

# The Loop: Connecting People, Places, and Investment in Town Center

## What is The Loop?

The Loop is a 7-mile network of complete street corridors that connects the Town Center Community's major destinations, employment centers, and Kennesaw State University.

The Loop brings together multiple transportation investments to create a coordinated system that improves mobility, safety, and redevelopment opportunities.

### The Loop integrates:

- Multiuse paths and trail connectivity
- Enhanced sidewalks and safer crossings
- Complete street improvements
- Landscaping, lighting, and gateway elements

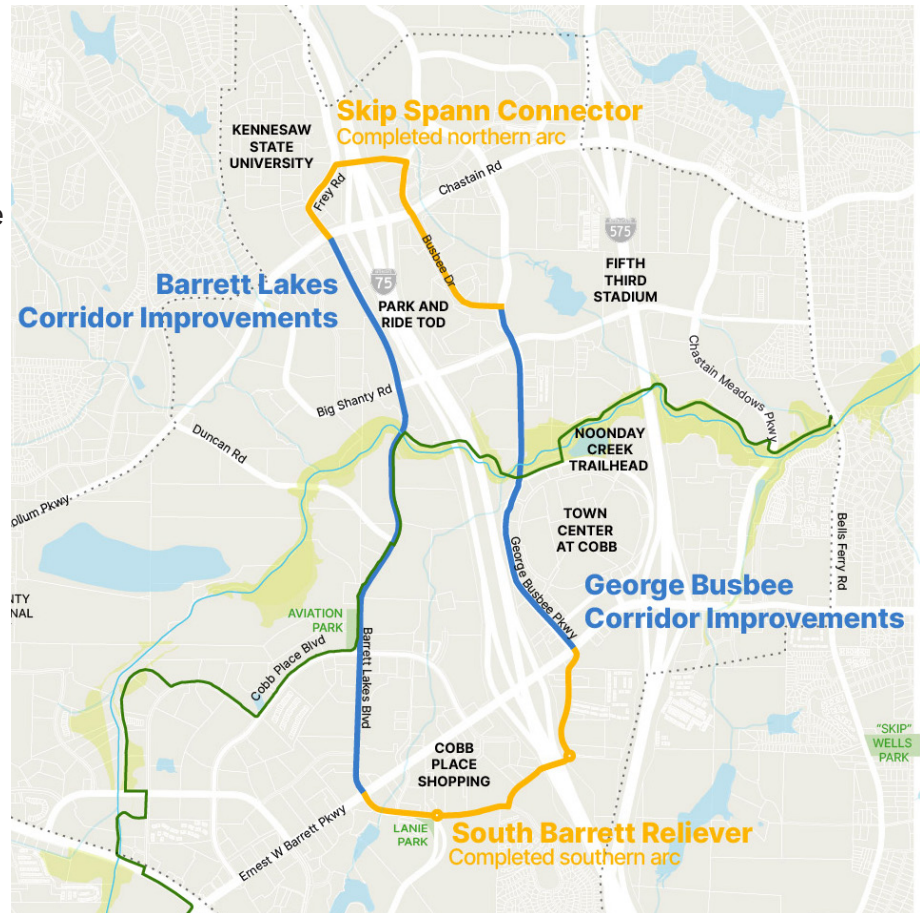
Together, these elements transform individual infrastructure projects into a cohesive boulevard experience that defines the heart of Town Center.

## Why The Loop Matters

Town Center is one of Cobb's most active employment and commercial districts and home to KSU — Georgia's third-largest university with more than 50,000 students. For decades, infrastructure such as I-75 prioritized regional travel but limited local connectivity.

The Loop addresses these challenges by:

- Improving mobility and safety for residents, workers, and students
- Connecting jobs, housing, retail, and campus destinations
- Supporting redevelopment and private investment
- Strengthening access to KSU



## Key Corridors

The Loop is formed through improvements to three major corridors that together create a continuous circle through the district.

### South Barrett Reliever

A new east-west connection across I-75 provides a critical alternative to Barrett Parkway and completes the southern arc of the Loop.

### George Busbee Parkway

North-south corridor east of I-75, connecting KSU, Town Center at Cobb, and major employment centers.

### Barrett Lakes Boulevard

North-south corridor west of I-75, linking retail, offices, and redevelopment opportunities.

