

Master Plan Update

The Town Center Master Plan update is ambitious in nature focusing on three aspects; infrastructure, development/redevelopment, and parks/trails, and will help the District set realistic and achievable goals for the next 5-10 years. Infrastructure improvements focus on corridor enhancements to create a safe, less congested and aesthetically pleasing roadway network. Development strategies include transforming strip centers and older developments into pedestrian-friendly, mixed-use centers. An expanded parks and trail network will continue to enhance the area and district. The master plan proposes 48 projects with a potential investment of \$57 million for short-term projects and \$108 million in the long-term.

VISION

As part of the master plan process a three-part vision for the Town Center CID was created:

- 1. CAPTURE THE MOMENTUM.** The Town Center CID area is growing rapidly. Town Center has seen tremendous job growth, new housing developments, and Kennesaw State University's enrollment grow to more than 35,000 students. With new football and sports programs, the recent transition from a commuter campus to a 24/7 campus and increased desired to live on/near campus, the CID has expanded beyond projections. Cobb County International Airport is also implementing a master plan to expand the airport and runway to accommodate an enhanced fleet. Outside the CID boundary, the Northwest Corridor along I-75 has become a "power alley" of sports, with SunTrust Park and The Battery to the south and the LakePoint Sporting Complex to the north. This is a great opportunity for the CID to capitalize on the trends and investments as a regional activity center.
- 2. RAISE THE BAR.** The Town Center CID should continue to raise the bar on the level and quality of development/redevelopment in the area. The district has some retail centers that are aging or outdated. Redevelopment of outdated strip centers and big box stores to mixed-use, more walkable developments will create places that people want to live, shop and eat. The CID can also raise the bar by enhancing the level of quality shopping and entertainment options within the District.
- 3. CREATE A PLACE WHERE PEOPLE WANT TO BE.** The updated Master Plan recognizes the need to embrace the area's evolving brand, art and culture. Parks, trails, plazas and public gathering spaces combined with contemporary development will create a greater sense of place, identity, and attraction.

MARKET OVERVIEW

- Housing will be a short-term need in the Town Center market area to keep pace with continued population growth. New residential product within the CID should focus on for-sale and rental multifamily
- Future redevelopment of single-use retail centers could provide key opportunities to better integrate jobs, housing, and retail
- Lower than average asking rents could delay new office construction in the short term, but continued growth in key employment sectors will eventually drive demand
- Key tracts of land, offering access to infrastructure and transportation corridors, should be preserved for future employment

DEVELOPMENT/ REDEVELOPMENT PRIORITIES

- The Town Center CID should continue to look for opportunities to redevelop strip centers into mixed-use centers in more clustered, connected patterns with green space
- Redevelopment should first occur between/adjacent to I-75 and I-575 to position the highest densities in the core of the District and away from the surrounding residential
- Town Center CID should capitalize on the favorable housing market and opportunities for large or small public and private parks

INFRASTRUCTURE ENHANCEMENTS

- Priority projects certainly require vehicular improvements, but achieving a better multimodal transportation network that provides local connections to the great venues and resources in the Town Center area is vital to creating a place where residents, students, and visitors want to be
- Projects include roadway improvements, corridor enhancements, and new connections/bridges

BICYCLE/PEDESTRIAN/OPEN SPACE NETWORK

- The master plan proposes a Town Center Loop Trail that connects pedestrians and cyclists to all major Town Center destinations between KSU, Town Center Mall, Barrett Parkway, and Barrett Lakes Boulevard
- Priority projects include the Town Center Loop Trail and two public parks. Other projects include the Cobb Parkway Pedestrian Bridge, on/off-street bicycle network, and a third public park