



CITY OF KENNESAW

Public Art Master Plan

2018





Acknowledgements

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Letter from the Mayor

Executive Summary





Executive Summary

Introduction

The City of Kennesaw is a diverse community of approximately 35,200 people. Located in Cobb County, Georgia, Kennesaw is about 27 miles northwest of downtown Atlanta. Kennesaw is part of the Atlanta-Sandy Springs-Roswell (GA) Metropolitan Statistical Area, which is the ninth largest metropolitan region in the United States with a 2015 estimated population of 5.7 million.

The City of Kennesaw, Cobb County, and the Atlanta region are fast growing and economically dynamic places attracting a diverse group of individuals. Regional growth and local development have sparked significant changes in Kennesaw's residential, industrial, and commercial sectors. Our objective is to harness the power of this developmental energy for the benefit of our community.

Rich in history and culture, Kennesaw has become a top destination for businesses and families looking to relocate in the Atlanta metropolitan area. Kennesaw offers residents a wide array of amenities and has received many awards for its economic affordability and vitality; high-quality educational resources and environmental initiatives; beautiful parks, trails and green spaces; and safe, well-maintained neighborhoods. Among these awards, Kennesaw has been selected as one of the top best places to live in Georgia by BestPlacesNow.com and ranked the highest small city in Georgia by WalletHub as part of their annual survey of the nation's best small cities. Kennesaw is also a Preserve America community and a Tree City USA. Additionally, Kennesaw's Big Shanty Festival has been voted "Best Festival" in Cobb Life Magazine's Best of Cobb and Smith-Gilbert Gardens has been selected as the "Best Place to Spend the Day Outdoors" by Cobb Life Magazine's annual poll of readers.

The City of Kennesaw is committed to preserving and enhancing the community's character and livability. Kennesaw residents can gather in downtown to enjoy dinner at one of the local restaurants, buy locally grown vegetables at the weekly Farmer's Market, as well as attend one of the many annual festivals, parades, and concerts offered throughout the year. Attractions include several museums - the Smithsonian-affiliated Southern Museum of Civil War and Locomotive History, the Museum of History and Holocaust Education, and the Zuckerman Museum; Smith-Gilbert Gardens featuring a collection of



Rich in history and culture, Kennesaw has become a top destination for businesses and families looking to relocate in the Atlanta metropolitan area.



31 sculptures and one of the best bonsai collections in the Southeast; and Swift-Cantrell Park with its splash pad, dog park, lighted skatepark, fitness station, and walking trails.

Why Public Art?

The City of Kennesaw recognizes that public art is an essential element of community vitality and sense of place. Public art contributes to economic development and tourism, attracts new businesses, draws skilled workers, and enhances quality of life. Look around Kennesaw and you can see that the potential for art is present throughout the City's public spaces.

From the beautiful Smith-Gilbert sculpture gardens, to historic murals and architecture, to large open greenspaces, walkable trails, and small memorial parks, to fun-filled festivals and rollicking live performances, Kennesaw enjoys a range of public art now.

The integration of public art into the public infrastructure – from schools, to parks, to municipal buildings, and even parking garages – becomes a strong component of city identity, subtly signaling that the community is committed to excellence. Public art projects can include murals, signage, sculptures, memorials, integrated architectural details or landscape architectural designs, community art, performances, and festivals. According to Georgia's Creative Economy report published by Georgia Council for the Arts, the "creative industries in Georgia represent a combined \$37 billion in revenue, including 200,000 employed with \$12.1 billion in earnings, and \$62.5 billion in total economic impact."



Public art contributes to economic development and tourism, attracts new businesses, draws skilled workers, and enhances quality of life.

Kennesaw Public Art Master Plan

The creation of this Public Art Master Plan reflects the City's commitment to incorporate public art in Kennesaw to support community outreach, placemaking, economic development, tourism, and educational initiatives. The purpose of this plan is to create processes to select public art projects, administer a multi-discipline public art program, develop a set of funding guidelines for both the City and private developers, and establish a framework for the maintenance of public art by the City. The City seeks to accomplish this in ways that are economically viable and that contribute to economic growth and cultural tourism.

The Public Art Master Plan outlines goals and focuses on several objectives to be accomplished over the next five years. The Plan also identifies potential strategic partnerships, potential project areas (refer to the map on page 41), and possible sources of funding. In addition, the Plan recommends various administrative processes, program guide lines, and specific action steps for implementation. The Plan was produced in coordination with key stakeholders, the broader community and City officials. It is a result of over two years of meetings, community surveys and extensive regional and national research. The planning process was overseen by the Kennesaw Art and Culture Commission (KACC), a body that was appointed by the Mayor and City Council.



“Artists and arts organizations play an important role in our state in driving tourism and local economic growth by significantly enriching community identity.” ~ Georgia.org

Key Findings and Recommendations

Expressing and shaping local identity is one of the most important roles for public art. This public art master plan provides a strategic direction for how public art can be integrated into the City through a variety of community outreach, placemaking, economic development, tourism, and educational initiatives.

Key Findings:

- Citizens desire an art outlet for community placemaking and events.
- There is a need to build awareness and increase the availability of local performances and art education opportunities that are accessible to all ages.
- The community needs private and public commercial opportunities that will foster artistic business opportunities.
- The downtown Kennesaw area is in transition from a quiet downtown into a vibrant live, work and play community.
- The survey results concluded that artistic identity is desired by the citizens.



Recommendations:

- A Percent for Art program should be created and adopted by the City of Kennesaw, which will allocate a portion of the budget for city-funded construction projects to fund public art.
- An optional Percent for Art policy for developers to encourage them to include public art on their site as part of new construction projects should be created and adopted by the City.
- Organize community engagement activities to develop themes that express Kennesaw's identity and will serve as guides for art projects.
- Art projects should be selected that express the City's unique visual identity and support the City's ongoing efforts to create an economically viable and active Downtown Kennesaw.
- Expand and build a quality collection of public art that earns the City of Kennesaw a national reputation as a vibrant community to live, work, and play.

Cobb County Cultural Forum: Key Findings, Issues and Opportunities

- Sustaining resources: There is an immediate need for greater access to resources to sustain the arts and cultural community. These include funding, affordable presentation and rehearsal facilities, affordable housing and affordable health care.
- Regional community: Greater cooperation is needed at all levels (organizations, cities, counties, regional) to make existing cultural opportunities both more visible and more accessible. Participating organizations requested being convened twice a year with political leadership.
- Board development: Nonprofit organizations are struggling with board development. Participating organizations are hopeful that relationships can be established with the Cobb Chamber of Commerce to develop nonprofit board leaders.
- Economic development: The arts community fosters a competitive advantage for the region. Economic Development Directors that participated in the cultural forums recognized the value of a strong cultural sector in attracting and retaining high level businesses.
- Workforce competitiveness: Children and young adults need access to the arts to engender creative thinking (a top criteria in hiring among 60 Fortune 500 CEOs in a recent IBM study) in order to prepare students to be competitive in the workforce.
- Cultural tourism: Organizations expressed a strong interest in working more closely with the tourism industry to promote cultural tourism.

Mission, Vision, and Goals



Mission, Vision, and Goals

Mission

The KACC mission is to promote and support community economic viability and quality of life through the development of multidiscipline art and cultural initiatives.

Vision

The presence of public art in Kennesaw will:

- Reflect and define Kennesaw's unique cultural identity
- Create engaging public spaces and memorable experiences
- Generate community pride and foster a sense of belonging
- Contribute to the quality of life within the City
- Develop an image of the City as an arts destination
- Support economic growth



The Kennesaw pedestrian underpass; decorated with large replicas of paintings created by the late Wilbur Kurtz depicting the Great Locomotive. Chase

Goals

Kennesaw Public Art Master Plan goals are focused on the role of art and culture in community outreach, placemaking, economic development, tourism, and educational initiatives in Kennesaw. The Plan offers steps for integrating the arts into the City's current programs and economic strategies. It focuses on several opportunities and objectives over the next five (5) years:

- Identify opportunities for art in a variety of public spaces; projects such as functional seating, fountains, murals, manhole covers, sculptures, streetscapes, pedestrian pathways, gateways, parks, lighting, and signage
- Develop public art outreach and information services; Include citizens in creating a plan that is unique to the needs and desires of Kennesaw
- Explore public/private partnerships with public K-12 schools, government, Kennesaw State University, local businesses, and private developers; Develop collaborations to share resources

and ideas; Provide opportunities for artists, local businesses, and the City to partner in art programming

- Identify potential funding opportunities (e.g., grants, donations, crowdsourcing, and other revenue streams); Encourage gifts and donations of public art
- Identify the businesses, individuals, nonprofits, and academic organizations that contribute to the creative economy; Collect data showing the role that creative industries, public art, and arts education play in engaging citizens and sustaining community vitality
- Develop procedures for securing, documenting, and maintaining public art



“Art is contemplation. It is the pleasure of the mind which searches into nature and which there divines the spirit of which Nature herself is animated.” ~ August Rodin

Partnerships



Partnerships

Partnerships are key in the implementation and sustainability of a public art program. Community stakeholders and facilitators are the critical ingredient to successful initiatives and programs. The City of Kennesaw has identified Kennesaw State University as one of the key community partners.

Key Stakeholders

- The Art Station-Big Shanty
- Downtown Business Owners
- Historic Property Owners (Residential and Commercial)
- Keep Kennesaw Beautiful Committee
- Kennesaw Business Association
- Kennesaw Citizens Advisory Committee
- Kennesaw Downtown Development Authority
- Kennesaw Parks and Recreation Department
- Kennesaw State University
- Private Developers
- The Red Onion
- Smith-Gilbert Gardens
- Southern Museum of Civil War and Locomotive History
- Swift-Cantrell Skate Park Foundation



The Southern Museum of Civil War and Locomotive History is a Smithsonian Affiliations member.

Public art can express community values, define community places, provide educational opportunities and contribute to the City's economic development.

Kennesaw State University

Kennesaw is home to Kennesaw State University (KSU), now the state's third-largest university. KSU offers the community extensive opportunities to attend concerts, dance and theater performances, along with access to a variety of exhibits offered each year at the Zuckerman Museum of Art (KSU), Museum of History and Holocaust Education (KSU) and the Bentley Rare Book Gallery (KSU).

The City of Kennesaw executed an agreement in 2017 with the Kennesaw State University School of Design to provide functional art for selected public spaces in downtown Kennesaw. This agreement is the first step to expanding city/university program partnership opportunities.



City of Kennesaw and Kennesaw State University COLLABORATIVE PARTNERSHIP

In 2015, the City of Kennesaw's Economic Development Director, Bob Fox, approached Geo Sipp, the Director of the KSU School of Art and Design, with the idea to form a collaborative partnership to build functional public art projects for Kennesaw's downtown. The process benefits art students in the Kennesaw State University Master Craftsman Program by providing them with the opportunity to go through a public art commission process, including selection, fabrication and installation.

The first pieces commissioned and installed were custom sculptural benches designed by artists Megan Pace and Thomas Daniel. Both are students in the Kennesaw State University Master Craftsman Program and worked under the direction of Page Burch. The Kennesaw Downtown Development Authority funded the cost of materials and the benches were installed in November 2017 on the Southern Museum walkway by the city's Public Works Department.

Project Opportunities



Project Opportunities

Kennesaw's Public Art Program can help guide and support the City's positive transformation into a more livable and sustainable city through community engagement and collaboration. To accomplish this, the KACC will continue to actively engage the community and seek public art projects that are integrated into the City's current programs and economic strategies. Based on our research and community engagement process, we have prioritized types of public art projects and identified potential sites that are important to our community.



Swift-Cantrell Park's splash pad – cool, colorful, fun!

Types of Public Art Projects

Public art can take many forms – functional art, performances, murals, sculptures, memorials, fine art, architectural features, gardens and landscaping, festivals, educational art programming – and be permanent, temporary, or even pop-up! We consider public art in our community to include the architecture of City Hall, an art exhibit at Kennesaw State University, a dance performance by a local troupe at the Big Shanty Festival, a pottery class offered through the Parks and Recreation Department, or the historical General Locomotive mural along the pedestrian underpass walkway. Public Art Survey results reveal the top three public art projects desired by the community are: Murals, Attending Performances, and Functional Art.

Public art humanizes the built environment and invigorates public spaces. It provides an intersection between the past, present and future, between disciplines, between ideas.

~ Americans for the Arts

Functional Art

Functional art encompasses a wide range of public art projects such as benches, bike racks, manhole covers and shade awnings. A central component of collaborative, creative placemaking, functional art enhances the environment in delightful and unexpected ways. The City of Kennesaw executed an agreement in 2017 with the Kennesaw State University School of Design to provide functional art for selected public spaces in downtown Kennesaw.

Murals

Murals beautify cities, reflect community culture, and promote community involvement. Murals can be placed on walls, at intersections and cross-walks, on utility boxes and garbage cans and can be permanent or temporary. Through collaborations between artists and communities, murals can promote community engagement. From site identification, to the planning, design, and creation, community involvement helps to build communities. Murals can be created in partnership with senior centers, public schools, community gardens, homeless shelters, day care centers, and other arts organizations. Murals were the top choice selected under the type of art people would like to see in Kennesaw with 40% of respondents also indicating they would like to help an artist paint a mural.



KACC's first mural was unveiled at the 2017 Big Shanty Festival. This public art project was truly a community effort and would not have been possible without our sponsors WHI Kennesaw - Chiropractic and Nutrition, The Venue on Main, and High Stakes Digital Signcrafters.

Murals bring art into public spaces and allow people to reflect their concerns, joys, values and histories. ~ ArtCorps Handbook

Sculptures

Sculptures are three-dimensional works of art created by carving, modeling, casting, constructing, or assembling. Sculptures are created from hard materials such as stone, metal, wood, glass; soft materials such as clay, wax, and textiles; as well as sound, light, and video projection. Sculptures might be static, kinetic, or interactive; in relief, intaglio, in the round, or an immersive sensory experience.

Interactive or Participatory Art

Interactive art installations require the participation of the person viewing the artwork. Interactive art pieces involve the viewer as an integral part of the artwork and directly engage viewers, dynamically incorporating them as part of the piece. Interactive art installations can include responsive light installations that react to your presence, robotic sculptures that mimic your movements, musical sculptures you can play, “Silly Walk” cross walk signs encouraging pedestrians to do their thing, cha-cha steps on the sidewalk for dancing, and 3-D murals you step into. These interactive installations often draw social media influencers for digital photography opportunities. Mobile apps and QR codes can also enhance the interactivity of art works as well.



Temporary Art

Temporary public art installations are presented for a limited period of time and allow artists to engage the public in unexpected ways and places. Temporary artworks encompass many different forms, such as a chalk festival, pop-up art sale, interactive artworks that engage the public, among others. Scheduling of temporary public art installations can be tied to other special events to increase the number of people who encounter and interact with the artwork. Temporary artworks are also a quick way to initiate public art experiences at low cost. For example, storefront art programs use temporary artwork and/or pop-up galleries to enhance vacant storefronts and increase the economic viability of neighborhoods.

Performance Art

Attending performances was one of the top choices people selected when answering both “what types of Public Art they would like to see in Kennesaw” as well as “how they would like to be involved with Public Art.” Based on this information, one of KACC’s primary goals is to increase awareness of performances that are available for the public to attend.

Kennesaw State University is a tremendous asset for Kennesaw and Cobb County offering a wide array of public concerts and events throughout the year. Students from the Department of Theatre and Performance Studies perform plays, musicals, poetry performances, adaptations of classic literature, storytelling, improv comedy, and new works. The School of Music hosts over 150 performances each year at the Bailey Performance Center including the Premiere Series, the flagship concert series of the Kennesaw State University School of Music. Performances include orchestra, band, choral, jazz, percussion, and chamber

Temporary artworks are a quick way to initiate public art experiences at low cost and allow artists to engage the public in unexpected ways and places.

music. In addition, the Department of Dance at Kennesaw State University, home to the largest collegiate dance program in Georgia, offers a variety of performances each year.

Educational Art Programming

Educational art programming can be a film series or speaker series that capitalize on public art to provide education opportunities for children, youth, adults and visitors presented through various formats such as interpretive signage, art maps, walking tour brochures, pod casts, and media coverage.

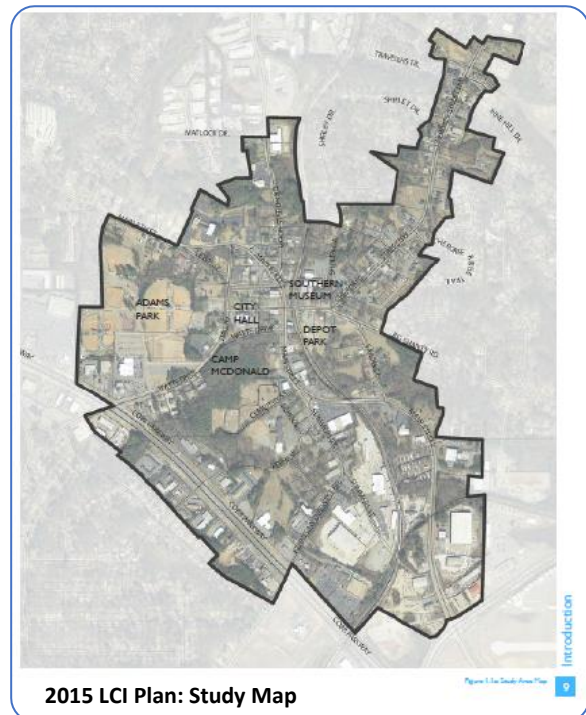
Integration With Other Planning

Public art provides the opportunity to create a dynamic visual identity for the City; an identity that reflects the community's heritage, celebrates its culture, and enhances the vibrancy of the city. The Kennesaw Public Art Master Plan is integrated with the City's ongoing efforts "to create an economically viable and active Downtown Kennesaw that serves a multi-generational community while still preserving its small town charm." Public art can revitalize Kennesaw with creative placemaking elements that define points of interest, commemorate historic events, and serve as a bridge between our past, present, and future. Specifically, the KACC reviewed and integrated recommendations from other plans and studies, including:

- Downtown Kennesaw LCI Plan 2015
- Depot Park Master Plan
- Parks and Recreation Master Plan

Complementing existing efforts to make the downtown area at the heart of Kennesaw a walkable live-work community building upon our historical and cultural legacy to bring business, new residents, recreation and tourism to the area. Integration with other planning and capital projects embedding public art and artist participation into the planning process in a city strengthens the practice.

Integration is also logical, as the majority of public art programs are funded through a percentage of capital expenditures or percent-for-art program. The common practice for this component is to explore the connections between capital improvements, city planning, public/private partnerships, and other municipal government activities and identify opportunities to integrate public art into these processes.



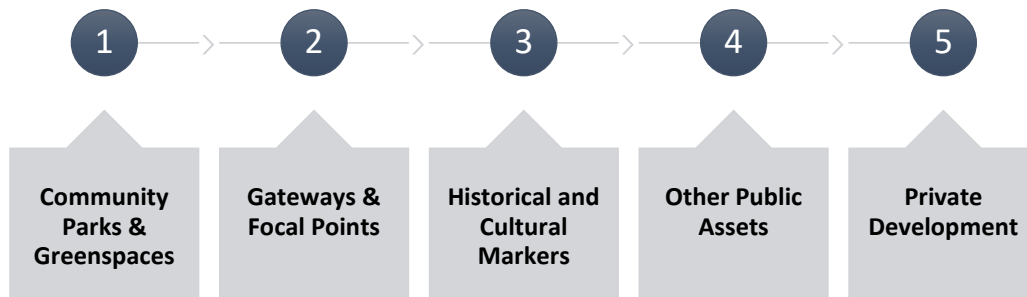
Public art creates a “visual landmark that anchors the community’s collective identity.”

~ Center for Active Design

The sites identified below complement existing efforts identified by the City of Kennesaw as part of the Downtown Kennesaw LCI Plan 2015, Depot Park Master Plan, Gateway Park Plan, and Parks and Recreation Master Plan. These sites support the goals of bringing life and vibrancy to the community to support and foster activities. Additional opportunities may present themselves outside of those presently identified and will be evaluated and considered as they arise.

Potential Sites and Projects

Using public art as a means to define and establish a location, potential sites can be broken down into several general categories that include: Community Parks and Greenspaces, Gateways and Focal Points, Historical and Cultural Markers, Other Public Assets, and Private Development. Community Survey results indicate the top three sites for public art are in parks, along streets and city gateways, and along walking and bike trails.



Community Parks and Greenspaces

Kennesaw's parks and greenspaces including natural areas, walking trails, bicycle paths, athletic facilities, playgrounds and open space. These places lend themselves as great areas to display art and celebrate the community's culture. Many are within walking distance of Main Street and include:

Adams Park

Adams Park, a 33 acre community park near the intersection of Watts Drive and US-41/Cobb Parkway, offers a unique blend of active and passive recreation. The park is one of the largest parks within the City and is located at its heart. Currently, Adams Park is mainly used as an active park with baseball fields and infrastructure supporting sporting activities. Adams Park also houses the Ben Robertson Community Center, which provides an important hub for the community.

As residents move into the Central Business District, Adams Park is increasingly likely to be used to enjoy passive recreation activities such as walking, biking, and nature observation. The addition of public art along walkways and open spaces to form focal points, places to gather, and contemplative spaces in the park will invigorate the space and enhance the value of the park to the community.



Ben Robertson Community Center

The Ben Robertson Community Center accommodations include a 1,687 square foot pre-function lobby area, a 3,952 square foot banquet hall, two 840 square foot meeting rooms and ample parking. The facility is also home to the administrative offices for the City of Kennesaw Parks & Recreation Department and includes a large gymnastics room, fitness room, ceramic studio, craft and painting labs and three dance studios which are all used for community programs. The Ben Robertson Community Center is located at 2753 Watts Drive in Kennesaw.

City Hall Plaza

Located behind City Hall, the City Hall Plaza concept plan allocated space for:

- Spring – Reflective Pond / Fountain
- Retaining Wall – potential site for Sculpture / Mural
- Gardens and Seating Areas – with Functional benches commissioned through the partnership with KSU Art Program

Depot Park

The City's Downtown/Depot Master Plan project involves transforming the Depot area into a "pedestrian friendly zone" with access to the Southern Museum and other venues. The Depot Park concept plan includes spaces for:

- Sculptures
- Rain Garden
- Interactive Art
- Shade Structure
- Grass Contours
- Seating
- Amphitheater
- Underpass amphitheater

Gateway Park

The Gateway Park concept plan includes areas for a gateway, grass berms and interactive art. In the next phase of the Kennesaw/KSU partnership, design proposals will be requested for the City's new Gateway Park on Main Street at Sardis Street.

Swift-Cantrell Park

Swift-Cantrell Park serves as one of the premier recreation, relaxation and central gathering places for area residents. Swift-Cantrell currently hosts the popular Movie Night Series and recently opened the colorful Splash Pad. At 42 acres, the City of Kennesaw's largest community park features:

- Two age-appropriate playgrounds
- Three picnic pavilions
- Open turf for passive recreation
- One mile perimeter asphalt trail
- Fitness station
- Wi-Fi hotspot
- Half mile inner-loop asphalt trail
- Splash pad
- Dog park
- Lighted skatepark

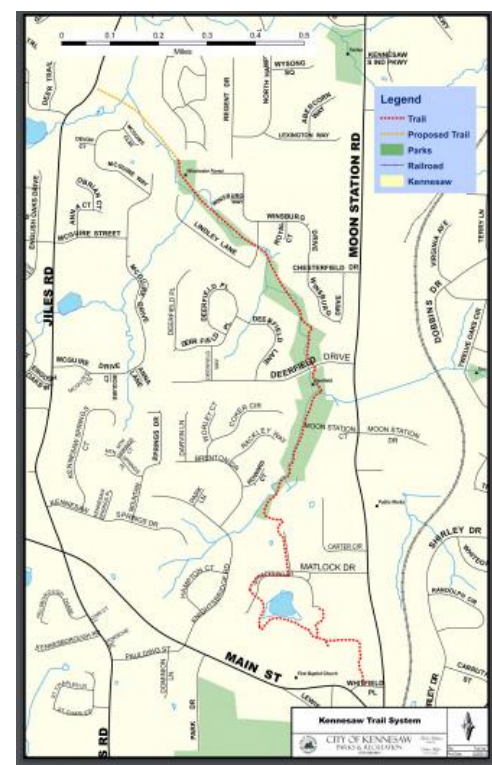
There is an opportunity to create Interactive Art in the Children's Forest – this might include a child size gate, a mosaic pathway or Saturday morning story tellers. Other potential projects where KACC and Swift-Cantrell might partner include: Shade Structures, Benches, Garbage Cans, Temporary Art and Performance Art. There are also opportunities to combine the City's health initiatives with a dance, movement class or other activity.



Kennesaw Trail System

Constructed between 2007 and 2013 and funded by Recreation Trails Program (RTP) and Land and Water Conservation Fund (LWCF) grants, the integrated system of greenway trails runs along several creeks, utility easements and publicly owned property just north of downtown Kennesaw. Trail surfaces vary from concrete sidewalks and crushed stone to mulch and bare earth. These trails are ideal for walking, running and biking. Benches, bridges, benches, dog waste pick-up stations, trash receptacles and numbered trail markers can be found along the trail. All of the trail locations hold potential for art markers, sculptures and functional bench art projects. The trails include:

- Winchester Forest Park Trail is the northernmost link in the Kennesaw Trail System. The trailhead is located in a cul-de-sac on Lindley Lane.
- Deerfield Park Trail links the Winchester Forest Park Trail to the Matlock Trail.
- Matlock Trail links the Deerfield Park Trail to the Whispering Lake Trail.
- Whispering Lake Trail links the Matlock Trail to the Kennesaw First Baptist Church (KFBC) Trail.
- Kennesaw First Baptist Church (KFBC) Trail is the southernmost link in the Kennesaw Trail System and is located in the northeast parking lot of the Kennesaw First Baptist Church, which is located at 2958 North Main Street (limited parking is available at the church).
- Swift-Cantrell Park is home to a one-mile long perimeter trail and the half-mile long Fisher King Iditarod Lead Dog Memorial Trail.
- Adams Park's half-mile, 8-foot wide trail extends from Park Drive to points near Watts Drive



Gateways and Focal Points

Gateways mark the major entrances leading into Downtown, welcoming community members and visitors alike to Kennesaw. Gateways should incorporate distinctive signage, art and landscaping to provide wayfinding and beautification at key intersections. Two gateway marquees have been installed,

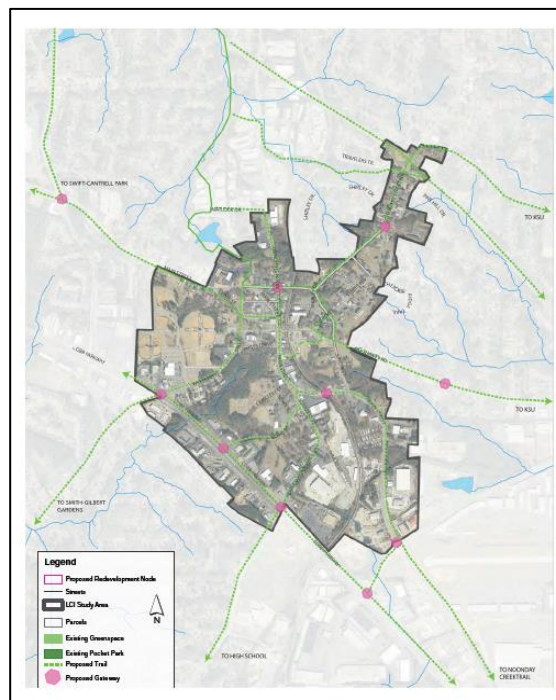
one on Cobb Parkway and one on Main Street at Summers Street. In addition, the City has partnered with Kennesaw State University to provide unique signage at Gateway Park.

Proposed gateways from the LCI Study include:

- Cobb Parkway at Watts Drive
- Cobb Parkway at Keene Street
- Cobb Parkway at Kennesaw Due West Road
- Cobb Parkway at McCollum Parkway
- McCollum Parkway at Main Street
- Gateway Park at Main Street and Sardis Street
- Roundabout at Watts and Dallas Streets
- Along Big Shanty Road, heading into Downtown
- Depot Park Roundabout (future)
- Sardis Street at Moon Station Road (future)

Dallas/Watts Drive Improvements

The Dallas/Watts Drive Improvements include a roundabout at the intersection of Watts and Dallas, on-street parking, and drainage improvements. This is a gateway to downtown Kennesaw. Art projects in roundabouts have high visibility due to high traffic volume. Kennesaw's Public Art Program may consider commissioning a sculpture for the new roundabout or creating an impactful landscape design.



LCI Study Map: Recommended Gateway

Gateway Park

The Gateway Park concept plan includes areas for a gateway sign, grass berms, shade structure and interactive art. In the next phase of the Kennesaw/KSU partnership, design proposals will be requested for the City's new Gateway Park in the form of a sundial design and installation.

Sardis Street Extension and Overpass

As the Sardis Street project is implemented, the realignment and new overpass will become a new entrance and gateway into Downtown Kennesaw, which will provide several opportunities to incorporate public art as exemplified by the recent KSU and SunTrust overpasses that cross over I-75.

Depot Park Roundabout

The existing area in front of the Southern Museum is being reshaped into a pedestrian friendly area as part of the new Depot Park master plan and a new roundabout is being added at the intersection of Sardis, Cherokee and Shirley streets. The addition of public art will help define the space and provide focus for gatherings.

Historical and Cultural Markers

Historical and cultural markers exist throughout the City and offer the opportunity for citizens to celebrate existing spaces that are meaningful and significant to the community. The area's rich and diverse heritage is centered around its water source, which was once a regional meeting point for the Cherokee Indian Tribe who lived locally. The Cherokees were likely drawn to the more than 12 springs in the area. The largest, Equa Ganuga Gr Ama or The Big Spring of Water, is located behind City Hall.

Camp McDonald Park

Camp McDonald Park is situated on 7½ acres directly across from City Hall and adjacent to the Parking Deck and Kennesaw's historic cemetery. The Camp was the largest military training facility in the State of Georgia during the Civil War and was once approximately 60 acres. The Camp McDonald Park Master Plan was developed by Cobb County and provides a conceptual plan for low impact trails, pavilions and key entrance points for this historic site.

City Cemetery

The City Cemetery contains existing funerary monument art of historical and cultural value to the city. The Kennesaw Cemetery Preservation Foundation, Inc. works in partnership with the Kennesaw Cemetery Preservation Commission to preserve and restore the cemetery. The cemetery is a historical and valuable resource located in the heart of downtown Kennesaw's Historic District. The City Cemetery is filled with artistic sculptures commemorating the deceased and celebrating the legacy left behind. Ongoing Preservation and Restorations projects include: repairing and/or constructing retaining walls, repairing individual broken headstones, masonry repairs of plot walls, seasonal landscaping, installing interpretive and informational signage. In addition, there is a walking tour that features the stories of some of the people buried in the cemetery.



"Public art is more than murals and sculptures. It also includes architecture, historic markers, playgrounds and parks, and it can represent history, wayfinding or public policy. Public art is staged in the public domain and it tells a story about the community where it resides. The Atlanta region has a wealth of public art – some visible and some less so. Consider the public art you know. What story does it tell?"

~ Atlanta Regional Commission

Commemorative Park

Commemorative Park is a pocket park located on Main Street in downtown Kennesaw adjacent to the railway. The park that is home to several historic markers and memorial sculptures. These could be enhanced and interpreted through art.

Other Public Assets

Property, buildings or land currently owned or managed by the City or other government body that could be enhanced or redeveloped to provide invaluable cultural resources to the community complementing and supporting the role already played by the Ben Robertson Community Center:

Carrie House

The historical Carrie House located adjacent to Depot Park is currently the site of Dinner at the Depot and is also used by the Kennesaw Parks & Recreation Ceramics Department for its Annual Holiday Gift Shop. This location offers potential for an artist run cooperative gallery where both professional and student artists can exhibit and sell their work.



“Visual, performing, and cultural heritage ... We are all stewards of the arts.”

~ Steering Committee member, Cobb County Arts Market Study

Private Development

The KACC recommends developing a voluntary Percent-for-Art and Sponsorship program to encourage private developers to integrate public art into their development or redevelopment projects. Generally, requirements for private developers fall into three categories: guidelines, policies and ordinances. KACC suggests developing guidelines and plans for a private developer package as part of this program. Typically, private developers who choose to support public art have the options to commission public art on-site, to commission public art off-site or to contribute funds to the City’s public art fund (to be established).

There are many benefits for developers including gaining visibility, making their properties more attractive to both business and residential markets, and promoting good relationships within the community. In addition, *A Guide for Local Arts Agencies and Municipalities* lists the following benefits of public art as part of private development:

- Increasing the value of a project and its income producing potential
- Enhancing the corporate image
- Integration with cultural tourism strategies

- Giving an amenity back to the community
- A chance to be creative

Educational Art Programming Opportunities

The KACC seeks to provide arts programming that encourages appreciation of and participation in the arts as an integral part of everyday life, promotes understanding of diverse cultural heritage as a means of cross-cultural communication, and provide opportunities for the professional development of community interaction related to the arts. We strive to facilitate collaborations between the arts community and public and private organizations; to support educational programming in all the performing, visual, and literary arts; and to engage local students and community members in these activities.

Educational art programming opportunities include:

- Create a "What I love about Kennesaw" video combining in-person interviews with participation in a mixed media collage.
- Develop Podcast and Interactive Map for Smith-Gilbert Gardens' Sculptures and other public art installations as they are completed.
- Develop Walking and/or Bike Tours.
- Explore public/private partnerships with public K-12 schools, government, Kennesaw State University, local businesses, and private developers.
- Develop collaborations to share resources and ideas.
- Provide opportunities for artists, local businesses, and the City to partner in art programming.



**93% percent of
Americans believe
that the arts are
vital to providing a
well-rounded
education**



MUSIC EDUCATION

BENEFITS

Music education prepares students to learn

1. Enhances fine motor skills
2. Prepares the brain for achievement
3. Fosters superior working memory
4. Cultivates better thinking skills

Music education facilitates student academic achievement

1. Improves recall and retention of verbal information
2. Advances math achievement
3. Boosts reading and English language arts (ELA) skills
4. Improves average SAT scores

Music education develops the creative capacities for lifelong success

1. Sharpens student attentiveness
2. Strengthens perseverance
3. Equips students to be creative
4. Supports better study habits and self-esteem

Source: Arts Education Partnership

Funding



Funding

Funding is needed to support local creative activity and provide a distinct place for art and culture in the community. A sustainable public arts program requires a combination of both public and private funding. By combining fees, private funding, corporate sponsorships, grant money and individual support, the KACC will be able to take on various public art projects in addition to ensuring the maintenance of existing public works of art. Because the presence of public art adds value to both public and private spaces, it is important to include all stakeholders in the funding and development process.



501(c)(3)

While Percent-for-Art Programs are vital in helping cities establish a long-term Public Art Fund, they are most effective when combined with multiple sources of funding. Additionally, some municipalities establish a 501(c)(3) for the purpose of accepting donations and applying for grant money. One of the KACC's immediate priorities is to form a 501(c)(3) in order to qualify for grants and as an incentive for private and corporate donations.

A sustainable public arts program requires a combination of both public and private funding.

Funding Sources

Percent For Art

One of the best tools for leveraging the various types of funding is a percent for art policy. Percent for art policies allocate a small portion of capital construction or renovation budgets (usually one percent) for the purchase, commissioning and installation of artworks. Percent for art policies can apply to publicly funded capital improvement projects and/or to private development.

Public Development Percent For Art

One of the recommendations of the KACC is to create a Percent for Art ordinance that is adopted by the City of Kennesaw. Through a municipal ordinance, Kennesaw could require that all municipal infrastructure projects paid for with city money set aside 1% of the budget for public art. Since 1959, Percent for Art ordinances have been applied to publicly-funded capital improvement projects



(Americans for the Arts). Today, over twenty-seven states have adopted a Percent for Art program, and seven out of ten municipal public art programs have adopted such an ordinance.

Private Development Percent For Art

As mentioned previously, the KACC also recommends the City consider an optional Percent for Art and Sponsorship program for developers to encourage them to include public art on their site or elsewhere in the City as part of their new development or redevelopment projects. All developers would be asked to voluntarily include in their private construction projects public art with a value approximately equal to 1 percent of the total project cost or to make a contribution of equal value to the public art fund that is administered by the City.

Grants

Grant opportunities are available at the federal, state and local levels as well as through corporate and private foundations. The KACC will pursue any appropriate opportunities that reflect our goals and mission statement. Some grant opportunities require matching funds, in which case the KACC will work with private sponsors and/or utilize funds collected from the Percent for Art Ordinance.

Donations

Donations from the private sector will be encouraged as a means to broaden the existing program potential. These funds will be maintained in a separate fund for the Public Art Program. All donations will be administered by a separate 501(c)(3) corporation.

Corporate Donations

To encourage and facilitate donations, the KACC will develop a sponsorship program that allows businesses to donate to Kennesaw's Public Art Program. The sponsorship program will outline the benefits and marketing opportunities of each donation level.

Individual Donations

Individual patrons can also make donations to Kennesaw's Public Art Program. Money raised through individual donations enhances our ability to bring contemporary art to Kennesaw.

In Kind/Art Donations

The City of Kennesaw seeks to encourage the donation of artworks for display in public places within the City. As such, the KACC recommends the City establish a Public Art Donation Program.

Fundraising Campaigns

Various fundraising campaigns and events will be conducted by one or more of the partners in order to install public art pieces or launch programming. This includes traditional fundraising techniques as well as more modern techniques such as crowd funding, where applicable.

Crowd Funding

Crowd funding is a way to raise awareness and funds for a project through small donations from many people, typically via the Internet. Popular crowd funding organizations include: Kickstarter, Indiegogo, and CrowdRise among others.

Major Donor Campaigns

Major donors are individuals, foundations or corporations with the inclination and means to make a major donation based on a strong relationship that has been built over time along with a commitment to the project being earmarked.

Sponsorships

Sponsorships can be offered for major projects and are an arrangement with a corporation or business where the sponsor receives a promotional or advertising benefit in exchange for their financial support. An example of this is Suwanee's Annual Sculpture Event.



Economic Impact of Public Art

There are two significant returns on investments made in public art. First, unlike any other investment, a typical public art project simultaneously generates both tourism and community interest, which can positively impact earned income for area businesses as well as municipal tax revenues. Second, public art projects engender goodwill and enhance community image – two intangible results that local and state governments aim to achieve. Visitors are drawn to a location that is artful, and because tourists spend twice as much as residents, their needs benefit the local economy. ~ *Greensboro Public Art Program: Action Plan*

Appendices





Goals

Short, Medium and Long-Term project goals identify and prioritize opportunities for both permanent and temporary art projects:

Initial/Short Term Goals (1-2 years)

Tasks	Key Partners of KACC
Develop and adopt various policies	City of Kennesaw-Economic Development, City Manager, Mayor and Council
Explore and develop funding resources	City of Kennesaw, KBA, KDDA, Public and Private Developers, Sponsors, Donors
Identify and coordinate opportunities for artists	KBA, KDDA, Public and Private Developers
Build partnerships with key stakeholders	KBA, KDDA, Southern Museum, Downtown community, KHS, KHPC, The Art Station, KSU, K-12 Teachers, Community Members
Strengthen marketing efforts	City of Kennesaw-Communications: Website, Newsletter and Announcements
Identify and prioritize specific opportunities for art	Vary based on the stakeholders for each project

Develop and Adopt City Policies, Procedures, and Processes

- Adopt “Percent for Arts” ordinance (public and/or private).
- Develop and adopt policies and procedures, as recommended for project planning, artist selection, site selection, securing, documenting and maintaining public art using best practices.
- Coordinate with various city departments to develop processes for project selection, purchase, installation, maintenance, etc.

Explore and Develop Funding Resources

- Form a non-profit.
- Identify potential funding opportunities (e.g., grants, donations, crowdsourcing and other revenue streams).
- Develop a fundraising plan.
- Explore and host fundraising events; develop signature fundraising event.
- Identify and pursue strategic grant opportunities to leverage funding resources.
- Encourage gifts and donations of public art.
- Develop and distribute sponsorship packages.
- Explore offering individual, family, student and senior memberships.



Initial/Short Term Goals (1-2 years) continued

Identify and Coordinate Opportunities for Artists

- Initiate annual juried art exhibit.
- Coordinate artist exhibition opportunities.
- Identify other potential gallery spaces and develop referral list for artists.
- Develop student art exhibition program at the State Capital.
- Host art sales, such as 1st Friday Art Event, Pop-Up Artist Alley and YAS type event.

Build Partnerships with Key Stakeholders

- Explore public/private partnerships with public K-12 schools, government, Kennesaw State University, local businesses, private developers and non-profit organizations.
- Develop collaborations to share resources and ideas.
- Provide opportunities for artists, local businesses and the City to partner in art programming
- Join the Kennesaw Business Association.
- Attend meetings of the Kennesaw Development Authority, Kennesaw Downtown Development Authority and other Boards and Commissions.

Develop Unified Marketing Efforts

- Establish internet web domain and hosting plan.
- Add interactive map and podcasts to website.
- Develop and purchase marketing materials (brochure, flyers, banners, etc.).
- Create promotional items.
- Integrate with city of Kennesaw's overall marketing strategy.

Identify and Prioritize Specific Opportunities for Art

- Big Shanty Festival Mural and Art Exhibit.
- Continue and expand community outreach efforts (Dinner at the Depot, Big Shanty Festival, etc.).
- Installation of functional art through partnership between City and KSU for city park venues.
- Identify and prioritize locations for art in a variety of public spaces integrated with City planning, based on community input and availability of funding.
- Implement easy projects including murals, temporary installations and pop-up art opportunities.
- Organize events that center around community participation (Free Art Friday Kennesaw, manhole cover art, fire hydrant paint contest and sidewalk/crosswalk murals).



Medium/Intermediate Goals (2-5 years)

Tasks	Key Partners of KACC
Seek strategic grant opportunities	City of Kennesaw or other, depending on grant requirements
Ongoing installation of public art projects and art programming	City of Kennesaw, KBA, KDA, KDDA, Southern Museum, Downtown community, The Art Station, KSU, K-12 Teachers, Public and Private Developers, Sponsors, Donors, Community Members
Solidify partnerships with key stakeholders	City of Kennesaw, Kennesaw Parks and Rec, KBA, KDA, KDDA, Southern Museum, Downtown Community, KHS, KHPC, The Art Station, KSU, K-12 Teachers, Public and Private Developers, Sponsors, Donors, local artists, community members
Gather relevant data	City of Kennesaw, Kennesaw Parks and Rec, KSU

Seek Strategic Grant Opportunities

- Leverage public art funds to provide matching monies for grant opportunities.
- Target and prioritize grants that match proposed KACC projects.
- Develop grant proposal responses, organize documentation, create proposal template and write standard LOI.

Ongoing Installation of Public Art Projects and Art Programming

- Organize and coordinate established public art projects and art programming.
- Construct and install public art projects.
- Develop list of artists.
- Develop list of volunteers.
- Prioritize funding for high-impact public art projects with strategic partners.

Solidify Partnerships with Key Stakeholders

- Network and build relationships.
- Develop synergies between organizations.

Gather Relevant Data

- Track participation as needed for grants and other funding.
- Conduct surveys and gather community feedback.



Long Term Goals (5+ years)

Tasks	Key Partners
Solidify long term funding sources	City of Kennesaw or other, depending on grant requirements
Ongoing installation of public art projects and art programming	City of Kennesaw, KBA, KDA, KDDA, Southern Museum, Downtown community, The Art Station, KSU, K-12 Teachers, Public and Private Developers, Sponsors, Donors, Community Members
Sustain and grow partnerships with key stakeholders	City of Kennesaw, Kennesaw Parks and Rec, KBA, KDA, KDDA, Southern Museum, Downtown Community, KHS, KHPC, The Art Station, KSU, K-12 Teachers, Public and Private Developers, Sponsors, Donors, local artists, community members
Review impact of public art master plan and enacted ordinances; update accordingly	City of Kennesaw-Economic Development, City Manager, Mayor and Council

Solidify Long Term Funding Sources

- Leverage public art funds to provide matching monies for grant opportunities.
- Target and prioritize grants that match proposed KACC projects.
- Update and revise funding responses and organize documentation, as needed.

Ongoing Installation of Public Art Projects and Art Programming

- Organize and coordinate established public art projects and art programming.
- Construct and install public art projects.
- Maintain and update list of artists.
- Maintain and update list of volunteers.
- Prioritize funding for high-impact public art projects with strategic partners.

Sustain and Grow Partnerships with Key Stakeholders

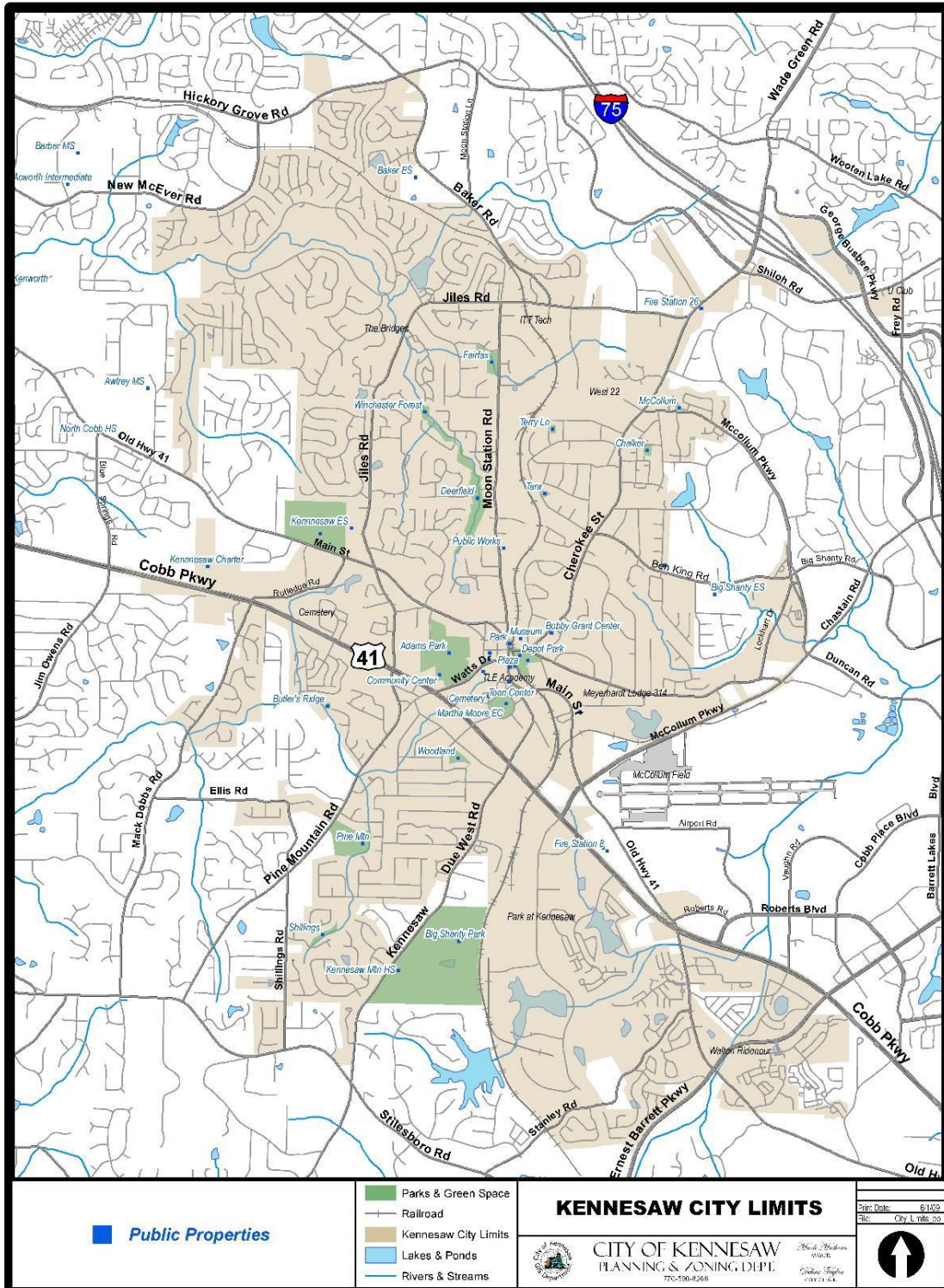
- Network and build relationships.
- Continue to develop synergies between organizations.

Review Impact of Public Art Master Plan and Enacted Ordinances; Update Accordingly

- Based on relevant data and community feedback, assess and modify the Master Plan.
- Review upcoming opportunities and revise short, medium and long-term goals.

Map

The following map highlights potential public art sites:





Research and Community Engagement

Resources Used to Develop the Plan

The Kennesaw Art and Cultural Commission used several approaches to prepare the Plan and achieve public involvement, including the following:

- Conducted a thorough assessment of public art programs in other communities and reviewed additional related documents.
- Received informal feedback at various events including Dinner at the Depot and the 2017 Big Shanty Festival.
- Surveyed individuals at various events and provided the survey online through the City website.
- Reviewed Kennesaw's existing public art.
- Formed collaborative relationships with key community leaders and arts organizations.

Additionally, the KACC will present the Master Plan at two (2) community open houses to gather opinions regarding public art in the City of Kennesaw.

Summary

Public Art Programs	Reviewed 15 public art programs along with additional plans and guides
Survey	126 completed surveys
One-on-One Meetings	Over 200 one-on-one meetings

Source Documents

In developing the Public Art Master Plan, the KACC conducted a thorough assessment of public art programs and reviewed related documents from the following cities and sources:

- Atlanta Public Art Master Plan
- Augusta Public Art Master Plan for the Augusta River Region
- Decatur Cultural Arts Master Plan
- Duluth Strategic Public Art Master Plan
- Johns Creek Public Art Master Plan
- Roswell Public Art Feasibility Plan
- Smyrna's Strategic Vision Plan; Smyrna Arts & Cultural Council Website
- Suwanee Public Art Master Plan

- Suwanee Public Art Ordinance Guide for Developers
- Arlington, VA Public Art Master Plan
- Bend, OR Art In Public Places
- Boulder, CO Community Cultural Plan
- Elgin, IL Public Art Plan
- Greensboro, SC Public Art Program: Action Plan
- Wheat Ridge, CO Public Art Management Plan
- San Jose, CA Public Art Plan, Ordinance, Policy & Guidelines
- Public Art and Private Development Resource Guide For Developers
- CCN Guide to Creating a Community Arts & Cultural Plan
- Public Art Master Planning for Municipal Governments
- The Arts in Cobb County- A Case for Increased Public Funding (KSU Digital Commons)
- Atlanta Regional Public Art Program
- Downtown Kennesaw LCI Plan
- Depot Park Concept 2015

Community Survey Results: Summary of Key Findings

The KACC conducted a survey to inquire about the types of art the community would like to experience.

Survey Objectives

- Gauge community interest in arts and cultural events.
- Identify the types of art the community would like to see in public spaces.
- Identify the events the community would like to participate in.
- Identify locations where the community would like to see public art.
- Assess the importance of the benefits of art projects, programs or features.

Survey Results – Top Five

- Types: Murals, Attend Event (performance, dance, etc.), Sculptures, Functional Art, Themed Gardens
- Involvement: Attend Festival, Attend Art Walk / Exhibit, Attend Performance, Event to Create Art, Help Artist Paint Mural



- Where: Parks, Along Walking and Bike Trails, Along Streets and City Gateways, In front / inside Community and Civic Facilities, Along Sidewalks
- Impact: Support Local Art Community, Create Memorable Places for People to Gather, Increase Awareness of Art and Culture, Create Community Interactions, Enhance Community Pride

Cultural Assets and Inventory

The Art Station - Big Shanty

The Art Station - Big Shanty has three multi-media classrooms, a pottery studio, meeting space and two galleries. Part of the Cobb County Parks, Recreation, and Cultural Affairs Department, The Art Station programming includes classes and workshops in visual arts during fall, winter, and spring quarters; visual and theater camps for children of all ages during the summer quarter; and exhibitions and meeting space for arts-related activities year-round. The galleries feature rotating art exhibits and local artists, schools, and arts groups are welcome to display their work. The Art Station also is heavily involved in community outreach with "Art for All" activities available for libraries, Scout troops, and local schools.



“There is a wealth of fun, engaging and educational things to do in Kennesaw. The City takes great pride in being a community that protects and manages its historical and cultural resources for future generations.”

~ City of Kennesaw

Kennesaw Parks & Recreation Department

The City of Kennesaw Parks & Recreation Department is committed to providing public parks, facilities and recreation experiences that enrich the quality of life for area residents and visitors. Programs are offered at the Ben Robertson Community Center and include a variety of art, craft and performing art classes for both youth and adults.

Smith-Gilbert Gardens

As a City of Kennesaw Botanical Garden, Smith-Gilbert Gardens is vital local resource for conservation, education, fine arts and historic preservation. Located at 2382 Pine Mountain Road on a peaceful 16 acres, visitors can enjoy the historic Hiram-Butler house, amazing Bonsai Display, peaceful Palladino Camellia Garden, secluded tea house and waterfall area, fragrant Rose Garden, and extensive Conifer Display (recognized by the Southeast American Conifer Society). United by meandering trails, the gardens feature a wonderful collection of 31 sculptures thoughtfully placed throughout the grounds.

Southern Museum of Civil War and Locomotive History

The Southern Museum, in association with the Smithsonian Institution, is a premier metro Atlanta museum. Home to three permanent collections: Railroads: Lifelines of the Civil War, Glover Machine Works: Casting a New South, and the Great Locomotive Chase featuring the General Locomotive. As a Smithsonian Affiliate, Southern Museum is also home to various temporary and traveling exhibits. The



prestigious Smithsonian Affiliations program allows the Museum to host traveling Smithsonian exhibits, book Smithsonian historians for lectures and feature Smithsonian artifacts within its permanent collections.

Red Onion Press

The Red Onion Press is a non-profit printmaker's workshop and gallery dedicated to the preservation and education of the fine art of printmaking and letterpress publishing. Located at 3032 Cemetery Street in downtown Kennesaw, the Red Onion Press offers classes, workshops and printing services. In addition, they host an Open Studio twice a month where experienced printmakers or letterpress printers will demonstrate fine art printing, answer questions and give participants a hands-on tour of this exciting art form.



“Create a sense of vitality throughout Cobb County by providing opportunities for public art.”

~ Cobb 2040: A vision for a new era

Kennesaw State University

Kennesaw is home to Kennesaw State University (KSU), now the state's third-largest university. KSU offers the community extensive opportunities to attend concerts, dance and theater performances, along with access to a variety of exhibits offered each year at the Zuckerman Museum of Art (KSU), Museum of History and Holocaust Education (KSU) and the Bentley Rare Book Museum (KSU).

Bentley Rare Book Museum

The Bentley Rare Book Museum is a resource to KSU and the community on the written and printed word. The Museum preserves a diverse collection of manuscripts, rare books, and fine press materials which are available for teaching and research. The Museum also develops course curriculum and assignments, workshops, lectures and exhibitions, among other activities. Past exhibits have included: *Mirror on the Millennium: 1000 Years of Paper and Ink*, *Cherokee Phoenix: The Birth and Revival of Cherokee Printing in the Southeast*, and *Mark Twain: An American Voice to the World*.

Bailey Performance Center

Hosting over 150 performances and other public events each year, the Bailey Performance Center serves as the main performance venue for the Kennesaw State University School of Music. Facilities located within the Bailey Performance Center include the Morgan Concert Hall, a 3,600-square-foot rehearsal hall and the Motrin Art Gallery.



Museum of History and Holocaust Education

The Museum of History and Holocaust Education presents public events, exhibits and educational resources focused on World War II and the Holocaust in an effort to promote education and dialogue about the past and its significance today.

Stillwell Theater and Onyx Theatre

The Department of Theatre and Performance Studies hosts performances at the Stillwell Theater, which seats 314 patrons and is located in the Wilson Building on the Kennesaw campus. Performances are also hosted in the Onyx Theatre, a black box theatre located in The Wilson Annex.

Zuckerman Museum

Located on the Kennesaw State University campus, the Bernard A. Zuckerman Museum of Art presents significant works from the University's permanent art collection and regularly exhibits contemporary works of various media by local and nationally-recognized artists.



City of Kennesaw Ordinances

Current Ordinances

2.03.00 - PUBLIC ART EXHIBITS

2.03.01 - Purpose

It is the intent of the City of Kennesaw to permit and encourage public art exhibits on a content-neutral basis. Public art exhibits are a unique medium of expression which serves the public interest. Public art exhibits have purposes distinct from signs and confer different benefits, including improved aesthetics; avenues for original artistic expression; public access to original works of art; community participation in the creation of original works of art; and community building through the presence of and identification with original works of art, particularly those of cultural, historic or social significance.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2015-03, 2-16-15)

2.03.02 - Definitions

City of Kennesaw Art and Culture Commission ("Commission"). Comprised of seven (7) individuals that are appointed by the mayor and council whose duty is to provide review and regulatory oversight over all public art exhibits submitted for approval to the City of Kennesaw.

Murals. For purposes of this section, an original art mural exhibit means an original work of visual art which is tiled or painted directly upon or affixed directly to an exterior wall of a building. A mural is not a "sign" as defined by and regulated by the City of Kennesaw Sign Regulations.

Public Art Exhibits ("The Exhibit"). Visual art which can be in the form of sculptured works, paintings, wall murals and any art arrangement located on public or private property that can be viewed by the general public on a permanent or temporary basis.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.03 - General Regulations

1. Permitted locations: Public Art Exhibits are allowed in all zoning districts within the corporate limits of the City of Kennesaw as well as publicly owned buildings and property approved by the city.
2. Public art exhibits are subject to any and all additional zoning regulations in the district in which the exhibit will be located.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)



2.03.04 - Artist/Sponsor Acknowledgements and Title of Work

An incorporate image or attached plaque identifying the artist, financial sponsor(s) and title of work of the public art exhibit will be allowed. The plaque or image of acknowledgements and titles will be an appropriate scale to the public art exhibit, shall not exceed 6"x6" and will not be incorporated into the artwork.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.05 - Review and approval process of public art exhibits

- A. All public art exhibits shall be required to submit a written application on forms provided by the City of Kennesaw Planning and Zoning Department for a site plan permit. A complete permit application will include an artist rendering or visual representation of the art work proposed, owners affidavits, photos of existing conditions on the property including location on permanent structures or buildings, description of materials to be used in association with art work, maintenance agreement and schedules of maintenance, a rendering or visual representation of the plaque or image of acknowledgements and titles, and permit fee as adopted in the City of Kennesaw fee schedule. A complete application packet will be submitted to the Planning and Zoning Administrator or designee.
- B. The Planning and Zoning Administrator or designee will process the application and forward for review to the City of Kennesaw Art and Culture Commission on their prepared agenda within thirty days of receipt of application. The Planning and Zoning Administrator upon receipt of application, will review property for issues dealing with traffic issues and other city ordinances prior to processing for Art and Culture meeting agenda. The Planning and Zoning Administrator or designee will implement the following procedures for public notification: 1. Post a sign at the property alerting public of the time, date and location of the meeting where application will be considered; 2. Post application information and meeting information on the City of Kennesaw website; 3. Mailing of letters to property owners listed on the Cobb County Tax assessors records whose property are adjacent or abut the property that is referenced on the application. Said letter will provide application information, time, date and location of the Art and Culture Commission and Mayor and Council meetings. After the application has been reviewed, a written recommendation is rendered by the Art and Culture Commission. The application will then be forwarded to the Mayor and Council for final review and action by vote.
- C. The commission will review and render written recommendations to the Mayor and Council by vote on all submitted site plan permit applications during a scheduled meeting. The property owner(s) or an official representative must be present at all meetings. The commission will provide a findings document in the form of minutes that will provide the basis of decisions. Permit applications will reflect the recommendation of the commission to the Mayor and Council with the appropriate signature from the chairperson of said commission.
- D. Any proposed locations in the Central Business District, Historic Preservation District or other historic districts will require a written recommendation from the Historic Preservation Commission.
- E. The applicant shall be required to attend all scheduled meetings of the commission and all scheduled meetings of the Mayor and Council.
- F. All approved site plan permits for permanent art exhibits will be in effect for seven years from the date of approval. The commission will accept a renewal application if art exhibit is to continue.



- G. All site plan permits for temporary and rotating exhibits shall have expiration dates based on the time period scheduled for the exhibit.
- H. All proposed changes to public art exhibits, including acknowledgement and titles, shall be submitted to the commission for review and approval.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.06 - Denial of site plan permit applications

- A. In any instance where the application is denied by the Mayor and Council, the applicant may file an appeal to the Superior Court.
- B. When an application for a permit under this chapter is denied by the Mayor and Council, the city shall not accept or consider an application for a permit under this chapter from that applicant or for the same exhibit within ninety (90) days of the denial.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.07 - City of Kennesaw Art and Culture Commission

A. Duties

- 1. Provide review, recommendations and regulatory oversight over all public art exhibits submitted for approval to the City of Kennesaw Mayor and Council.
- 2. Provide recommendations to Mayor and Council, city departments and boards regarding programs and community outreach activities that promote local cultural and artistic awareness and education.

B. Structure

The commission will be comprised of seven (7) individuals appointed by Mayor and Council. The members will include:

- 1. A practicing architect licensed in the State of Georgia;
 - 2. An active participant in local or state art councils or member of art/cultural foundations with professional background in art programs or art culture education;
 - 3. An active student or professor from a college, university, technical school or other educational institution;
 - 4. A business owner within the city limits of Kennesaw;
 - 5. A current Cobb County resident; and
 - 6. Of the seven (7) members, four shall be residents of the City of Kennesaw.
- C. The commission will have staggered term limits as approved by the Mayor and Council. The commission will have annual elections to elect a Chairperson, Vice Chairperson and Secretary. All meetings will follow the Roberts Rules of Order latest edition.



(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.08 - Prohibited public art exhibits

Prohibited public art exhibits include:

- A. A "sign" as defined and regulated by the City of Kennesaw adopted sign ordinance.
- B. The exhibit contains sexually explicit conduct or sexually explicit nudity, as defined in the Code of Ordinances, Article XIV, section 22-393.
- C. The exhibit contains gang affiliation symbols.
- D. The exhibit contains content or images which violate the criminal laws of the State of Georgia.
- E. The exhibit is distracting enough to create a public safety issue by impeding traffic flow.
- F. The exhibit incorporates materials that are not weather resistant or may be toxic in any way that may endanger the general public.
- G. The exhibit incorporates any materials in violation of the citywide architectural standards or the historic district standards.
- H. Art objects that are mass produced of standard design such as playground equipment, benches, statuary objects or fountains.
- I. Reproductions of original works of art.
- J. Existing works of art offered for sale or donation to the City which does not have an established and recognized significance as public art among art professionals and art appraisers.
- K. Logos or corporate identity.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.09 - Items not applicable to this ordinance

- A. Decorative or functional elements or architectural details, which are designed solely by the building architect as opposed to an artist commissioned for this purpose working individually or in collaboration with the building architect.
- B. Decorative displays located on single family attached and detached zoning districts including Planned Unit Development districts.
- C. Landscape architecture and landscape gardening except where these elements are designed by an artist and are an integral part of the work of art by the artist.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.10 - Non-Conforming exhibits

- A. All exhibits that are in existence at the time of the adoption of this ordinance that meet the definitions of this chapter shall continue until there are improvements or physical change in the exhibit of 50% or more or if deterioration is identified as per section 2.03.11.



- B. All exhibits that do not meet the definitions of this chapter shall be reviewed for further action as set forth in section 2.03.11.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

2.03.11 - Maintenance and violations

- A. The Planning and Zoning Department shall be charged with authority to order the painting, repair, alteration or removal of public art exhibits which violate the requirements of this chapter, become dilapidated or are abandoned. A public art exhibit shall be deemed to be dilapidated when 25% or more of the display surface area contains peeling or flaking paint, deteriorated components or parts, or is otherwise not preserved in the manner in which it was originally created.
- B. Violation of this ordinance will result in the City of Kennesaw issuing a written notice to address the violation of this chapter. Notice of violation will be sent certified mail to the applicant and property owner of record. The applicant and property owner shall be granted 30 days from the date of said notice to comply with this ordinance or remove the exhibit. Failure to comply with this ordinance shall result in the revocation of the approved site plan permit requiring the removal of the approved art exhibit at the applicant and the property owner's expense.
- C. If the public art exhibit is not brought into compliance or removed, the public art exhibit in violation shall be deemed a nuisance under section 46-31 and enforcement procedures defined under sections 46-32, 46-33 and 46-34 of the Code of Ordinances of Kennesaw. Abatement of the nuisance may involve the painting, repair, alteration or removal of the public art exhibit at the applicant and property owner's expense. The property owner shall be responsible for any and all costs and fees associated with the painting, repair, alteration or removal of the public art exhibit as set forth in section 46-33.
- D. All costs and fees, including reasonable attorney fees, shall be a lien against the real property upon which such cost was incurred in the same manner as set forth in section 46-33.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

8.04.00 - CITY OF KENNESAW ART AND CULTURE COMMISSION

8.04.01 - Establishment of the Art and Culture Commission

- A. The local governing body or bodies of one or more municipalities lying wholly or partially within such county may establish or designate an art and culture commission. If a joint commission is established, the local governing bodies of the county and the municipality or municipalities involved shall determine the residence requirements for members of the joint commission.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2015-03, 2-16-15)

8.04.02 - Creation



- A. The Kennesaw Art and Culture Commission is hereby created, consisting of not more than seven members of which at least four members must be City of Kennesaw residents appointed by the Mayor and Council. The members shall include:
 - 1. A practicing architect licensed in the State of Georgia;
 - 2. An active participant in local or state art councils or member of art/cultural foundations with professional background in art programs or art culture education;
 - 3. An active student or professor from a college, university, technical school or other educational institution;
 - 4. A business owner within the city limits of Kennesaw;
 - 5. A current Cobb County resident;
 - 6. Of the seven (7) members, four shall be residents of the City of Kennesaw.
- B. The members of the commission shall be appointed for two-year staggered terms as vacancies occur.
- C. Members shall be eligible for reappointment.
- D. Members serve at the pleasure of the Mayor and Council and may be removed at any time with or without cause by a majority vote of the Mayor and Council.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

8.04.03 - Meetings

- A. The City of Kennesaw Art and Culture Commission shall meet as needed.
- B. A public record shall be kept of the commission's resolutions, proceedings, and actions.
- C. Meetings shall be conducted according to the most recent version of the Robert's Rules of Order, unless it is announced at the beginning of the meeting that those Rules will not be used.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

8.04.04 - Conflicts of Interest

At any time the Kennesaw Art and Culture Commission reviews a project in which a member of the commission has ownership or other economic or vested interest including the involvement of relatives, that member will be restricted from presenting, voting or discussing the project, other than answering a direct question.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)



8.04.05 - Duties, Responsibilities and Powers

The City of Kennesaw Art and Culture Commission shall be authorized and encouraged to:

- A. Recommend to the Mayor and Council, city departments and boards regarding programs and community outreach activities that promote local cultural and artistic awareness and education.
- B. Review all applications requesting the issuance of a site plan permit and to provide a recommendation to Mayor and Council to grant or deny submitted applications in accordance with the provisions of this ordinance.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15) 8.04.06 - Appeals

Appeals from decisions of the Mayor and Council may be taken to the Superior Court of Cobb County in the manner provided by law for appeals from a conviction for municipal or county ordinance violation(s).

(Ord. No. 2013-15, 9-16-13; Ord. No. 2014-09, 7-21-14; Ord. No. 2015-03, 2-16-15)

8.04.07 - Guidance standards and maintenance of consistent policies

In order to provide guidance and insight into desirable goals and objectives for the City of Kennesaw Art and Culture Commission, the commission shall maintain a file containing records of all applications brought before the commission for review. Each file shall include: the action taken by the commission; drawings submitted; amendments of drawings approved pertaining thereto; and drawings and photographs or reproductions thereof showing structures in authentic Kennesaw character. Where in the commission's opinion these files or records serve as general guides to appropriateness or as expressions of objectives to property owners or artists, these files may be referred to for use on other applications. Such documents shall remain the property of the City of Kennesaw and be held in the custody of the Zoning Administrator.

(Ord. No. 2013-15, 9-16-13; Ord. No. 2015-03, 2-16-15)

Definitions and Terminology

Term	Definition
Call to Artists	A Call for Artists is an opportunity notice that gives artists the information they need to know to submit an application or proposal for an art contest, juried art show, or public art opportunity.
Concept Design	The initial stage of the design process, a preliminary design that visually presents the artist's concept of the project in broad outlines using text, drawings, and/or models along with specifications for any fabrication, installation, and maintenance requirements.
Conservation	The care and maintenance of public art pieces conducted by a professional conservator who recommends preventative care and treatment.
Deaccession	The formal process used to permanently remove an artwork from the City's collection. The decision is typically based criteria such as physical deterioration of the artwork or the artwork is damaged beyond recovery, among other reasons.
Final Design	The finished design for a public art project that includes renderings, drawings and certifications necessary for approval for fabrication and installation.
Maintenance	The routine care and repair of works of public art that does not require specialized expertise.
Placemaking	"Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being."
Request for Qualifications (RFQ)	A document issued by a business or an organization to request credentials from potential vendors. With regards to public art, a Call to Artists that asks for an artist's credentials.
Request for Proposals (RFP)	A document issued by a business or an organization to request bids for products, solutions and services from potential vendors. The RFP provides a procurement framework to streamline the initial stages of solicitation. With regards to public art, a Call to Artists that asks for the submission of both an artist's credentials and a conceptual proposal for an artwork.