

5 APPENDIX TO THE COMMUNITY AGENDA

5.1 FUTURE LAND USE CATEGORY DESCRIPTIONS AND GUIDELINES

Overview

This section describes the Future Land Use Map for Kennesaw. This land use map was prepared in coordination with policies contained in this Comprehensive Plan. This section outlines the future land use categories and provides recommendations and development guidelines for each.

Land Use Categories

Thirteen land use categories have been created to allow for development of a broad spectrum of land uses throughout the City. The location of these categories has been determined based on the analysis of existing or proposed road improvements, availability of basic services such as water and sewer, existing land uses, environmental constraints, and other accepted planning principles. The purpose of these categories and their related guidelines are discussed below. These guidelines should be used by staff, elected and appointed officials in planning infrastructure improvements, evaluating future land use proposals, and considering rezoning decisions.

Listed below are the land use categories:

- Regional Activity Center
- Community Activity Center
- Neighborhood Activity Center
- Downtown Activity Center
- Industrial Area
- Park/Recreation/Conservation
- Low/Medium Density Residential
- High Density Residential
- Public Service/Institutional
- Transportation/Utilities
- Planned Unit Development
- Undeveloped/vacant- Not used as City expects to be fully developed
- Agricultural/Forestry-- Not used as City expects to be fully developed

Regional Activity Center

The purpose of the Regional Activity Center category is to provide for areas that can support a high intensity of development. Typical land uses in these areas include high-rise office buildings and regional malls.

Guidelines for Regional Activity Centers are listed below:

- Mid-rise to high-rise office developments are appropriate to 24 stories in height.
- High density residential development is allowable up to 36 dwelling units per acre.
- Floor area ratios (FAR) should be less than 2.0 for office and mixed use projects and less than 0.5 for retail uses.

Floor Area Ratio- The ratio of floor area is the expression of density allowed on a specific parcel of land. A permitted ratio of 2.0 on a 10,000 square feet lot would allow a building whose total floor area is 20,000 square feet. In this case, the FAR would be calculated by dividing the square footage of the building (20,000 square feet) by the square footage of the lot (10,000 square feet).

- Regional serving office and retail development and supporting services should be encouraged to locate in Regional Activity Centers.
- Regional Activity Centers shall be located in close proximity to the intersection of two freeways, and their access ramps to/from adjacent arterial streets.
- Regional Activity Centers should be located only where there are adequate water and sewer services.
- Office, retail, personal service, apartment lodging and other high-density residential uses should be encouraged to be developed together as self-contained mixed use projects.

Community Activity Center

The purpose of the Community Activity Center category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low to mid-rise office buildings and department stores.

Guidelines for Community Activity Center are listed below:

- Low to medium intensity office, retail and commercial service uses should be encouraged to locate in Community Activity Centers.
- Office uses should be limited to four stories.
- Floor area ratios (FAR) should be no greater than 0.75 for office uses and 0.25 for retail uses.

- Community Activity Centers should be primarily located near the intersection of a freeway interchange and arterial road or the intersection of two arterials.
- Retail uses shall be encouraged where direct access to the arterial is available and where safe turning movements are possible. Interparcel access is encouraged.
- A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low intensity office or higher density residential uses.
- More intense uses and scale should be focused on those properties in close proximity to the road intersection.
- Nodal development should be encouraged.
- Commercial service uses should be encouraged in Community Activity Centers only if outdoor storage and activities are screened and buffered from adjacent uses.

Neighborhood Activity Center

The purpose of the Neighborhood Activity Center category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

Guidelines for Neighborhood Activity Center are listed below:

- Low intensity office and retail uses should be encouraged to locate in Neighborhood Activity Centers.
- Office and retail uses should be limited to a maximum of two stories.
- Floor area ratios (FAR) should be less than 0.5 for office uses and less than 0.25 for retail uses.
- To ensure neighborhood compatibility, retail uses should also be limited in total floor area.
- Neighborhood Activity Centers should be located at the intersection of arterial streets.
- All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.

Downtown Activity Center

The purpose of the Downtown Activity Center (DAC) category is to reinforce the unique role and character of the downtown area.

Guidelines for Downtown Activity Center are listed below:

- New development and redevelopment should be encouraged to be compatible in use, scale, and appearance with the City's Downtown Activity Center.

Industrial

The purpose of the Industrial category is to provide for areas that can support light industrial, office/warehouse, and distribution uses as well as heavy industrial and manufacturing.

Guidelines for Industrial are listed below:

- Regional-serving employment areas consisting of light industrial, office/warehouse, distribution and support commercial service uses shall be encouraged to locate in Industrial areas.
- Office uses should be limited in height and floor area. Floor area ratios (FAR) for offices should be less than 0.75. Heights for office buildings should be less than four stories.
- Buffering and screening of outdoor storage shall be required in Industrial areas.
- Industrial processes and activities should not produce substantial noise, vibration, or noxious by-products.
- Industrial areas can serve as a transitional category between more intense industrial uses and less intense ones.
- Due to the importance of transportation in manufacturing and distribution, Industrial areas should be located where there is safe, direct access to the regional freeway system.
- The primary uses within Industrial areas should be industrial or manufacturing. Supporting office uses should be limited in floor area and intensity. Office uses should be limited to floor area ratios (FAR) or less than 0.5.
- Industrial areas should not be located immediately adjacent to residential areas without adequate buffering.
- In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.

Park/Recreation/Conservation

The purpose of this category is to illustrate the public or semi-public land uses in the City. The Future Land Use Map reflects only existing public uses. It is important to realize that new parks, cultural, community service and institutional land uses will be needed in Kennesaw at regional, community and neighborhood levels.

Guidelines for Park/Recreation/Conservation are listed below:

- Public parks, cultural, community service, and institutional land uses should be developed in a manner consistent with other policies in this plan.
- Regional-serving facilities should be located where there is direct access to arterials and in close proximity to freeway interchanges. Such facilities should be sufficiently buffered from adjacent residential neighborhoods.
- Community-serving facilities should be located where there is direct access to arterials and should be sufficiently buffered from adjacent residential neighborhoods.
- Neighborhood-serving facilities should be located to serve several neighborhoods. Scale and use should be compatible with the surrounding residential uses.

Low/Medium Density Residential

The purpose of the Low/Medium Density Residential category is to provide for areas that are suitable for low to moderate density housing between one (1) and four (4) dwelling units per acre. This category presents a range of densities.

Specific Low/Medium Density Residential development proposals shall be evaluated with respect to the following guidelines:

- Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential areas.
- New residential uses should be developed in a manner that helps protect the character of these areas.
- Moderate density housing should be encouraged to be located in Medium Density Residential Areas.

- Medium Density Residential areas can serve as buffers between more intense land uses and less intense residential areas.
- Affordable housing with open space and high quality design should be encouraged to be developed in this category.

High Density Residential

The purpose of the High Density Residential category is to provide for locations where housing at densities of four (4) to twelve (12) dwelling units per acre is appropriate. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of land use. The higher end of this range, sixteen (16) units per acre, should be limited to major highway corridors.

Specific High Density Residential development proposals shall be evaluated with respect to the following guidelines:

- Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.
- High Density Residential areas can be used as a transitional land use between more intensive uses and less intensive uses.
- Affordable housing with open space and high quality design should be encouraged to be developed in this category.

Public Service/Institutional

The purpose of this category is to illustrate public or semi-public land uses in the City. The Future Land Use Map reflects only existing public uses. It is important to realize that new parks, cultural, community service and institutional land uses will be needed, in Kennesaw at regional, community or neighborhood levels.

Guidelines for Public Service/Institutional are listed below:

- Public parks, cultural, community service, and institutional land uses should be developed in a manner consistent with other policies in this plan.
- Regional-serving facilities should be located where there is direct access to arterials and in close proximity to freeway interchanges. Such facilities should be sufficiently buffered from adjacent residential neighborhoods.

- Community-serving facilities should be located where there is direct access to arterials and should be sufficiently buffered from adjacent residential neighborhoods.
- Neighborhood-serving facilities should be located to serve several neighborhoods. Scale and use should be compatible with the surrounding residential uses.

Transportation/Communication/Utilities

The purpose of this category is to illustrate public or semi-public land uses in the City. The Future Land Use Map reflects only existing public uses. It is important to realize that new parks, cultural, community service and institutional land uses will be needed in Kennesaw at regional, community or neighborhood levels.

Guidelines for Transportation/Communication/Utilities are listed below:

- Public parks, cultural, community service, and institutional land uses should be developed in a manner consistent with other policies in this plan.
- Regional-serving facilities should be located where there is direct access to arterials and in close proximity to freeway interchanges. Such facilities should be sufficiently buffered from adjacent residential neighborhoods.
- Community-serving facilities should be located where there is direct access to arterials and should be sufficiently buffered from adjacent residential neighborhoods.
- Neighborhood-serving facilities should be located to serve several neighborhoods. Scale and use should be compatible with the surrounding residential uses.

Planned Unit Development – Residential

The purpose of the Planned Unit Development category is to designate locations that are transitional in nature, that have property/structures that could be converted to a use more beneficial to the community, and that are more consistent with the future objectives of the city and this Comprehensive Plan. Areas designated as Planned Unit Developments are intended to be developed as part of a large scale development and not as part of a lot by lot conversion project. Each planned Unit Development will be considered on a case by case basis.

Specific Planned Unit Development proposals shall be evaluated with respect to the following guidelines:

- A minimum tract size of at least twenty (20) acres.
- More intense uses and scale should be focused on those properties in close proximity to the road intersection.
- Nodal development should be encouraged.
- To ensure neighborhood compatibility, retail uses should also be limited in total floor area.
- All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.
- Due to the importance of transportation in manufacturing and distribution, Industrial Areas should be located where there is safe, direct access to the regional freeway system.
- In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.
- Public parks, cultural, community service, and institutional land uses should be developed in a manner consistent with other policies in this Plan.
- Regional-serving facilities should be located where there is direct access to arterials and in close proximity to freeway interchanges. Such facilities should be sufficiently buffered from adjacent residential neighborhoods.
- Community-serving facilities should be located where there is direct access to arterials and should be sufficiently buffered from adjacent residential neighborhoods.
- Neighborhood-serving facilities should be located to serve several neighborhoods. Scale and use should be compatible with the surrounding residential uses.
- New residential uses should be developed in a manner that helps protect the character of these areas.
- Affordable housing with open space and high quality design should be encouraged to be developed in this category.
- Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.

When specific development proposals are presented to the City that are less than twenty (20) acres, the City shall examine the request with respect to: interparcel access which will allow for the site to be included in a larger 20+ acre tract in the future and orientation of the buildings and parking to allow for the site to be included in a larger 20+ acre tract in the future. Most importantly the City shall take into account the surrounding existing land use and zoning to ensure neighborhood/area compatibility of new uses proposed for any site less than twenty (20) acres.

5.2 POPULATION PROJECTION REVISIONS

In response to Community Assessment comments received from the Atlanta Regional Commission and Kennesaw stakeholders, staff, and Elected Officials during the Community Agenda process, revisions to population projections found in the Community Assessment are necessary and have been made to reflect more conservative projections. Current land use planning, available growth opportunities and the desires of the community discourage aggressive growth patterns without extensive annexation.

The tables included on the following pages reflect the revised tables found in the Community Assessment. The revised population projections should be considered for planning purposes in conjunction with the most current land use and zoning maps.

Table 5A- Revised Community Assessment Tables 2.1 and 2.3.- City of Kennesaw Population Projections.

Calculation Method	Category	1980	1990	2000	2005	2010	2015	2020	2025
4	Share Based Model Projection (4.6% in 2005)	5095	8936	21,675	30,522	34,332	37,675	40,862	44,432

Source: Department of Community Affairs, MACTEC Engineering and Consulting

Table 5A-1 Revised Community Assessment Table 2.3.- City of Kennesaw Population Projections and Twenty Year Planning Period Changes.

% Population change 1980-2005	Avg. Annual Growth Rate 1980-2005	% Population change 2005-2025	Avg. Annual Projected Growth Rate 2005-2025
622.75%	21.39%	45.58%	2.10%

Source: Department of Community Affairs, MACTEC Engineering and Consulting

Table 5A reflects the population projections that have been applied to other projection tables listed below. The population projections in Table 5A are exactly as they appear in Table 2.3 of the Community Assessment. The Share Based Model Projection Method was selected as the best projection method that reflected the growth desired by Kennesaw residents and current City zoning and land use practices. Table 5A-1 is a continuation of Table 5A that states the Percentage(%) Change in Population and the Average Annual Growth Rates from 1980 through 2025.

Table 5B- Revised Community Assessment Table 2.6b- Age of Population Distribution

Category	1980	1990	2000	2005	2010	2020	2025	Percentage Change '05-'25 Revised Totals
					Revised Totals	Revised Totals	Revised Totals	
0 – 4 Years Old	422	819	2,136	3,050	3,468	4,168	4,532	48.59%
5 – 13 Years Old	894	1,278	3,175	4,392	4,875	5,721	6,176	40.62%
14 – 17 Years Old	419	319	702	853	893	858	889	4.18%
18 – 20 Years Old	243	329	591	777	824	940	978	25.80%
21 – 24 Years Old	351	551	1,000	1,346	1,476	1,675	1,777	32.04%
25 – 34 Years Old	1,048	2,249	4,919	6,984	7,896	9,480	10,308	47.60%
35 – 44 Years Old	708	1,526	4,202	6,066	6,901	8,418	9,242	52.36%
45 – 54 Years Old	456	859	2,443	3,503	3,983	4,822	5,287	50.94%
55 – 64 Years Old	314	510	1,258	1,762	1,991	2,329	2,533	43.74%
65 and over	240	496	1,249	1,787	2,026	2,452	2,710	51.67%
Totals	5,095	8,936	21,675	30,520	34,332	40,862	44,432	40.58%

Source: The Department of Community Affairs and MACTEC Engineering and Consulting.

Tables 5B and 5C represent the revised population projections for Age Distribution and for Racial and Hispanic Ethnic populations. The DCA calculated distribution percentages listed in Community Assessment Tables 2.6c and 2.7.3c, respectively, were applied to the revised population projections in Table 5A. Tables 5B and 5C should assist City officials with planning to meet the needs of specific age cohorts and population segments. Please note that the 18-24 age group may shift dramatically should the City provide student housing for Kennesaw State University.

Table 5C- Revised Community Assessment Table 2.7.3C: City of Kennesaw Racial and Hispanic Ethnic Composition Projections

Category	2000		2005		2010- Revised		2020- Revised		2025- Revised	
Total Population	21,675	100%	30,524	100%	34,332	100%	40,862	100%	44,432	100%
White alone	17,767	82.00%	24,614	80.60%	27,431	79.90%	32,158	78.70%	34,746	78.20%
Black or African American alone	2,146	9.90%	3,229	10.60%	3,777	11.00%	4,740	11.60%	5,243	11.80%
American Indian and Alaska Native alone	47	0.20%	68	0.20%	69	0.20%	82	0.20%	89	0.20%
Asian or Pacific Islander	634	2.90%	961	3.10%	1,133	3.30%	1,430	3.50%	1,600	3.60%
Other race	1,081	5.00%	1,652	5.40%	1,923	5.60%	2,452	6.00%	2,755	6.20%
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Persons of Hispanic Origin	1,344	6.20%	2,041	6.70%	2,403	7.00%	3,024	7.40%	3,377	7.60%

Source: The Department of Community Affairs and MACTEC Engineering and Consulting

Finally, Table 5D reflects the revised civilian employment projections for various job sectors. The average percentage of civilians in the workforce, 55.33%, was determined by calculating the average percentage of employed civilians from years 2000 and 2005. This average percentage was then used to calculate the Total Employed Civilian Population for 2010, 2020 and 2025. The number of people employed in each sector was then determined using the original percentages from Community Assessment Table 3.1c and re-calculated using the revised civilian employment projections shown in Table 5D. The last column represents the projected percentage change in employment for the twenty year planning period. The new employment projections should only be used as a guide for economic development planning.

Table 5D- Revised Community Assessment Table 3.1c- Employment Projections for Job Sectors

Category	2000	2000 % of Total	2005	2005 % of Total	2010- Revised	2010 % of Total- Revised	2020- Revised	2020 % of Total- Revised	2025- Revised	2025 % of Total- Revised	% Change '05-'25 - Revised
Total Employed Civilian Population	11,912	100.00%	16,970	100.00%	18,995	100.00%	22,609	100.00%	24,584	100.00%	63.92%
Agriculture, Forestry, Fishing, hunting & mining	10	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0.00%
Construction	877	7.40%	1,248	7.40%	1,406	7.40%	1,650	7.30%	1,795	7.30%	62.33%
Manufacturing	1,279	10.70%	1,762	10.40%	1,937	10.20%	2,238	9.90%	2,409	9.80%	50.60%
Wholesale Trade	755	6.30%	1,099	6.50%	1,254	6.60%	1,515	6.70%	1,647	6.70%	72.60%
Retail Trade	1,597	13.40%	2,134	12.60%	2,298	12.10%	2,577	11.40%	2,729	11.10%	37.25%
Transportation, warehousing, and utilities	596	5.00%	766	4.50%	817	4.30%	859	3.80%	910	3.70%	24.10%
Information	692	5.80%	NA	0.00%	NA	0.00%	NA	0.00%	NA	0.00%	NA
Finance, Insurance, & Real Estate	1,100	9.20%	1,614	9.50%	1,843	9.70%	2,238	9.90%	2,458	10.00%	76.76%
Professional, scientific, management, administrative, and waste management services	1,549	13.00%	2,335	13.80%	2,697	14.20%	3,346	14.80%	3,712	15.10%	88.91%
Educational, health and social services	1,958	16.40%	2,819	16.60%	3,172	16.70%	3,821	16.90%	4,155	16.90%	68.22%
Arts, entertainment, recreation, accommodation and food services	720	6.00%	1,037	6.10%	1,159	6.10%	1,402	6.20%	1,524	6.20%	67.67%
Other Services	483	4.10%	709	4.20%	798	4.20%	995	4.40%	1,082	4.40%	77.16%
Public Administration	296	2.50%	389	2.30%	418	2.20%	452	2.00%	492	2.00%	34.69%

Source: The Department of Community Affairs and MACTEC Engineering and Consulting

5.3 Final Schedule of Public Meetings for the Community Agenda

The following table reflects the finalized list of public meetings in which the Community Agenda public workshop was held or updates were presented in a public forum:

Table 5.3: Final Schedule of Public Meetings for the Community Agenda

Date	Time	Purpose	Location
11/2/06	2-9pm	Community Agenda Public Workshop	Kennesaw Community Center
2/21/07	7pm	Cobb County Comprehensive Transportation Plan- (For the North Cobb Regional Area)	Acworth City Hall
03/26/07	6:30-8:00pm	Public Review and Presentation	Kennesaw Community Center
04/09/07	7pm	Presentation to the Kennesaw Planning Commission	Kennesaw City Hall
04/11/07	6:30pm	Presentation to the Mayor and City Council- Work Session	Kennesaw City Hall
04/16/07	6:30pm	Presentation to the Mayor and City Council-Regular Session	Kennesaw City Hall
06/06/07	7pm	Review Presentation to the Kennesaw Planning Commission	Kennesaw City Hall
6/18/07	6:30pm	Review Presentation to the Mayor and City Council-Regular Session	Kennesaw City Hall
06/29/07	4:00pm	Adoption of Community Agenda by Mayor and Council- Special Session	Kennesaw City Hall

Source: MACTEC Engineering and Consulting