

Methodology and Public Process

Studies of this nature involve many participants and stakeholders, both on the Client side as well as the Consultant's side. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. We divided this large number of participants into three teams; project team, core team and neighborhood team.

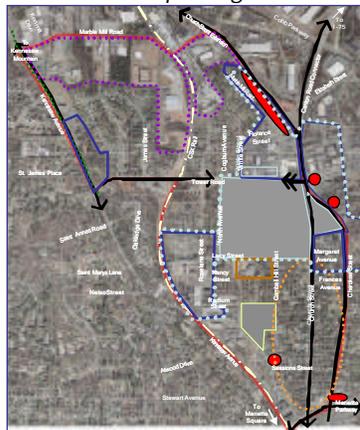
- **PROJECT TEAM**, a small group charged with monitoring the process and providing direction on project wide issues.
- **CORE TEAM**, this is a larger group of City and community stakeholders who have a stake in the study area and the knowledge of the study area and the key issues. This team provided guidance to the project management team.
- **NEIGHBORHOOD TEAM**, an extended group of all folks in the community that are influenced by the master plan.

DEVELOPMENT PLAN

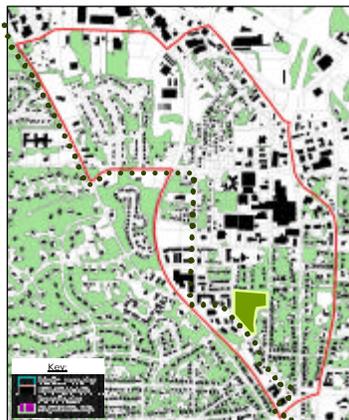
3.1 Visioning



Surface parking lots



Ingress/egress/ uses/districts



Vegetation, parks and trails

ANALYSIS MAPS

As part of the Cherokee-Church Street Historic District and Kennestone area study the project team embarked on extensive data gathering and analysis. The analysis of existing conditions and market study/potential were identified to inform the issues and the opportunities. Following are the methodologies and public participation mechanisms utilized through the planning study:

Stakeholder interviews: The consultant team conducted both one-on-one and group interviews with several stakeholders to solicit their input to understand the issues, opportunities and aspirations. This facilitated a very good understanding of the community. The stakeholders included ARC, GRTA, city officials, residents, business owners, and Wellstar Kennestone Hospital representatives.

Analysis: Several windshield field surveys were conducted to document the existing conditions; land use, building conditions, design character, transportation issues, pedestrian and vehicular circulation, safety and others. Market study was conducted to understand the demographic profile and the market potential of the area. A variety of existing documents were reviewed; existing land use, future land use, zoning, overlay guidelines, tax data, aerial photographs, and regional transportation initiatives and market data.

Public Outreach: The public outreach consisted of a public kick off meeting held on May 09, 2006 to introduce to the community the purpose of the study and solicit their inputs on key issues and their vision. The planning team presented the initial urban design and transportation analysis that highlighted the key land use and transportation concerns in the area. The intent was to obtain a feedback from the community regarding the larger vision and goals for the Kennestone area. A second public meeting was held on July 11, 2006 where the planning team presented design recommendations and three alternative concept plans for the study area. The community was asked to review the alternatives and discuss the pros and cons of each alternative. The attendees were broken into three groups; each group reviewed one alternative and presented the pros and cons of that alternative to the entire group. The community together reached a consensus on some aspects in each concept. The final concept plan was then put together based on community's feedback. The final

public meeting was held on September 8th in an open house format where the final concept plan was presented to the community and city council.

Goals

- ❖ Preservation of the Cherokee-Church Street Historic District and St. James neighborhoods
- ❖ A plan for compatible land uses/activities within the study area
- ❖ To create a variety of housing choices and provide opportunities for neighborhood services/amenities
- ❖ To create a pedestrian-friendly and walkable environment
- ❖ To minimize the impact of thorough traffic on the community
- ❖ To establish a master plan that will guide the future growth and integrate land use and transportation
- ❖ To enhance the quality of life for all residents and workers in the area.

Key Issues and Challenges

- ❖ Encroachment of Historic neighborhoods
- ❖ City control of Hwy 5 – Church and Cherokee Streets. The one-way pair is currently a state route.
- ❖ Compatibility of existing land uses.
- ❖ Establishing the boundary for the Wellstar Kennestone Hospital campus and allied medical service uses
- ❖ Wellstar Kennestone Hospital to fulfill the elements of the agreement.
- ❖ To develop new housing to balance the office/commercial/hospital uses.
- ❖ Appropriate utilization of under utilized, deteriorating housing stock/parcels.
- ❖ Lewis Park to provide for a variety of activities.

- ❖ To provide a green space connectivity from Lewis Park to Hospital and other neighborhoods in the north
- ❖ To create a focal point for the community and surrounding region.
- ❖ To achieve smooth traffic circulation and flow. Allow for alternate modes of transportation by means of the multi path trail.
- ❖ Explore the potential for mixed use in the area that will provide for housing options and neighborhood amenities like retail, grocery stores and restaurants.
- ❖ Create gateways at key entry points into the community including gateways for the Cherokee-Church Street Historic District.
- ❖ Relocating industrial uses out of the study area in the long term.
- ❖ To provide a cohesive character to the area that ties different uses and activities together.
- ❖ To minimize speed and traffic congestion on Church Street, Cherokee Street, Tower road, Marietta Parkway, Kennesaw Avenue and Campbell Hill Street.
- ❖ Traffic calming at critical intersections; Church Street and Margaret/Cherry, Cherokee and Cherry, Tower and Church and other local neighborhood Streets. Provide proper sidewalks and pedestrian crossings in the area.
- ❖ Provide easy accessibility to Interstate 75 and Cobb Parkway from the hospital.
- ❖ Minimize the industrial traffic/trucks in the residential neighborhoods.

- ❖ Provide for appropriate signage and way finding techniques in the study area.
- ❖ To incorporate transit in the area. The study area is a designated terminal in future GRTA plans (Georgia Regional Transportation Authority.)

SWOT Analysis

A summary Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the area reveals these factors that could shape the study area's future:

Strengths:

- Proximity to the I-75 and I-575 growth corridors
- Proximity to amenities of Marietta Square area
- Growing regional preference for small town urban centers
- Demographic trends pointing to significant influx of younger, non-family, more affluent, "urbanized" professionals as well "community-seeking" young affluent families
- Wellstar Kennestone Hospital as economic engine, employment center and generator of major consumer market strength for area
- Well-established communities to the south and, to lesser extent, the northwest

Weaknesses:

- Hospital-related development that increasingly encroaches on established neighborhoods
- Compatibility of existing land uses/activities
- Roadway access and egress through established neighborhoods in southern part of study area
- Horrific access/egress between Hospital and main traffic corridors to the east/northeast (I-75, I-575, Cobb Parkway, Bells Ferry Road)

Opportunities:

- Directing Hospital-related growth to the north of Tower Road and east of the rail lines – i.e. into the study area's Northeast Quadrant
- Preventing or at least minimizing traffic and commercial development encroachment south of Lacy
- Building a critical mass of retail and services in the Tower Road and Church Street Extension corridors that appeal to both Hospital employees and visitors, as well as community residents
- Building neighborhood-oriented retail, cafes and specialty food in selected locations within the Southern Quadrant

- Offering more housing choices with respect to affordability – particularly workforce housing for the Hospital – while sustaining a compatible mix of residential and commercial uses
- Creation and protection of open space within the hospital campus, of Lewis Park and of green space “connectors” between the two
- Creating a focal point for this community
- Establishing gateways that identify the community
- Calming and smoothing traffic circulation and flow
- Transition of industrial sites to residential, commercial and mixed uses

Threats:

- Commercial and/or Hospital expansion south of Lacy
- Scattered car-oriented retail and services that achieve no critical mass and require significant surface parking
- Loss of South Kennestone and St. James neighborhoods, or at least a tangible diminishing of the quality of life in those communities
- Roadway changes that actually increase the volume of traffic and the congestion in the Southern Quadrant
- Roadway changes that prevent a long-term solution to the current Tower-Church-Cobb Parkway-I-75/I-575 disconnections

Market-driven Development

Any feasible land use plan must incorporate the basic realities – underlying market conditions and trends in development activity and resulting land values – of the marketplace. Doing so, however, does not mean that such development must remain unchecked or unconstrained in any way. In fact, fundamentally strong residential and commercial markets can generate “desirable” development in underserved areas while channeling development away from areas that have already achieved a sustainable high quality of life and development.

Market conditions and trends in the study area are either already supporting or will soon begin to support a variety of types, densities and prices of new development, including the following:

Residential:

- Renovation of existing single family detached housing (SFD) stock
- New small-lot SFD neighborhoods
- New townhome communities/other infill development
- Soft lofts & mixed use development (residential over retail)
- Assisted living (transitional and permanent)
- Constraints: limited availability of developable land; acquisition/assemblage of developed parcels; higher densities; decreased affordability
- Near term development opportunities: Roselane south (boundaries: North/Tower/CSX/Lacy)
- Mid-term opportunities: St. James community (e.g., Marble Mill industrial area)

Office/Commercial:

- Hospital-affiliated medical/professional
- Off-campus outpatient services
- Small multi-story mixed tenant
- Church – Cherokee Corridor
- Tower Corridor

Retail:

- Grocery-anchored neighborhood shopping center
- Gas/Convenience stores
- Neighborhood retail – restaurants, cafes, convenience goods
- Hospital/workforce serving – convenience, food
- Freestanding and incorporated into new office/mixed use projects

Hotel:

- Feasible only if support is derived from multiple constituencies/markets, including
 - Hospital patient families
 - Hospital visitors (medical & professional)
 - Hospital-related business (vendors, etc.)
 - Hospital staff
 - Meetings and Conferences (hospital & area medical and professional)
- Should be part of Hospital campus or directly across Tower Road

Land Use Options and Resulting Development Potential by Quadrant

NORTHWEST QUADRANT

The Northwest Quadrant is divided into three districts areas:

1. The largely industrial and emerging business-park uses on both sides of Marble Mill Road
2. The established middle-income ranch-house St. James community
3. The commercial and institutional/church Tower Road corridor between the rail line and Kennesaw Avenue



Marble Mill Road:

The industrial uses along Marble Mill Road are already giving way to business-park, professional-services and multifamily residential uses. This transition will continue over the next 10-15 years. Roadway improvements could



Industrial uses on Marble Mill Road



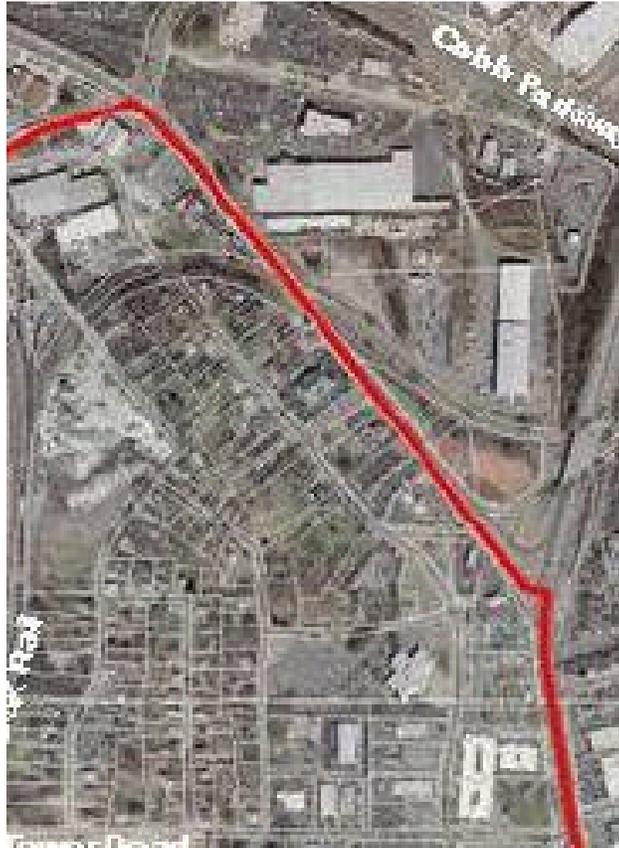
St. James neighborhood

dramatically accelerate this transitional period, particularly if new access/egress routes could be established between Marble Mill and Old 41 and/or the Church Street Extension to Bells Ferry Road. This new route could provide a viable alternative to crossing active railroad tracks and avoiding the Tower-Church-575 intersection.

St. James:

The St. James neighborhood is an established, single-family range-style housing, middle-income community that faces no pressures in the near term from new development. However, if commercial and residential development along Kennesaw coupled with similar development along Marble Mill begins to intensify, land values in this Northwestern Quadrant could generate mid- to long-term (8-15 years) assemblage-and-redevelopment pressures on the neighborhood. If such redevelopment occurs, the resulting development will likely remain residential but with higher densities and price points. A combination of single-family detached housing, townhomes and multifamily “stacked flat” condominiums and/or apartments could be a viable product in the mid-to-long term. For current community residents, concerns center on relocation, buy-out prices, ability to remain in the redeveloped neighborhood, and issues of affordability and diversity generally.

NORTHEAST QUADRANT



The Northeast Quadrant of the study area offers the greatest opportunity for large-scale, community-building new development that can (1) transform and unite an area that is currently fragmented and deteriorating, (2) meet market demands for new development, (3) allow new development that does not encroach on established neighborhoods in the South and Northwest quadrants, (4) provide a location that addresses the Hospital's growth objectives, (5) create a roadway access/egress alternative to current inefficient routes, and (6) create a cohesive mixed-use community that enhances the Kennestone area's identity, sense of place and quality of life.

Currently, the area is characterized by a shrinking residential community centered around Roselane north of Tower and Cogburn Avenue. While some of the small houses that dominate the neighborhood are in reasonably



Recent office developments



Rail line passing through surrounded by industrial uses



Deteriorating neighborhoods

good condition and well-maintained, most are deteriorating. An unusually large number of houses are currently for sale, and a number of lots are already cleared. It appears that assemblage efforts are underway as another phase of the transition to commercial development that began – and continues – along Tower Road.

The area has active rail lines running through it that discourage redevelopment in the area and perpetuate the inefficient use of land for outdated manufacturing and light industrial uses.

Recent rezoning has overwhelmingly been from residential to office/institutional (commercial) and will likely continue further north into the Roselane-Cogburn neighborhood. Additional commercial development will continue to slowly move northward into the central and eastern portions of the quadrant, while commercial development along the Church Street Extension will continue as a separate area redevelopment.

The land use options presented by the study team, however, do present the best market-based alternatives for development within this Northeast Quadrant.

CENTRAL HOSPITAL AREA

The Central Hospital Area is currently undergoing significant new development geared to the Hospital's own Master Plan and to the market's response to the Hospital's growth. At the moment, the development is somewhat disjointed and dominated by medical office development.



Hospital Complex



Roselane Street



Clearly, the Hospital dominates the area between Tower Road, Church Street, Lacy Street and North Avenue. Related commercial development is occurring east of Church Street to the eastern side of Cherokee Street, primarily north of Margaret Avenue. Sites are available from North Avenue west to the rail line, encompassing most of the Roselane area south of Tower Road.

Roselane Street itself is undergoing a transition that includes commercial development along Tower Road but could introduce new housing and/or mixed-use developments into the area.

SOUTH QUADRANT

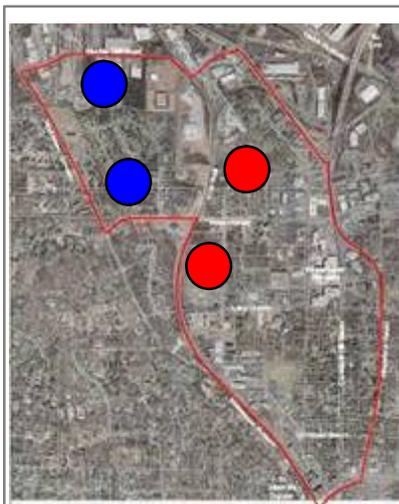


The South Quadrant of the study area is characterized by established single-family neighborhoods in its eastern and central segments, townhome and converted warehouse loft developments with some mixed-use elements along its rail line/Sessions Street western border, and a mix of older business-services parks, assisted living facilities and stand-alone commercial buildings along Roselane Street.

The only “neighborhood retail corner” is a small concentration of stores at Sessions Street and Campbell Hill Street. The major community “public place” and amenity is Lewis Park. A major portion of the residential community is designated a Historic District.

Overall, the South Quadrant is well-established and stable, although development opportunities do exist along its western border.

Anticipated Development Nodes



Future Development Nodes

In the near-term (over the next five years – indicated by red dots on the aerial), commercial development will continue along the northern side of Tower Road, moving further into the Roselane-Cogburn-White residential area as well as encompassing the older commercial and transitional areas up to and possibly just beyond Florence Street.

In that same near-term period, Roselane Street south of Tower Road will undergo a similar transition that could be dominated by commercial uses but could also introduce new residential and/or mixed-use development into that area. The area between Roselane Street and North Avenue will likely be developed as commercial property either directly or indirectly related to Hospital services.

In the near-to-mid term (over the next ten to fifteen years – indicated by blue dots on the aerial), the remaining older industrial and warehouse uses along Marble Mill Road area should transition to business park use. If a new road were to be built connecting Marble Mill to one of the two major roads north of the study area, allowing by-passing the active rail line, redevelopment could occur much more quickly. It would also increase the likelihood that new residential development rather than business park development would occur along Marble Mill Road.

The same market pressures that are currently occurring along Kennesaw Avenue and Tower Road west of the rail line, and are likely to occur as described above along Marble Mill Road could exert increasing pressure on the St. James residential community. Land and new housing prices could reach a point where a large assemblage achieved through buy-outs of existing residences could occur within a portion – perhaps all – of the St. James community. It is doubtful that this pressure would reach that point for another 6-8 years, however.

Potential Development Sites



Poor quality buildings and underutilized sites



Individually owned vacant parcels



Quarry-industrial establishment that is incompatible with the surrounding uses

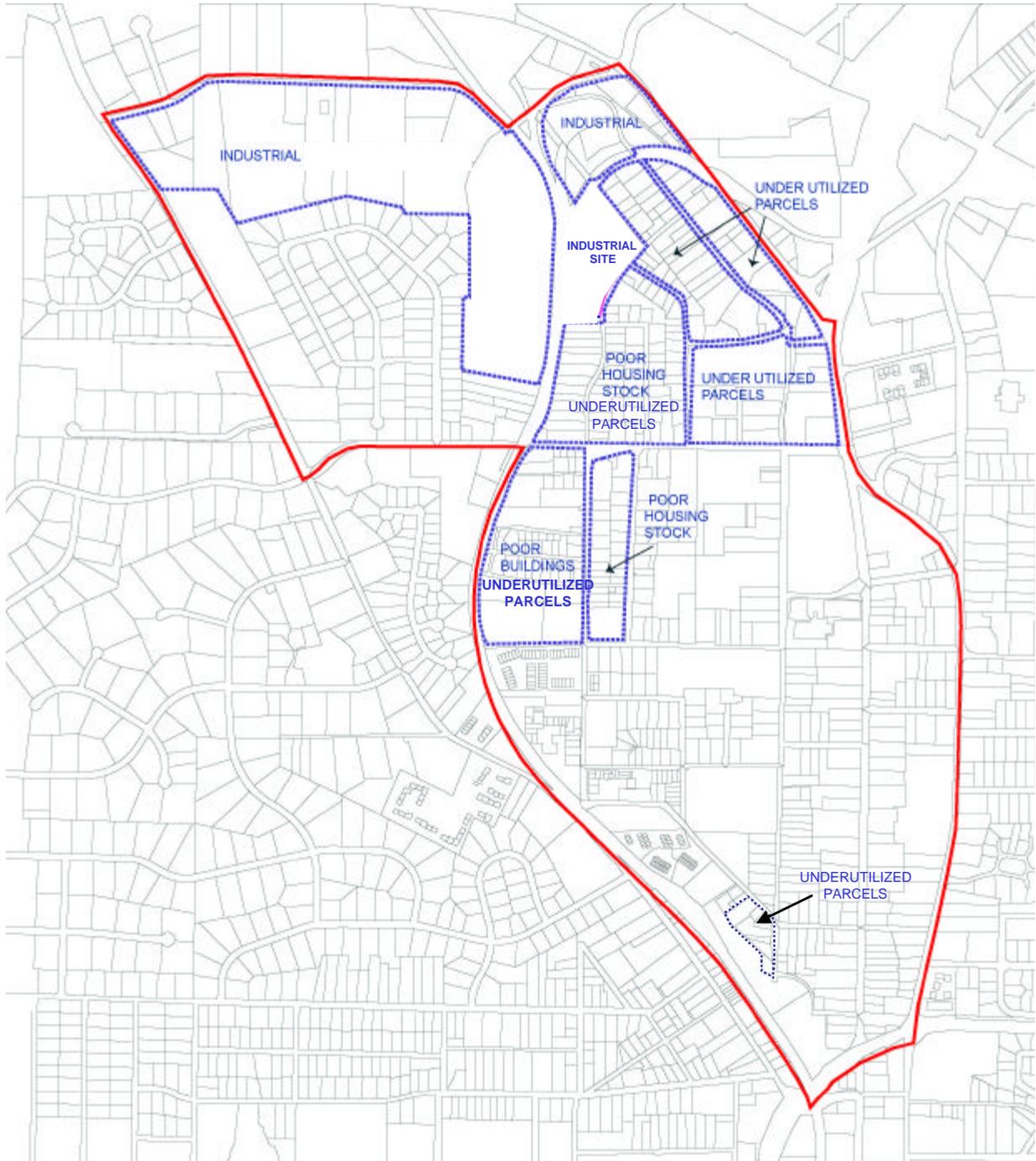
DEVELOPMENT SITES

Following map shows the development opportunities in the study area. This includes the redevelopment as well as new development opportunities. Redevelopment opportunities include both short term and long term potential. The sites for potential redevelopment include buildings that are declining or dilapidated, uses that are incompatible and under-utilized parcel relative to its location and visibility. Redevelopment sites also include those parcels that in future could enhance their utilization. The sites for new developments include predominantly vacant sites and underutilized parcels.

The most significant redevelopment opportunities are in the Transition Zone, the area north of Tower Road between the CSX rail line and Marble Mill road. This area includes poor buildings and underutilized housing stock. The parcels between Marble Mill road/Campbell Hill Street and Church Street Extension offer potential for retail consolidation. Similarly the parcels between North Avenue and Roselane Street south of Tower Road currently have scattered office developments, and thus hold potential for office consolidation. The parcels on the Westside of North Avenue also are currently in a poor state and could be redeveloped. The industrial site on Roselane Street is another opportunity for introducing more housing in the area as the site is adjacent to existing single family residential districts

The current road network serves these potential redevelopment areas fairly well. Some new roads and realigned streets in the area would improve connections between these new developments.

Proper utilization of all the parcels which currently hold dilapidated under utilized and vacant buildings can introduce mixed uses in the area along with a variety of housing options including condominiums, town homes and live work units. The Wellstar Kennestone Hospital is the largest employer in the area and various residential developments can house many of the hospital employees including nurses, doctors and other staff.



 Potential sites for redevelopment

Potential Development Based On Land Use Options

Each land use option presented has a certain level of development by type and amount associated with it. Below are the three land use options, followed by a summary table that includes potential development with respect to each option.

In summary, there is not a significant amount of difference among the three land use options.

Option 1 could lead to the development of the following:

New Office Space:	590,000 SF
New Retail Space:	75,000 SF
New Townhomes:	120 Units
New Condominium:	600 Units

Option 2 could lead to the development of the following:

New Office Space:	670,000 SF
New Retail Space:	70,000 SF
New Townhomes:	125 Units
New Condominium:	580 Units

Option 3 could lead to the development of the following:

New Office Space:	660,000 SF
New Retail Space:	90,000 SF
New Townhomes:	125 Units
New Condominium:	740 Units

Concept Plan

Based on the community's vision for the study area, analysis of the area and its precincts, development opportunities and market demand in the area, the planning team came up with a concept designed to leverage the resources of the study area, encourage development and redevelopment and promote a variety of uses. In addition to addressing development opportunities, the Plan also address several key community issues within the study area.

Following are the key principles that guided the concept plan.

- To preserve the existing neighborhoods.
- Delineating the hospital edge and the medical related uses.
- Traffic calming and controls on local streets and around school
- Provide better connectivity in the area by realigning some of the existing roads and adding new connections.
- Sessions Street retail node enhancement
- To provide pocket parks/green spaces and offer multiple modes of transportation.
- To provide gateways into the community and the historic district.
- Initiatives that were agreed with the Wellstar Kennestone Hospital
- To create a pedestrian-friendly, walkable environment.
- To encourage mixed-use development that integrates various uses and provides for pedestrian friendly environment.

- To consolidate retail on Church Street Extension
- Provide more housing options in the area

Using the above guiding principles three alternative concept plans were produced. These alternatives explored various options possible to address the various issues and reflect the community goals.

PUBLIC COMMENTS

PROS :

LACY RECONFIGURATION WILL HELP TRAFFIC FLOW

RETAIL ON SESSIONS STREET WEST OF CAMPBELL HILL

PAVED OR RAISED CROSSWALKS AT KEY INTERSECTIONS

NEIGHBORHOOD ENTRANCE AND GATEWAY SIGNAGE

MULTI PATH TRAIL

EFFORT TO DIVERT TRAFFIC FROM HOSPITAL EMPLOYEE DECK TOWARDS TOWER ROAD AND NOT TO THE SOUTH

NEIGHBORHOOD TRAFFIC CALMING

CONS:

DOES NOT IMPROVE TRAFFIC ON THE NORTH OF TOWER ROAD.

CLOSURE OF STRETCH OF NORTH AVENUE DOES NOT CONTRIBUTE POSITIVELY

THE DESIGN OF RETAIL/ADDED PARKING ON SESSIONS NODE IS UNCLEAR

ONE WAYS DO NOT WORK, MAINTAIN 2 WAY STREETS ON ROSELANE AND CAMPBELL HILL

CAUTION LIGHTS AT THE INTERSECTION OF CHURCH/ MARGARET AND SESSIONS/CHEROKEE STREETS

Option 1

Some salient features of the first alternative are:

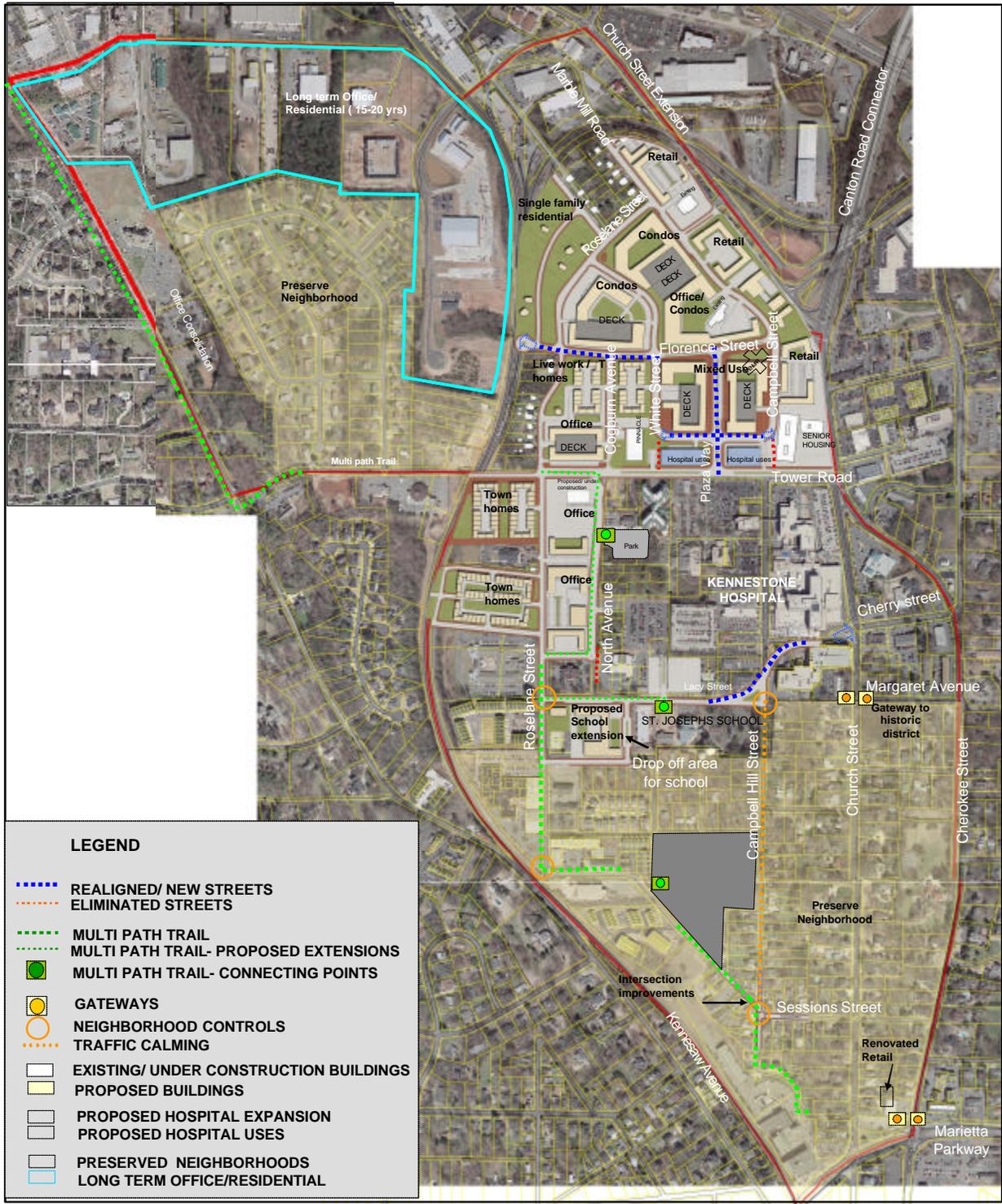
- The residential neighborhoods both the Church-Cherokee Historic District and other adjacent neighborhoods and St. James neighborhood are preserved.
- Neighborhood traffic calming at the intersection of Lacy and Roselane, Lacy and Campbell Hill Street, Roselane and Radium Street and Sessions and Campbell Hill Street.
- Roselane Street and Campbell Hill Street to be turned into one-way streets as traffic controls.
- A designated gateway to Historic District is provided at the intersection of Margaret Avenue and Church Street.
- Intersection enhancements on Sessions Street node. Existing retail at Sessions Street and Campbell Hill Street is retained and renovated.
- Multi-path trail as indicated in the city plans is included. A secondary loop is proposed that link the hospital and the school.
- The original street network in the area is retained in most parts.
- Florence Street is extended to the west to join Roselane Street to form a continuous street network. This would be a parallel grid to Tower Road that can reduce the traffic on Tower Road.

- The Plaza Way (main entrance to hospital) is extended to Florence Street. This would become a main entry/exit way to the hospital, thus reducing some traffic on Tower Road and Tower Road/Church Street intersection. This new extension could be the 'Main Street'.
- Mixed Use buildings including retail/office/condos are introduced on *Main Street*. This would involve consolidating the entire block – Florence Street, Campbell Hill Street, Cogburn Avenue and Tower Road.
- Retail consolidation/redevelopment along Church Street Extension.
- Blocks west of Roselane Street and north of Tower road are developed as town homes and single family.
- Office consolidation on North Avenue
- Cogburn Avenue is re-aligned with North Avenue at Tower Road for a proper intersection.
- The redesigning of White Street and Campbell Hill Street per Georgia DOT is kept as is.
- Lacy Street is realigned to join Witcher Street and further to Cherry Street to allow for smooth movement of hospital/school traffic.
- Drop off zone for St. Josephs School by providing a link between Lacy Street and Nancy Street. This will improve the vehicular circulation around school area and ensure pedestrian safety.
- The stretch of North Avenue from the hospital employee parking deck to Lacy Street is closed.

Cherokee-Church Street Historic District & Kennestone Area Study

DEVELOPMENT PLAN

3.4 Master Plan Options



MASTER PLAN OPTION 1

Prepared by Sizemore Group

Development Plan – 3-

PUBLIC COMMENTS

PROS :

SESSIONS STREET RETAIL NODE AND ADDED SURFACE PARKING

EXTENDING NORTH AVENUE/ COGBURN AVENUE ONTO CHURCH STREET EXTENSION

MIXED USE AROUND "MAIN STREET" IS GOOD

MULTI PATH TRAIL IS A GOOD FOR ALTERNATE MEANS OF TRANSPORTATION

HISTORIC GATEWAYS MARK IMPORTANT ENTRY POINTS INTO THE NEIGHBORHOOD

NEIGHBORHOOD TRAFFIC CALMING

CONS:

EXTENDING LACY STREET TO CHURCH STREET ENCOURAGES TRAFFIC ON TO CHURCH STREET RATHER THAN DIVERTING IT TO I-75 AND DISTURBS NEIGHBORHOOD

EXTENDING LACY STREET TO CHURCH STREET HAS NO CONSIDERABLE IMPACT ON THE RESIDENTIAL NEIGHBORHOODS. IT BRINGS HOSPITAL EXTENTS FURTHER DOWN.

THERE IS A BOTTLENECK FORMED BETWEEN THE SCHOOL AND HOSPITAL.

ONE WAYS HAVE NO POSITIVE EFFECT

Option 2

Some salient features of the second alternative are:

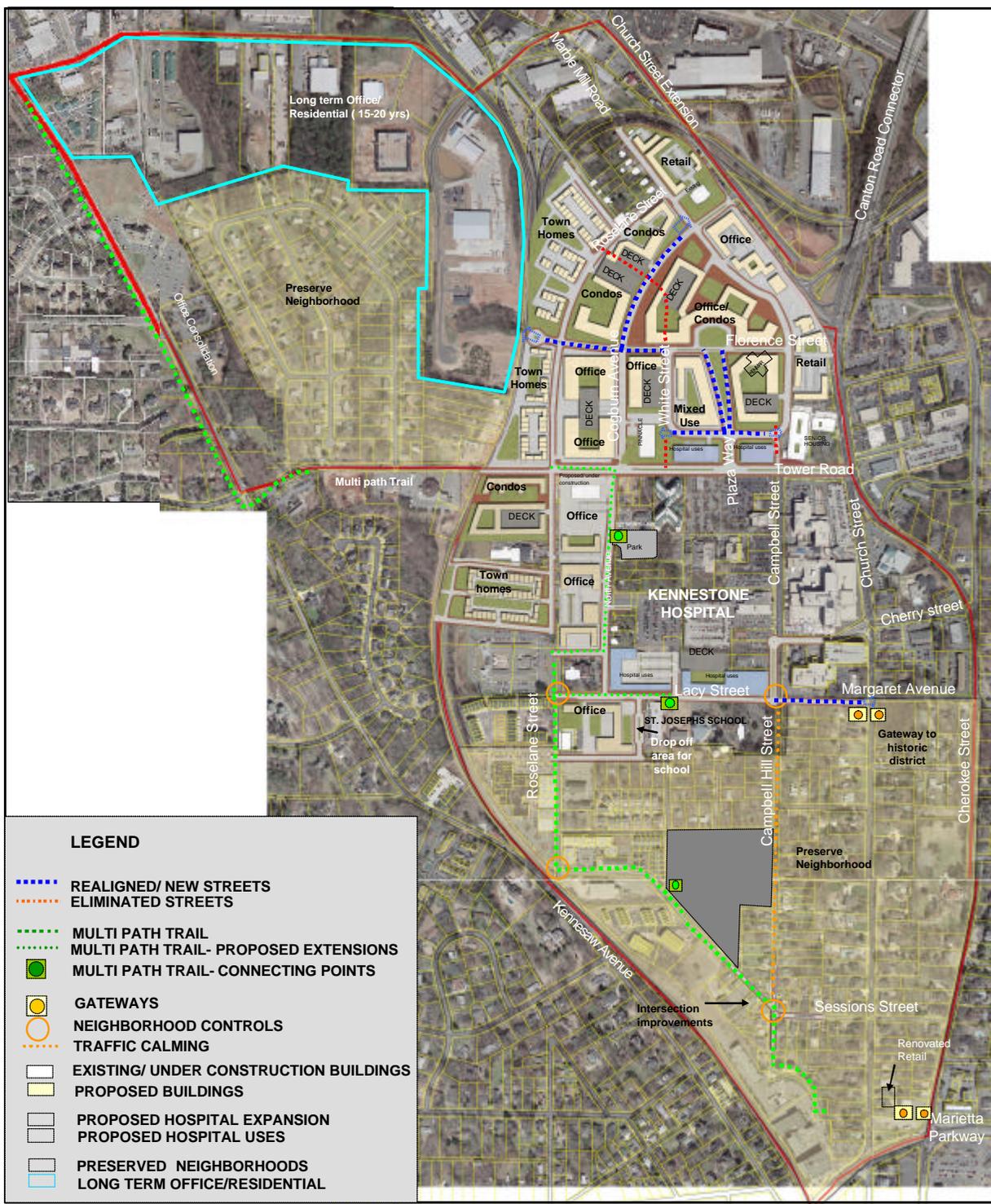
- The residential neighborhoods both the Church-Cherokee Historic District and other adjacent neighborhoods and St. James neighborhood are preserved.
- Neighborhood traffic calming at the intersection of Lacy and Roselane, Lacy and Campbell Hill Street, Roselane and Radium Street and Sessions and Campbell Hill Street.
- Roselane Street and Campbell Hill Street to be turned into one-way streets as controls.
- A designated gateway to Historic District is provided at the intersection of Margaret Avenue and Church Street.
- Intersection enhancements at the Sessions Street node. Existing retail at Sessions Street and Campbell Hill Street is retained and renovated.
- Multi-path trail as indicated in the city plans is included. A secondary loop is proposed that link the hospital and the school.
- The original street network in the area is retained in most parts.
- Florence Street is extended to west to join Roselane Street to form a continuous street network. This would be a parallel grid to Tower Road that can reduce the traffic on Tower Road.

- The Plaza Way (main entrance) is extended to Florence Street. This would become a main entry/exit way to the hospital, thus reducing some traffic on Tower Road and Tower Road/Church Street intersection. This new extension could be the main street. Plaza Way is designed with a broad green median and terminates in a small pocket park on Florence Street.
- Cogburn Avenue is re-aligned with North Avenue at Tower Road for a proper intersection
- White Street is terminated at Florence Street and Cogburn Avenue is extended all the way up to Marble Mill Road and further connected to Church Street Extension.
- Mixed Use buildings including retail/office/condos are introduced on Main Street. This would involve consolidating the entire block – Florence Street, Campbell Hill Street, Cogburn Avenue and Tower Road.
- Retail and Office development along Church Street Extension.
- Blocks west of Roselane Street are developed as town homes.
- Office consolidation on North Avenue
- Blocks adjacent to the existing Pinnacle building are all developed as multi storied office buildings.
- Lacy Street is extended to Church Street to align with Margaret Avenue to provide direct access.
- A drop-off zone for school to be incorporated as part of this development.

Cherokee-Church Street Historic District & Kennestone Area Study

DEVELOPMENT PLAN

3.4 Master Plan Options



MASTER PLAN OPTION 2

PUBLIC COMMENTS

PROS:

NEW DEVELOPMENT ON THE NORTH OF TOWER ROAD

GREEN SPACE ALLOCATION IS IDEAL

MIXED USE ON PLAZA WAY IS A PROMISING IDEA

BETTER CONNECTIVITY ACHIEVED IN NORTH BY EXTENDING COGBURN AVENUE AND PLAZA WAY – IT ROUTES THE TRAFFIC TO THE NORTH OF THE HOSPITAL

NEW RETAIL AND PARKING AT SESSIONS NODE

TRAFFIC CALMING

CONS:

ONE WAY TRAFFIC ON CHURCH STREET

CAMPBELL HILL STREET AND ROSELANE STREET AS ONE WAY STREETS DO NOT WORK.

LACY STREET CONNECTION TO MARGARET AVENUE

Option 3

Some salient features of the third alternative are:

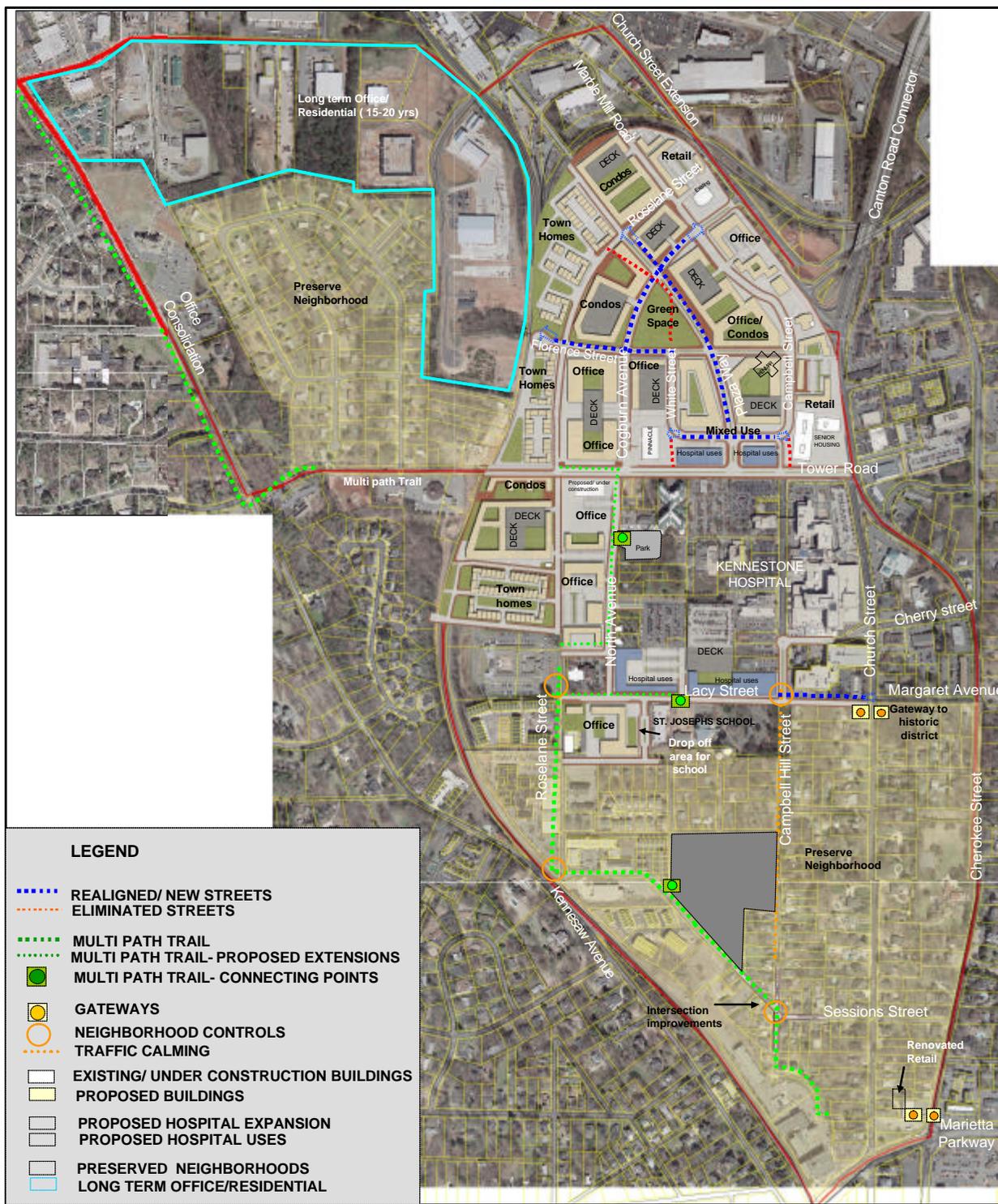
- The residential neighborhoods both the Church-Cherokee Historic District and other adjacent neighborhoods and St. James neighborhood are preserved.
- Neighborhood traffic calming at the intersection of Lacy and Roselane, Lacy and Campbell Hill Street, Roselane and Radium Street and Sessions and Campbell Hill Street.
- Roselane and Campbell Hill Street to be turned into one-way streets as controls.
- A designated gateway to Historic District is provided at the intersection of Margaret Avenue and Church Street.
- Intersection enhancements at the Sessions Street node. Existing Retail at Sessions Street and Campbell Hill Street is retained and renovated.
- Florence Street is extended to west to join Roselane Street to form a continuous street network. This would be a parallel grid to Tower Road that can reduce the traffic on Tower Road.
- The Plaza Way is extended to join Roselane Street. This would become a main entry/exit way to the hospital, thus reducing some traffic on Tower Road and Tower Road/Church Street intersection. This new extension could be the 'main street'. The triangular block formed at the intersection of Plaza Way and Cogburn Avenue is designed as a usable green space/Park.

- Cogburn Avenue is aligned with North Avenue at Tower Road for a proper intersection
- White Street is terminated at Florence Street and Cogburn Avenue is extended all the way up to Marble Mill Road and further to connect with Church Street Extension.
- Mixed Use buildings including retail/office/condos are introduced on Main Street and around the new central green space- a focal point for the community.
- Retail and Office development along Church Street Extension.
- Blocks west of Roselane Street are developed as town homes and Condominiums
- Blocks adjacent to the existing Pinnacle building are all developed as multi storied office buildings.
- Office consolidation on North Avenue
- Lacy street is extended till Church street to align with Margaret Avenue
- A drop off zone for St. Josephs School by providing a link between Lacy Street and Nancy Street. This will improve the vehicular circulation around school area and ensure pedestrian safety.
- Multi-path trail as indicated in the city plans is included. A secondary loop is proposed that link the hospital and the school.

Cherokee-Church Street Historic District & Kennestone Area Study

DEVELOPMENT PLAN

3.4 Master Plan Options



MASTER PLAN OPTION 3

Design Workshop

Once the planning team came up with recommendations and alternative concepts for the study area based on the community's input, the alternatives were presented to the community in the form of a design workshop. The event was held on July 11th 2006 at the auditorium of Wellstar's 310 building. The intent of the design workshop was to solicit community input regarding potential improvements/changes in the alternatives.

The planning team presented design recommendations and three optional concept plans for the study area. The community was asked to review the options and discuss the pros and cons of each option. The attendees were broken into three groups; each group reviewed one option and presented the pros and cons of that option to the entire group. The community together reached a consensus on some aspects in each option.

The process was designed as a consensus building exercise, the community members from all different teams agreed upon certain aspects of the concept plan that were common to all the three options. Some aspects of one optional plan were more accepted than the others. The three options were displayed in City Hall for a week to solicit further public input

At the end of the workshop the positive aspects of the three optional plans were incorporated in the final concept plan. The plan was further refined to eliminate the recommendations that were not accepted by the community.



DESIGN WORKSHOP

Final Concept Plan

The alternative selected by the community was further refined and changes were incorporated to make it into one Final Concept Master Plan. The Concept Master Plan incorporates several major initiatives. These initiatives diverge from the current mode of development and provide for a more cohesive and compatible development around the Wellstar Kennestone Hospital area that includes commercial and retail spaces and housing along with the office development. The plan also deals with better transportation connections, transportation options, neighborhood controls and green spaces and storefront retail for a healthy pedestrian environment. Some salient features of the final concept plan are:

- Neighborhood preservation
- Traffic calming at intersections on local/internal streets could be either Stamped concrete or stamped asphalt intersections, a texture that does not affect ambulance traffic and function.
- Provide retail on the west of Campbell Hill Street at the Sessions node. Introducing both on-street and off-street parking within node.
- Mutli-path trail and the secondary loop extension to hospital and school, Lewis Park and other open spaces.
- Complete Sidewalk connectivity and crosswalks
- Lacy realignment via Witcher Street to join street and Campbell Hill connection
- A designated Historic district gateway
- Kennestone Hospital edge to remain north of Lacy street
- Highway 5 local control and traffic calming –
 - Reduce lanes and create bike lane within the existing pavement
 - Traffic calming – stamped asphalt/concrete at the intersections

- Elements of hospital agreement
Flashing light – Church St/Margaret, Sessions & Cherokee
Historic district
Way finding, Signage and others.
- Realignment of Cogburn Avenue and extending it to Church Street Extension.
- Mixed use district with green space/park north of Tower Road
- School drop-off potential as shown in design option and also suggest staggered timings for different grades to reduce the traffic load
- Ambulance staging to move toward Tower road away from the neighborhood (south side)
- Hospital campus – way finding signage, park/green space as feasible and pedestrian pathways.
- Retail focus on Tower Road and Plaza Way. Parking Decks on Tower road to be architecturally treated. Ground floor is articulated with retail front.
- Traffic – Tower Road improvements as suggested in the transportation recommendation section.
- North Avenue – parking deck Right out and Left in, direct toward Tower Road instead of closing the small stretch south of the employee deck entrance to Lacy Street
- Tower Road/Plaza Way are designed with wide sidewalks medians and street trees to encourage pedestrian friendly environment.
- Bus terminus/BRT Stop to be integrated into the landscape area of the hospital
- No specific recommendations are made for Lewis Park. A comprehensive study by the City that is currently underway will address recommendations for Lewis Park.

Based on the activities and uses, the concept plan organizes the study area into following sub areas

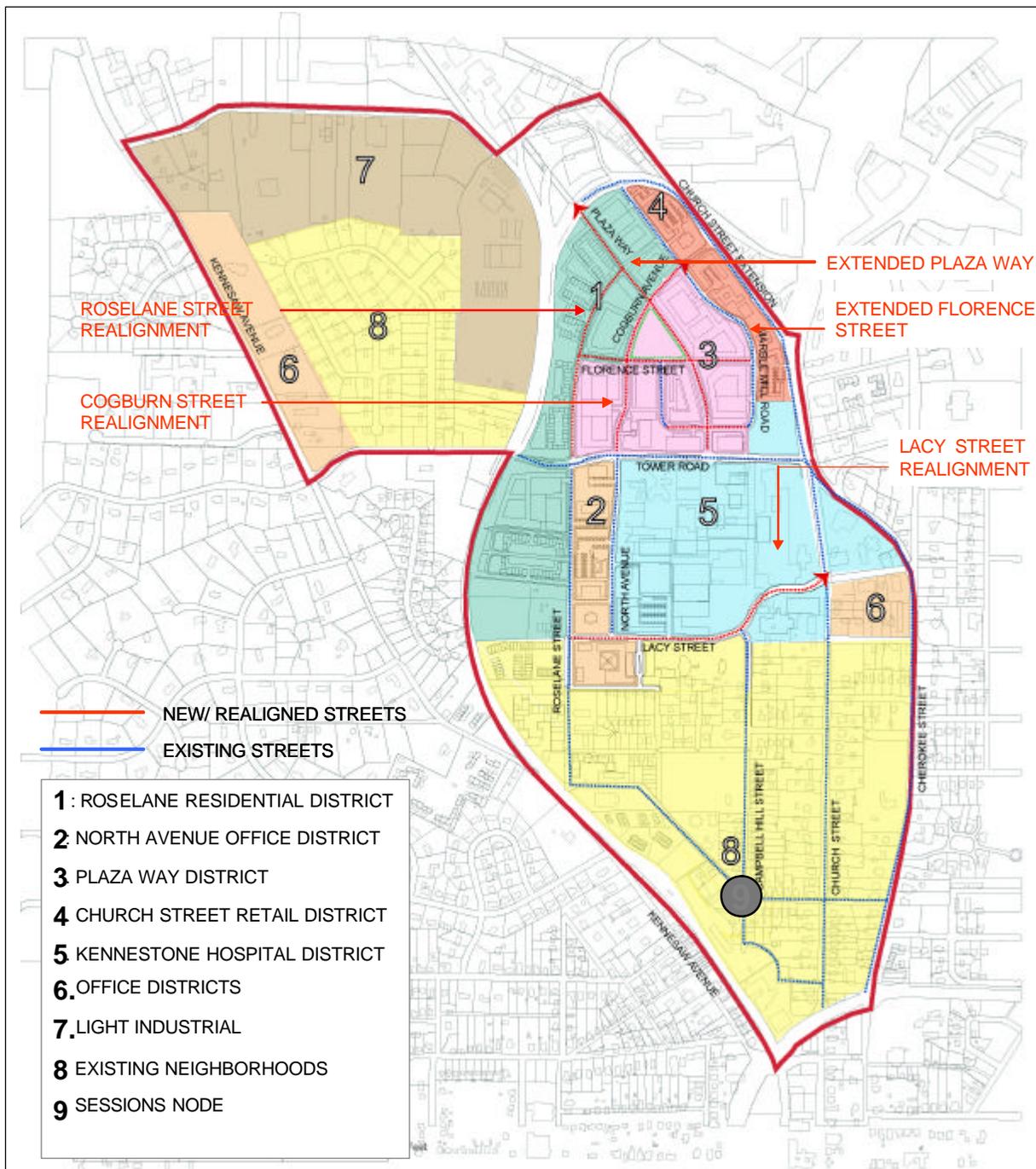
1. Roselane Residential District
2. North Avenue Office District
3. Plaza Way District
4. Church Street Retail District
5. Kennestone Hospital District
6. Sessions Node
7. Office Districts
8. Light Industrial
9. Existing Neighborhoods

Sub areas 1,2,3 and 4 are subject to detailed urban design recommendations and redevelopment.

Sub area 7 delineates several office locations within the study area which would be consolidated in the long term.

Sub area 8 defines the light industrial district on Marble Mill Road. The heavy industrial uses would be replaced by warehouses, offices and business parks in a time span of 15-20 years. This may also include some residential development.

Sub area 9 defines the two established neighborhoods in the study area. Both these neighborhoods would be preserved. In the long run St. James neighborhood has the potential to be consolidated and redeveloped into a large residential community.

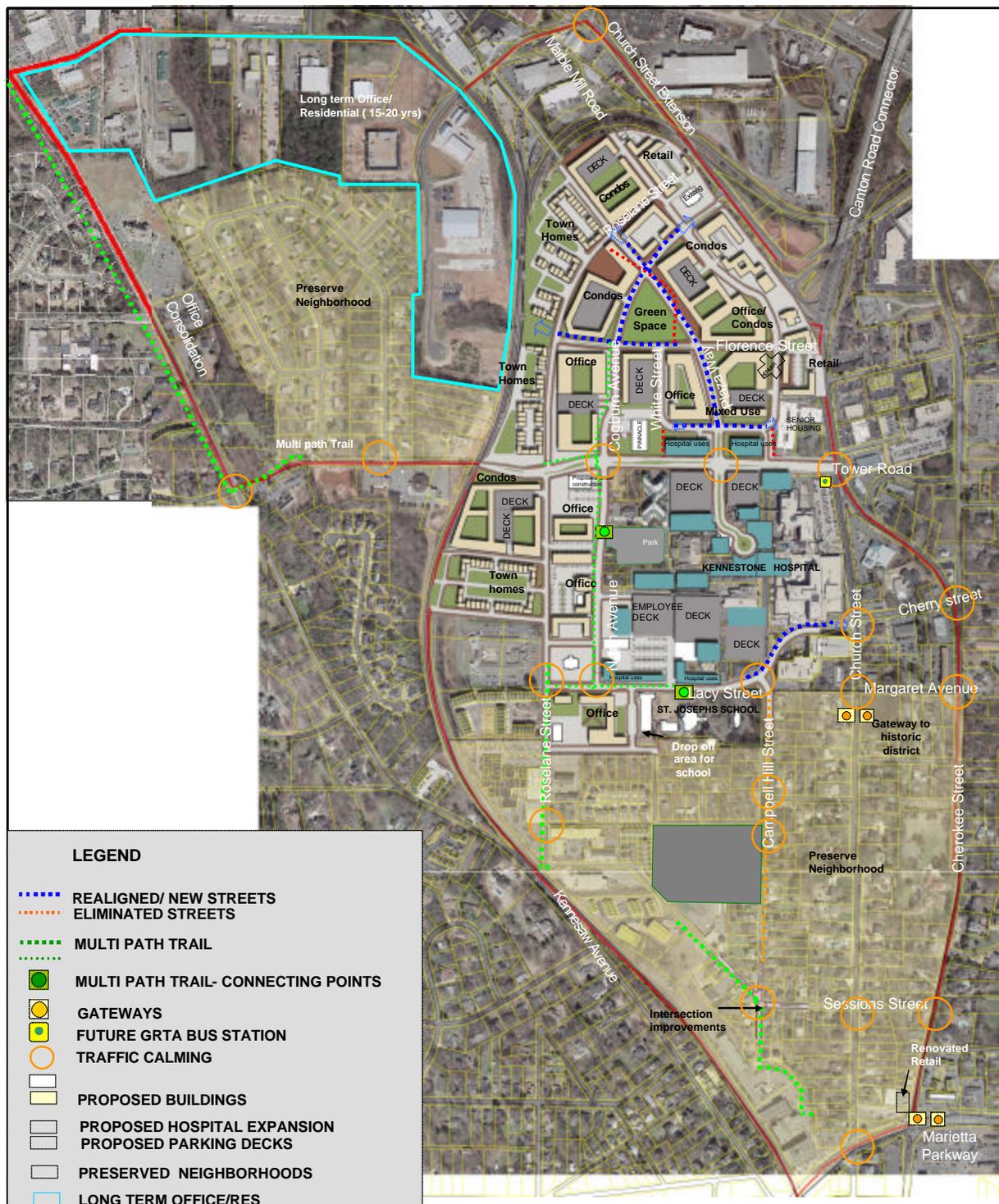


MASTER PLAN FRAMEWORK

Cherokee-Church Street Historic District & Kennestone Area Study

DEVELOPMENT PLAN

3.4 Final Concept Plan

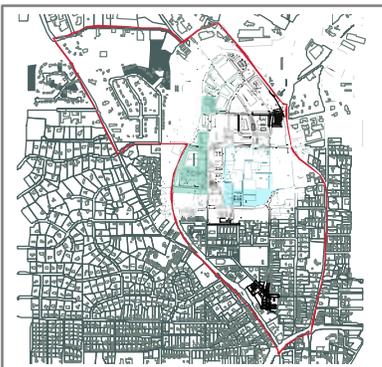


FINAL CONCEPT MASTER PLAN

Roselane Residential District

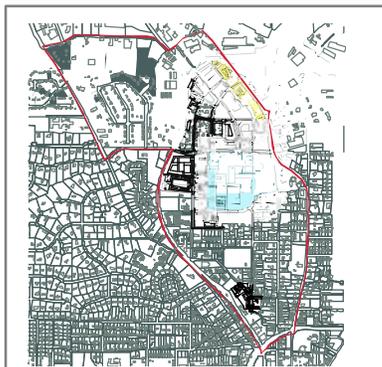


Roselane residential district provides various types of housing alternatives in the Kennestone area that are compatible with the adjacent office and hospital development. These apartments/condos, town homes and live work units can provide housing at a walk able distance for the hospital staff. A green buffer is maintained from the rail line. The multi family residential units on Cogburn Avenue face the green space and include neighborhood commercial like coffee shops, restaurants etc on the street level. All the residential units line the streets to maintain an urban character in the area. The illustrated concept shows the potential development for the district.

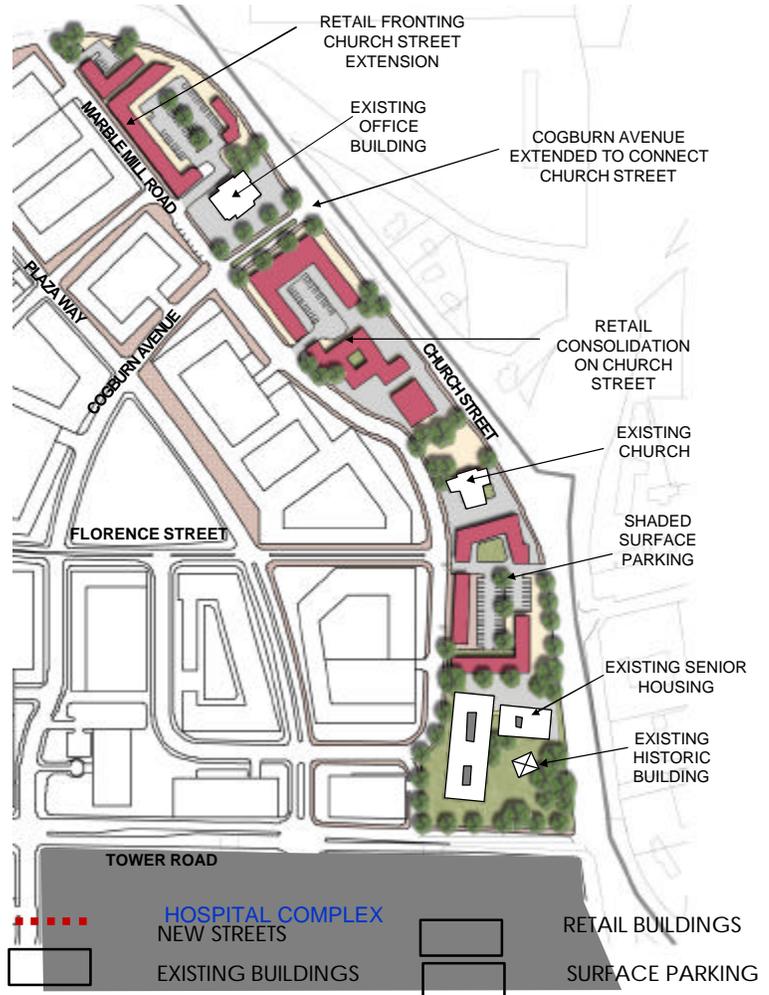




STREET SIDE RETAIL

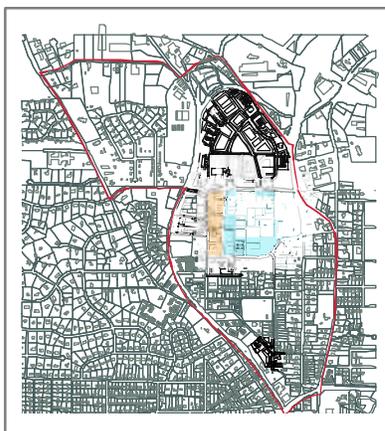
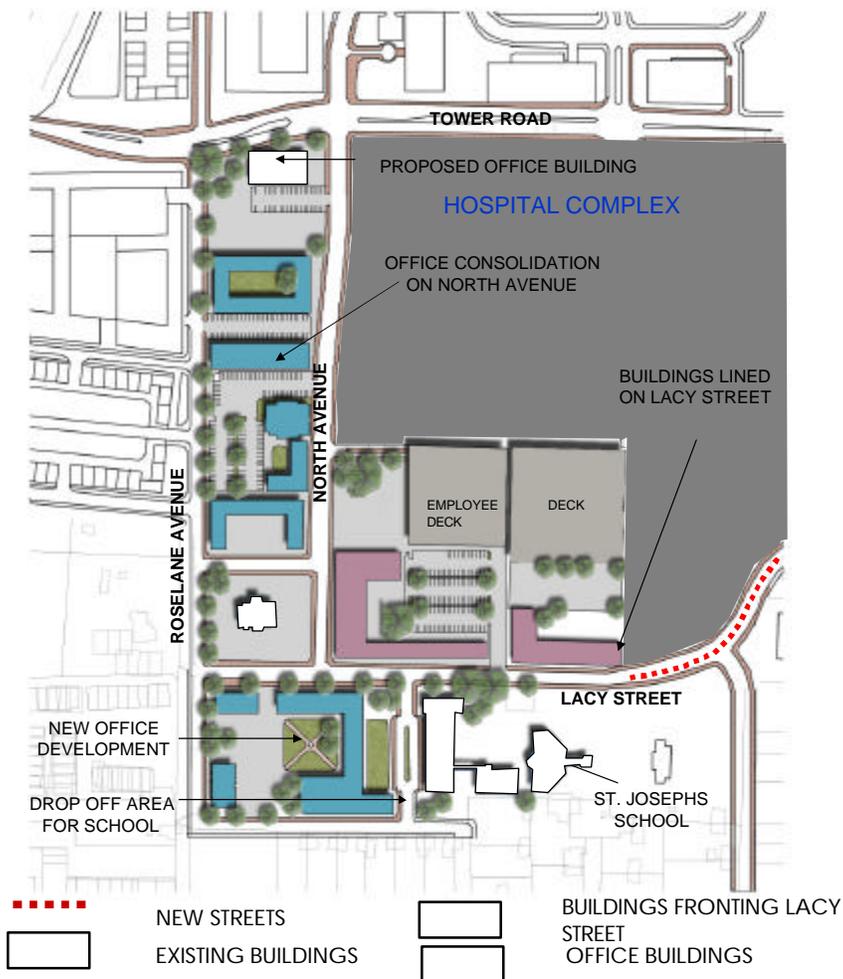


Church Street Extension Retail District



Church Street Extension retail district consolidates existing scattered isolated retail/commercial uses on Church Street Extension into one cohesive district that makes it a commercial hub for the adjacent neighborhoods as well as the hospital staff. The district comprises of single level restaurants/retail stores and neighborhood amenities like grocery stores, drug stores, salons etc. Existing buildings in the area like the senior housing, church and the historic structure on Church Street Extension are preserved. The buildings in the district are pushed closer to the streets and provide access from both Marble Mill road and Church Street Extension. The surface parking is shaded with landscaping and trees. The illustrated concept shows the potential development for the district.

North Avenue Office District



North Avenue office district consolidates existing office development into one cohesive district. The offices would primarily consist of medical related uses, and would form an intermediate zone between the Wellstar Kennestone Hospital on the East and proposed residential development towards the West. The hospital edge on Lacy Street towards St. Josephs school is articulated by introducing street facing buildings and pushing the parking decks towards the back. For pedestrian safety a drop off zone for the school is also incorporated in the plan. Lacy Street is realigned to join Church Street for smooth traffic flow. The illustrated concept shows the potential development for the district.

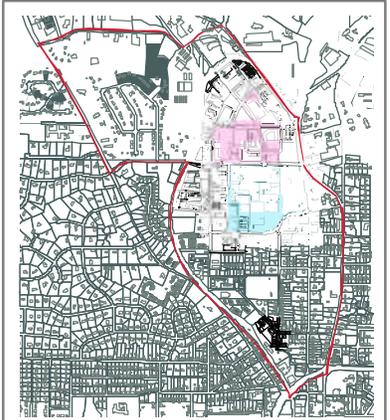
DEVELOPMENT PLAN

3.4 Final Concept Plan

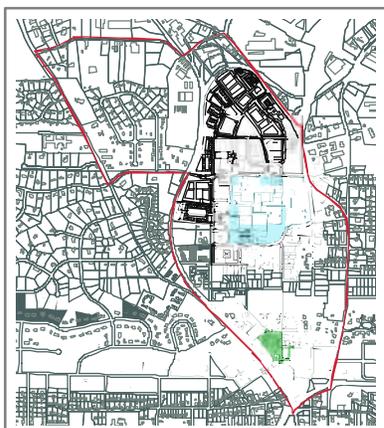
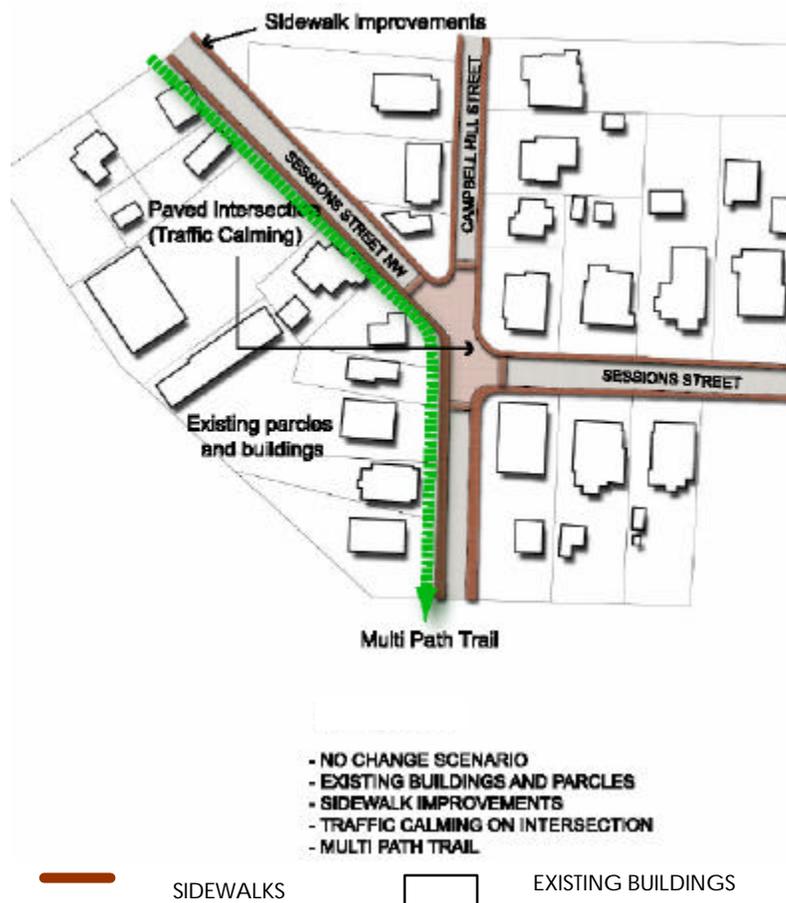
Plaza Way District



The Plaza Way district is designed to introduce mixed use development in the study area that is compatible with the uses and activities around. It is organized around a central green formed by extending Plaza Way and Cogburn Avenue. The buildings consist of retail stores, offices and condominiums. Retail is concentrated on Tower road and Plaza way. Buildings here are 5 stories with retail on street level, two levels of offices and two levels of condominiums. Some retail is also included in the buildings facing the green space, but mostly building around the central green comprise of offices and condominiums. Decks are provided and all the buildings are built to line, in the area to achieve an urban character. The streetscape improvements in the area include wide sidewalks, pedestrian lighting and street trees, landscaping and street furniture. The illustrated concept shows the potential development for the district.



Sessions Street Node



The Sessions node currently consists of small neighborhood retail buildings. The proposed design retains the existing buildings and concentrates on road alignment and pedestrian safety.

The streetscape improvements in the area include improved sidewalks, pedestrian lighting and street trees, landscaping and street furniture. A paved intersection would act as a traffic calming device improving pedestrian walkability around the neighborhood retail. The proposed multi path trail that connects Kennesaw Park to the Marietta square is incorporated in the design.