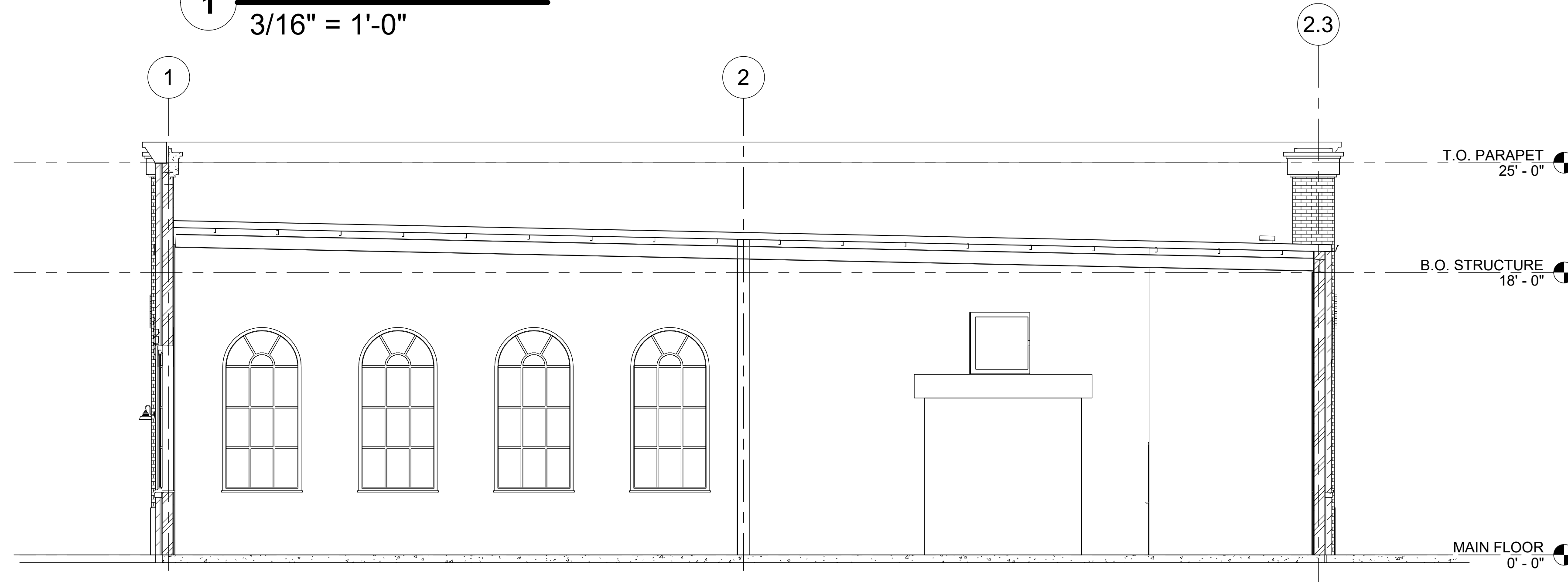
DATE: 04.25.2025
DRAWN: JTC
CHECKED: MCB

JOB NO.
20250425

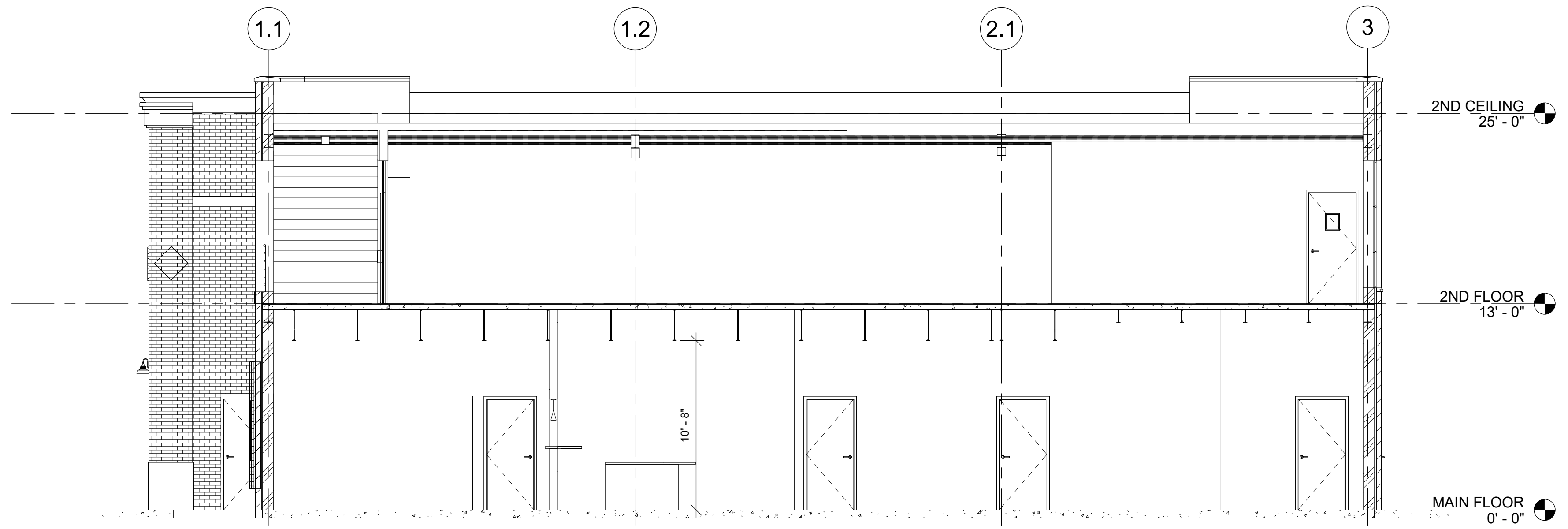
SHEET NO.
A202



1 BUILDING SECTION 1
3/16" = 1'-0"



2 BUILDING SECTION 2
3/16" = 1'-0"



3 BUILDING SECTION 3
3/16" = 1'-0"

LAZY GUY DISTILLERY
2690 Keene Street, Kennesaw, GA 30144

BALDWIN
ARCHITECTURAL GROUP
M. Christopher Baldwin, Architect
3846 Mayhew Rd.
Marietta, Ga. 30066
(404) 406-9041

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Revision Schedule

No.	Date	By

DATE: 04.25.2025
DRAWN: JTC
CHECKED: MCB

JOB NO.
20250425

SHEET NO.
A300









Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: June 13, 2025
TITLE: CBD Project Approval: 2861 N. Main Street

Summary:

CBD Project application submitted for 2862 N. Main Street. The application includes the business plan and concept drawings for the development. The application is scheduled to be heard by HPC on June 20 and Mayor & Council on July 7.

Recommendation:

Fiscal Impact:

Attachments:

1. CBD2025-04 - 2861 N Main St_Application Packet



**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 3080 Moon Station Rd, 2nd Floor, Kennesaw, GA 30144**
 - 3. Mail to ATTN: Zoning, 2529 J O Stephenson Avenue, Kennesaw, GA 30144**



**CENTRAL BUSINESS DISTRICT
PROJECT APPROVAL**

Date Received 6-9-25
Staff's Initials RG

Is this property located within the Kennesaw Historic District (yes) (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 6-9-25

Staff's Initials RG

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 zoningdept@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 2861-2871 N. Main St, Kennesaw, GA 30144

Land Lot 20-138 Tax Parcel 20013801060 Lot Size .545 acre Present Zoning CBD

Proposed Project for Property _____

Add additional sheet if necessary

APPLICANT 2861 N. Main St LLC & 2871 N. Main St LLC

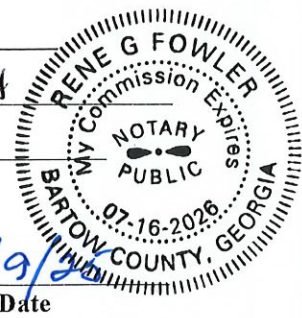
APPLICANT EMAIL _____

Applicant address 2950 Cherokee St, Ste 400, Kennesaw, GA 30144

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

Applicant Signature R. Dale Hughes, Managing Member

Signed, sealed and delivered in presence of: Rene M. Fowler Notary 6/9/25 Date

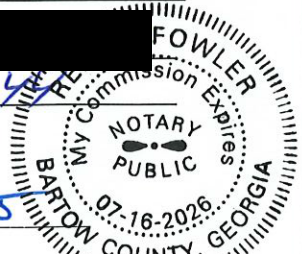


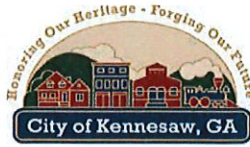
TITLEHOLDER: 2861 N main st LLC & 2871 N main Street LLC Telephone: _____

Address: 2950 Cherokee St, Ste 400, Kennesaw, GA 30144

Signature R. Dale Hughes, Managing Member

Signed, sealed and delivered in presence of: Rene M. Fowler Notary 6/9/25 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:

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:

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 9th day of JULY, 2025

R. Dale Sanchez, Managing Member
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

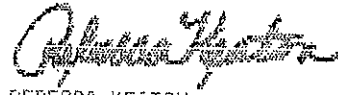
CONSISTENT WITH THE UNITED STATES CONSTITUTION AND THE RELIGIOUS LAND USE AND INSTITUTIONALIZED PERSONS ACT OF 2000, THE CITY OF KENNESAW DOES NOT DISCRIMINATE ON THE BASIS OF RELIGION IN THE APPLICATION OF ITS LAWS, POLICIES, OR PROCEDURES, INCLUDING THE APPLICATION OF ITS LAND USE REGULATIONS AND ZONING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

BK: 15136 PG: 2664-2666
Filed and Recorded Feb-05-2014 08:32:23AM
DOC#: D2014-007483
Real Estate Transfer Tax Paid \$294.80
0332014001918



REBECCA KEATON
CLERK OF SUPERIOR COURT Cobb Cty. GA.

After Recording, please return to:
Smith, Tumlin, McCurley & Patrick P.C.
P.O. Box 1186
Marietta, GA 30061
STMP File #13130948

Cobb County Tax Parcel #20013801080

STATE OF GEORGIA
COUNTY OF COBB

LIMITED WARRANTY DEED

THIS INDENTURE, made the 3rd day of February, in the year Two Thousand Fourteen between

NORTH MAIN STREET, LLC,
A Georgia Limited Liability Company

as party of the first part, hereinafter called GRANTOR, and

2871 N. MAIN STREET, LLC,
A Georgia Limited Liability Company

as party or parties of the second part, hereinafter called GRANTEE (the words "GRANTOR" and "GRANTEE" to include its respective successors and assigns where the context requires or permits).

W I T N E S S E T H, that: Grantor, for and in consideration of the sum of TEN AND 00/100'S (\$10.00) DOLLARS and other good and valuable considerations in hand paid at and before the sealing and delivery of these presents, the receipt whereof is hereby acknowledged, has granted, bargained, sold, aliened, conveyed and confirmed, and by these presents does grant, bargain, sell, alien, and confirm unto the said Grantee,


All that tract or parcel of land lying and being in Land Lot 138 of the 20th District, 2nd Section, Cobb County, Georgia, being more particularly described on Exhibit "A" attached hereto and made a part hereof by reference.

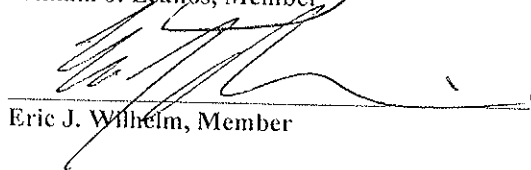
TO HAVE AND TO HOLD the said tract or parcel of land, with all and singular the rights, members and appurtenances thereof, to the same being, belonging, or in anywise appertaining, to the only proper use, benefit and behoof of the said Grantee forever in FEE SIMPLE.

AND THE SAID Grantor will warrant and forever defend the right and title to the above described property unto the said Grantee against the claims of all persons claiming under, by or through the Grantor.

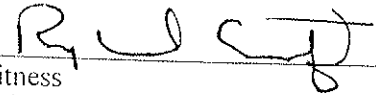
IN WITNESS WHEREOF, the Grantor has caused its duly authorized representatives to execute this instrument under seal, the day and year above written.

GRANTOR:
NORTH MAIN STREET, LLC

By:  (Seal)
William J. Leanos, Member

By:  (Seal)
Eric J. Wilhelm, Member

Signed, sealed and delivered
in the presence of:


Witness


Notary Public

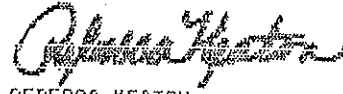


EXHIBIT "A"

All that tract or parcel of land lying and being in Land Lot 138 of the 20th District, 2nd Section, Cobb County, Georgia, being in the city of Kennesaw, and being more particularly described as follows:

Beginning at a point on the east side of Kendrick Street 74.91 feet from the intersection of the east side of Kendrick Street, 20-foot right-of-way (unpaved) and the south side of Lewis Street; thence North 89 degrees, 07 minutes 30 seconds East a distance of 200 feet to a point and corner; thence South 00 degrees 25 minutes 24 seconds East a distance of 25 feet along an 8-foot sidewalk to a point; thence south 89 degrees 07 minutes 30 seconds West a distance of 200 feet to an iron pin; thence North 00 degrees, 25 minutes, 24 seconds West a distance of 25 feet along the east side of Kendrick Street to an iron pin, being the point of beginning. Said tract consists of 0.115 acres, more or less, as shown by the survey for Brenda J. Burrell By 2020 Surveying, Land Surveyor, dated April 14, 1998.

BK: 15136 PG: 2667-2669
Filed and Recorded Feb-05-2014 08:32:23AM
DOC#: D2014-007404
Real Estate Transfer Tax \$0.00
0332014001902



REBECCA KEATON
CLERK OF SUPERIOR COURT Cobb Cty. GA.

After recording, please return to:
Smith, Tumlin, McCurley & Patrick, P.C.
94 Church Street
Marietta, Georgia 30060
STMP File No 13130948

QUITCLAIM DEED

**STATE OF GEORGIA
COUNTY OF COBB**

This Indenture, is made this 3rd day of February, 2014, by and between

NORTH MAIN STREET, LLC,
a Georgia limited liability company

(hereinafter referred to as "Grantor"), and

2871 N. MAIN STREET, LLC
A Georgia Limited Liability Company

(hereinafter referred to as "Grantee");


WITNESSETH, FOR AND IN CONSIDERATION of the sum of One Dollar and other good and valuable consideration delivered to Grantor by Grantee at and before the execution, sealing and delivery hereof, the receipt and sufficiency of which is hereby acknowledged, the Grantor has and hereby does remise, release, convey and forever quitclaim unto Grantee, it successors and assigns, that certain property known as:

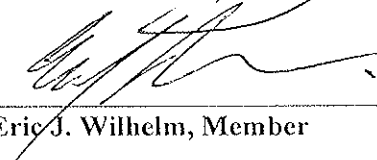
All that tract or parcel of land lying and being in Land Lot 138 of the 20th District, 2nd Section, Cobb County, Georgia, being more particularly described in Exhibit "A" attached hereto and made a part hereof by reference.

TO HAVE AND TO HOLD said tract or parcel of land in order that neither the Grantor nor any person claiming under Grantor shall at any time, by any means or ways, have, claim or demand any right or title to said land or any of the rights, members and appurtenances thereof.

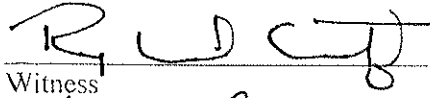
IN WITNESS WHEREOF, the Grantor has caused its duly authorized members and representatives to execute this instrument under seal, the day and year first above written.

GRANTOR:
NORTH MAIN STREET LLC

By:  (Seal)
William J. Leanos, Member

By:  (Seal)
Eric J. Wilhelm, Member

Signed, sealed and delivered
in the presence of:



Witness



Notary Public



EXHIBIT "A"

All that tract or parcel of land lying and being in Land Lot 138 of the 20th District, 2nd Section, Cobb County, Georgia, being 0.12 acres designated as Tract 1, #2871, as per Boundary Survey prepared for 2861 N. Main Street, LLC and 2871 N. Main Street, LLC, Metro Bank and Chicago Title Insurance Company, dated January 15, 2014, being Job #14-002 prepared by John O. Huffman, G.R.L.S. No. 2034, H. B. & P. Surveying, Inc. and being more particularly described as follows:

TO FIND THE TRUE POINT OF BEGINNING, begin at a right-of-way monument located on the northerly side of the right-of-way of J. O. Stephenson Avenue (being a right-of-way which is variable in width) at its intersection with the westerly side of the right-of-way of South Main Street, a/k/a State Route 293 (being a right-of-way which is variable in width) and run thence South 87°52'51" West along the northerly side of the right-of-way of J. O. Stephenson Avenue for a distance of 75.13 feet to a right-of-way monument; continue thence along the arc of a curve to the left, in a counterclockwise direction along the northerly side of the right-of-way of J. O. Stephenson Avenue and following the curvature thereof, having a radius of 771.81 feet (said arc being subtended by a chord bearing South 78°45'30" West a chord distance of 106.90 feet) for an arc distance of 106.99 feet to a right-of-way monument; continue thence along the mitered northeast intersection of J.O. Stephenson Avenue and Little General Cloggers Court North 54°22'41" West for a distance of 19.28 feet to an iron pin; continue thence North 00°22'32" West along the easterly side of the right-of-way of Little General Cloggers Court for a distance of 67.21 feet to a point and corner which is the TRUE POINT OF BEGINNING; from said TRUE POINT OF BEGINNING, running thence North 00°22'32" West along the easterly side of the right-of-way of Little General Cloggers Court for a distance of 25.00 to an iron pin and corner; running thence North 88°40'03" East for a distance of 199.94 feet to a point and corner located on the westerly side of the right-of-way of South Main Street a/k/a State Route 293; running thence South 00°39'56" East along the westerly side of the right-of-way of South Main Street for a distance of 25.10 feet to a point and corner; running thence South 88°41'50" West for a distance of 200.07 feet to a point located on the westerly side of the right-of-way of Little General Cloggers Court at the TRUE POINT OF BEGINNING.

COMMON GROUNDS PLAZA BUSINESS PLAN

2861 N Main Street LLC, a Georgia limited liability company and 2871 N Main Street LLC, a Georgia limited liability company (collectively, “Owner”) intend to develop the properties commonly known as 2861 and 2871 North Main Street, Kennesaw, Georgia (herein the “Plaza Property”) to lease to Reformation Brewery (“Reformation”) as a business where our community can come enjoy beer, spirits and food indoors or outdoors with community engagement and programs curated by Reformation in formats similar to their successful event and engagement models that they run in Woodstock, Canton and Smyrna.

The Plaza Property will feature a communal gathering spot (“Common Grounds Plaza) in the heart of our community intended to become the reference for “Meet me at the Plaza . . . “ with the hopes of making Common Grounds Plaza a downtown gathering place where our community roots down together and enjoys the company of each other in the tradition of those who came before us and will come after us (businesses like Pisanos, Honeysuckle Bakery, Gus’ Fried Chicken, Bernies, the Horned Owl, Main Street Eats and The 1885). Our belief is that Common Grounds Plaza will enhance the investment of our community in the Amphitheater and the Southern Museum which have created an exceptional framework for our Entertainment District.

1. 2861 N Main (the former car lot)

- a. On the front of the lot on Main Street, this will be a new two-story building constructed of brick to blend aesthetically with the buildings surrounding it within the block and in the adjacent area (and most specifically the former Whistlestop café formerly located at 2871 N Main Street).

- b. In the back of the lot between the alley and Little Cloggers will be the Common Grounds Plaza area (much like Reformation has in Woodstock) that will feature an area to hang out as a family and to enjoy performing arts and curated programs. The back area will also house small production facilities to keep the servicing of those off Main Street and out of the alley.

2. 2871 N Main (the former Whistlestop cafe)

- a. This existing historical building will become integrated with the new two-story building. The buildings will share a common wall with pass-through entry in the approximate locations where historic doors had been located as can be seen in the brick configurations on the side of the existing building.

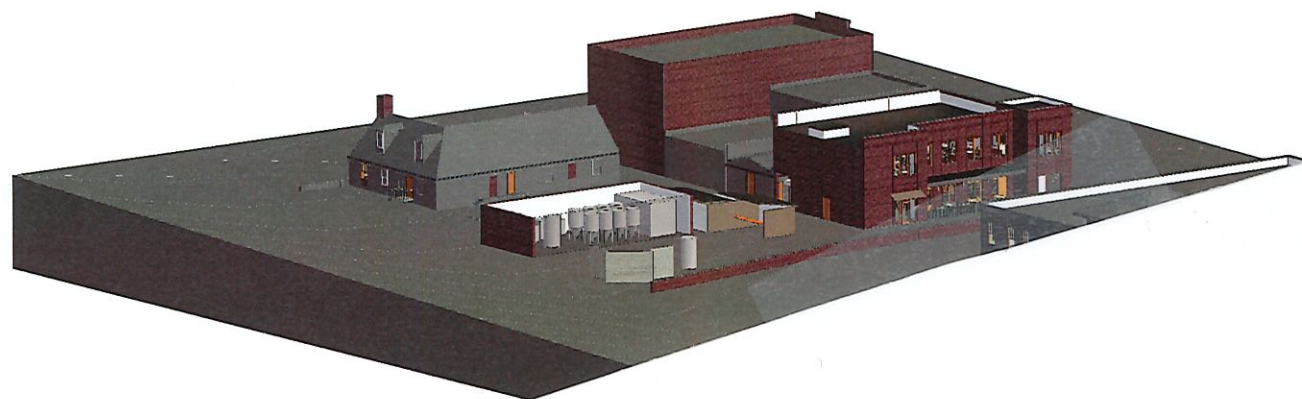
As part of its entry into our Community, Reformation has met with City leaders and would like to do the following to solidify its participation in our community for the benefit of all of us:

- Collaborate with the City to support concerts in the Amphitheater including hosting musical events in Common Grounds Plaza in those times when concerts are not occurring in the Amphitheater (or at the First Friday Concert series).
- Collaborate with the City and KSU to support community art within Common Grounds Plaza.
- Collaborate with the City and the Downtown Merchants to support the Farmer's Market and the First Friday Concert series.
- Host movie nights and football Saturdays in Common Grounds Plaza.
- Collaborate with the City and the KBA to support the Kennesaw Race Series, the Big Shanty Festival, Pigs & Peaches, the Taste of Kennesaw, the Candy Crawl,

Halloween scarecrow decoration events, the Christmas parade, Christmas tree decoration events and the ever-popular Touch a Truck events.

In other words, Reformation wants to continue the tradition started by others of programming life to happen in our downtown blocks and share in the effort to support it including community giveback (like Reformation does with proceeds donated to charities in Woodstock from its events like the Cadence Festival).







Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: June 13, 2025
TITLE: Discussion of dumpster enclosure repair

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None



Item Report

TO: The Kennesaw Downtown Development Authority

FROM: Miranda Taylor, Downtown / Main Street Manager

DATE: June 13, 2025

TITLE: **2025-2026 Main Street Affiliate Memorandum of Understanding**
 Consideration for approval of a Memorandum of Understanding (MOU) between the City of Kennesaw and the Georgia Department of Community Affairs for the Georgia Affiliate Main Streets Program.

Summary:

This agreement outlines the necessary requirements set forth by the Department of Community Affairs (DCA) for the Community's participation in the Georgia Downtown Affiliate Network for the stated program year. DCA is the sponsoring state agency for the Georgia Main Street program and is licensed by the National Main Street Center to designate, assess, and recommend for accreditation cities within the State of Georgia. An approved Memorandum of Understanding is an annual assessment requirement for our Main Street program. The MOU requires signatures from the Mayor, Main Street Board Chair (KDDA), and staff. A copy of the Resolution from the Mayor & Council agenda is attached for reference. Staff requests KDDA approve the MOU and authorize the Chair to sign the agreement.

Recommendation:

Economic Development Director recommends approval.

Fiscal Impact:

Attachments:

1. RES 2025 - GA Main Street MOU
2. 2025-2026 Affiliate Main Street MOU_Kennesaw

**CITY OF KENNESAW
GEORGIA**

RESOLUTION NO. 2025-____

**RESOLUTION APPROVING THE GEORGIA AFFILIATE MAIN STREETS
PROGRAM MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF
KENNESAW AND THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS**

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

WHEREAS, Kennesaw is currently accredited at the affiliate level in the Georgia Main Street Program; and

WHEREAS, the program requires execution of an annual Memorandum of Understanding between the Community and the Department of Community Affairs' Office of Downtown Development; and

WHEREAS, the agreement outlines the necessary requirements set forth by DCA for the Community's participation in the Georgia Main Street Program for the 2025-2026 Program Cycle;

NOW, THEREFORE, the Mayor & City Council does hereby approve the MOU between the City of Kennesaw and the Georgia Department of Community Affairs for Kennesaw's participation in the Georgia Main Street Program.

PASSED AND ADOPTED by the Kennesaw City Council _____ day of June, on this 2025.

ATTEST:

CITY OF KENNESAW:

Lea Alvarez, City Clerk

Derek Easterling, Mayor



2025 - 2026 Affiliate Main Street Memorandum of Understanding

This document should be signed by all local parties
(Authorized City Representative, Main Street Program
Manager, and Board Chair) by **July 1, 2025**

Please email ellen.hill@dca.ga.gov with any questions.

**GEORGIA AFFILIATE MAIN STREET PROGRAM
MEMORANDUM OF UNDERSTANDING**

2025 - 2026 Program Year

This agreement is entered into and executed by the Georgia Department of Community Affairs Office of Downtown Development (hereinafter referred to as “DCA”) and the City/Town, Kennesaw Georgia (hereinafter referred to as “Community”). DCA will enter into this agreement with the above party to provide services in return for active and meaningful participation in the Georgia Downtown Affiliate Network by the Community as specified below.

This agreement outlines the necessary requirements set forth by DCA for the Community’s participation in the Georgia Downtown Affiliate Network for the stated program year. DCA is the sponsoring state agency for the Georgia Main Street program and is licensed by the National Main Street Center (hereinafter referred to as “National Program”) to designate, assess, and recommend for accreditation cities within the State of Georgia.

Those communities that participate in the Georgia Downtown Affiliate Network will receive a national designation from the National Main Street Center as a Main Street America Affiliate™ community. As members of this designation level, your community, program, or organization has demonstrated a commitment to comprehensive community revitalization and is on the pathway to achieving meaningful economic, social, physical, and organizational improvements in the downtown or historic commercial district. Affiliate status is primarily intended for programs, districts, or communities that are interested in learning more about the Main Street model, would like to tap into the national network’s strategies and resources, and intend to transition to the Georgia Classic Main Street designation.

In recognition of the agreement by DCA, the Community, the Board of Directors, and the Downtown Manager to maintain an active Local Main Street Program, the parties have agreed to the following:

ARTICLE 1: THE COMMUNITY AGREES TO—

1. Appoint or contract with an entity to serve as the Board of Directors for the local Main Street Program. The city council may not serve as the Main Street Board.
2. Set and review boundaries for the target area of the local Downtown Affiliate Network program.
 - a. A copy of these boundaries should remain on file with DCA and be uploaded to the Main Street Boundary Map folder in your program’s shared DCA Dropbox folder at all times.
 - b. The Community should work with the Board of Directors to review boundaries at least once every three years.
3. Employ a paid professional downtown manager responsible for the daily administration of the local Main Street Program.
 - a. Part-time staff will consist of an employee who works a minimum of 20 hours a week and spends 100% of their time on Main Street-related activities or full-time staff who devotes 50% of their time to downtown revitalization. A copy of the job description should remain on file with DCA in Dropbox at all times.
 - b. The downtown manager should be paid a salary consistent with other community and economic development professionals in the state. The program manager’s salary must be paid in excess of minimum wage.
 - c. The Community must notify DCA within one week of any downtown manager vacancy, and the Community must appoint an interim point of contact until the position is filled. DCA must have accurate contact information for the downtown manager at all times.
 - d. The Community shall be afforded a period of thirty (30) days to assess the vacant position and publish the job opening. Programs with staff vacancies exceeding ninety (90) days may be placed under probationary status or risk forfeiture of their designation.

- e. Provide an annual evaluation of the downtown manager. If the manager is employed by an entity other than the local government, require that entity to provide an annual evaluation and performance review.
4. Assist the downtown manager in compiling data required as part of the monthly reporting process.
 - a. Provide for a positive relationship between the downtown manager and key city staff to access the following information in a timely manner:
 - i. Business license data
 - ii. Building permit data
 - iii. Property tax data
 - iv. Geographic Information Systems data (mapping support when available)
5. Work with stakeholders to identify a unified vision for success for the district along with appropriate success indicators;
6. Develop diversified and sustainable funding sources to support your efforts;
7. Provide for local Main Street Program solvency through a variety of direct and in-kind financial support.
 - a. If the downtown manager is an employee of the local Main Street Program and not the Community, the Community assures that the program has the financial means to pay for said manager for the period of this agreement.
 - b. The local Main Street program must maintain an identifiable and publicly accessible office space. DCA recommends this space be in the local Main Street program area.
 - c. The local Main Street program must have sufficient funding to provide travel and training for the downtown manager and the Board of Directors.
8. Maintain membership with the National Main Street Center in order to be eligible for national designation.
 - a. Use the “Main Street America Affiliate™” name in accordance with the Main Street America® policy on the Use of the Name Affiliate.
9. Notify DCA in writing prior to any wholesale changes in the local program. This includes but is not limited to structural changes to the board of directors, changes in program funding or support, changes in the organization’s bylaws, or changes to the Main Street district’s boundaries. Such notice should be received by DCA one month prior to said changes. Changes or failure to notify DCA prior to these changes may result in program probation, the loss of accreditation, or the removal of program designation.

ARTICLE 2: THE BOARD OF DIRECTORS AGREES TO—

1. Assist the downtown manager in creating an annual work plan that incorporates incremental and meaningful goals related to the Main Street Approach™, utilizing Community Transformation Strategies and the Main Street Four Point Approach.
 - a. Unless otherwise specified, the Community will utilize the DCA-provided work plan template.
 - b. The work plan will serve as a strategic plan for the local program for a period of three years or less.
 - c. A copy of the work plan must be on file and uploaded to the Work Plan folder in the program’s shared DCA Dropbox folder and updated annually with DCA.
2. Provide opportunities for regular public engagement and support of the Local Main Street Program.
 - a. DCA recommends a public downtown visioning event/town hall meeting annually.
 - b. The Board should identify opportunities for volunteer support and assistance in executing the work plan.
 - c. The Board should actively engage the community for financial and in-kind support of the local program.
3. Conduct at least one board training, orientation, or planning retreat per year for the local program.
4. Meet a minimum of 6 times per year and ensure the minutes of each meeting are maintained and distributed. Such meetings should be open to the public and public notice should be given related to meeting times and agendas.
5. All newly appointed Board Members are required to become Main Street 101 certified within the first year of their first term. A copy of each Board Member’s Main Street 101 certification must be uploaded to the Training Log folder in your program’s shared DCA Dropbox folder.
6. All Board Members are required to have at least 2 hours of continuing education annually. Training must be documented using the required training log template and uploaded to the corresponding Dropbox folder.
7. Assure the financial solvency and effectiveness of the Local Main Street Program.
 - a. Adopt an annual budget that is adequate to support the annual work plan, maintain an office and support staff, and provide for training and travel.

- b. Maintain current membership of the Local Main Street Program to the National Main Street Center to be eligible for accreditation.
- c. Provide for policies to expend funds, enter into debt, and provide programming support for the local Main Street Program.

ARTICLE 3: THE DOWNTOWN MANAGER AGREES TO—

1. Complete all reporting required by DCA to maintain National Accreditation of the local Main Street Program.
 - a. Complete monthly economic and programming activity reports, including portions of said reports that are required as part of the local program assessment process by DCA. These reports must be completed by the last day of the following month. (Example: March report due by April 30th). Failure to complete monthly reports in a timely manner may result in program probation, the loss of accreditation, or the removal of program designation.
 - b. Participate in the annual manager’s survey provided by DCA. Failure to complete the annual manager’s survey by the deadline may result in the loss of accreditation.
 - c. Provide documentation of all meetings, work plans, budgets, job descriptions, and mission/vision statements for the organization.
2. Participate in training to broaden the impact of the local Main Street Program.
 - a. DCA requires managers to attend at least 10 hours of training annually (including webinars, annual trainings, statewide workshops, etc.) Eligible training hours can come from both DCA and non-DCA-hosted training events. Training must be relevant to the field of downtown development, historic preservation, planning, community development, and economic development. A record of the manager’s training hours must be uploaded to the Training Log folder in your program’s shared DCA Dropbox folder.
 - b. The downtown manager is required to attend, at minimum, one in person training offered by DCA Office of Downtown Development.
3. Respond to requests by DCA in a timely manner.
4. Take advantage of the Georgia Main Street network of professional downtown managers.
5. All newly hired managers must complete Main Street 101 training with DCA within the first 6 months of employment in the local community. All existing downtown managers must be Main Street 101 certified.
6. Provide regular updates between the local Main Street Program and the Community.
 - a. Managers are encouraged to provide at least quarterly reports to the local government.
 - b. Managers are encouraged to provide copies of all minutes, budgets, and work plans to the local government in a timely manner.
7. Maintain and preserve project files. Document downtown projects and other major local program information in a thorough and systematic fashion. All relevant programmatic documentation should be uploaded and stored in the DCA shared Dropbox folder created for your local program, following the organization structure outlined in DCA’s “A Visual Guide to Dropbox Management” document, which is located in the “Resources” folder of the Georgia Main Street website. This is to help ensure a seamless transfer of project files to city representatives or successor managers in the event of personnel changes.

ARTICLE 4: DCA AGREES TO—

1. Supervise all communications between the Community, state government agencies and the National Main Street Center as it relates to the local Main Street America® Affiliate Program.
2. Conduct a curriculum of training on an annual basis to assist the community, volunteers, downtown manager and the Affiliate Program Board with the local downtown revitalization program.
3. Provide timely assistance and guidance to the Community as a result of requests for service, monthly reports, or the annual assessment process.
4. Provide a detailed Transition Strategy to assist local Downtown Affiliate Network programs who want to pursue the Classic Main Street Program designation.
5. Provide access to resource materials, sample codes and ordinances, organizational documents, and templates for local programs.
6. Conduct an annual program assessment for the Community highlighting success and opportunities for improvement.

ARTICLE 5: ALL PARTIES AGREE THAT—

1. This agreement shall be valid through June 30, 2026.
2. This agreement may be terminated by DCA or the Community by written notice of 60 days. Termination of this agreement by the Community will result in the loss of local Downtown Affiliate Network Designation.
3. Communities that choose to terminate this agreement recognize that they must formally reapply to participate in Main Street as a Start-up program should they wish to have their previous designation reinstated. The Start-up process could take as long as two years to complete.
4. If the Community fails to fulfill the obligations set forth in this agreement, DCA reserves the right to determine a course of action for the local Affiliate Program as it deems appropriate. This may include probation or termination of designation.
5. Any change in the terms of this agreement must be made in writing and approved by both parties.

**GEORGIA AFFILIATE MAIN STREET PROGRAM
MEMORANDUM OF UNDERSTANDING
2025-2026 Program Year**

THIS AGREEMENT IS HEREBY EXECUTED BY AND BETWEEN THE PARTIES BELOW:

LOCAL GOVERNMENT (COMMUNITY): Kennesaw

Authorized City Representative (ACR)
Signature

Date

ACR Name Printed

ACR Title

MAIN STREET BOARD OF DIRECTORS

Board Chair Signature

Date

Board Chair Printed Name

Date Term Expires

DOWNTOWN MANAGER

Manager's Signature

Date

Manager Printed Name

Date Hired

Please check here if this position is vacant.

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
OFFICE OF DOWNTOWN DEVELOPMENT
GEORGIA MAIN STREET PROGRAM

ODD Director's Signature

Date

Cherie Bennett
Director, Office of Downtown Development
Georgia Department of Community Affairs
60 Executive Park South, NE
Atlanta, Georgia 30329

Phone: 404-831-2058
Email: cherie.bennett@dca.ga.gov