

2 Community Vision

2.1 Vision Statement

Our shared vision is to be a state-of-the-art, model city in Cobb County and the metro Atlanta region that encourages a collaborative spirit to address and resolve community issues, provides exemplary facilities and services to our residents and businesses, offers unmatched cultural, educational and recreational opportunities, and promotes economic development while preserving our local historic character and small town charm.

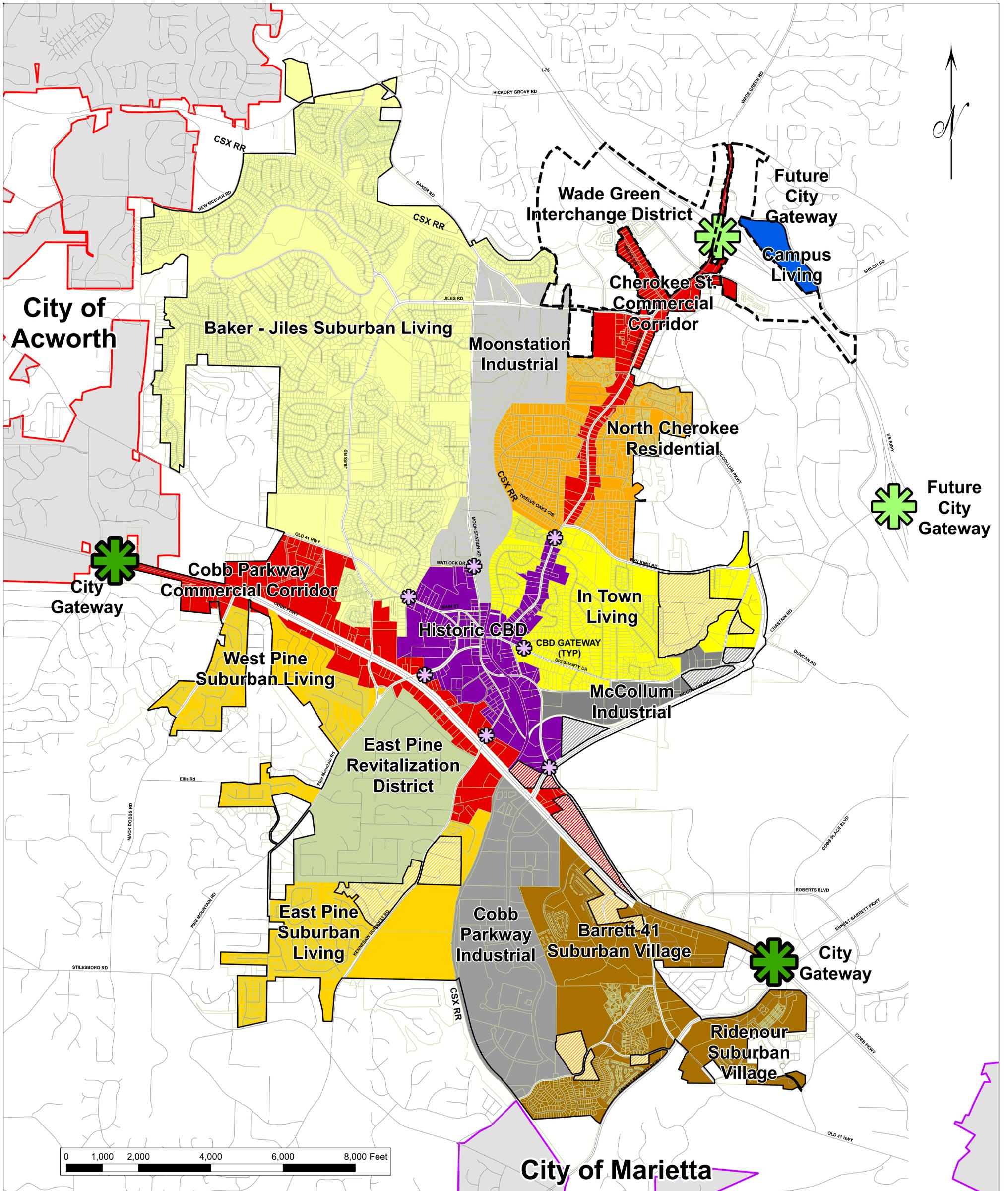
2.2 Future Development Maps

The Future Development Maps section includes two maps: the Character Area Map and the Future Land Use Map. The character areas function as a broad, high level category. Future Land Use Map categories detail the types of land uses allowed at the individual parcel level.

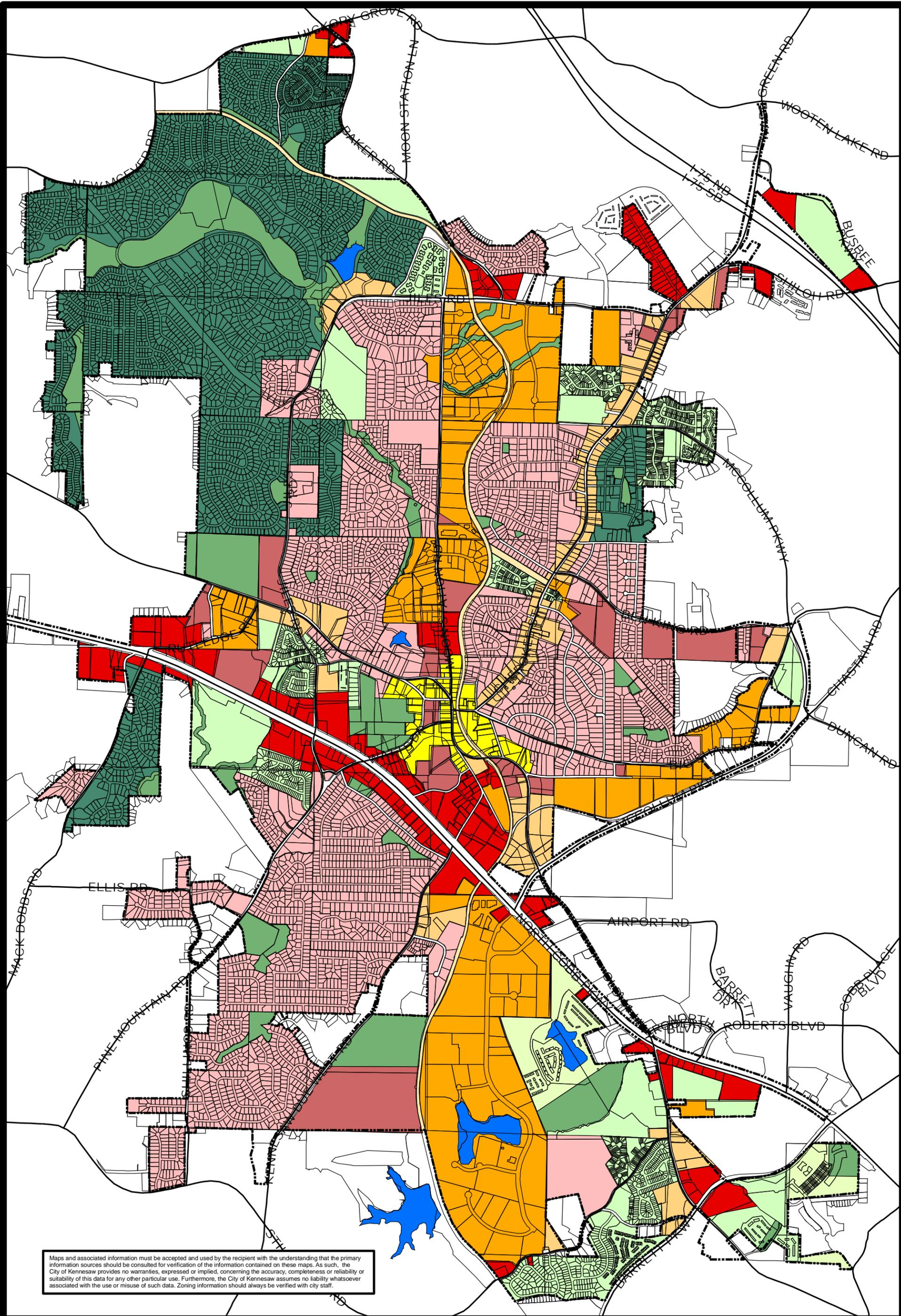
Map 2-1: Character Area Map shows the character areas as identified for Kennesaw. Section 2.3 provides a defining narrative for each of the character areas. *Map 2-2* shows the Future Land Use Map. Section 5.1 provides a defining narrative for the Future Land Use Categories shown on the Future Land Use Map.

The Future Development Maps were developed over the course of two separate planning processes. The current Future Land Use Map was adopted in 2006 along with Future Land Use Category descriptions. The Character Area Map was developed in 2006-2007 as part of the creation of this plan. It includes the character areas described herein. The character areas correspond closely with the current Future Land Use Map, but there are a few minor differences. In the event of a land use conflict, the most current Future Land Use Map will function as the controlling future development map.

The Character Area Map, Map 2-1, and the most current Future Land Use Map, Map 2-2, are presented on the following pages.



Legend City Limits Acworth City Limits Marietta City Limits Parcels		Character Areas Within City Limits Baker - Jiles Suburban Living Barrett 41 Suburban Village Campus Living Cherokee St. Commercial Corridor Cobb Parkway Commercial Corridor East Pine Revitalization District Historic CBD In Town Living Cobb Parkway Industrial McCollum Industrial Moonstation Industrial North Cherokee Residential East and West Pine Suburban Living Ridenour Suburban Village		CBD Gateway City Gateway Future City Gateway Wade Green Interchange District (Potential)		
City of Kennesaw Character Area Map				Prepared by: SLW		Map Number: 2-1
				Checked by: DRH		Project number: 6311060025



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city limits	Lake	RAC - Regional Activity Center
Future Land Use	NAC - Neighborhood Activity Center	RH - Residential High
CAC - Community Activity Center	PI - Public Service/Institutional	RL - Residential Low/Medium
DAC - Downtown Activity Center	PRC - Park/Recreation/Conservation	TCU - Transportation Communication Utilities
I - Industrial	PUD - planned Unit Development	

This Future Land Use Map does not categorize any land use as Undeveloped or Agriculture/Forestry; development is anticipated throughout the City of Kennesaw.

FUTURE LAND USE



CITY OF KENNESAW
 Planning & Zoning Dept.
 770-590-8268

Leonard Church
 Mayor
 Debra Taylor
 City Clerk

Print Date: 3/29/2006
 File: FLU B

1" = 2000'
 Map 2-2

2.3 Character Areas

Character area planning focuses on the way an area looks and how it functions. Applying development strategies to character areas in Kennesaw can preserve existing areas and help others function better and become more attractive. They help guide future development through policies and implementation strategies that are tailored to each situation. The character areas recommended for Kennesaw, shown in Figure 2-1, define areas that:

- Presently have unique or special characteristics that need to be preserved.
- Have potential to evolve into unique areas.
- Require special attention because of unique development issues.

The table in Section 2.4 shows the relationship and the compatibility between Character Area categories and Future Land Use Map categories. Character areas serve as the higher level organizing category. Future Land Use Categories may be appropriate in more than one character area. However, some Future Land Use Categories are only appropriate in a single character area. Each character area is defined below based on the development pattern and Future Land Use Categories that are appropriate for the character area. Implementation measures recommended to either preserve or create the condition described by each character area are also included.

The character areas are described in the following pages. Each description includes the following information:

- Development Pattern
- Future Land Use Categories
- Implementation Strategies

The Development Pattern describes the nature of development included in the character area including appropriate land use, design, infrastructure and intensity. The Future Land Use categories section lists in bullets the Future Land Use Map categories included or desired within each character area. The Implementation Strategies section lists in bullets the measures the City can take to ensure that the development pattern described by each character area can become reality.

2.3.1 Cobb Parkway Commercial Corridor



Figure 2-1: Cobb Parkway- North of Watts Drive

The Cobb Parkway Commercial Corridor is the most significant commercial corridor in Kennesaw. This approximately 2 mile long section of highway runs southeast to northwest through the lower third of the city limits. The corridor's appearance and function has been affected by vacated structures or structures that are in disrepair. Generally, there are no unifying architectural features, gateways, or impressionable spaces or buildings that identify this corridor with a unique sense of place that is characteristic of Kennesaw; however, several segments of this corridor show promise.

One significant area of development is located at the Jiles Road and Cobb Parkway intersection. Attractive neighborhood retail businesses and services flourish at all four quadrants of this location, extending southward to the Watts Drive intersection. Most of the businesses and/ or structures have been built within the last ten years. An approximate thirty acre mixed-use retail development is under construction at the southwest corner. This development is expected to improve the economic and employment opportunities of the City, anchor this portion of the corridor and complement the revitalization development anticipated in the Central Business District.

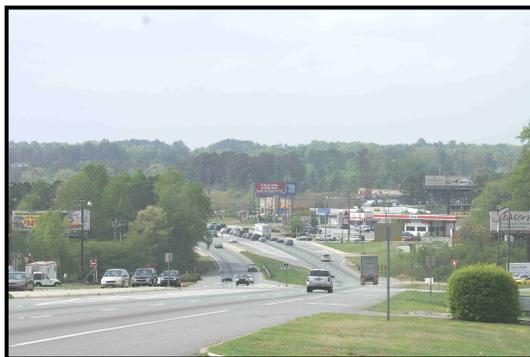


Figure 2-2: Cobb Parkway south from Kennesaw Due West Rd.

Between the Watts Road intersection and the CSX underpass near Kennesaw Due West Road, there is little significant commercial character. Much of this segment lacks appeal and is in need of revitalization and reorganization. There are several vacant structures and many outdated structures. Many of these businesses are older automotive service and repair shops. A variety of other businesses are also present. Access to Cobb Parkway is achieved through driveways as opposed to shared and inter-parcel access. Access to businesses is further complicated by a guard rail divider that prevents access across the median.

A Tax Allocation District (TAD) project is proposed on approximately 40 acres to the south of Cobb Parkway between Kennesaw Due West Road and the CSX rail line. This development would anchor the commercial district on the southeast segment. This mixed retail development would provide an enormous boost to the economic and employment opportunities for Kennesaw much like the development at the Jiles Road

Intersection. This development would also complement the redevelopment projects anticipated in the Central Business District. An additional private redevelopment project on the former site of the Windsor Hotel, located between Pine Mountain Road and Kennesaw Due West Road, is also planned that would create a mixed retail development that could serve as anchor development in the center of this corridor.

As these proposed and active projects develop, additional attention must be focused on improving the areas between these cornerstone projects. More efficient use of land could be achieved through multi-parcel development with inter-parcel access and shared access points to Cobb Parkway that utilize signalized intersections for ingress and egress. A diversity of services and products must also be pursued that is appropriate for Kennesaw and this busy section of Cobb Parkway. Identifiable and unifying architectural elements, landscaping, setbacks and signage are details that should be determined and implemented to establish a “Sense of Place” that is appropriate for Kennesaw.

Pedestrian access to the Cobb Parkway Commercial Corridor should also be addressed. Because of the neighborhood-influenced, retail nature of this corridor and limited land for “Big Box” stores, pedestrian access could become an important aspect to this corridor. As the “live, work, play” strategy is incorporated into development and revitalization projects, improvements to pedestrian mobility and safety may become a priority. Inter-parcel and shared access points are key concepts that can improve pedestrian safety and mobility. Pedestrian or bike access from adjacent neighborhoods to the rear of adjoining commercial properties should also be considered, particularly south of Cobb Parkway from the East Pine Suburban Living area and to the north of Cobb Parkway adjacent to the Historic CBD area.



Figure 2-3: Cobb Parkway at Old Hwy 41

Expanding the commercial district from Cobb Parkway to Old Hwy 41 between Jiles Road and Rutledge Road should be considered to capture the potential regional impact of Swift-Cantrell Park. As park phases II and III are developed (which call for an Aquatic Center and Performing Art Center) event guests may require overnight accommodations as well as restaurants and retail stores. This area may also be appropriate for medium density housing or mixed use developments that appeal to those desiring access to the historical, cultural, recreational, and

economic resources of a flourishing suburban community. Open space or green space should be included with new development. Pedestrian links via sidewalks or trail systems should also be considered as this area develops.

The segment from McCollum Parkway south to the Old Hwy 41 intersection may also experience opportunities for redevelopment since this segment is generally a transition district from airport industrial to commercial to light industrial and office land use applications. However, this segment is mostly comprised of two “islands” that are still part of unincorporated Cobb County. With the exception of the Cobb County Police and Fire Station, all remaining parcels should be considered for annexation if the

opportunity is presented. Should the outstanding islands be annexed into the City, changes in land use requirements would be minimal as the current land use applications- commercial and light industrial- are appropriate for the area and consistent with the City's Zoning and Character Area Maps. The City would have to impose any applicable building codes and guidelines to redeveloped properties.

Future Land Use Categories

- **CAC** Community Activity Center
- **I** Industrial
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **RAC** Regional Activity Center
- **RH** High Density Residential
- **RL** Low/Medium Density Residential
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Redevelopment projects should occur on a multi-parcel basis.
- Require inter-parcel access connectivity and shared access to control access flow to Cobb Parkway.
- Encourage nodal development with clear boundaries and transitional zones.
- Discourage strip development.
- Encourage the integration of public transportation hubs at nodal developments.
- Support improved pedestrian mobility and safety as surrounding neighborhood revitalization occurs.
- Encourage pedestrian access to nodal developments via sidewalks and trail systems to maximize use of public transportation hubs.
- Provide transitional buffers between commercial and adjacent residential land uses.
- Require developers and the Cobb Parkway Merchants Association (proposed) to adhere to architectural and site development standards.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Encourage a diverse mix of products and services.

- Encourage the use of shared signage.
- Allow mixed use development in the vicinity of Swift –Cantrell Park.
- Provide pedestrian linkages from transportation nodes to the Historic CBD, Adams Park, and Swift Cantrell Park as public transit becomes available.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- Cobb Parkway Commercial Corridor Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to Cobb Parkway Commercial Corridor residential and commercial development.
- Create a Cobb Parkway Merchants Association. Encourage their involvement in defining commercial architectural and site design guidelines, guideline modifications, code compliance, and business development.
- Include a focus study of this corridor as part of the business development plan that will inventory existing businesses, recognize product or service opportunities, identify suitable development, and establish appropriate functional relationships with surrounding residential areas and the Historic CBD. A Livable Centers Initiative (LCI) study should be considered for this corridor.
- Coordinate with the Cobb County Department of Transportation to identify appropriate node locations for public transit stations or park and ride lots. Incorporate recommendations into revitalization plans. This could be included as part of the potential LCI study.
- Coordinate with Cobb County Department of Transportation to construct or improve sidewalk accessibility or linkages where access to public transit or retail development is planned (nodal developments). A sidewalk assessment/improvement overlay map may be required.
- Host regional discussions with surrounding municipalities and Cobb County departments to discuss large redevelopment projects that will affect, among others, transportation, tax revenue, and public services such as emergency and educational services.
- Initiate a feasibility study to examine the appropriate land use combination for the area along Rutledge Road between Swift-Cantrell Park and Cobb Parkway. Consider mixed-use development that could provide solutions to student housing, executive-level living, guests requiring overnight accommodations, and supporting retail services. This could be included as part of the potential LCI study.

- Initiate a study to determine the appropriate land use for the area between Watts Drive and Kennesaw Due West Road that considers the potential TAD development project, the East Pine Revitalization District, and the Windsor Hotel redevelopment project. This could be included as part of the potential LCI study.
- Identify locations for City gateway markers and/ or monuments at the southern and northern city limits along Cobb Parkway. If it is determined to be feasible, design and build gateway monuments to reflect the desired character of the City.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.2 Cherokee Street Commercial Corridor

The Cherokee Street Commercial Corridor is an approximately 1 mile section of Wade Green Road and Cherokee Street extending from the Wade Green and I-75 Interchange south to Ben King Road. This corridor is comprised of neighborhood compatible retail and office developments intermixed with residential and institutional land uses. South of the McCollum Parkway intersection, many of the office and retail uses occur in older homes that have been rezoned to allow commercial use. North of McCollum Parkway to the I-75 interchange are several strip malls and free standing office developments. Sidewalks are frequently used by residents, but are possibly undersized as Cherokee Street and its right-of-way narrows approaching Ben King Road. Parking is often limited to the front or driveway side of the structure. Signage is generally more attractive and visible in the more recent strip developments north of McCollum Parkway.

Signage associated to businesses operating in converted homes is generally less standardized, less appealing, and less noticeable from Cherokee Street.



Figure 2-4: Cherokee Street Commercial Corridor- Existing Office Park Examples

One area of special concern is the corridor segment located between Jiles Road and I-75, in particular Weeks Drive. Weeks Drive is an older residential development that has suffered as a result of being “sandwiched” between commercial and multi-family developments that is currently outside the Kennesaw City Limits. Increased traffic volume on Cherokee Street has severely limited accessibility into and out of this neighborhood. Suggestions for improvement of this upper segment are limited without



Figure 2-5: Cherokee Street Commercial Corridor- Existing Retail Examples

considering the surrounding County land uses. Refer to the Wade Green Interchange District character description.

Planning for this corridor should attempt to preserve as many of the residential structures as feasible. Increasing the width of the right-of-way and the roadway should also become a priority if Cherokee Street remains the primary interstate access road to the CBD. Redevelopment should take place on a multi-parcel level in order to minimize driveways and give the flexibility to relocate and reuse qualified structures. Existing homes worthy of preservation and that would be located at an unsafe distance from a widened right-of-way should be relocated to a more accommodating location. Homes on large lots with deep, existing setbacks from Cherokee Street should be reused as homes or converted to an appropriate commercial use. Larger setbacks that account for the possibility of a wider right-of-way should be required for all new development.

Area character, land use compatibility, scale, impact, controlled access to Cherokee Street, tree preservation, pedestrian mobility and safety are key elements for incorporation into the redevelopment of this corridor. New development should reflect the character of the area by re-introducing architectural elements compatible to surrounding neighborhoods and complementary signage and color schemes. Because the area is adjacent to residential and low impact land use, new development should be compatible in scale and impact. Wider sidewalks, improved visibility, and traffic calming techniques should also be incorporated.

There is an opportunity to create a themed gateway into the City that can be located in close proximity to the I-75 interchange and establish the Kennesaw's Sense of Place and corridor character. This corridor should not attempt to compete with the Cobb Parkway corridor, but complement that corridor with office and unique retail businesses. The land uses along this corridor should also serve as transition into the Historic CBD to the south and into the interstate-neighborhood commercial district of Jiles Road and Wade Green Road north of I-75. (Part of the Wade Green Interchange District)

Future Land Use Categories

- **CAC** Community Activity Center
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional

Development Patterns and Standards

- Require redevelopment at a multi-parcel level.
- Require inter-parcel access and connectivity to control access flow to Cherokee Street.
- Encourage new developments to use shared access to Cherokee Street.
- Encourage nodal development with clear boundaries and transitional zones.
- Discourage strip development.
- Encourage the integration of public transportation hubs at nodal developments closer to the Wade Green Interchange District.
- Encourage pedestrian access to nodal developments via sidewalks.
- Provide transitional buffers between commercial and adjacent residential land uses.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Encourage a diverse mix of products and services with emphasis on low intensity development to protect the surrounding neighborhoods.
- Encourage the use of shared signage.
- Encourage the reuse of homes as businesses where appropriate.
- Where possible, protect large specimen trees located throughout the corridor.
- Relocate homes and businesses as required to widen the right of way for pedestrian and vehicular safety.
- New development should reflect the most recent architectural and design styles that complement adjacent neighborhoods.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- Cherokee Street Commercial Corridor Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to Cherokee Street commercial development.
- Create a Cherokee Street Merchants Association. Encourage their involvement in defining commercial architectural and site design guidelines, guideline modifications, code compliance, and business development. This Association may also include business owners along the section of Cherokee Street that is located in the Historic CBD character area.
- Initiate a corridor study to identify issues and opportunities involved with increasing the width of the right-of-way of Cherokee Street including, but not limited to, relocating or razing structures, improving pedestrian mobility and safety, tree preservation, structure preservation, and the relocation of utilities. A determination needs to be made if this corridor should remain as a preservation corridor or become a parkway corridor.
- Include a focus study of this corridor as part of the business development plan that will inventory existing businesses, recognize product or service opportunities, identify suitable development, and establish appropriate functional relationships with surrounding residential areas and the Historic CBD. Coordinate the focus study with the corridor study, the Kennesaw Business Association, the Kennesaw Downtown Development Association, the Cherokee Street Merchants Association.
- Coordinate with the Cobb County Department of Transportation to identify appropriate public transit stops at nodes or park and ride lots near I-75. Incorporate recommendations into revitalization plans. This study could be included with the corridor study.
- Coordinate with Cobb County Department of Transportation to construct or improve sidewalk accessibility or linkages where access to public transit or retail development is planned. A sidewalk assessment/ improvement overlay map may be required.
- Initiate a study to determine the desired development for the area between Jiles Road and Ben King Road that would consider the potential North Cherokee Residential redevelopment projects and the commercial district between Ben King Road and Main Street that is part of the Historic CBD character area. This study could be included with the corridor study.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.3 Cobb Parkway Industrial

The Cobb Parkway Industrial area is located across from the McCollum Parkway and Cobb Parkway intersection. In general, this area is characterized by large manufacturing and distribution warehouses, as well as smaller, retail and office warehouse operations.



Figure 2-6: Cobb Parkway Industrial Park

The overall area is strategically located near McCollum Airport and the CSX rail line. It also has direct access to Cobb parkway and I-75 via McCollum Parkway. Structures are generally metal buildings with brick or stone facades on the front. Many structures have stone or brick facades on at least two or more sides. Pedestrian access is limited due to the heavy traffic volume of the area. No sidewalk access is

provided along this segment of Cobb Parkway or in the industrial park.

It is anticipated that the primary industrial land use of this area will not change. New infill development and redevelopment should consider adjacent residential land use applications. Ideally, moderate to heavy manufacturing and distribution operations should be located internally on the site with lower impact operations along the periphery to minimize disturbance to adjacent, non-industrial land uses. Since opportunities for infill development remain, new businesses should be located within the industrial park according to their level of intensity. There are many vacant office/warehouse spaces available in existing structures. The City should work closely with Cobb County and other industrial park stakeholders to recruit businesses to fill the vacant office/warehouse spaces.

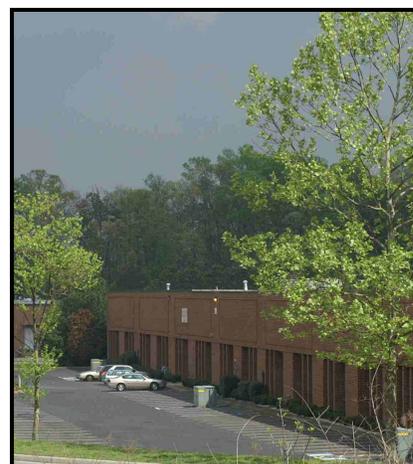


Figure 2-7: Cobb Parkway Industrial Park-

Future Land Use Categories

- **CAC** Community Activity Center
- **I** Industrial
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- All developments are to adhere to the City's architectural and site design guidelines.

- Vehicular circulation must take place on the respective industrial property; backing into or turning around on streets should not be allowed. Appropriate site design should support proper circulation.
- Locate higher intensity businesses away from the edges to protect surrounding residential land uses.
- Locate lower intensity businesses towards the outer edges to provide a transitional buffer between higher intensity uses and neighboring residential areas.
- Promote transitional buffering between all industrial/ warehouse operations and surrounding neighborhoods.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Encourage a diverse mix of products and services.
- Encourage the use of shared signage where feasible.

Implementation Strategies- Cobb Parkway Industrial Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to the Cobb Parkway Industrial character area.
- Create a Cobb Parkway Industrial Business Association for this character area. Encourage their involvement to define architectural, site design and redevelopment guidelines, to promote code compliance, and to proactively participate in transportation improvement and pollution reduction measures. As the industrial park matures, the area may become a good candidate for a Community Improvement District (CID) that would then be able to devise a funding strategy to pay for improvements and renovations.
- Include a focus study of this industrial park as part of the business development plan that will inventory existing businesses, recognize product or service opportunities and identify appropriate development. Coordinate this effort with Kennesaw Business Association, the Cobb Parkway Business Association, and the Cobb County Chamber of Commerce.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.4 McCollum Parkway Industrial



Figure 2-8: McCollum Parkway Industrial- Office Park

The McCollum Parkway Industrial character area is located along a one mile section of McCollum Parkway from near Old Highway 41 east to Big Shanty Drive. There currently exists a broad mix of uses which are generally low to moderate in impact. Many of the structures have been built in the last ten to twenty years. Most of the structures are constructed metal buildings with brick or stones facades that face McCollum parkway. Access to McCollum Parkway is typically via individual driveways except for the small, light industrial operations located on Big Shanty Drive.

The large, spacious parcels and lower impact businesses provide a transition buffer between McCollum Airport to the south and the In-Town Living character area directly to the north.

McCollum Parkway is a five lane parkway connecting the I-75/Chastain Road interchange with Cobb Parkway and McCollum Airport. The roadway provides sufficient support for the surrounding light to moderate industrial traffic. The large parcels comprising this area present an opportunity for businesses to expand, for parcels to be subdivided, or for large natural landscape buffers to be located between the In-Town Living character area or adjacent parcels. This potential land use and growth is in contrast to the moderate to heavy industrial nature of the Cobb Parkway Industrial area.



Figure 2-9: McCollum Parkway Industrial- Corporate Office with Greenspace

Future development in this area should maintain a low to moderate industrial land use and impact. Natural landscape buffers should be maintained between parcels, but more so between the In-Town Living character area to the north. If parcels are subdivided, provide inter-parcel and shared parcels access points when feasible. New and redevelopment projects should adapt architectural and signage elements that will identify this area with other areas in Kennesaw such as the CBD.

The Ernst Concrete, Inc site, currently outside the city limits, located at the corner of Big Shanty Road and McCollum Parkway, may provide additional redevelopment opportunities if the operations relocate after the Vulcan rock quarry's resources are depleted. This corner lot, in combination with adjacent parcels, may become suitable for medium to high density student housing or neighborhood compatible commercial or office uses.

Future Land Use Categories

- **I** Industrial
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional

Development Patterns and Standards

- Promote adequate buffering between all industrial/ warehouse operations and surrounding neighborhoods.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Promote open space and tree preservation.
- Encourage a diverse mix of products and services.
- Require truck parking along the sides or rear of the structures.

Implementation Strategies- McCollum Parkway Industrial Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to the McCollum Parkway Industrial character area. These guidelines should be similar to the other industrial character areas.
- Create a McCollum Parkway Industrial Business Association for this character area. Encourage their involvement to define architectural, site design and redevelopment guidelines, to promote code compliance, and to proactively participate in transportation improvement and pollution reduction measures.
- Include a focus study of this industrial park as part of the business development plan that will inventory existing businesses, recognize product or service opportunities and identify appropriate development. Coordinate this effort with Kennesaw Business Association, the Cobb Parkway Industrial Business Association and the Cobb County Chamber of Commerce.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.5 Moonstation Industrial

The Moonstation Industrial character area is a 1-1/2 mile segment of light industrial development located between Moonstation Road and the CSX rail line, directly north of the CBD. A portion of this area is also located along a short section of Jiles Road between Moonstation Road and Royal Drive near the Cherokee Street Commercial Corridor. This area is comprised primarily of small to medium sized, low impact manufacturing, distribution and office warehouse developments. Some neighborhood commercial uses are scattered within the character area.



Figure 2-10: Moonstation Industrial- Office Park



Figure 2-11: Moonstation Industrial- Office Warehouse

The structures of the area, like the other industrial areas, are primarily metal structures with brick or stone facades. Parking is typically located in the front or sides with deliveries accepted at loading docks on the side or rear of the buildings. The style of signage is varied according to the business' proximity to Moonstation Road or internally to the industrial area. Many structures located furthest from the Moonstation Road access points and abut the CSX rail line, are vacant or neglected to the point of being unsightly.

Many of the businesses are part of industrial parks and do share inter-parcel and single access points onto Jiles Road or Moonstation Road. There are several individual businesses on large lots that have their own driveways. These lots may be subdivided and, when combined with adjacent lots, opportunities may be available for additional light industrial or neighborhood commercial development. If new development occurs, sufficient room on site should be made available for parking and maneuvering large trucks without impeding traffic flow on Moonstation Road.

Future development of this area should focus on filling the existing vacant office and warehouse space that is available. Signage and building appearance should become more standard with emphasis on improving overall aesthetics. Because of the location between two large residential areas and the limited capacity of Moonstation Road, increasing the land area or intensity is not feasible. Local demand may support more neighborhood commercial functions than light industrial. Common architectural, landscape, and signage elements



Figure 2-12: Moonstation Industrial

should be incorporated to illustrate the City's Sense of Place. For parcels located closer to the Historic CBD, proposed land uses with the potential to detract from historic corridor on the southern end of Moonstation Road should be carefully considered.

Future Land Use Categories

- **CAC** Community Activity Center
- **I** Industrial
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Locate higher intensity operations away from the edges to protect surrounding residential land uses.
- Locate lower intensity operations towards the outer edges to provide a transitional buffer between higher intensity uses and neighboring residential areas.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Encourage a diverse mix of products and services.
- Encourage retail operations to locate closer to Moonstation Road corridor.
- Vehicular circulation must take place on the respective industrial property; backing into or turning around on streets should not be allowed. Proper site design should support on-site circulation.
- New development should adopt architectural styles and details of the surrounding businesses.
- Encourage neighborhood friendly, low impact retail commercial to be located adjacent to and visible from Jiles Road and Moonstation Road.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- Moonstation Industrial Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to the McCollum Parkway Industrial character area. These guidelines should be similar to the other industrial character areas.
- Create a Moonstation Industrial Business Association for this character area. Encourage their involvement to define architectural, site design and redevelopment guidelines, to promote code compliance, and to proactively participate in transportation improvement and pollution reduction measures.
- Include a focus study of this industrial park as part of the business development plan that will inventory existing businesses, recognize product or service opportunities and identify appropriate development. Coordinate this effort with Kennesaw Business Association, the other local industrial business associations and the Cobb County Chamber of Commerce.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.6 Historic Central Business District (CBD)

The Historic CBD character area includes the Central Business District, the five historic districts and the study area of the 2003 Livable Centers Initiative (LCI). The character area spans a distance along the northern edge of the Cobb Parkway Commercial Corridor from McCollum Parkway to near Jiles Road and northward to Matlock Drive on Moonstation Road, Pine Hill Drive on Cherokee Street and to South Main Street at McCollum Parkway.



Figure 2-13: Historic CBD

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, much of this area is in need of revitalization. Without a plan for growth, an unstructured commercial fabric with aging structures, vacant buildings, and an insufficient retail core, has evolved. However, opportunities to reverse this course are being pursued.

Without a plan for growth, an unstructured commercial fabric with aging structures, vacant buildings, and an insufficient retail core, has evolved. However, opportunities to reverse this course are being pursued.

Several small and large vacant parcels throughout the Historic CBD may present opportunities for infill development. Existing structures should also be considered for adaptive reuse. The Central Business District (CBD) presently lacks sufficient structures and organization to be a bustling destination without extensive redevelopment. Some improvements have occurred at City Hall, Adams Park, The Southern Museum of Civil War and Locomotive History, and a few select commercial and residential properties along Main Street and Cherokee Street. The large, open space at the Depot supports events from concerts to festivals to civil war era re-enactments, but requires further development to support the thousands of event-goers.



Figure 2-14: Historic Central Business District- North Main Street



Figure 2-15: Historic Central Business District- Converted Home for Lease

Overlapping the struggling economic base is the desire to preserve the significant historical sites located throughout the area, most notably homes, natural springs, the City cemetery, the railroad corridor (the beginning point for “The Great Locomotive Chase”) and a few remaining homes or structures on or adjacent to Main Street. Finding the balance between economic development which the City must have to survive and preservation of the cultural and historic resources is the immediate challenge. Suggestions to strengthen the Historic CBD and address these challenges have been included in the 2003 LCI study.

Future development within the Historic CBD should follow the concepts developed as part of the LCI study, but specific land use and site development should be left to the discretion of city staff and elected officials as long as all applicable zoning ordinances and development codes are met. The LCI study developed a concept of enhanced residential and neighborhood retail uses throughout the northern portions of the Historic CBD. More intense development is planned for the southern portions of the area including mixed use retail and single family and multi-family residential. Some increase in density is expected should residential development follow the recommendations of the LCI study.

The City should encourage two and three story commercial developments along Main Street with compatible historic character. Retail uses should be reserved for ground floors with office or residential uses reserved for the upper floors. Retail or restaurant type businesses that traditionally remain open after normal business hours should be



Figure 2-16: A Renovated Central Business District-

encouraged to locate downtown and provide reasons for people to come to downtown. Wide sidewalks, benches, lighting, landscaping, pedestrian friendly crosswalks, and a convenient parking system are elements that are key to developing a successful downtown. Residential developments should incorporate greenspace and pedestrian connectivity to downtown and surrounding parks or trails. New development along Cherokee Street should recognize deeper setbacks in the event that the right-of-way is expanded to accommodate transportation improvements from I-75 into the CBD. See the Cherokee Street Commercial Corridor description for additional information.

New developments slated for parcels adjacent to City Hall should be encouraged and supported as they potentially represent the largest CBD economic impact. Architectural and development guidelines are being finalized to promote quality and cohesiveness. Tree and historic preservation guidelines have been established. Revitalization efforts should include adherence to and enforcement of these codes, particularly to commercial and residential properties in the CBD or historic districts that have fallen into disrepair. As redevelopment and revitalization projects are implemented, the appearance and function of existing structures will have the greatest impact on the overall scenic character of Kennesaw.

For additional information and development descriptions refer to the 2003 *Kennesaw Redefined*, Livable Centers Initiative Study.

Future Land Use Categories

- **CAC** Community Activity Center
- **DAC** Downtown Activity Center
- **I** Industrial
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **RL** Low/Medium Density Residential
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Encourage new, mixed-use developments to share access to the major thoroughfares where feasible.
- Concentrate traditional commercial development along Cherokee Street and to Main Street between Dallas Street and the CSX Overpass.
- Redevelopment should occur on a multi-parcel basis, except on larger, individual parcels where infill development is deemed appropriate.
- Require inter-parcel access (or rear alleys) to control access flow to Main Street.
- New development should be constructed at human scale.
- Require the incorporation of CBD architectural elements and guidelines into new construction or redevelopment projects.
- In mixed-use, multi-story development, require office/retail operations to be located on the first or ground floor and residential elements to be located above the first or ground floor.
- Maintain adequate building and landscaping setbacks that promote safety and market visibility.
- Provide limited on-street parking along Main Street.
- Promote the use of shared parking lots and/ or parking decks. Parking lots and decks should be located behind structures.
- Promote the revitalization and reuse of homes for office or business uses.
- Encourage the integration of public transportation stops at appropriate node locations.
- Encourage pedestrian access to downtown via sidewalks and trail systems.
- Provide transitional buffers between commercial and surrounding residential land uses.
- Encourage a diverse mix of commercial products and services.
- Use paving patterns, landscaping, lighting, bench seating and signage to improve pedestrian areas.
- Incorporate pedestrian amenities such as benches and trash receptacles, into all development with public access.

Implementation Strategies- Historic Central Business District Character Area

- Identify existing and/or establish new architectural and site design guidelines specific to Historic CBD development. Include the existing historic preservation guidelines, facade grant requirements, and the 2003 LCI study recommendations.
- Include the Kennesaw Business Association, Kennesaw Downtown Development Association and developers in determining appropriate architectural and site design guidelines, guideline modifications, code compliance, and business development planning.
- Enforce building and zoning codes for all businesses and residences in the Historic CBD. Failing to maintain basic appearances and functions of homes and businesses will devalue the historic character and sense of place
- Complete the CSX pedestrian underpass from the CBD to the Depot.
- Using the recommendations of the 2003 LCI study, initiate detailed planning studies to redevelop South Main Street from Watts Drive to the CSX overpass, from the CSX overpass to McCollum Parkway, and along Summer Street from Main Street to Kennesaw Due West at Cobb Parkway.
- Initiate a detailed planning study between Big Shanty Road and the CBD to include the Sardis Street/ Big Shanty Road/ Cherokee Street intersections, the Depot and the Southern Museum of Civil War and Locomotive History. This study will help determine viable solutions to improving traffic congestion and the function of this area for hosting public events.
- Include a focus study of the Historic CBD as part of the business development plan that will inventory existing businesses, recognize product or service opportunities and identify complementary businesses. Coordinate this effort with Kennesaw Business Association, the Cobb Parkway Merchants Association, the Cherokee Street Merchants Association and the Cobb County Chamber of Commerce.
- Coordinate with the Cobb County Department of Transportation to identify nodes appropriate for public transit stops. Incorporate recommendations into revitalization plans.
- Construct new sidewalks or improve existing sidewalk accessibility or linkages from surrounding neighborhoods to the Historic CBD. A sidewalk assessment/ improvement overlay map may be required.
- Implement the new City marketing strategy.
- If housing for seniors is determined to be a desired element to the Historic CBD development mix, then create and adopt a Senior Living zoning ordinance to

govern development.

- Initiate a study to locate a trail route from the CBD to Kennesaw State University. Coordinate this study with the appropriate Cobb County departments and Kennesaw State University.
- Identify locations for CBD gateway markers and/ or monuments at the entry points to the CBD. If it is determined to be feasible, design and build gateway monuments to reflect the desired character of the Historic CBD.
- Complete the northern leg of the Kennesaw Community Trail from the CBD to Jiles Road per the Parks, Recreation and Open Space Master Plan.
- Initiate a study to locate a trail route from the CBD to Kennesaw Mountain National Battlefield Park. Coordinate this study with the appropriate Cobb County departments.
- Adopt amendments to the sign ordinance as required to incorporate the use and integration of shared signage.

2.3.7 Barrett 41 Suburban Village

Barrett 41 Suburban Village is an area that is largely single family residential with some multi-family housing and neighborhood commercial uses. Most of the residential developments have been built in the last ten years with at least one new community still under construction. Located in the Southeast corner of the City limits, the Barrett 41 Suburban Village is situated between the Cobb Parkway Industrial area, Cobb Parkway and Ernest Barrett Parkway. Several Cobb County “islands” are included in this area including the Castle Lake Mobile Home Community. The close proximity to I-75, Cobb Parkway and Barrett Parkway make this an attractive location for residents who commute south to Marietta, south Cobb County and Atlanta for employment. Employment centers are also located just across Cobb Parkway in the retail and office districts adjacent to Barrett Parkway.

This area is serviced by a shopping center anchored by a regional food store and several individual retail and restaurant establishments. It is also located in close proximity to the Kennesaw Mountain National Battlefield Park, Town Center mall, and the retail and office districts across Cobb Parkway and along Barrett Parkway.



Figure 2-17: Barrett 41 Village- Housing Options

Pedestrian mobility in this area is limited as all through streets- Old Highway 41, Cobb Parkway, Barrett Parkway and Stanley Road- are heavily congested. There is also limited connectivity between neighborhoods. Because of the commuter nature of the area and the tenure of the developments, there are limited opportunities to reorganize this area into a live, work, play community. A potential opportunity for redevelopment of the Castle Lake Mobile Home Community may exist within the twenty year planning period; however, this area is presently outside the City limits. Should this community require a wholesale redevelopment and possibly be incorporated into the city, then the use of an LCI study to create a vision and a planning framework for this area may be possible. Redevelopment of this community could provide the foundation that unites the entire character area with unique, identifiable sense of place characteristics.



Figure 2-18: Barrett 41 Village- Old Hwy 41 Neighborhood Retail Corridor

For the immediate future, improvements within this area are likely to include sidewalk enhancements along Old Highway 41 as this is the proposed trail route linking downtown Kennesaw to Kennesaw Mountain National Battlefield Park. If this section of highway is improved to support a trail system, then major roadway access points could become signalized intersections to support pedestrian movement across Old Highway 41. Inter-parcel access and single points of access to the major roadways should be strongly encouraged. Public transportation could be a viable alternative for residents taking short trips

to Town Center Mall or to destinations along Barrett Parkway and Cobb Parkway.

All new development should follow the City's design guidelines and complement the architectural elements or styles of compatible surrounding developments. Establishing common design elements that create a sense of place for the Barrett 41 Suburban Village and link it to the rest of Kennesaw should be key considerations. New development is anticipated to have minimal impact on the currently approved density for this area.

Transitional land use should be considered for new developments where the area boundary touches adjacent character area boundaries or major corridors. Commercial and office uses may be most appropriate along Cobb and Barrett parkways. Multi-family housing or low impact office/ warehouse applications may be appropriate along the Cobb Parkway Industrial border. Recreational trails may also be considered along this border as maps suggest the presence of wetlands and flood plains.

Future Land Use Categories

- **CAC** Community Activity Center
- **NAC** Neighborhood Activity Center
- **PRC** Park/ Recreation/ Conservation
- **RAC** Regional Activity Center
- **RH** High Density Residential
- **RL** Low/Medium Density Residential

Development Patterns and Standards

- Include a variety of housing and professional office or retail choices.
- Locate commercial, moderate and high density housing, and light industrial operations along the outer boundary of the character area. Reserve the inner area for traditional single family detached housing.
- Encourage higher density housing types to be located closer to Cobb Parkway and transit facilities.
- Encourage low and moderate density housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that support the city-wide character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Connect neighborhoods to the local and regional network of greenspace and trails, available to pedestrians and bicyclists.
- Improve pedestrian safety through wider sidewalks, designated crosswalks, and landscaped buffer zones along the major transportation corridors.
- Promote parks and open space within developments.

Implementation Strategies- Barrett 41 Suburban Village Character Area

- Identify existing and/or establish new commercial, light industrial and housing architectural and site design guidelines specific to the Barrett 41 Suburban Village and are also representative of the desired character of the City.
- Execute an LCI study of this area to include the Castle Lake Mobile Home Community. Unless this community is annexed into the City, then the LCI study should be initiate and coordinated by Cobb County.

- Include developers, the Kennesaw Business Association, homeowner associations and private property owners in this area when determining appropriate architectural and site design guidelines, modifications to the guidelines, code compliance, and character area planning.
- Enforce building and zoning codes for all businesses and residences in this area.
- Include a focus study of the business development plan to inventory existing businesses, identify product or service opportunities, and suggest appropriate neighborhood retail businesses for this character area. This development detail could be part of the LCI study.
- Coordinate with the Cobb County Department of Transportation to identify appropriate public transit stops along Cobb Parkway or Barrett Parkway. Incorporate recommendations into new development or sidewalk improvement plans. This development detail could be part of the LCI study.
- Construct new sidewalks or improve existing sidewalk accessibility or linkages within existing or new neighborhoods. A sidewalk assessment/ improvement overlay map may be required.
- Initiate a feasibility study to determine if recreational trails can be integrated into existing and new developments. There are potential opportunities to locate trails within floodplains. This development detail could be part of the LCI study.
- Incorporate "islands" into the City that are currently under Cobb County jurisdiction.
- Until the Cobb County islands are incorporated into the City, coordinate development activities with Cobb County in order to promote new development or redevelopment that is consistent with the character of this area.

2.3.8 Ridenour Suburban Village

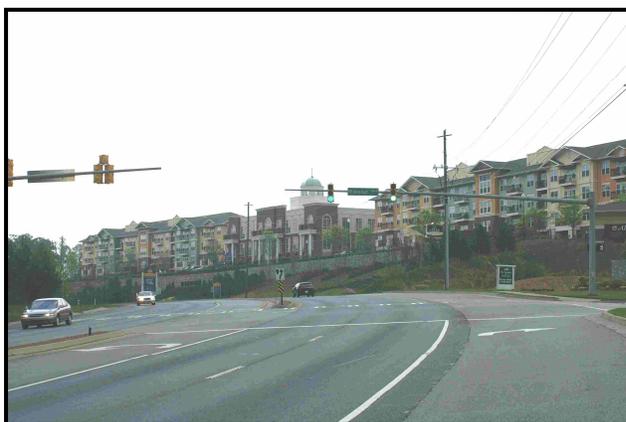


Figure 2-19: Ridenour Suburban Village- View from Barrett Parkway

Ridenour Suburban Village is a unique multi-use project that combines four story, multi family housing, single family housing and retail development. Located along Barrett Parkway between Cobb Parkway and Old Highway 41, this area is characterized most notably by the high density development, the high elevation of the structures fronting Barrett Parkway and their colorful facades. With limited office and retail uses to be located within the development on the ground floors, this area suggests a live, work,

play concept.

Similar to the Barrett 41 Suburban Village, the close proximity to I-75, Cobb Parkway and Barrett Parkway make this an attractive location to residents who commute to Marietta, south Cobb County and Atlanta for employment. Employment centers are also located across Cobb Parkway in the retail and office districts on or adjacent to Barrett Parkway. Residents may also be students at Kennesaw State College who enjoy the short drive to campus and the recreational opportunities provided at Kennesaw Mountain National Battlefield Park.

Future development in this area will be limited to the expansion of the existing multi-family and compatible retail developments as space allows. Not all structures have been completed. Challenges for the Ridenour Suburban Village area will include the ability to attract and retain tenants and homeowners, maintain a high degree of safety for residents, provide enough marketing support to help sustain retail or office operations, and assist in the management of traffic access to Cobb Parkway, Barrett Parkway and Ridenhour Road.

Future Land Use Categories

- **CAC** Community Activity Center
- **PRC** Park/ Recreation/ Conservation
- **RAC** Regional Activity Center
- **RH** High Density Residential

Development Patterns and Standards

- Include a variety of housing choices.
- Locate commercial operations along the outer boundary of the character area. Reserve the inner area for housing.
- Encourage higher density housing types and office/institutional developments to be located closer to Barrett Parkway.
- Encourage moderate density housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that maintain the local or regional character.
- Provide an interconnected system of streets within new development that also connect to existing surface streets.
- Connect neighborhoods to the local and regional network of greenspace and trails, available to pedestrians and bicycles, for both tourism and recreational purposes.

- Enhance the pedestrian-friendly environment by adding or improving sidewalks and creating multi-use trail/bike routes linking neighboring communities and major destinations such as the Neighborhood Retail Centers and parks.
- Encourage the incorporation of open space.

Implementation Strategies- Ridenour Suburban Village Character Area

- Identify existing and/or establish new commercial and housing architectural and site design guidelines specific to the Ridenour Suburban Village and that are also representative of the desired character of the City.
- Include developers, the Kennesaw Business Association and homeowner associations when determining appropriate architectural and site design guidelines, guideline modifications, code compliance, and character area planning.
- Enforce building and zoning codes for all businesses and residences in this area.
- Complete the sidewalk connectivity along Barrett Parkway from Cobb Parkway to Old Highway 41.
- Coordinate with the Cobb County Department of Transportation to identify appropriate public transit stops along Cobb Parkway or Barrett Parkway. Incorporate recommendations into new development or sidewalk improvement plans.
- Provide connectivity to the Kennesaw National Battlefield Park via trails or sidewalks.

2.3.9 East Pine Suburban Living

The East Pine Suburban Living character area is the entire residential area situated between Pine Mountain Road and Kennesaw Due West Road (or the CSX rail line) and from the Cobb Parkway Commercial Corridor south to near Stilesboro Road. This area is comprised of mostly older neighborhoods in a setting evocative of a rural area. Newer neighborhoods are located along Kennesaw Due West Road and Stilesboro Road. Big Shanty Park, the Smith-Gilbert Arboretum and Kennesaw Mountain High School are notable public facilities located in this area.

The majority of the homes are ranch or split-level styles on basements, depending on the period in which they were built. Designed for larger lots within maturing oak and pine forests, many of the neighborhoods have experienced years of ownership stability. But as the homes age, many may convert to rental properties which could cause a decline in appearance and maintenance as is likely the situation in the East Pine Revitalization District.



Figure 2-20: East Pine Suburban Living Housing Examples

As homes continue to age, the chance that many homes may fall in to disrepair based on age and poor maintenance will probably increase. The need for redevelopment may become apparent, either on a parcel by parcel basis or on a multi-parcel basis. It will be important for new redevelopment projects to reflect the housing trends of the surrounding areas. New development should be considerate of the existing homes and homeowner opinions and strive to blend new housing styles with existing styles. Sidewalk connectivity and neighborhood parks or greenspace should be considered if redevelopment occurs on a large scale (multi-parcel).

New development should also be aligned with traffic patterns and sensitive to congestion in the area. If housing density is increased from the current density, then transportation planning alternatives should be explored and proper solutions implemented. However, dramatically increasing the density may destroy the rural sense of place that currently exists and complicate an already complex transportation situation.



Figure 2-21: East Pine Suburban Living Newest Housing Examples

Planning for new development should involve addressing commercial encroachment from Cobb Parkway. A commercial project valuable to the economic success of Kennesaw is planned for a location between Kennesaw Due West Road, the CSX rail line and Burnt Wood Drive. Transitional land use between this commercial development and the East Pine neighborhoods may be required. If so, opportunities for institutional or office development may exist.

Also, along the back side of Burnt Wood Drive, there are currently several light industrial operations. This area may be an appropriate location for additional housing developments, or expanded office/ commercial development associated with the planned commercial development previously mentioned. The light industrial operations should be relocated to a more appropriate location within one of the three defined industrial character areas.

Future Land Use Categories

- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **RL** Low/Medium Density Residential
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Include a variety of housing choices based on single family residential concepts.
- Encourage higher density housing to be located along the outer fringe.
- Encourage housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that maintain the regional character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public facilities such as schools and community centers, or neighborhood activity centers, to be developed at suitable locations within walking distance of residences.

- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions.
- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly, multi-use trail/bike routes linking neighboring communities and major destinations such as the Cobb parkway Commercial Corridor, the CBD, parks, schools, transportation hubs, etc.
- Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.
- Encourage and promote adequate open space.
- Provide adequate buffers between commercial land uses and adjacent residential land uses.
- Include open space or trails with new development or redevelopment.
- Protect water quality with appropriate stream buffers.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- East Pine Suburban Living Character Area

- Enforce building and zoning codes for all businesses and residences in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place
- If housing for seniors is determined to be an acceptable element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- Identify existing and/or establish new architectural and site design guidelines that can be applied toward neighborhood-friendly commercial redevelopment along the outer edge of this character area. Guidelines must be sensitive to the rural or suburban setting of the neighborhoods.
- Identify existing and/or establish new architectural and site design guidelines specific to the rural or suburban setting of the neighborhoods and to this character area. The most recent residential development in adjacent areas may provide a basis for appropriate guidelines to follow.
- Develop sidewalk or trail connectivity to the Smith-Gilbert Arboretum, Kennesaw Mountain High School, and Big Shanty Park.

2.3.10 East Pine Revitalization District

The East Pine Revitalization District is part of the East Pine Suburban Living character area. The area is located between Pine Mountain Road and Kennesaw Due West Road directly south of the Cobb Parkway Commercial corridor. There is cause for concern about this district for two reasons:

1. This district is one of the oldest neighborhoods in Kennesaw, with some deteriorating properties, and
2. The northern half of this district lies directly in the approach and departure paths for McCollum Airport.



Figure 2-22: East Pine Revitalization District Well Maintained Home

Generally, the style, age, appearance and construction materials of the homes vary. Brick and wood or vinyl siding are common. Wood siding homes that have not been maintained show the most wear. Several home additions and decks are in extremely poor condition. In many cases, the landscaping has not been maintained, giving a ragged appearance to the neighborhood.

Many of the homes are on half basement foundations, and the lots are wide and deep with large hardwood canopies. The homes typically have large setbacks where

large front yards create a sense of openness. The streets are generally in good condition and wide enough to provide temporary parking. No sidewalks are present, but the wide streets provide room for pedestrian mobility.

Another concern for this area, particularly the northern half, is that it is located in the approach and departure paths for planes taking and off and landing at McCollum Airport. As the region has grown, so has the airport. With 392 aircraft based at the airport, there are over 350 take-off and landings daily. With the addition of the Federal Express distribution warehouse on Airport Road at Main Street, those numbers are certain to increase. Adding to this is the fact that more corporate and commercial jets will likely be used thereby further increasing the noise levels associated with the approach paths.

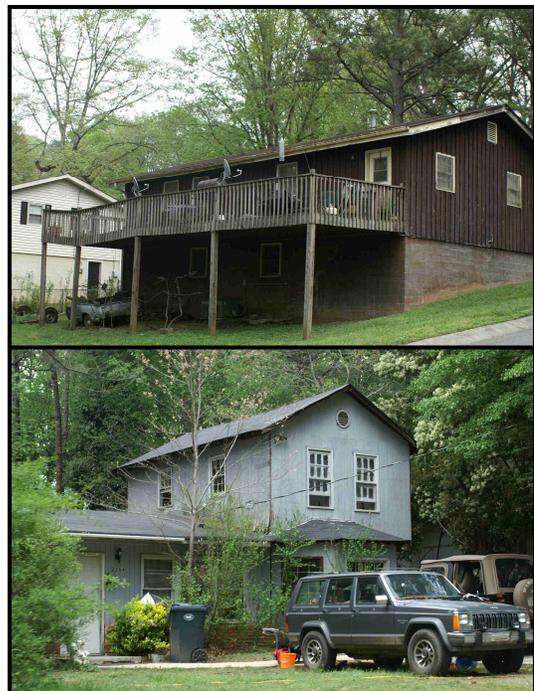


Figure 2-23: East Pine Revitalization District-Examples of Below Average Housing Conditions

As the neighborhood and structures age, homes may continue to fall into disrepair. The number of take-offs and landings will increase as well as the noise from an ever increasing number of commercial and corporate jets, likely causing revitalization or even redevelopment of this area to become necessary.

Future revitalization/ redevelopment of this area will be a sensitive subject for many. The process will depend on many factors. Initially, action should be taken to improve the appearance of the homes and property. A detailed visual assessment should be performed to evaluate the condition of homes, properties and associated structures. Building and zoning codes should be enforced to stop and prevent code violation and unsafe building practices. If properties are leased, then it may be necessary to pursue absentee landlords. If airport noise and health issues associated with increased air traffic become the primary concern, then significant steps to redevelop the area may become necessary.

Future Land Use Categories

- **PRC** Park/ Recreation/ Conservation
- **RL** Low/Medium Density Residential

Development Patterns and Standards

- Include a variety of housing choices based on single family residential concepts.
- Promote noise reduction construction practices for all new development.
- Encourage higher density housing to be located along the outer periphery.
- Locate commercial operations along the outer boundary of the character area. Reserve the inner area for housing.
- Encourage housing types that reflect traditional neighborhood styles.
- Encourage comparable architectural styles that maintain the regional character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public facilities such as schools and community centers, or neighborhood activity centers, to be developed at suitable locations within walking distance of residences.
- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions.

- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly, multi-use trail/bike routes linking neighboring communities and major destinations such as the Cobb parkway Commercial Corridor, the CBD, parks, schools, transportation hubs, etc.
- Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.
- Encourage and promote adequate open space.
- Provide adequate buffers between commercial land uses and adjacent residential land uses.
- Promote the preservation of large, specimen trees during redevelopment.
- Include open space or trails with new development or redevelopment.
- Protect water quality with appropriate stream buffers.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- East Pine Revitalization District

- Initiate a study to determine the impact of increased commercial air traffic from McCollum Airport on the character area.
- If the increase in commercial air traffic from McCollum Airport is determined to negatively impact this area, then initiate a comprehensive revitalization study to determine the land use and redevelopment activities appropriate for the conditions.
- Enforce building and zoning codes for all businesses and residences in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place.
- Identify and establish appropriate architectural and site design guidelines that can be applied toward neighborhood-friendly commercial redevelopment along the outer edge of this character area. Guidelines must be sensitive to the suburban setting of the neighborhoods.
- Identify existing and/or establish new residential architectural and site design guidelines specific to the suburban setting of the neighborhoods and to this character area. The most recent residential development in the adjacent area may provide a basis for appropriate guidelines to follow.

- Initiate a study to determine the age, condition and value of the housing stock.
- If the age and condition of the housing stock is causing diminished property values, health or safety concerns, then initiate a redevelopment study to determine appropriate redevelopment solutions.
- If housing for seniors is determined to be a desired element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- Implement a tree protection program for this area. The large hardwood trees are a valuable asset and provide much of the character of the area. This program may be part of a city-wide tree protection program.
- Develop sidewalk or trail connectivity to the Smith-Gilbert Arboretum, Kennesaw Mountain High School, and Big Shanty Park.

2.3.11 West Pine Suburban Living

The West Pine Suburban Living character area is situated between Pine Mountain Road and Mack Dobbs Road to the west and from the Cobb Parkway Commercial Corridor south to the Ellis Road area. This character area is smaller in land area than the East Pine Suburban Living area. Additional opportunity exists to expand this area and more logically define the city boundary if the City and the unincorporated residents and neighborhoods are willing to be annexed. Unlike the East Pine Suburban Area, this area is comprised of larger, newer homes and neighborhoods. The majority are located in close proximity to Cobb Parkway.

Future development is limited due to the limited amount of available land inside the City Limits. Redevelopment is limited due the young age of the developments of the



Figure 2-24: West Pine Living – Typical Housing Choice

area which appear to be less than five years old. Transitional land use issues may need to be addressed as commercial development along Cobb Parkway intensifies or expands. Should redevelopment of existing large parcels occur then the redevelopment should be compatible with surrounding residential land uses. Neighborhood compatible retail uses should be discouraged because of the abundance of neighborhood and community retail establishments along Cobb Parkway.

The definition of this character area and guidelines for future development should be reconsidered and redefined should annexation occur on a large scale. No significant increase in density is anticipated unless the rural single family lots in unincorporated Cobb County are subdivided and developed at a higher density.

Future Land Use Categories

- **PRC** Park/ Recreation/ Conservation
- **PUD** Planned Unit Development
- **RH** High Density Residential
- **RL** Low/Medium Density Residential

Development Patterns and Standards

- Include a variety of housing choices based on single family residential concepts.
- Encourage housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that maintain the local character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public facilities such as schools and community centers, to be developed at suitable locations within walking distance of residences.
- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions.
- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly multi-use trail/bike routes linking neighboring communities to parks or schools.
- Encourage and promote adequate open space.
- Provide transitional buffers between commercial and adjacent residential land uses.
- Include open space and/or recreational trails with new development or redevelopment.
- Protect water quality with appropriate stream buffers.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies – West Pine Suburban Living Character Area

- Identify existing and/or establish new residential architectural and site design guidelines specific to the suburban setting of the neighborhoods and to this character area. The most recent residential development in the area may provide a basis for appropriate guidelines.
- Enforce building and zoning codes for all neighborhoods in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place.
- If housing for seniors is determined to be a desired element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- Implement a tree protection program for this area. The large trees are a valuable asset and are part of the character to the area. This program may be part of a city-wide tree protection program.

2.3.12 Baker-Jiles Suburban Living



**Figure 2-25: Baker-Jiles Suburban Living-
Examples of Housing Choices**

The Baker-Jiles Suburban Living character area is a unique blend of older and newer housing developments mixed with neighborhood compatible retail. This is the largest of the residential character areas in land area and in population. Located in the northwest quadrant of the city, the area spans from Moonstation Road west to near the Acworth City limits and from Main Street north to Baker Road. Single family detached residential is the predominant land use. Most of the homes are part of neighborhood or community developments. Notable public features of the area include the Kennesaw Community Trail and Swift-Cantrell Park.

The older neighborhoods are located between Jiles Road, Moonstation Road and North Main Street. These neighborhoods are generally more than 10 years old. Neighborhoods located to the north and west of Jiles Road are, generally, less than ten years old. Future development in this area is limited due to the extensive development that has already occurred. Available land is limited to a few individually owned parcels. Smith-Cantrell Park will occupy the largest of the available parcels.

Redevelopment within the older neighborhoods is possible on a lot by lot basis, but not likely on a multi-

parcel or large scale basis. In general, homes, parks, and businesses are being well maintained. The City should encourage the ongoing maintenance of homes and businesses through code enforcement. Should redevelopment of areas be required, then the new development should reflect the new development styles in surrounding areas and care should be taken to integrate the new development with the existing. Housing development should reflect the preference of the community. No significant increase in density is expected. Commercial development should be neighborhood compatible and designed to be appropriate context with the area of service.

One area of special focus should be the unincorporated area between Swift-Cantrell Park and Hampreston Way including the Heritage Club community. Inclusion of this area in the City would improve the clarity of the city limits and improve the coordination of emergency and operational services with Cobb County and, potentially, the City of Acworth. Also, this area will be greatly impacted by the ongoing development and daily activities of Swift -Cantrell Park.

Future Land Use Categories

- **CAC** Community Activity Center
- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **PUD** Planned Unit Development
- **RH** High Density Residential
- **RL** Low/Medium Density Residential
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Include a variety of housing choices based on single family residential concepts.
- Discourage multi family and attached single family housing development.
- Encourage housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that maintain the local character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public facilities such as schools, churches and community centers, to be developed at suitable locations within walking distance of residences.
- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions where feasible.

- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly multi-use trail/bike routes linking neighboring communities to parks, schools, neighborhood retail centers and the CBD.
- Encourage and promote adequate open space, playgrounds and parks.
- Provide transitional buffers between commercial and adjacent residential land uses.
- Include open space and/or recreational trails with new development or redevelopment.
- Protect water quality with appropriate stream buffers.
- Follow Best Management Practices for stormwater management as defined in the Georgia Erosion and Sedimentation Act.

Implementation Strategies- Baker-Jiles Suburban Living Character Area

- Identify existing and/or establish new residential architectural and site design guidelines specific to the suburban setting of the neighborhoods and to this character area. The most recent residential development in the area may provide a basis for appropriate guidelines.
- Enforce building and zoning codes for all neighborhoods in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place.
- If housing for seniors is determined to be a desired element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- Implement a tree protection program for this area. The large trees are a valuable asset and are part of the character to the area. This program may be part of a city-wide tree protection program.
- Where feasible, provide neighborhood connectivity to the Kennesaw Community Trail and city-wide network of sidewalks.
- Do not allow new multi-family and single family attached housing developments in this character area. This area should support traditional single family detached housing.
- Ensure that the widening of Jiles Road through this area has minimal impact to the natural resources and suburban character of the area.

2.3.13 In-Town Living

The In-Town Living character area is defined by neighborhoods that are located within a short distance of the Historic CBD- generally less than one mile from a boundary. In most cases In-Town Living houses and neighborhoods are within walking distance of the



Figure 2-26: In-Town Living- Examples of Housing Choices

downtown area. With recreational, entertainment, retail and cultural opportunities located in the CBD, residents could benefit from these amenities without venturing far from home thus having the “In-Town Living” experience.

Areas characterized as In-Town Living are located northeast of the CBD between the CSX rail line and McCollum Parkway and between Ben King Road/ Twelve Oaks Circle and Big Shanty Drive/ Duncan Road corridor. The area is primarily developed as single family detached homes. Most of the homes are more than thirty years old and are constructed as ranch or split level styles on relatively large lots with maturing hardwoods. Brick and wood/vinyl siding are common facade materials. The streets

are wide enough to allow on street parking or pedestrian mobility in the absence of sidewalks. The vast majority of homes have been maintained well and convey a strong sense of neighborhood pride; however, enough homes are in need of repair or cleanup that they can detract from the overall character of this residential area.

Future development in this area is limited as most of the parcels have all been developed for housing. However, given the tenure of the homes, redevelopment may become an option if homes fall into disrepair. Redevelopment should occur on multi-parcel levels to be most effective. If redevelopment occurs, the type of redevelopment should be closely affiliated and complementary with the redevelopment activities in the Historic CBD and surrounding homes and neighborhoods. Land use densities are not expected to increase significantly with redevelopment. Common architectural elements, sidewalks, lighting and landscaping should be incorporated into redevelopment projects in order to blend the old styles with the new styles or trends reflected in the CBD.

Future Land Use Categories

- **NAC** Neighborhood Activity Center
- **PI** Public Service/Institutional
- **PRC** Park/ Recreation/ Conservation
- **RH** High Density Residential
- **RL** Low/Medium Density Residential

Development Patterns and Standards

- Include a variety of housing choices based on single family residential concepts.
- Encourage moderate density housing types and office/institutional developments to be located along the outer periphery, closer to the CBD, main Street or public transportation nodes.
- Encourage housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that reflect the city and neighborhood character.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public, neighborhood activity centers be developed at suitable locations within walking distance of residences.
- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions.
- Connect neighborhoods to the local and regional network of greenspace and trails, available to pedestrians and bicycles, for both tourism and recreational purposes.
- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly multi-use trail/bike routes linking neighboring communities and major destinations such as the CBD, Main Street, Cobb Parkway, Cherokee Street, neighborhood activity centers, parks, schools, etc.
- Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.
- Encourage and promote adequate open space.
- Encourage business developments to share access to transportation corridors or other surface streets.
- Require inter-parcel commercial access to control access flow to transportation corridors.
- Require neighborhood compatible commercial developments to have clear boundaries and transitional zones.

- Provide transitional buffers between commercial and adjacent residential land uses.

Implementation Strategies- In-Town Living Character Area

- Enforce building and zoning codes for all neighborhoods in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place.
- Identify existing and/or establish new residential architectural and site design guidelines specific to the suburban setting of the neighborhoods and to this character area. The most recent residential development in the area may provide a basis for appropriate guidelines.
- Initiate a detailed study to determine the age, condition and value of the housing stock.
- If the age and condition of the housing stock is causing diminished property values, health or safety concerns, then initiate a planning study to determine appropriate redevelopment solutions.
- If housing for seniors is determined to be a desired element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- Implement a strict tree protection program for this area. The large trees are a valuable asset and are part of the character to the area. This program may be part of a city-wide tree protection program.
- Include open space and/or recreational trails with new development or redevelopment. With redevelopment, consider a trail route along the CSX rail line from the Historic CBD to near Jiles Road thereby linking the North Cherokee Residential, the In Town Living and Historic CBD character areas.
- Provide neighborhood connectivity to the CBD, the Kennesaw Community Trail and the city-wide network of sidewalks.

2.3.14 North Cherokee Residential

The North Cherokee Residential character area is a residential area consisting of multi-tenured, low to medium density housing options ranging from single family detached homes to manufactured housing to duplexes and even higher density townhome developments. This area is located along the Cherokee Street corridor from Ben King Road/ Twelve Oak Circle and north to Bozeman Lake Road. This area is unique in that it borders a well defined commercial corridor along Cherokee Street that is as diverse in character and tenure as the neighborhoods themselves.



Figure 2-27: North Cherokee Living-Examples of Common Housing Choices

Single Family homes are typically ranch or split level style homes on basements and situated on large, mostly wooded lots. Home facades are generally constructed of brick or wood siding. Structural and landscape appearances are as diverse as the housing stock. Sidewalks are absent from many of the neighborhoods, but wide streets provide sufficient space for pedestrian mobility and on-street parking.

Future development of these areas, like many other residential areas, is very limited as much of the available land has been developed. However, due to the age of many of the structures, particularly the manufactured housing, redevelopment of these areas is likely to be a consideration in the next twenty years. If keeping the manufactured housing is not an option, a resulting challenge will be to provide traditional housing at affordable prices. If redevelopment occurs, the type of redevelopment should be closely affiliated and complementary of the redevelopment activities in surrounding residential areas.

Due to this area's close proximity to Kennesaw State University, student housing may be a viable solution. If student housing is constructed then a modest increase in density would be expected, depending upon the type and size of project. Integrating a new project of this stature with existing homes will be challenging.

Common architectural elements, sidewalks, lighting and landscaping should be incorporated into redevelopment projects in order to blend the old styles with the new styles or trends reflected in the Historic CBD and the In-Town Living character areas.

Future Land Use Categories

- **PRC** Park/ Recreation/ Conservation
- **PUD** Planned Unit Development
- **RH** High Density Residential
- **RL** Low/Medium Density Residential

Development Patterns and Standards

- Include a variety of housing choices.
- Encourage moderate density housing types and office/institutional developments to be located along the outer fringe, closer to Cherokee Street and Jiles Road and McCollum Parkway.
- Promote the appropriateness of student housing development along the northern end of this district.
- Encourage low and moderate density housing types to reflect traditional neighborhood styles.
- Encourage comparable architectural styles that reflect the city and neighborhood character.
- Improve neighborhood character and appearance through code enforcement.
- Assure compatibility of infill development with adjacent homes, surrounding neighborhoods and businesses.
- Allow public neighborhood activity centers be developed at suitable locations within walking distance of residences.
- Provide an interconnected system of streets within new subdivisions that is also connected to existing subdivisions.
- Connect neighborhoods to the local and regional network of greenspace and trails available to pedestrians and bicyclists.
- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly, multi-use trail/bike routes linking neighboring communities and major destinations such as Kennesaw State University, the CBD, and Cherokee Street Commercial Corridor.
- Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.
- Encourage and promote adequate open space.
- Encourage business developments to share access to McCollum Parkway, Cherokee Street or Ben King Road.
- Require inter-parcel commercial access to control access flow to transportation corridors.

- Require neighborhood-compatible commercial developments to have clear boundaries and transitional zones.
- Provide transitional buffers between commercial and adjacent residential land uses.

Implementation Strategies- North Cherokee Residential Character Area

- Enforce building and zoning codes for all neighborhoods in this area. Failing to maintain basic appearances and functions of homes and businesses will devalue the character and sense of place.
- Identify existing and/or establish new residential architectural and site design guidelines specific to the suburban setting of the neighborhoods and to this character area. The most recent residential development in the area may provide a basis for appropriate guidelines.
- Initiate a study to determine the age, condition and value of the housing stock.
- If the age and condition of the housing stock is causing diminished property values, health or safety concerns, then initiate a planning study to determine appropriate redevelopment solutions.
- If housing for seniors is determined to be an acceptable element to include in this character area, then create and adopt a Senior Living zoning ordinance to govern development.
- If student housing is determined to be an acceptable element for this character area, then develop guidelines to govern development. This element may be included with the planning study.
- For student housing development, incorporate public transit stops on Cherokee Street with direct routes to Kennesaw State University. This element may be included with the planning study.
- Initiate a study to determine an appropriate pedestrian and bicycling route from student housing sites to Kennesaw State University This element may be included with the planning study.
- Implement a tree protection program for this area. The large trees are a valuable asset and are part of the character of the area. This program may be part of a city-wide tree protection program.
- Include open space and/or recreational trails with new development or redevelopment. With redevelopment, consider a trail route along the CSX rail line from the Historic CBD to near Jiles Road thereby linking the North Cherokee Residential, the In Town Living and Historic CBD character areas. This element may be included with the planning study.

- Provide neighborhood connectivity to the CBD, the Cherokee Street Commercial corridor and the city-wide network of sidewalks.

2.3.15 Campus Living

This character area is defined only by recent student apartment development in close proximity to the Kennesaw State University campus (less than one mile from the closest entry). This area is a good location for students, and for working adults as well. Located



Figure 2-28: Campus Living- Existing Moderate Density Housing

on Busbee Parkway south of Wade Green Road, the area is well situated for access to I-75, I-575 and Barrett Parkway. Sidewalks support pedestrian access along Wade Green Road, Busbee Parkway and Frey Road. Neighborhood office parks and retail stores and services are located along Wade Green Road.

Growth of this area is limited due to lack of available land and to its isolation from other areas in the City limits. This area is an “island” totally surrounded by land under Cobb County jurisdiction; however, the potential exists for this area to be included as part of a larger area called the Wade Green Interchange District. This district, if formed, could include a mix of office/warehouse, light industrial, retail, single family and multi-family land uses.

Future Land Use Categories

- **CAC** Community Activity Center
- **RH** High Density Residential

Development Patterns and Standards

- Include a variety of multi-family or student housing choices.
- Encourage comparable architectural styles that reflect the city and surrounding areas.
- Enhance pedestrian-friendly movement by adding or improving sidewalks and creating other pedestrian-friendly multi-use trail/bike routes linking neighboring communities and destinations such as Kennesaw State University, Chastain Road, and Wade Green Road.
- Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.

- Encourage business developments to share access to transportation corridors or other surface streets.
- Require inter-parcel commercial access to control access flow to transportation corridors.
- Require neighborhood compatible commercial nodal developments to have clear boundaries and transitional zones.
- Provide transitional buffers between commercial and adjacent residential land uses.
- Allow commercial development only along the northern boundary near Wade Green Road.

Implementation Strategies- Campus Living Character Area

- Enforce building and zoning codes for all residential and commercial development in this area. Failing to maintain basic appearances and functions of residences and businesses will devalue the character and sense of place.
- If student housing is the desired element for this character area, then develop guidelines to govern future development.
- For student housing development, incorporate public transit stops on Busbee Parkway with direct routes to Kennesaw State University.
- Initiate a plan to construct a marked and identifiable pedestrian and bicycling route from this area to Kennesaw State University.

2.3.16 Wade Green Interchange District (Potential)

The Wade Green Interchange District is a description of a potential character area that currently includes a mix of land uses from light industrial and office/warehouse to residential and retail. All of this area is currently under Cobb County jurisdiction. It is important to the City of Kennesaw to consider this area for planning purposes as development in this area directly impacts the Baker-Jiles Suburban Living area, the Campus Living area, Cherokee Street Commercial Corridor development, access to the Historic CBD, and transportation issues along Jiles Road, Cherokee Street, and Wade Green Road.

Kennesaw and Cobb County should coordinate development activities in this general vicinity to prevent incompatible land use that may lead to land use conflicts or increased traffic congestion, especially during peak congestion hours.

Future Land Use Categories

- **CAC** Community Activity Center
- **I** Industrial
- **NAC** Neighborhood Activity Center
- **RAC** Regional Activity Center
- **RH** High Density Residential
- **RL** Low/Medium Density Residential
- **TCU** Transportation/Communication/Utilities

Development Patterns and Standards

- Not applicable due to annexation requirement.

Implementation Strategies

- Not applicable due to annexation requirement.

2.4 Summary Table of Future Land use categories Appropriate for each Character Area- Figure 2-29

Character Areas	Future Land Use Categories										
	CAC - Community Activity Center	DAC - Downtown Activity Center	I - Industrial	NAC - Neighborhood Activity Center	PI - Public Service/ Institutional	PRC - Park/ Recreation/ Conservation	PUD - Planned Unit Development	RAC - Regional Activity Center	RH - Residential High	RL - Residential Low/ Medium	TCU - Transportation Communication Utilities
Cobb Pkwy Commercial Corridor	X		X	X	X	X			X	X	X
Cherokee Street Commercial Corridor	X		X	X	X						
Cobb Parkway Industrial	X		X								X
McCollum Parkway Industrial			X	X	X						
Moonstation Industrial	X		X	X	X	X					X
Historic Central Business District	X	X	X	X		X				X	X
Barrett 41 Suburban Village	X			X		X		X	X	X	
Ridenour Suburban Village	X					X		X	X		
East Pine Suburban Living					X	X				X	
East Pine Revitalization District						X				X	
West Pine Suburban Living						X	X	X	X	X	
Baker-Jiles Suburban Living	X			X	X	X	X	X	X	X	X
In-Town Living				X	X	X		X	X	X	
North Cherokee Residential						X	X	X	X	X	
Campus Living	X							X			
Wade Green Interchange District (Potential)	X		X	X				X	X	X	X

Source: City of Kennesaw Character Area Map, Future Land Use Map adopted 2006.

2.5 Summary Table of Quality Community Objectives Pursued or Achieved in Each Character Area- Figure 2-30

Quality Community Objectives	Cobb Pkwy Commercial Corridor	Cherokee Street Commercial Corridor	Cobb Parkway Industrial	McCollum Parkway Industrial	Moon-station Industrial	Historic Central Business District	In-Town Living	Baker-Jiles Suburban Living
Traditional Neighborhood. Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.						X	X	X
Infill Development. Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	X	X				X	X	X
Sense of Place. Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.	X					X	X	X
Transportation Alternatives. Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged	X	X				X	X	X
Regional identity. Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.	X	X	X	X	X	X	X	X
Heritage Preservation. The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.						X		

Figure 2-30: Summary Table of the Quality Community Objectives Desired or Achieved in Each Character Area (Continued)

Quality Community Objectives	Cobb Pkwy Commercial Corridor	Cherokee Street Commercial Corridor	Cobb Parkway Industrial	McCollum Parkway Industrial	Moon-station Industrial	Historic Central Business District	In-Town Living	Baker-Jiles Suburban Living
Open Space Preservation. New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.				X		X	X	X
Environmental Protection. Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.						X	X	X
Growth Preparedness. Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.	X	X	X	X	X	X	X	
Appropriate Business. The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.	X	X	X	X	X	X		
Employment Options. A range of job types should be provided in each community to meet the diverse needs of the local workforce.	X	X	X	X	X	X		
Housing Choices. A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.	X					X	X	X
Educational Opportunities. Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.						X		

Figure 2-30: Summary Table of the Quality Community Objectives Desired or Achieved in Each Character Area (Continued)

Quality Community Objectives	Cobb Pkwy Commercial Corridor	Cherokee Street Commercial Corridor	Cobb Parkway Industrial	McCollum Parkway Industrial	Moon-station Industrial	Historic Central Business District	In-Town Living	Baker-Jiles Suburban Living
Regional Solutions. Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.	X		X	X		X		X
Regional Cooperation. Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.	X		X	X				

Source: Department of Community Affairs, City of Kennesaw Character Area Map.

Figure 2-30: Summary Table of the Quality Community Objectives Desired or Achieved in Each Character Area (Continued)

Quality Community Objectives	East Pine Suburban Living	East Pine Revitalization District	West Pine Suburban Living	North Cherokee Residential	Barrett 41 Suburban Village	Ridenour Suburban Village	Campus Living	Wade Green Interchange District (Potential)
Traditional Neighborhood. Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.				X	X			
Infill Development. Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	X	X		X	X			
Sense of Place. Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.						X		
Transportation Alternatives. Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged	X	X		X	X	X	X	X
Regional identity. Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.	X	X	X	X	X	X	X	X

Figure 2-30: Summary Table of the Quality Community Objectives Desired or Achieved in Each Character Area (Continued)

Quality Community Objectives	East Pine Suburban Living	East Pine Revitalization District	West Pine Suburban Living	North Cherokee Residential	Barrett 41 Suburban Village	Ridenour Suburban Village	Campus Living	Wade Green Interchange District (Potential)
Heritage Preservation. The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.								
Open Space Preservation. New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.	X	X	X	X	X			
Environmental Protection. Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.	X	X			X			
Growth Preparedness. Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.		X	X	X		X		
Appropriate Business. The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.								X

Figure 2-30: Summary Table of the Quality Community Objectives Desired or Achieved in Each Character Area (Continued)

Quality Community Objectives	East Pine Suburban Living	East Pine Revitalization District	West Pine Suburban Living	North Cherokee Residential	Barrett 41 Suburban Village	Ridenour Suburban Village	Campus Living	Wade Green Interchange District (Potential)
Employment Options. A range of job types should be provided in each community to meet the diverse needs of the local workforce.					X			X
Housing Choices. A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.	X	X	X	X	X	X	X	X
Educational Opportunities. Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.								
Regional Solutions. Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.	X	X						X
Regional Cooperation. Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.	X	X						X

Source: Georgia Department of Community Affairs, City of Kennesaw Character Area Map.