



KENNESAW

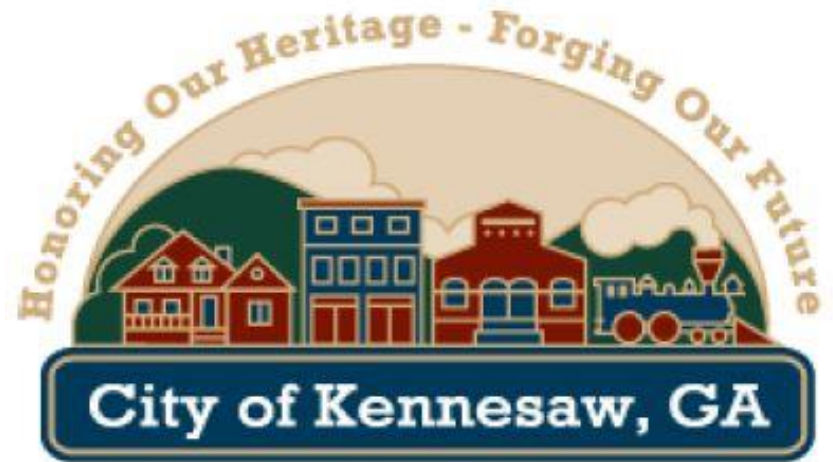
COMPREHENSIVE

PLAN UPDATE 2017

**A New Direction, A New Destiny**

# Contact Information:

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# WHY PLAN?

## Prioritize

Work to determine realistic guidelines to implement the goals and incorporate citizen input into the city plan.

## Set Goals for the City

Determine goals about the future of the city and establish actions to work toward them.

## Gain Citizen Input

Allow citizens to voice concerns and hopes for the future of their city.

# PLANNING PROCESS



## Stakeholder Meetings

Stakeholders are the an important part of the planning process!



## Research & Analysis

Analyze existing conditions and desired changes to land use



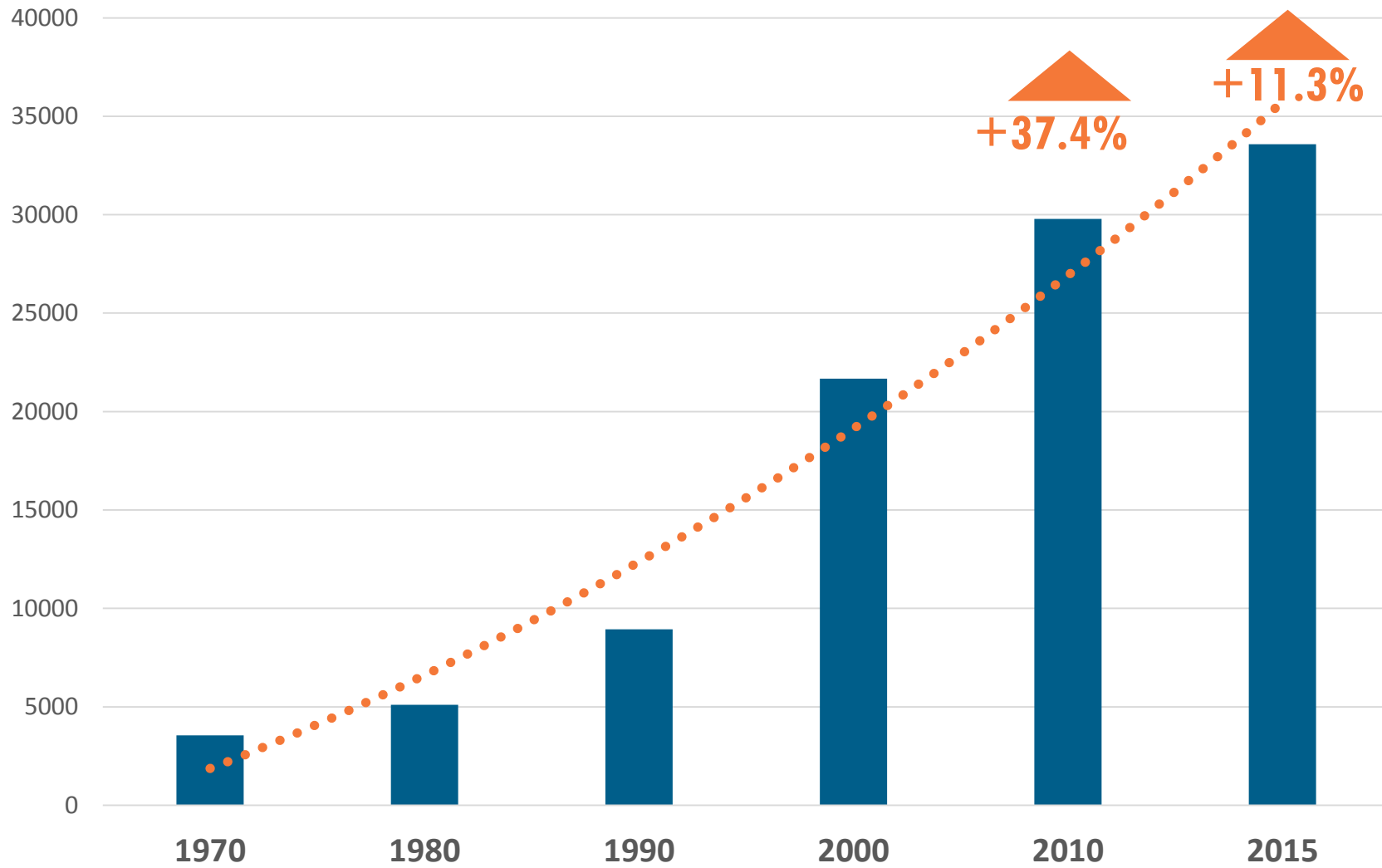
## Condense Findings

Condense research and findings into a final report and draft the comprehensive plan!

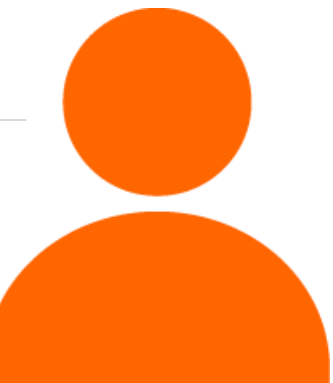
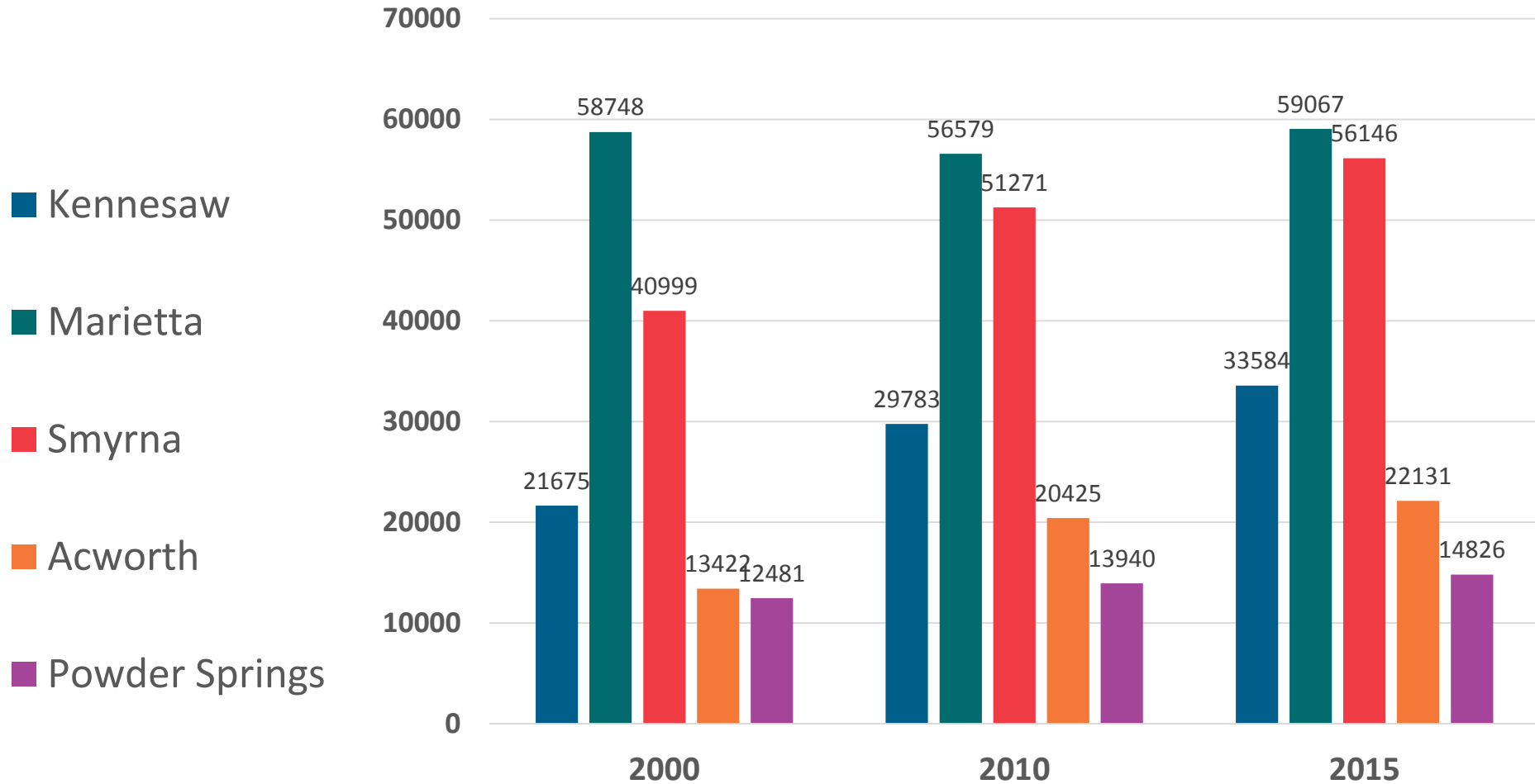
# DEMOGRAPHIC TRENDS



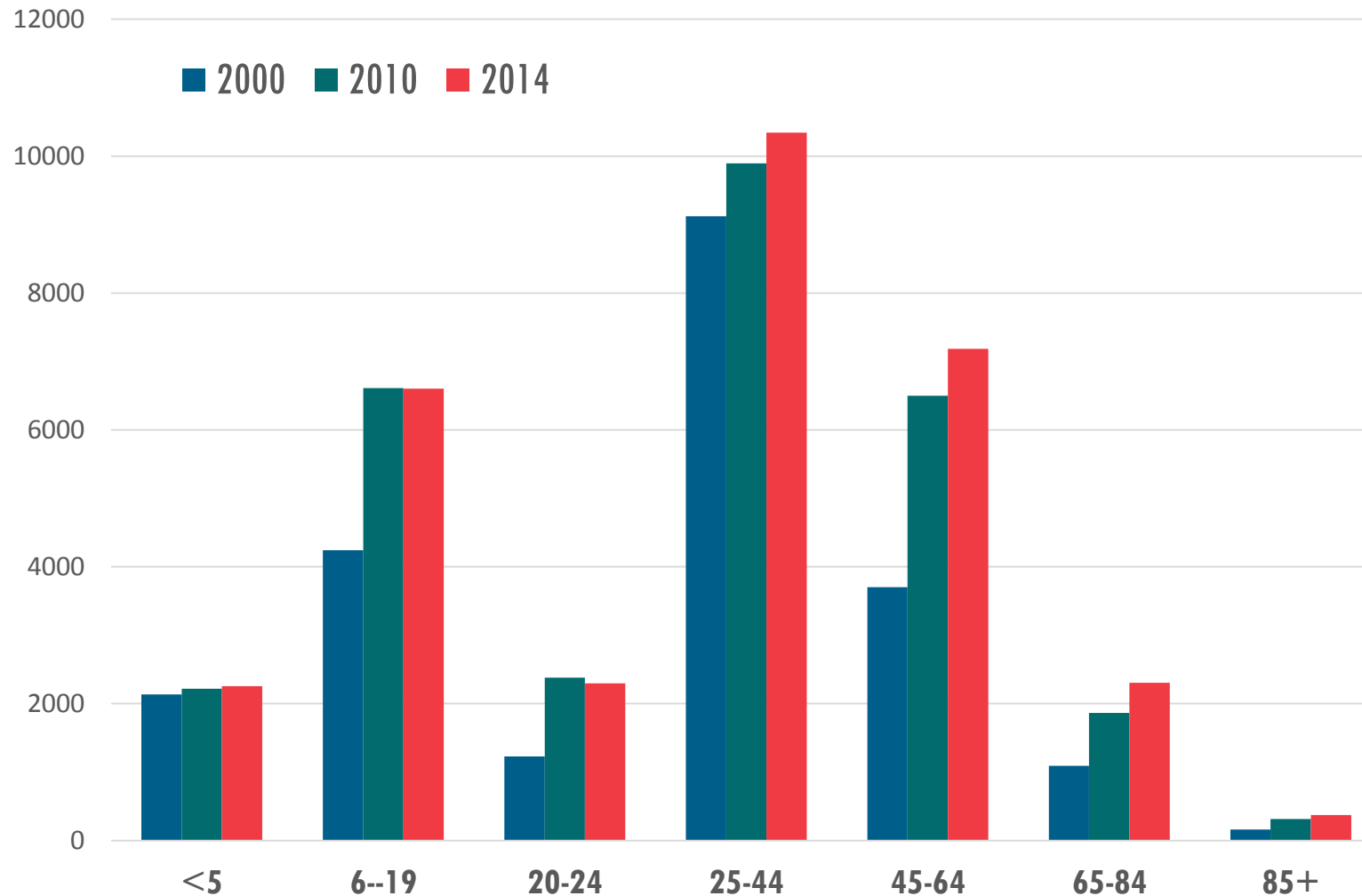
# POPULATION CHANGE



# POPULATION COMPARISON



# AGE DISTRIBUTION



This chart demonstrates the changes in proportions of various age groups in Kennesaw between 2000 and 2014.

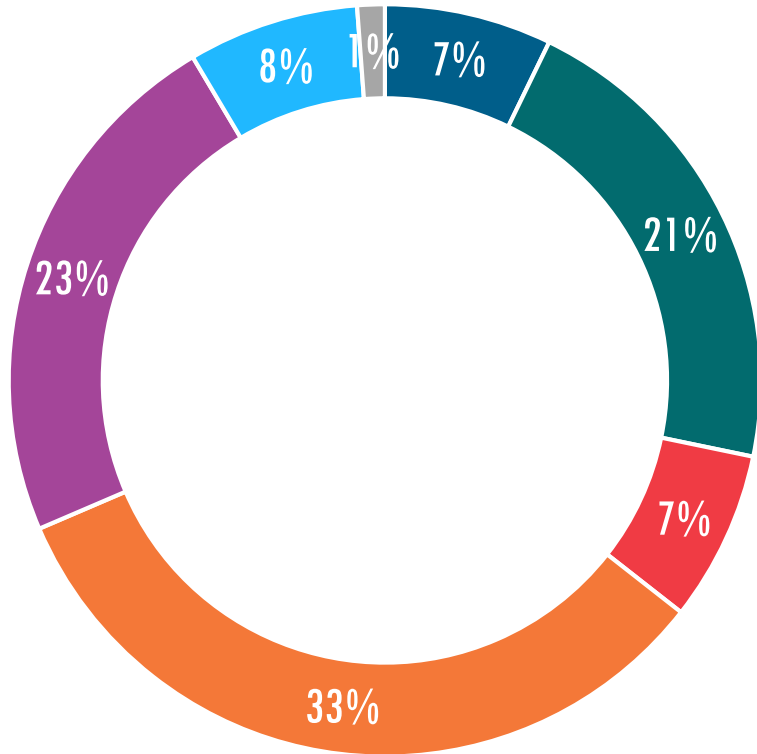
The proportion of most age groups remained largely the same between the years of 2000 and 2014. The proportion of people aged 25-84 appears to be growing faster than other groups.

Data Source: US Census American Fact Finder



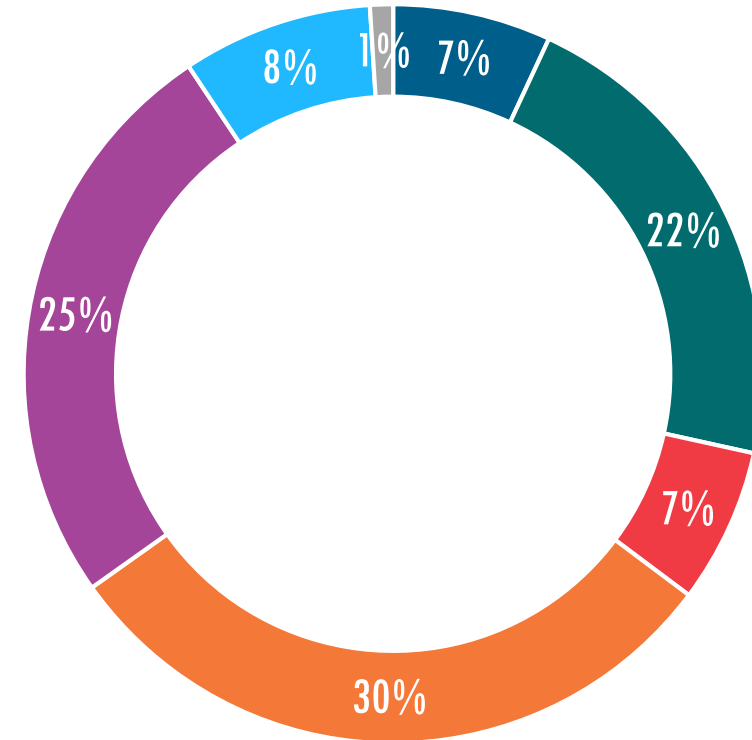
# AGE DISTRIBUTION COMPARISON

KENNESAW

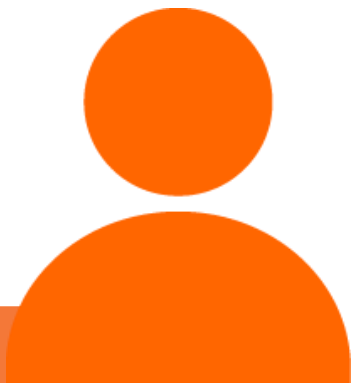


- <5
- 6--19
- 20-24
- 25-44
- 45-64
- 65-84
- 85+

10-COUNTY METRO  
ATLANTA AREA

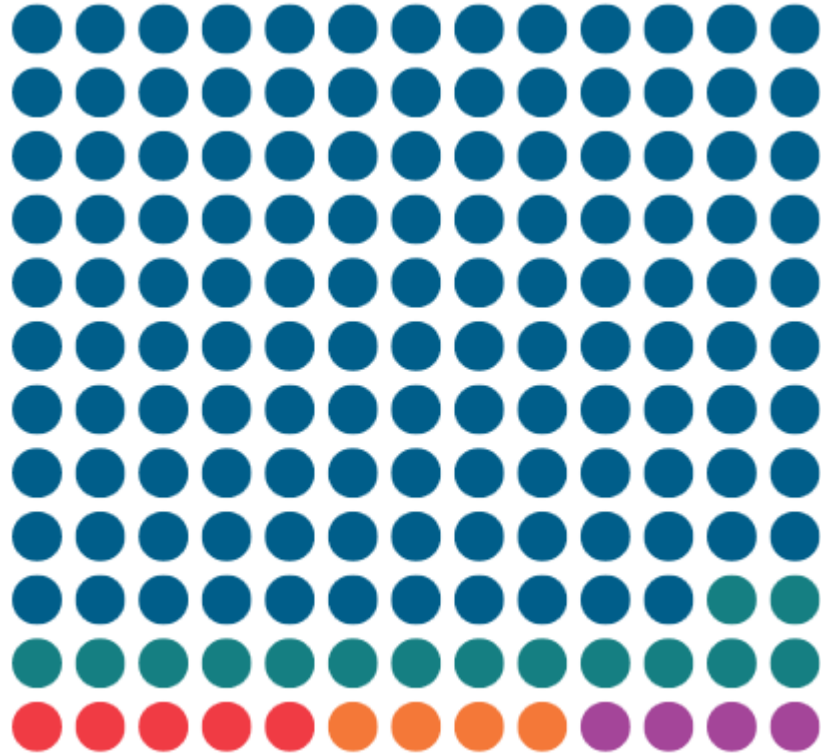


This chart depicts a comparison between the age group proportions in the City of Kennesaw to those for the entire Atlanta Metro. The age distribution in Kennesaw closely mirrors the distribution of the metro.

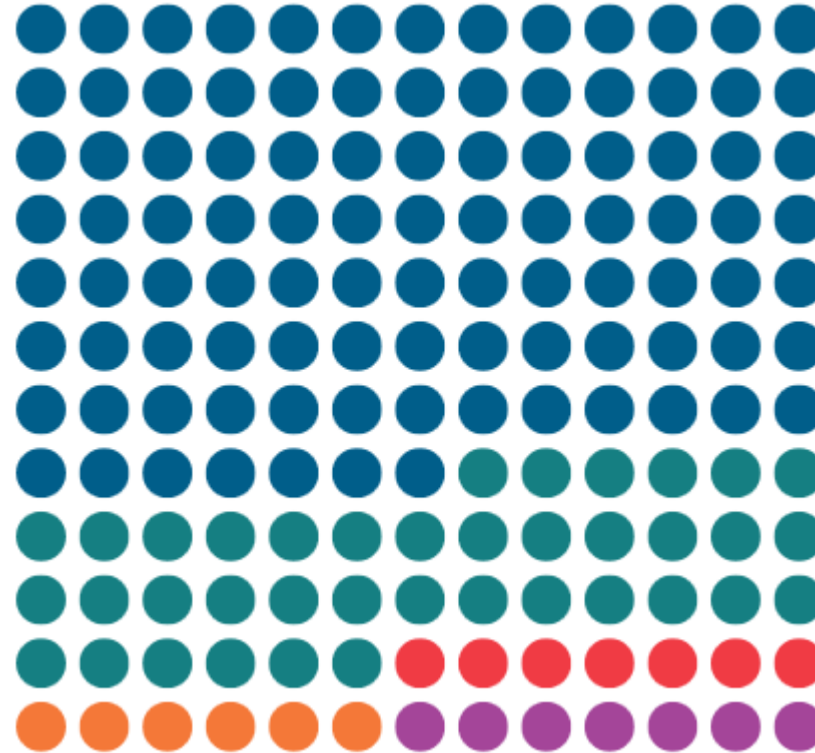


# RACE DISTRIBUTION

## 2000



## 2014



● White ● Black ● Asian ● Two or More Races ● Other

Between the years of 2000 and 2014, the City of Kennesaw became more diverse.

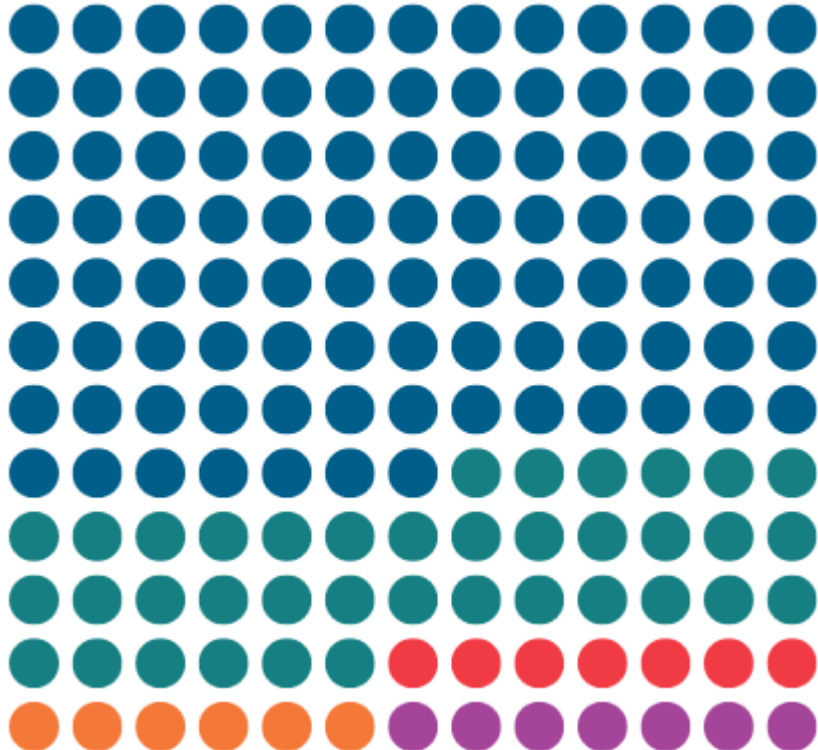
The proportion of Black residents, Asian residents, and residents who identified as two or more or another race increased, while the proportion of white residents decreased.

6.2% of residents of any race identified as Latino in 2000, and this percentage increased to 13.2% by 2014.

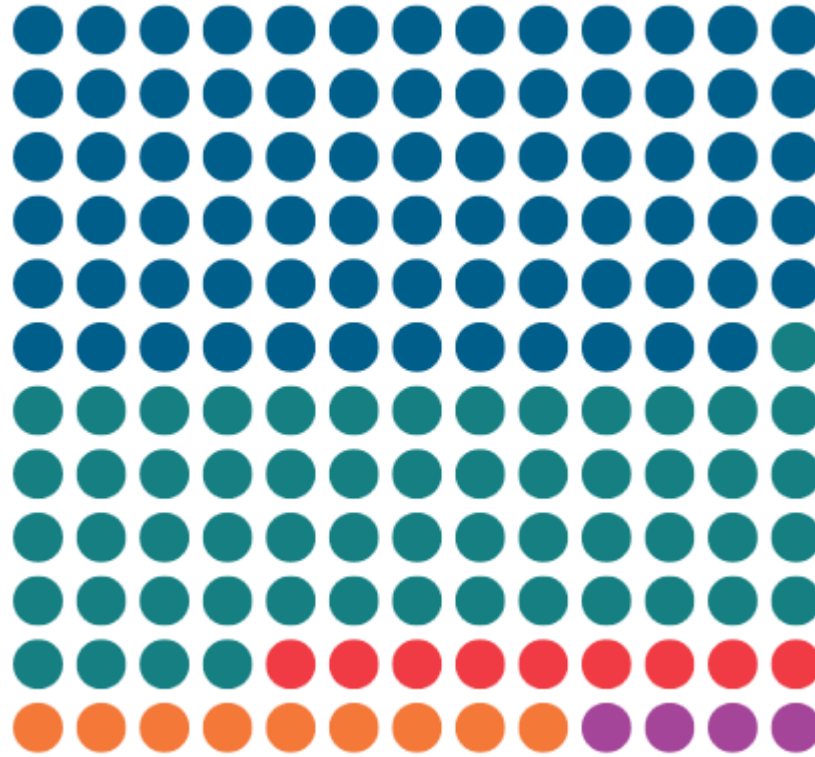
Data Source: US Census American Fact Finder

# RACE DISTRIBUTION

## KENNESAW



## 10-COUNTY ATLANTA METRO



The racial distribution in Kennesaw reflects the racial distribution in the 10 county metro loosely.

Kennesaw is home to slightly fewer residents of color than the Atlanta Metro at large.

Data Source: US Census American Fact Finder

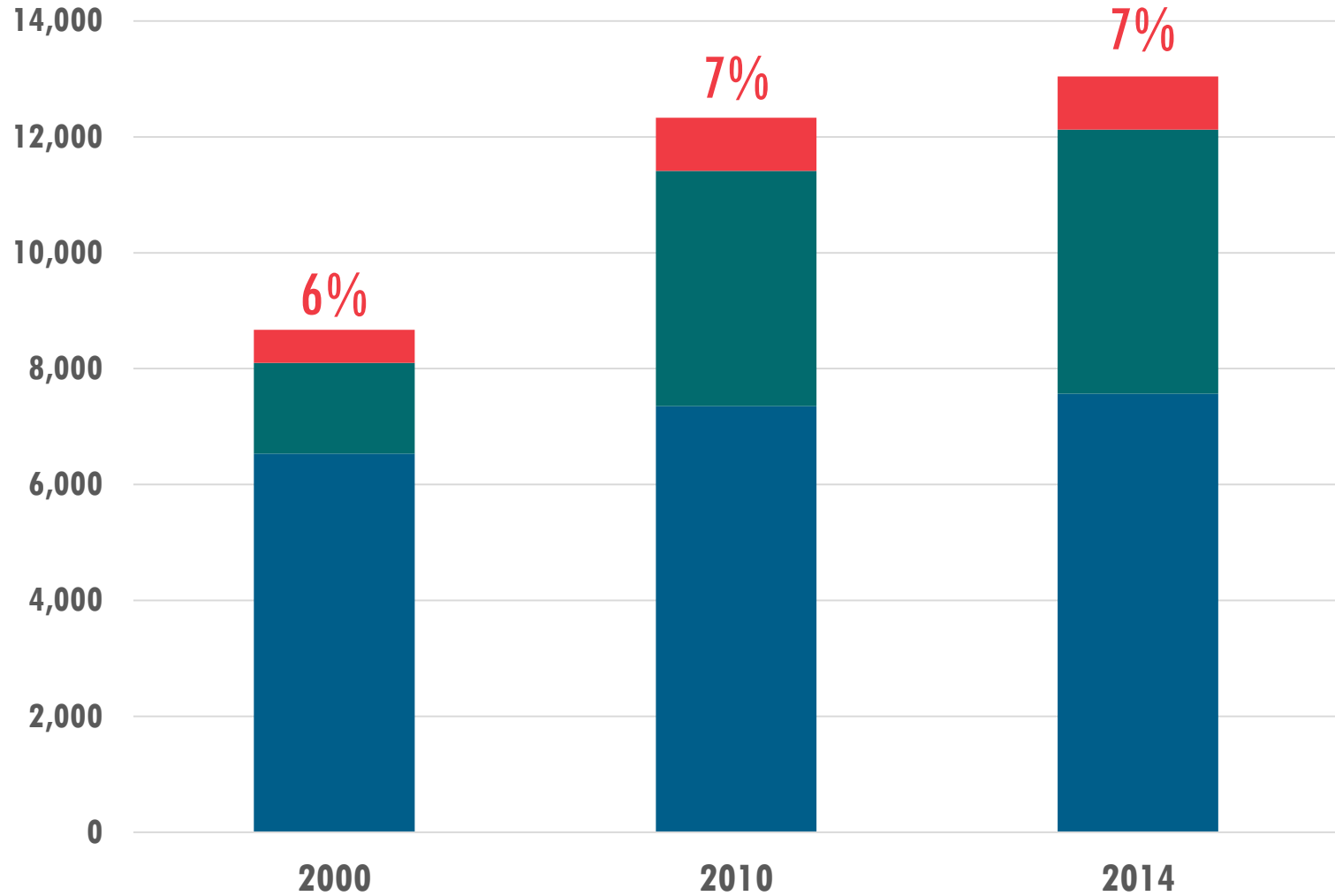
● White ● Black ● Asian ● Two or More Races ● Other



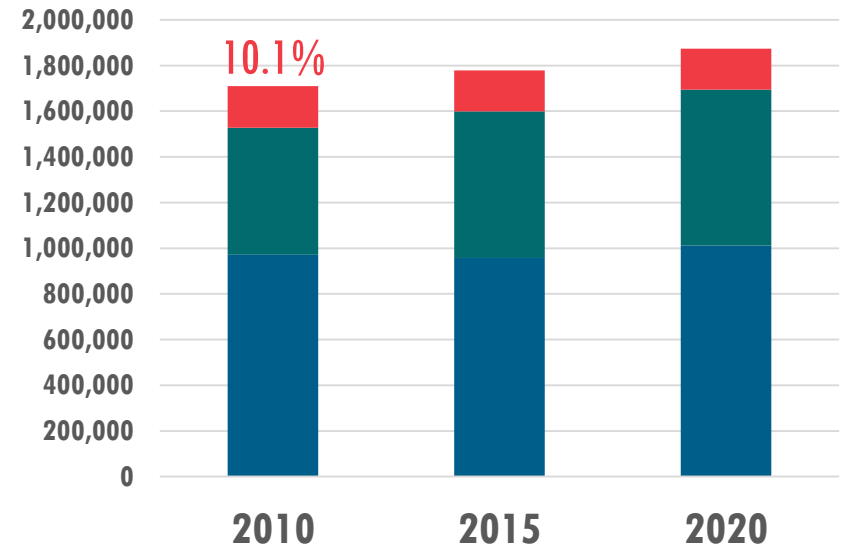
# HOUSING TRENDS



# HOUSING TENURE



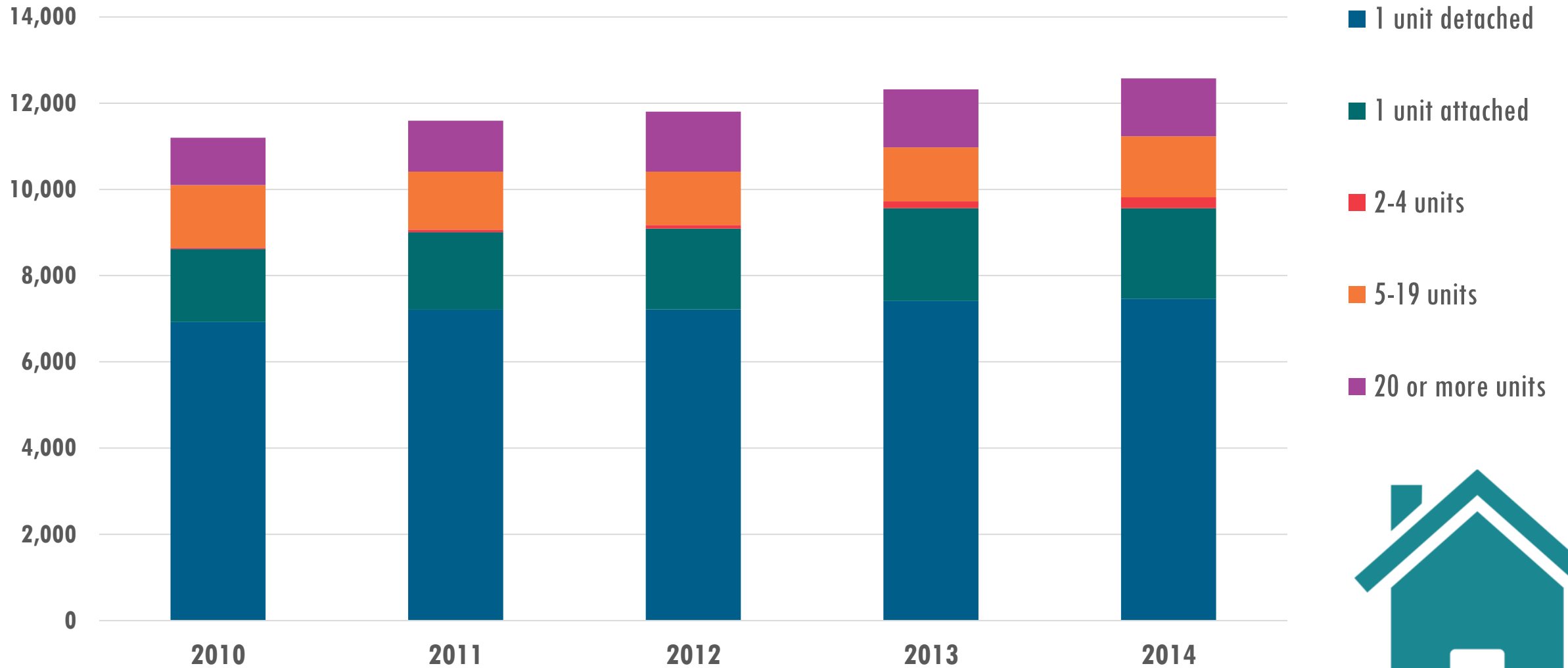
10 County Atlanta Metro Occupancy Projections



- Owner Occupied
- Rented
- Vacant



# HOUSING TYPES



# HOUSING EXPENDITURES

## Area Median Home Value Estimates

American  
Communities Survey  
Estimate 2014:

\$157,000

Zillow Estimate, May  
2016:

\$193,200

ESRI Business Analyst  
Online Estimate 2016:

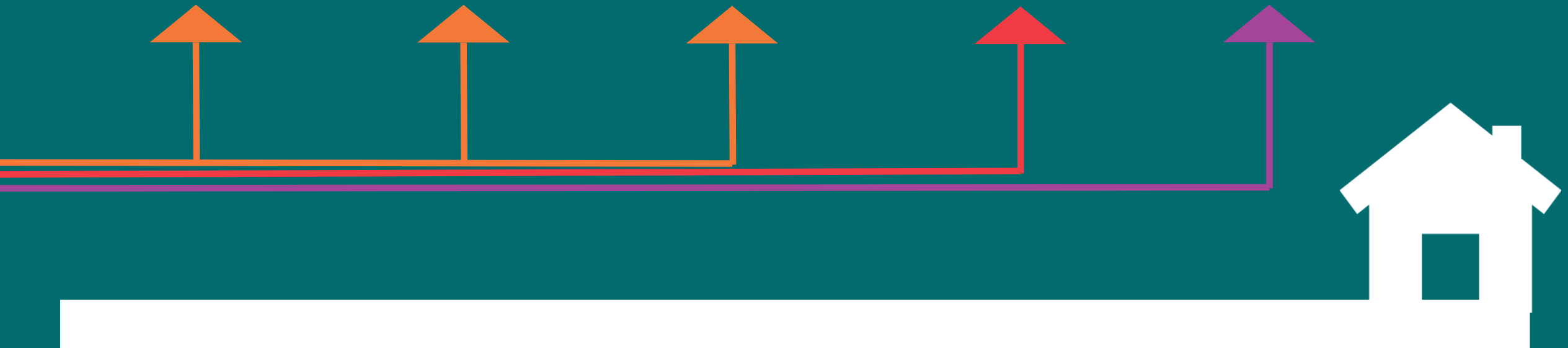
\$178,147

Selected Median Owner  
Costs, 2014:

\$1,456/mo

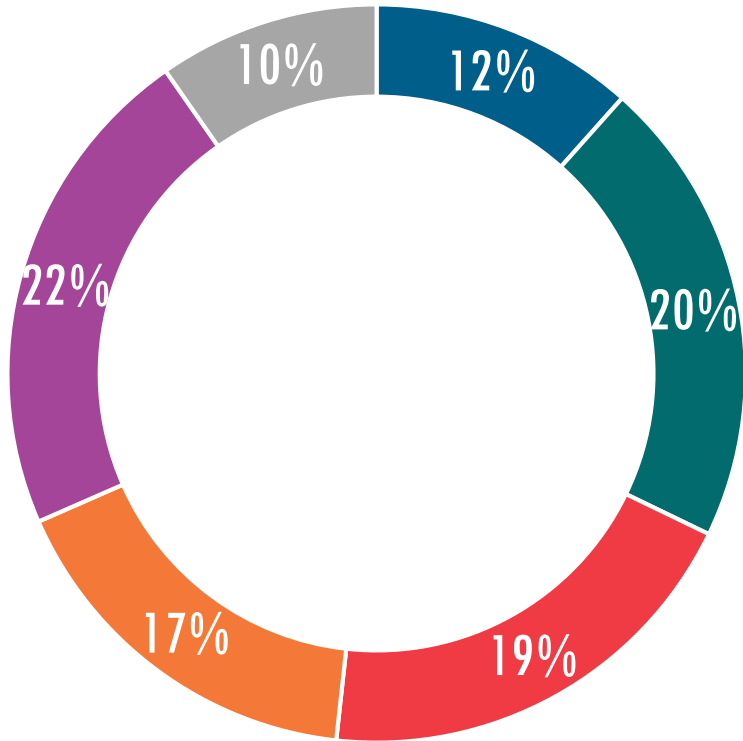
Average Monthly Rent  
2014

\$1,107/mo

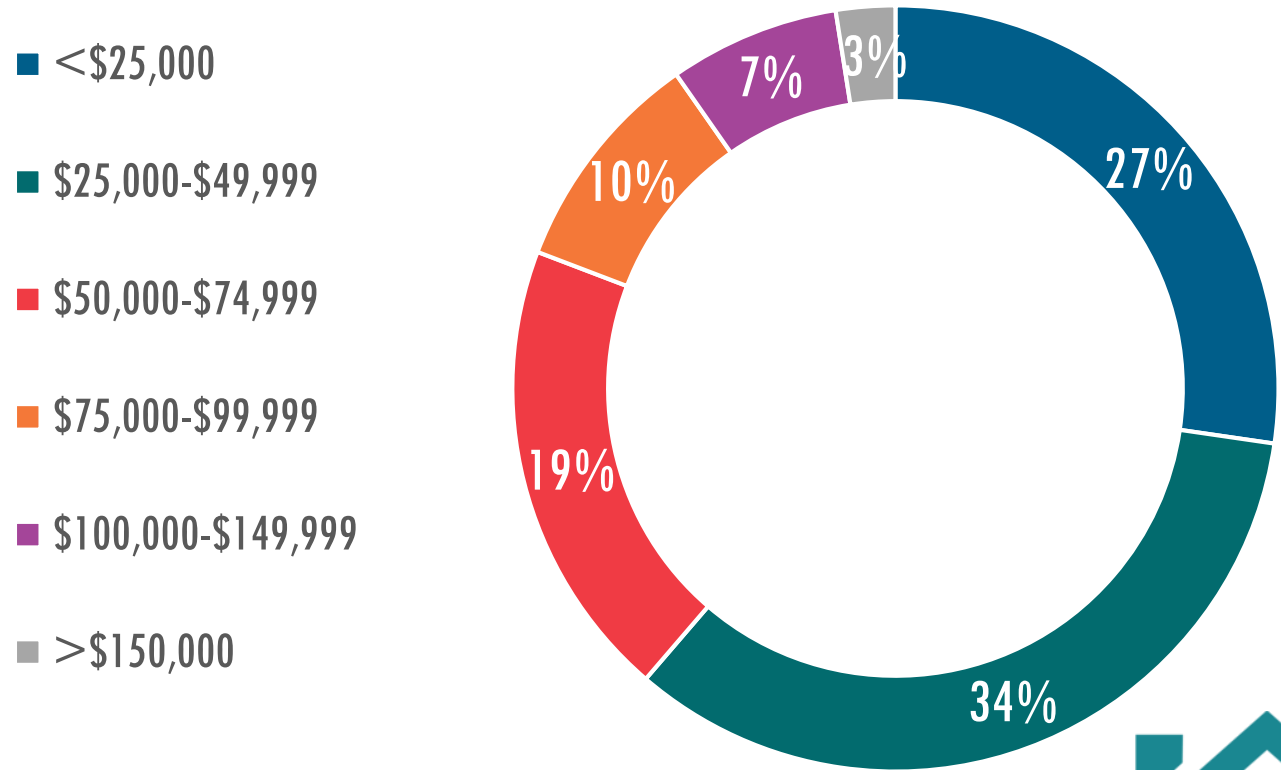


# HOUSEHOLD INCOME DISTRIBUTION: RENT V. OWN

## Owners Income Distribution



## Renters Income Distribution



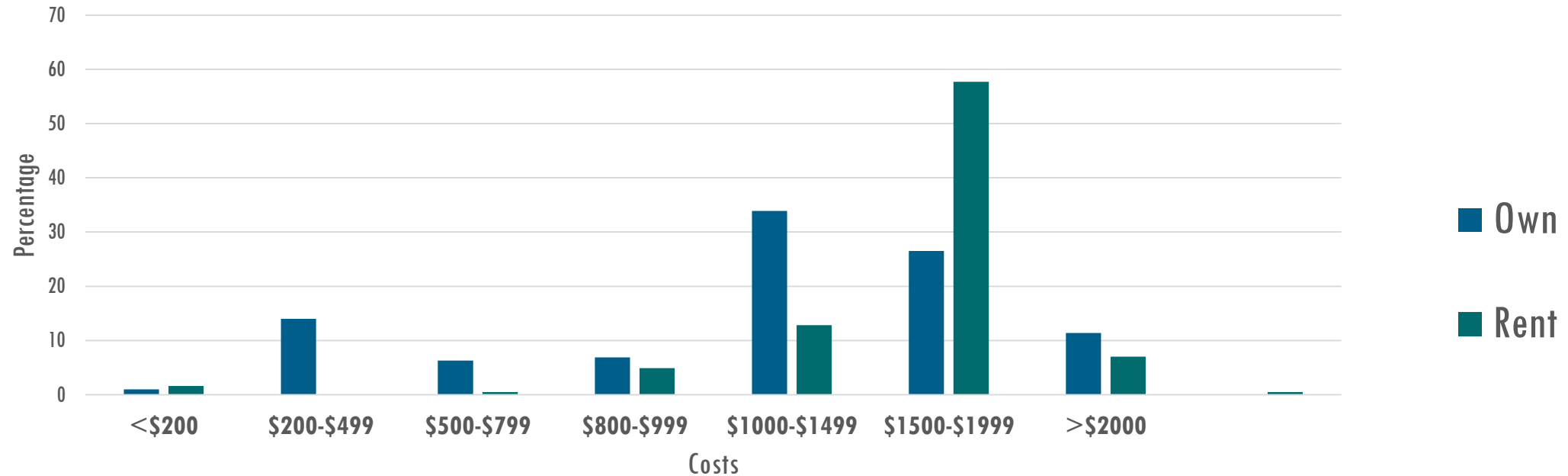
61% of residents who rent their home have a household income of less than \$50,000, while 32% of owners have incomes in this range. Conversely, 32% of homeowners but just 10% of renters make more than \$100,000.

Data Source: US Census American Fact Finder Housing Financial Characteristics, 2014.





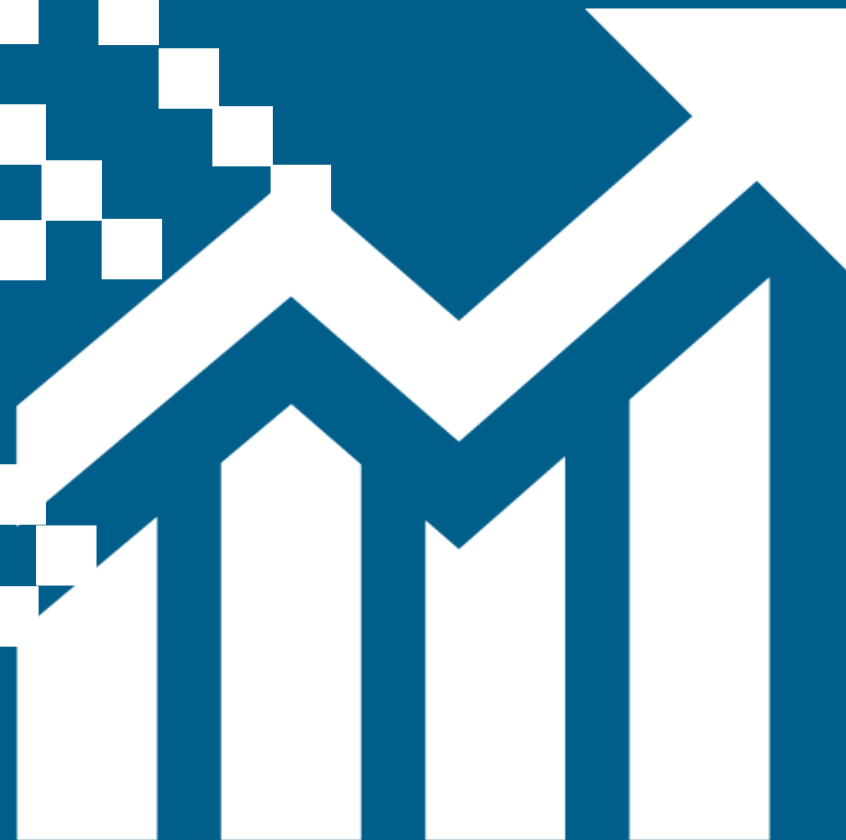
# MONTHLY HOUSING COSTS: RENT V. OWN



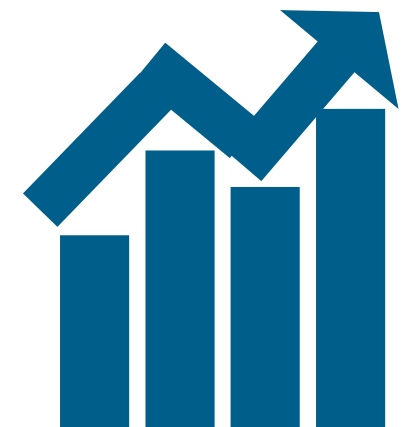
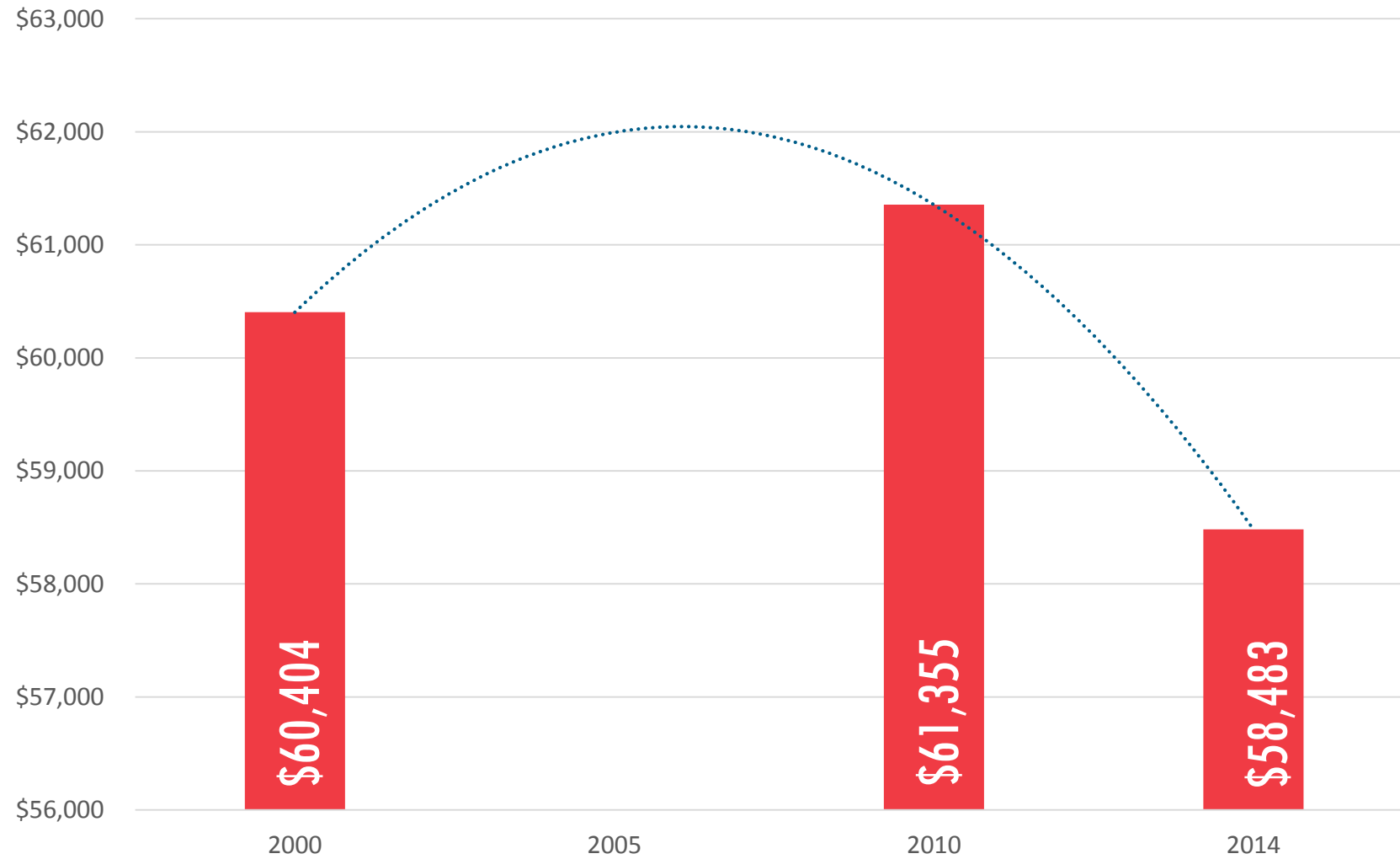
A vast majority of renters spend between \$1500 and \$1999 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1000 and \$1499 on housing costs monthly.



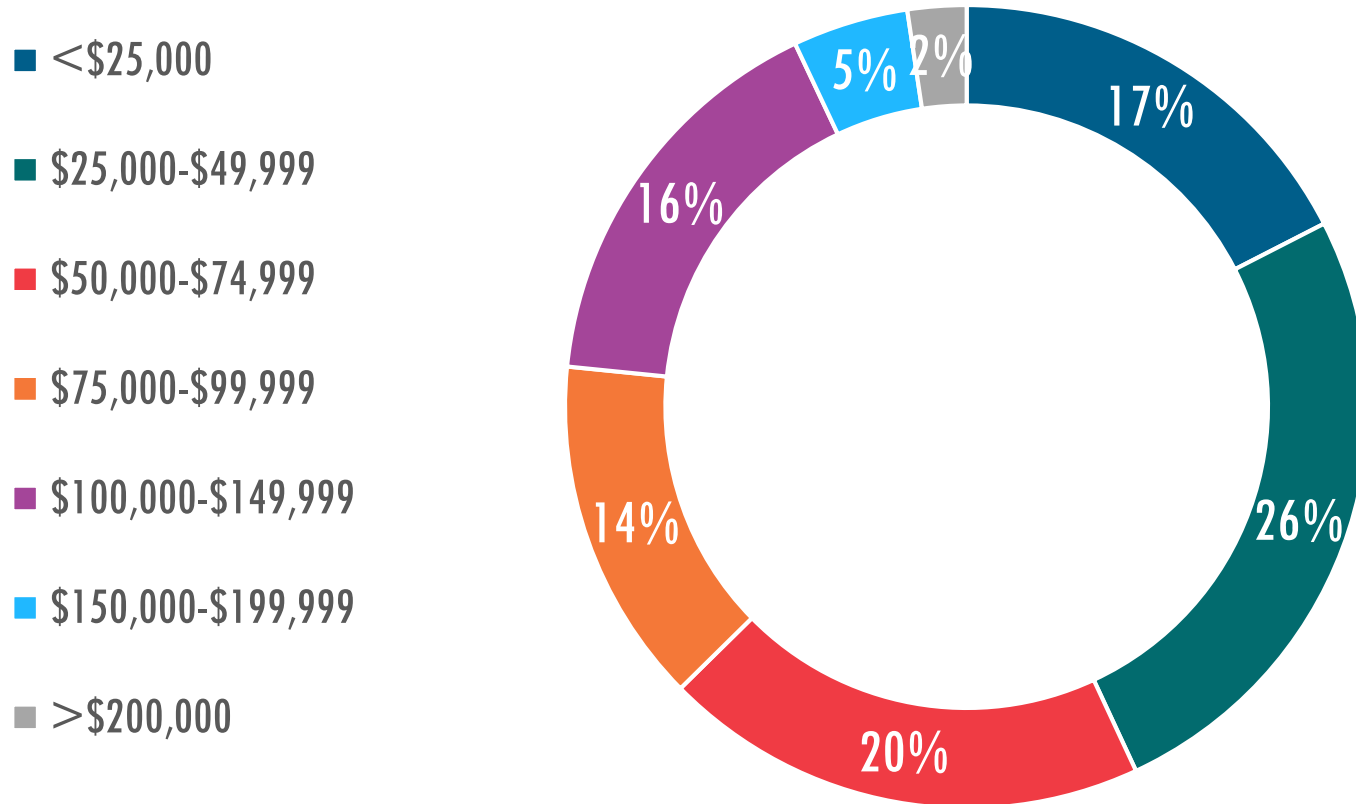
ECONOMIC TRENDS



# AREA MEDIAN INCOME

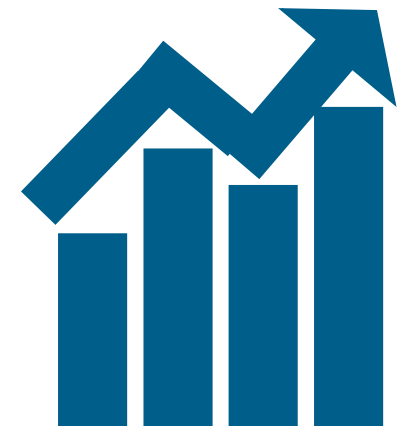


# INCOME DISTRIBUTION



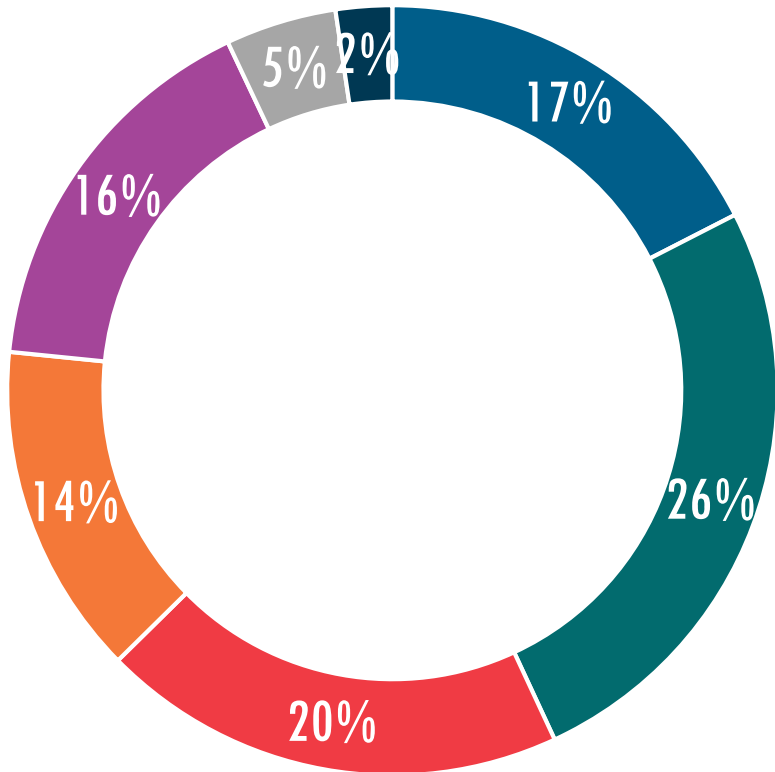
43% of Kennesaw households make under \$50,000 per year.

Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics 2014

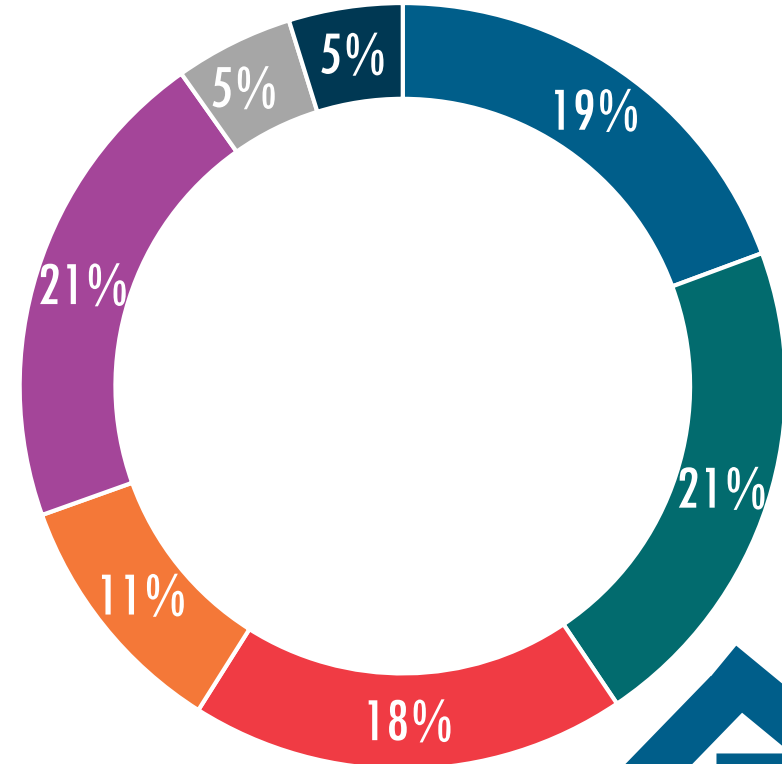


# INCOME DISTRIBUTION COMPARISON

Marietta



10 County Atlanta Metro



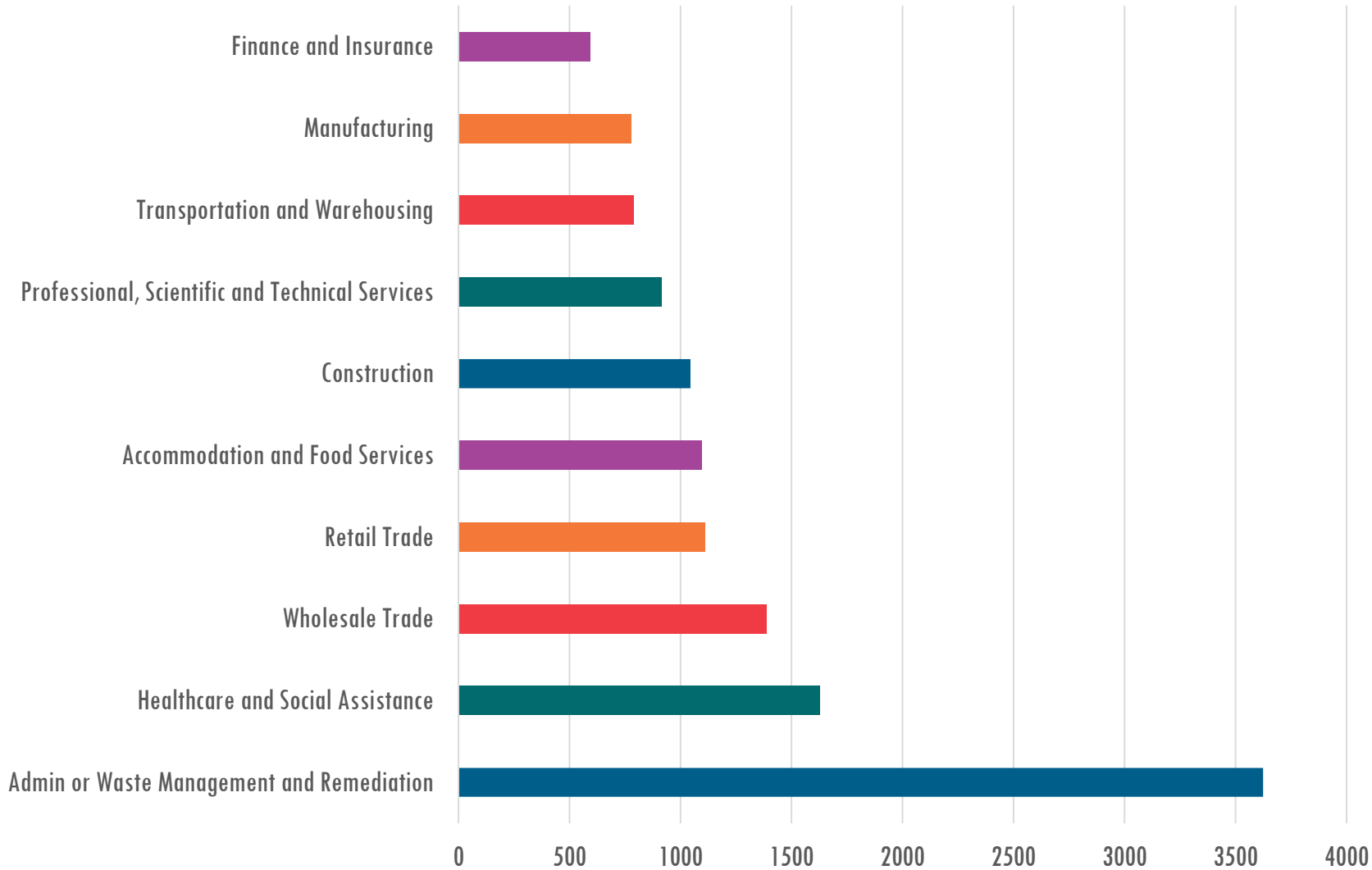
- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- >\$200,000

The City of Kennesaw has a larger proportion of people making between \$25,000 and \$100,000 than the Metro Atlanta Region indicating a larger middle class.

Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics 2014



# WORKPLACE AREA CHARACTERISTICS

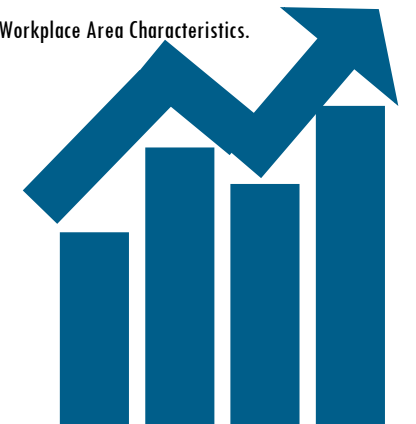


What jobs exist within Kennesaw?

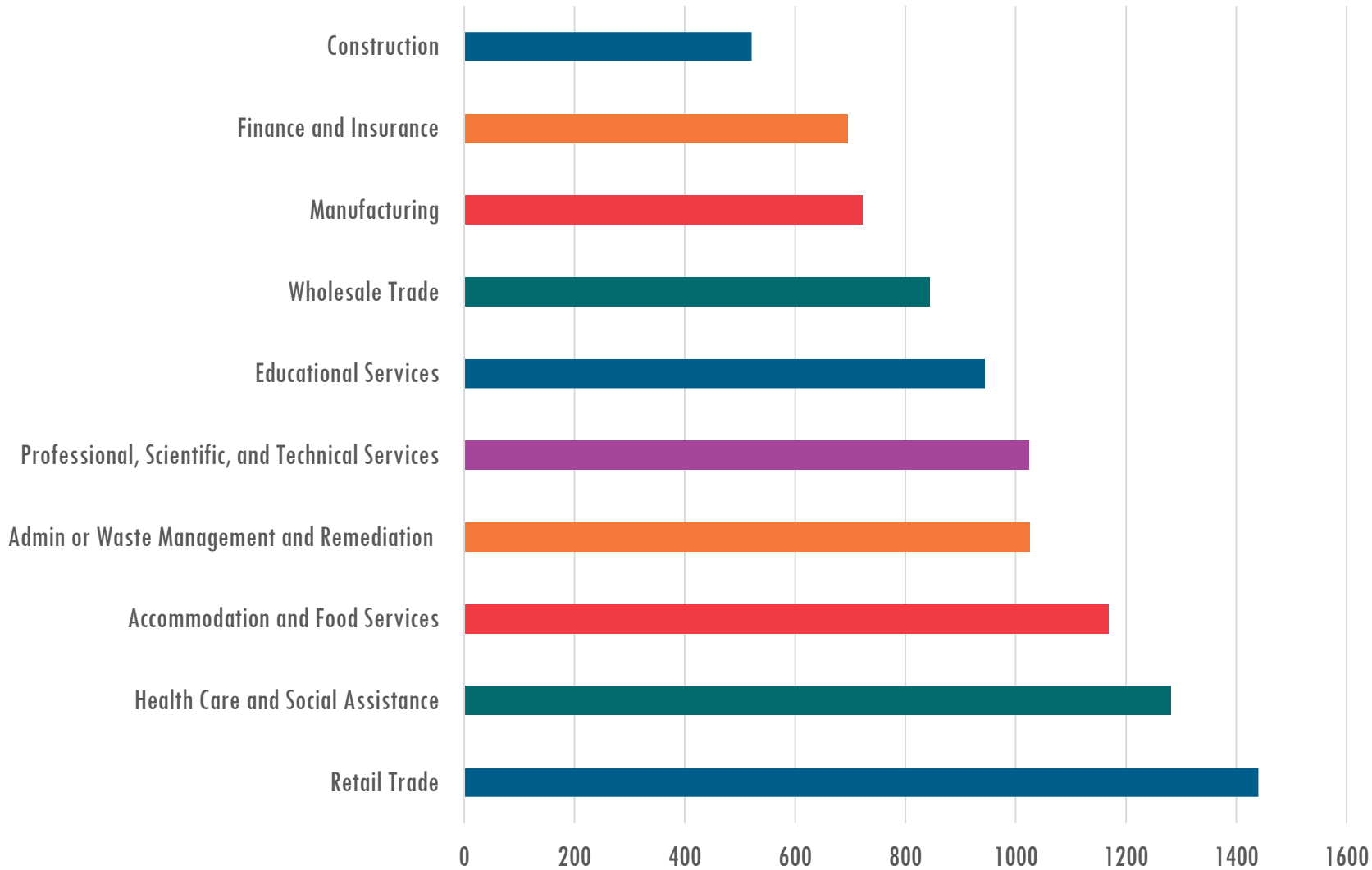
The largest industry within Kennesaw is Administration or Waste Management and Remediation by far, followed by Healthcare and Social Assistance and Wholesale Trade.

Note: This only represents the top ten Workplace area characteristics for clarity.

Data Source: US Census on the Map Workplace Area Characteristics.



# RESIDENT AREA CHARACTERISTICS

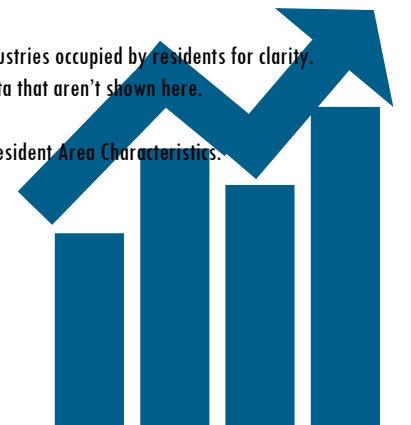


What industries do Kennesaw residents work in?

The largest industry among Kennesaw residents is Retail Trade, followed closely by Health Care and Social Assistance, and Accommodation and Food Services

Note: This depicts only the top 10 industries occupied by residents for clarity. Others may be represented in the data that aren't shown here.

Data Source: US Census on the Map Resident Area Characteristics.



# TRANSPORTATION TRENDS





# WORK COMMUTES

Commute In to Kennesaw:

**13,973**

Commute Out of Kennesaw:

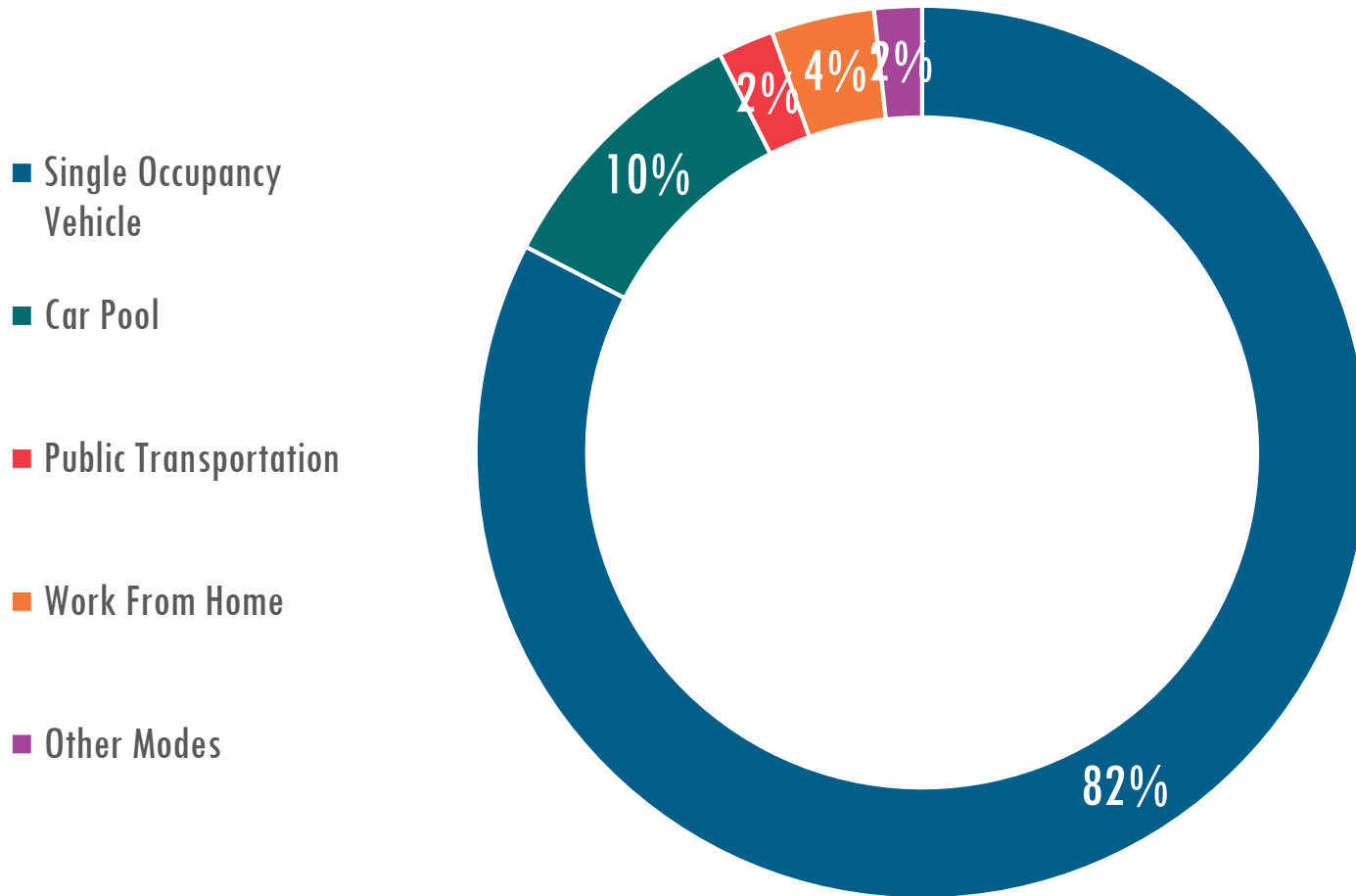
**11,351**

Live and Work In Kennesaw:

**728**



# MODE OF TRANSPORTATION



**92% of Kennesaw residents use a car to get to work each day. 82% of those drive alone, while 10% carpool. 2% of residents use public transportation, 4% work from home, and another 2% use alternative modes of transportation such as walking or biking to get to work.**

Data Source: US Census American Fact Finder Economic Characteristics



# DISTANCE TRAVELED

38% of residents travel <10 miles

31% of residents travel 10-24 miles

19% of residents travel 25-50 miles

12% of residents travel >50 miles



QUESTIONS?