



What's Up Downtown

A Newsletter of the Downtown Development Authority

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SPOTLIGHT ON DOWNTOWN BUSINESS: Sandra's Southern Traditions

November 6th saw one of the most well-attended ribbon cuttings in Kennesaw's recent history as Sandra's Southern Traditions officially opened its doors to an excited crowd. Located in a charming older home at the corner of Cherokee Street and Big Shanty Road, the property is situated right across from the yellow Community House and the Depot Park transportation roundabout.



While the physical location which serves as a bakery, gourmet shop, tea room and restaurant are new, fans of Sandra Cook's amazing talent in the kitchen are not. Sandra has been delighting residents of Kennesaw, Cobb County and throughout the Atlanta area with her delectable fare for years under the name Creations by Cookie. Chances are if you've attended weddings, parties, Kennesaw Business Associations meetings or many other events in the area, you've tasted Sandra's cuisine. She's long been a favorite vendor in the area and is known for her creativity, outstanding guest service and the incredible culinary experience that she offers as a caterer.

The historic home located at 2870 Cherokee Street was built in 1870. The interior has been lovingly decorated to provide a warm and welcoming setting for restaurant goers, shoppers and guests of gatherings such as bridal lunches, baby showers, birthdays, anniversaries, graduations and other celebrations, alike. A player piano sets a perfect backdrop for morning tea or an elegant lunch. Eventually, Sandra hopes to expand to other areas on the property creating an outdoor dining experience to be enjoyed in the warmer seasons of the year.



Items on the menu range from freshly garnished salads to southern favorites like chicken puff pastries, shrimp and grits, next day meatloaf sandwiches and hearty soups, all with a southern flair. The wonderful desserts are also made fresh on site and include southern pecan pie, hummingbird cake and several other regional favorites.

Need an easy button for your next event? Desserts as well as items to complete a meal or take to a party can be picked up and taken out. We hear the signature honey cranberry chicken salad is to die for!

Sandra's Southern Traditions also carries an assortment of fine gifts for the culinary curious folks in your life. Spices, teas, sauces and other unique items can be purchased on site and are always a great way to indulge a gracious hostess!

Please join us in welcoming another outstanding choice in dining excellence in downtown Kennesaw. Stop by and see Sandra and the crew Monday - Friday between 9 am and 5 pm.

To find out more about Sandra's Southern Traditions, see the company's website at: www.creations-by-cookie.com/sandra-s-southern-traditions



**Make A
Positive
Impact on
Your
Community!**



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**Shopping local
is not only
convenient, but also
creates jobs close to
home and stimulates
the local economy!**



Community Events

January 10 - Book, CD & DVD Swap, 8:00 am - 11:00 pm, Community Center

January 13 - Mayor's State of The City Address, Noon, KSU Center

January 18 - MLK Celebration, 6:00 pm - 7 pm, Kennesaw Mountain High School

January 24 - Trains, Trains, Trains, 10 am - 4 pm, Southern Museum
5:00 pm - 8 pm, Train Depot

February 7 - Valentine's Dance Party, 6 pm - 9 pm, Ben Robertson Community Center

February 17 - Blood Drive, 2 pm - 7 pm, Ben Robertson Community Center

February 19 - Town Hall Meeting, 6 pm - 7:30 pm, Ben Robertson Community Center



CHEROKEE STREET GATEWAY STUDY

In addition to the LCI study, the City of Kennesaw is also currently involved in a Cherokee Street Gateway Study.

This study will simplify the zoning in the Cherokee Street corridor more clearly defining the guidelines for property owners and developers, alike.

The changes are expected to improve the aesthetics of our city's main gateway from I-75 and improve the safety and efficiency of traffic flow on Cherokee Street.

KENNESAW HOSTS ITS FIRST BEER FEST!



It was several years in the making but well worth the wait! What started as an idea introduced by Mike Serkedakis several years ago, finally came to fruition as the KDDA hosted Kennesaw's first annual Craft Beer Fest on September 27th at Depot Park.

Just over 1,200 participants spent a perfect fall afternoon selecting between 150 varieties to taste and learning about the interesting process of brewing craft beer, a movement that has become very popular in the last 10 years.

Local businesses including Burnt Hickory Brewery, Lazy Guy Distillery, Ale Yeah!, Trackside Grill, and Pisano's were all there to usher in what is sure to become one of the most looked forward to events in the city. We're already in the process of planning the 2nd annual Kennesaw Craft Beer Fest. Stay tuned for details!

LIVABLE COMMUNITIES INITIATIVE: DOWNTOWN MASTER PLAN UPDATE

Did you know that the City of Kennesaw is involved in an active LCI study?

The definition of an LCI study from the Atlanta Regional Commissions Website: The Livable Centers Initiative (LCI) is a program that awards planning grants on a competitive basis to local governments and nonprofit organizations to prepare and implement plans for the enhancement of existing centers and corridors consistent with regional development policies, and also provides transportation infrastructure funding for projects identified in the LCI plans.

The community vision for this study which was shaped by residents' comments is: Create an active Downtown Kennesaw that serves its multi-generational community with a mix of uses and community amenities, while preserving the small town charm.

Starting in August, members of the public were invited to speak with our study consultants and our city staff and let them know what they would like to see to ensure that the future Kennesaw is the kind of city they'd be proud to call home.

On November 19, we held a celebration to display the results thus far to the public. The initial phases have been very exciting to watch and be a part of. The plan is still a work in progress.

If you have ideas to share or constructive feedback, please feel free to contact Darryl Simmons, Zoning Administrator at 770-590-8268.

YOUR FRIENDLY MAIN STREET PHARMACY

Main Street Pharmacy at the corner of Main Street and Jiles Road combines the nostalgia of an old-time, neighborhood pharmacy with all the perks of modern day life. Kennesaw is fortunate to have such a unique business in our area and if you haven't visited yet, you owe it to yourself to do so.

As you walk in the door, you'll see the store is full of variety and convenience. At the front is Joe's Coffee Café. Along with a selection of fine coffees, specialty drinks and pastries, there's even a sitting area where you can connect with a friend or business contact in a quiet and friendly environment.

Like any well-stocked pharmacy you can find cold remedies, first aid cream and vitamins, greeting cards, drinks and snacks, but at Main Street Pharmacy, you'll find so much more. The selection includes collegiate items, fan items representing local high school teams, seasonal items, toys and a nice assortment of gifts for any occasion.

For Kennesaw's skateboarders, there's a skateboard counter where Eastern skateboards and components are sold. You can buy decks, trucks or completes...whatever suits your needs. Upon request, there's a tool at the front counter that can be borrowed for making adjustments to your skateboard while in the store.

There's a meeting room that can be used at no-charge by non-profits or for a nominal fee to other businesses and organizations. Having an in-house coffee and pastry bar also makes bringing hospitality to your gathering a breeze.

In the afterhours of the first and third Friday evening each month, the pharmacy transforms into a gathering place for Open Mic Night where local music enthusiasts bring guitars and other instruments and play and sing together. Open Mic Night goes from 6:30 pm to 8:30 pm.

It is the goal of Main Street pharmacy to offer the kind of small town service that pharmacies were known for before the rise of large chain pharmacies. You can expect fast, friendly and professional service by people who know your name. They'll even deliver your prescription to your home or office for free within a 5 miles radius of the store. Now that's service!

Main Street Pharmacy is open for your convenience Monday through Friday from 9 am to 7 pm and Saturdays from 10 am to 2pm. They are closed on Sunday.



HERE WE GROW KENNESAW !



First Baptist Church Expansion



Main Street Project

Kennesaw Downtown Development Authority



The KDDA meets the 2nd Tuesday of each month at 7:30 am in the Council Chambers at City Hall. The Authority's seven members are appointed by Mayor and Council and serve 4 year terms.

Qualifications:

- City resident
- Owner/Operator of business in Downtown Development Area and resident of Cobb County
- Owner/Operator of a business in the downtown development area and a resident of the state of Georgia (one member only).
- Eight hours of training in downtown development and redevelopment programs required within 12 months.



The mission of the KDDA is to create a vibrant downtown with the assistance of the downtown community, in order to unite and establish viable businesses while maintaining our sense of community and historic heritage.

KDDA Members

**Stormi Kenney
Robert Kozora
David Lyons (Chairman)**

**Herb Richardson
Shannan Smith Sikorski
Tracey Viars**

The KDDA maintains a website, www.kennesawdda.org and a newsletter to provide a single location where residents and visitors can go to learn more about the activities and businesses located downtown. Please visit the site soon and give your feedback to Robert Kozora at rkozora@kennesaw-ga.gov. Send newsletter comments to Julia McPherson jmcperson@kennesaw-ga.gov.

Kennesaw Mayor and Council

Mark Mathews Mayor 404-392-8554	Cris Welsh Council Post 1 678-266-0885	Tim Killingsworth Council Post 2 678-873-7146	Leonard Church Council Post 3 404-441-4985	Debra Williams Council Post 4 404-849-0948	Jim Sebastian Council Post 5 404-849-0948
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770-794-7075
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Downtown Development Coordinator: Julia McPherson
770-794-7075
jmcperson@kennesaw-ga.gov

Kennesaw Downtown Development Authority:
David Lyons, Chairman
dlyons@kennesaw-ga.gov

The KDDA has exciting programs available to assist downtown development and to encourage business owners and business tenants to improve the visual image of their property. Please contact the Economic Development Department at 770-794-7075 for additional information.

A Fun-filled Day With Santa

Not even Mother Nature can stop the City of Kennesaw from having a fun-filled Day with Santa try as she might this year! On December 6, the day of the event, the threat of rain was 80%. The odds didn't look like they were going to be in our favor. But alas, the rain stopped and the show went on. And what a fun show it was! The bands from North Cobb and Kennesaw Mountain High Schools as well as many local businesses and organizations took to the streets and entertained a cheering crowd with one small twist...Santa arrived in a fire truck instead of an open sleigh!

As Doug Taylor, the City of Kennesaw's Director of Parks and Recreation said, "We haven't had to cancel A Day With Santa Parade in the 14 years I've been here and we weren't going start this year either!"

Tell Us Your Story

We're here to promote the growth of business in downtown Kennesaw. If your company has a success story, event, promotion or activity that you'd like to share with the community, please let us know!

If you'd like for your story to be included on the KDDA website send details to Robert Kozora at rkozora@kennesaw-ga.gov. For inclusion in the newsletter send information to Tracey Viars at tviars@kennesaw-ga.gov.