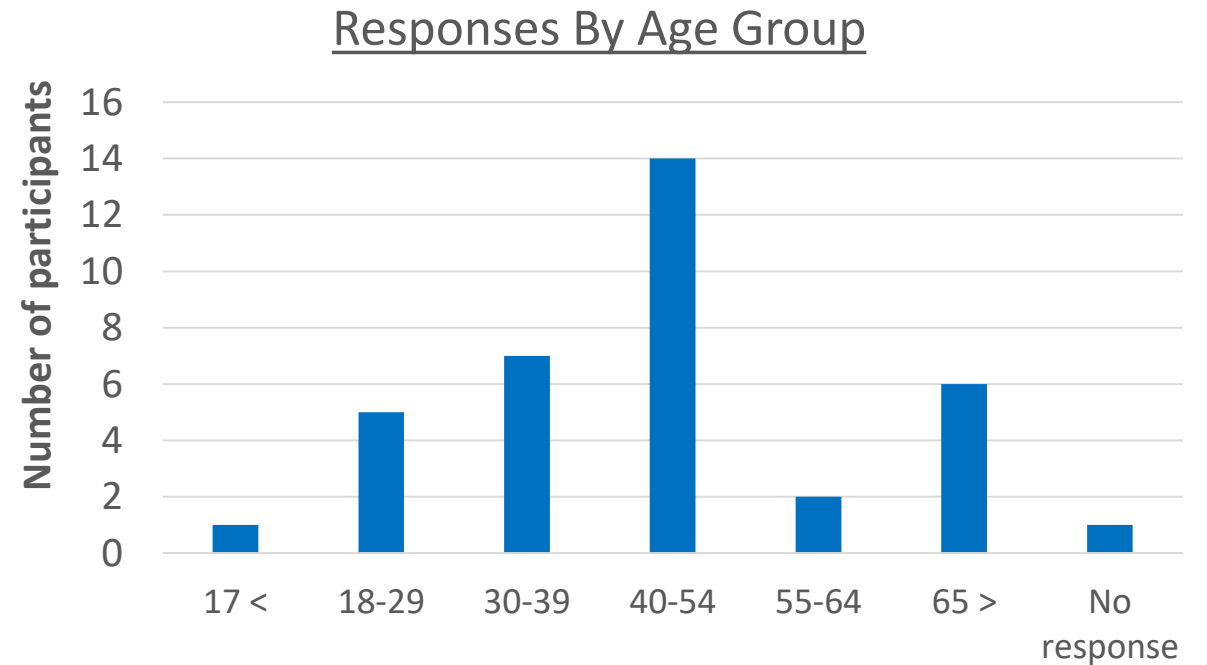
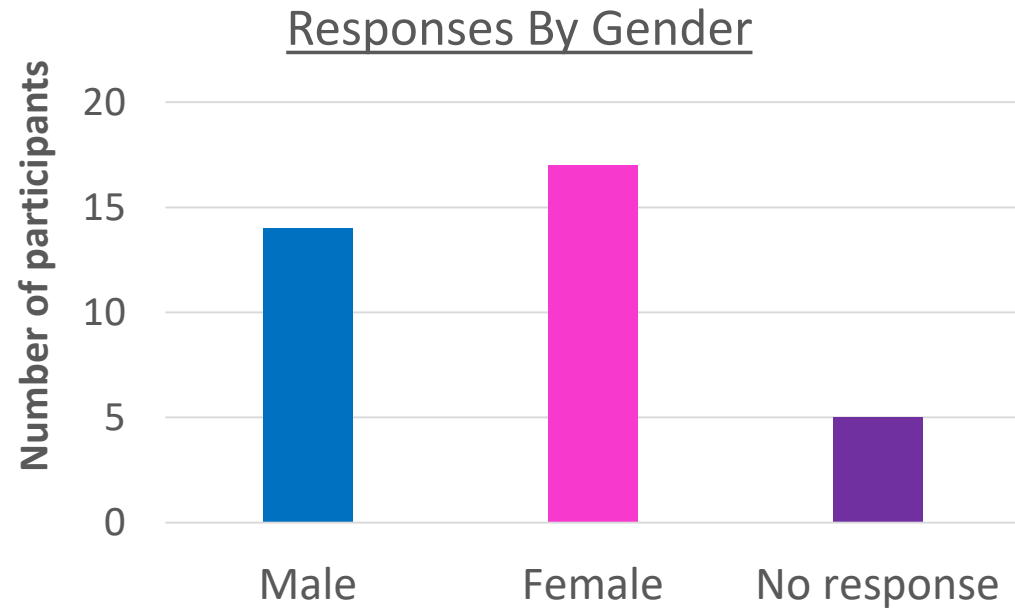




CITY OF KENNESAW

2022 COMPREHENSIVE PLAN UPDATE

Survey Results from City Events



Total number of people surveyed: 36

Survey Results from City Events: General Responses

- **Major strengths:** events, historic, quiet, safe, downtown, cultural institutions, mayor, police, parks, restaurants/food, friendly people, diversity, small town feel, walkable, clean streets, family friendly, Noonday Creek trail upgrades
- **Major weaknesses:** traffic, not enough trails and sidewalks, new apartments, not enough downtown businesses, perception of being a college town, not wanting affordable housing, poor roadway conditions, un-kept retention ponds, property taxes too high, too many cars in one driveway, trains are too slow and noisy and airplanes are too loud, not enough parking for events, too much industrial near downtown, confederate images/Wildman's

Survey Results from City Events: General Responses

- **Would you consider moving to Kennesaw, why?:**
 - **Yes:** affordable, good gun laws, lovely place to live, clean compared to other areas, great parks, low crime rate
 - **No:** already established and too far from work and family, traffic is a problem, unaffordable
- **What services/businesses would you like to see more of:**
restaurants, murals/art/sculptures, theatre, vegan friendly eateries, vendor opportunities (car shows and food), businesses that cater to families and kids, parks/playgrounds, foot traffic shops, large corporations so the town stays thriving

Survey Results from City Events: General Responses

- **General comments:** infrastructure is not keeping up with new development, why is there no light-rail when railroads are everywhere, want more creative restaurants and bars, we need more drug & underage smoking awareness, it takes forever to open a new business, need a “How to Guide” for new residents, want more downtown dining and entertainment options, finish the Sardis Street road extension and bridge over the railroad tracks

Survey Results from Online (as of 01/31/2022)

- **Quality of life**
 - Low – 6%
 - Average – 42%
 - High – 52%
- **Strengths:** parks, low crime, downtown, breweries
- **Weaknesses:** downtown, civil war memorabilia, traffic, apartments
- **Needs:** more retail, more restaurants, more single-family homes (54%)

Link to survey results: www.publicinput.com/Report/4yp14bx4arb

Goal Outcomes

The City of Kennesaw is a diverse and forward looking community engaged in shaping its own future. The people of Kennesaw are working to capitalize on the qualities and values that have made it a successful community.

Through data analysis and public engagement, the following challenges (needs) and assets (opportunities) were identified for the City of Kennesaw.

As the City of Kennesaw moves forward in implementing the Comprehensive Plan. These assets (opportunities) and challenges (needs) should be monitored to ensure that they are still relevant to the city.

Assets (Opportunities)

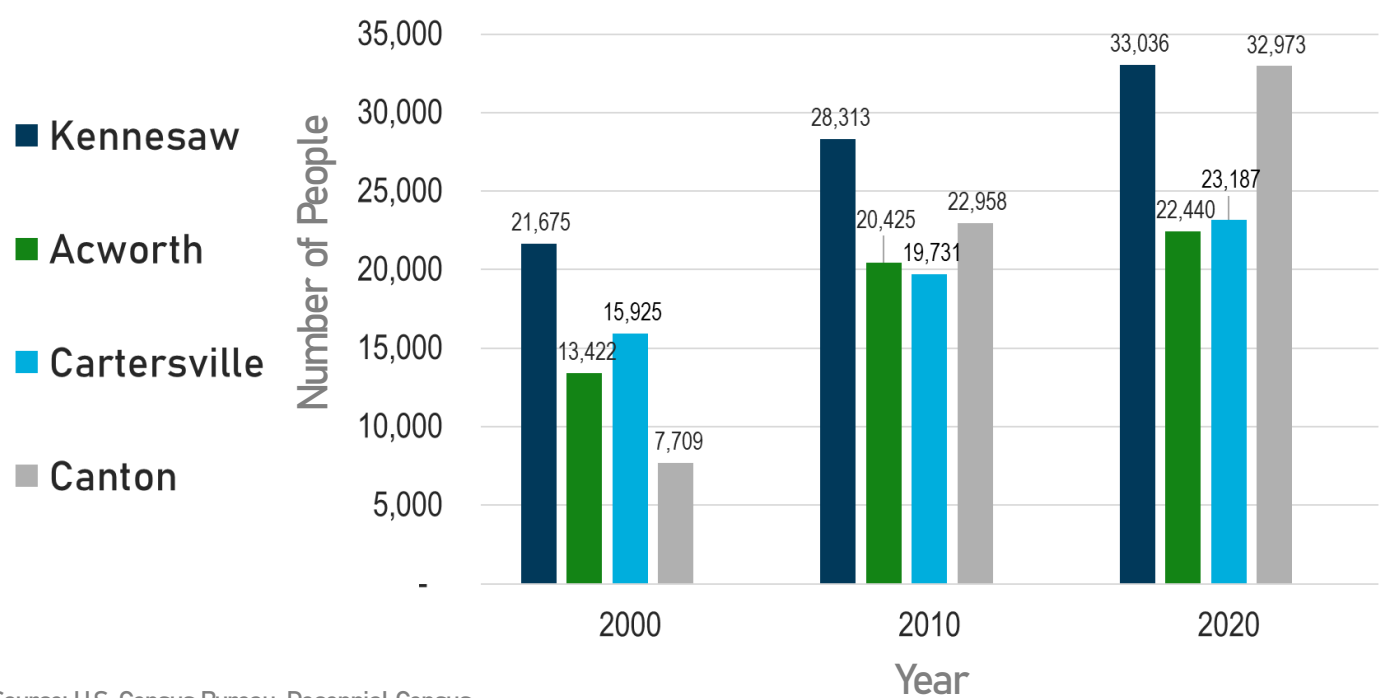
- Downtown Kennesaw
- Cultural Institutions: The Southern Museum of Civil War and Locomotive History and the Smith-Gilbert Gardens
- City Parks & Annual Events
- Kennesaw State University
- Cobb County International Airport

Challenges (Needs)

- Perception of Downtown
- Transportation Modes and Transit
- City Boundaries
- Broadband Readiness
- Housing (Inventory and Affordability)



Population Comparison to Neighboring Cities



Source: U.S. Census Bureau, Decennial Census

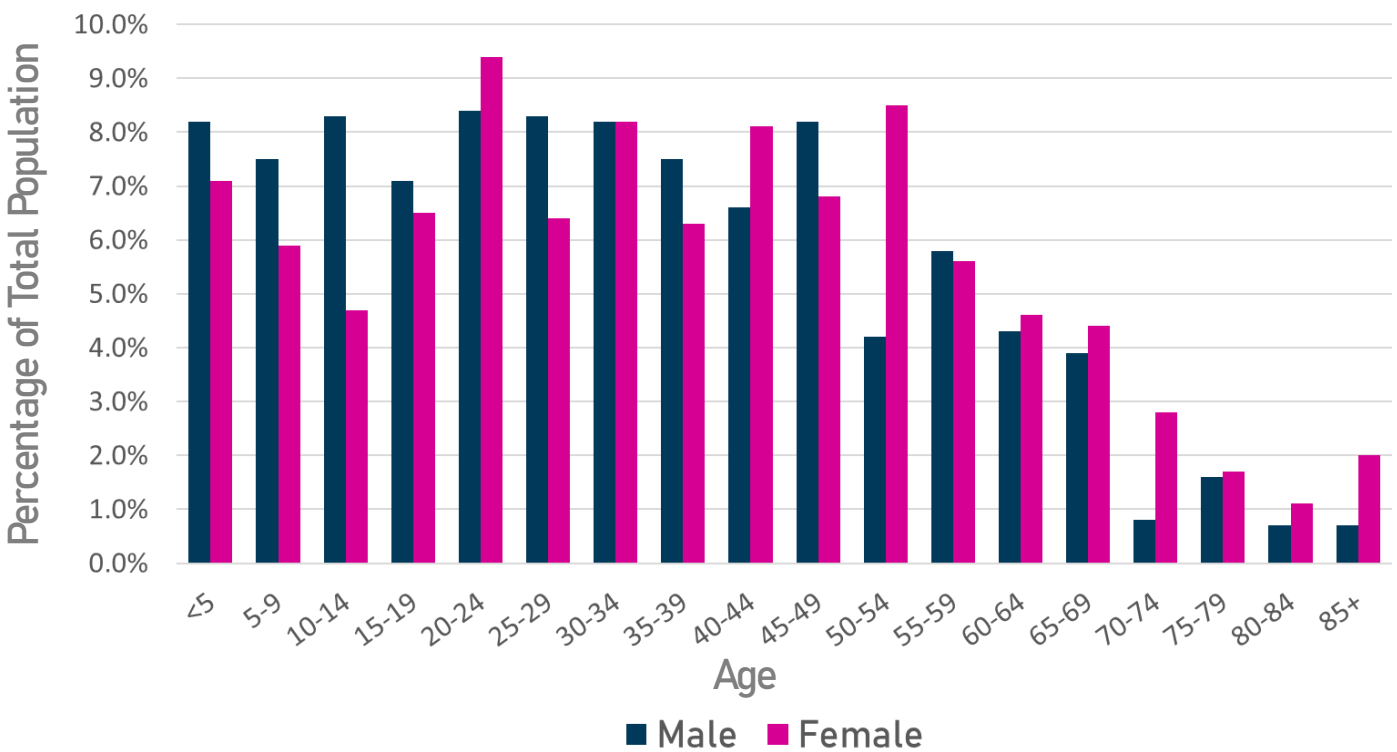
Population Age by Sex

33.3

Median age
Kennesaw

37.3

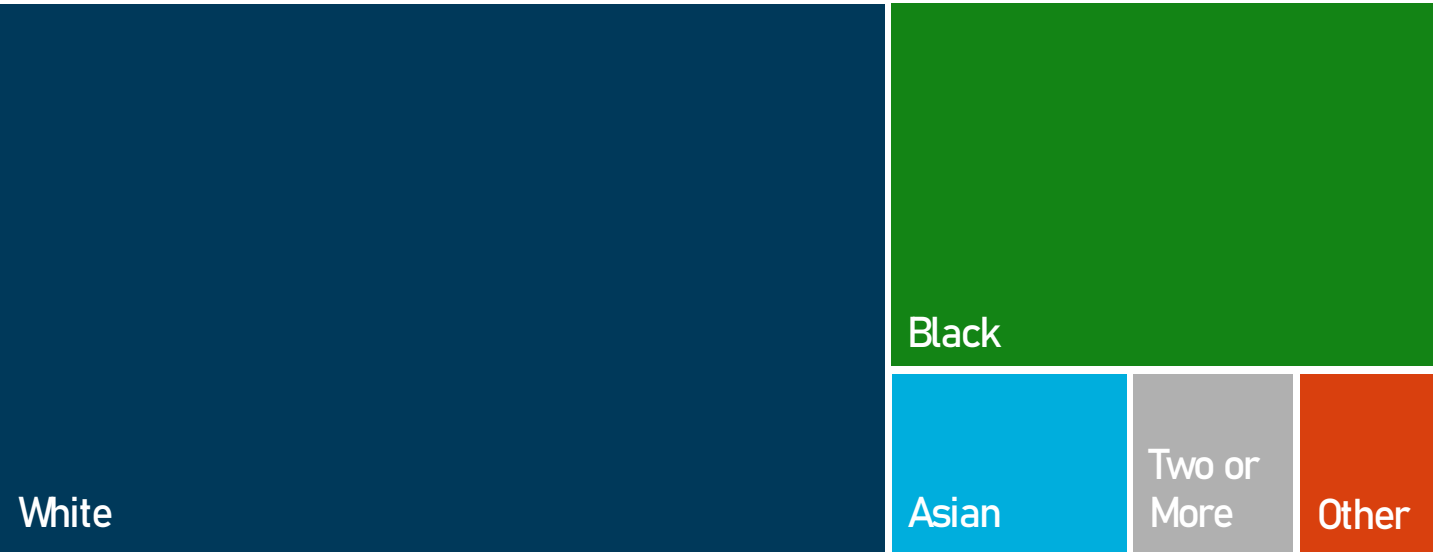
Median age
Cobb County



Source: U.S. Census Bureau, American Community Survey, 2019

Demographic Data

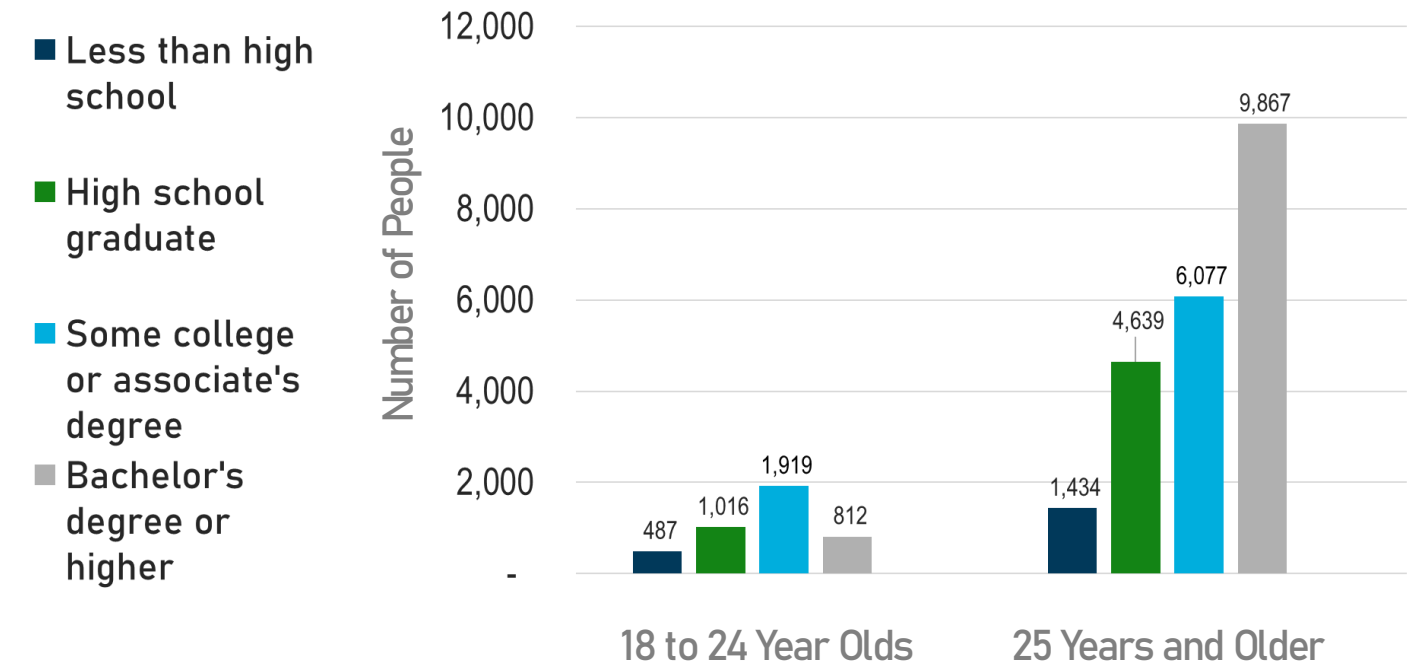
Racial Composition



Source: U.S. Census Bureau, American Community Survey, 2019

Educational Attainment by Age

3,600
Residents enrolled in college or graduate school (2020)



Source: U.S. Census Bureau, American Community Survey, 2020

Housing

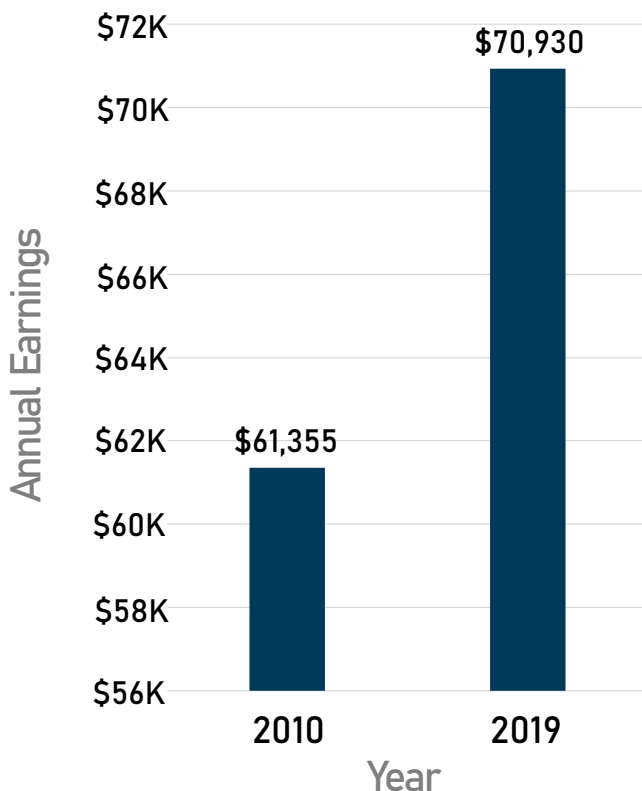
The median income, which is a number that divides a population into two equal groups, half having an income above that amount, and half having an income below that amount, in Kennesaw for homeowners is \$79,698 and for renters, the median income is \$51,959.

What is unique is that a clear majority of residents in Kennesaw are renting and spend between \$1,000 and \$1,499 on housing costs each month. Housing costs for homeowners seem to be more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$2,000 on housing costs monthly.

Top Strategies for the Housing Submarket

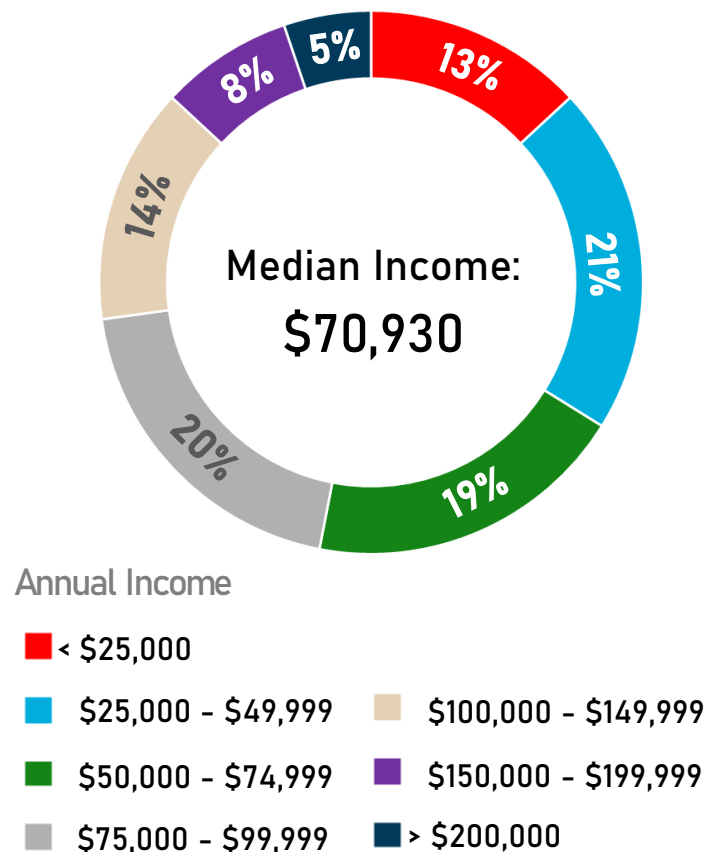
- Increase supply
- Preserve affordable supply
- Reduce housing and transportation costs
- Expand capitol resources
- Promote housing stability
- Develop leadership and collaboration on affordability

Median Household Income



Source: U.S. Census, American Community Survey, 2010 & 2019

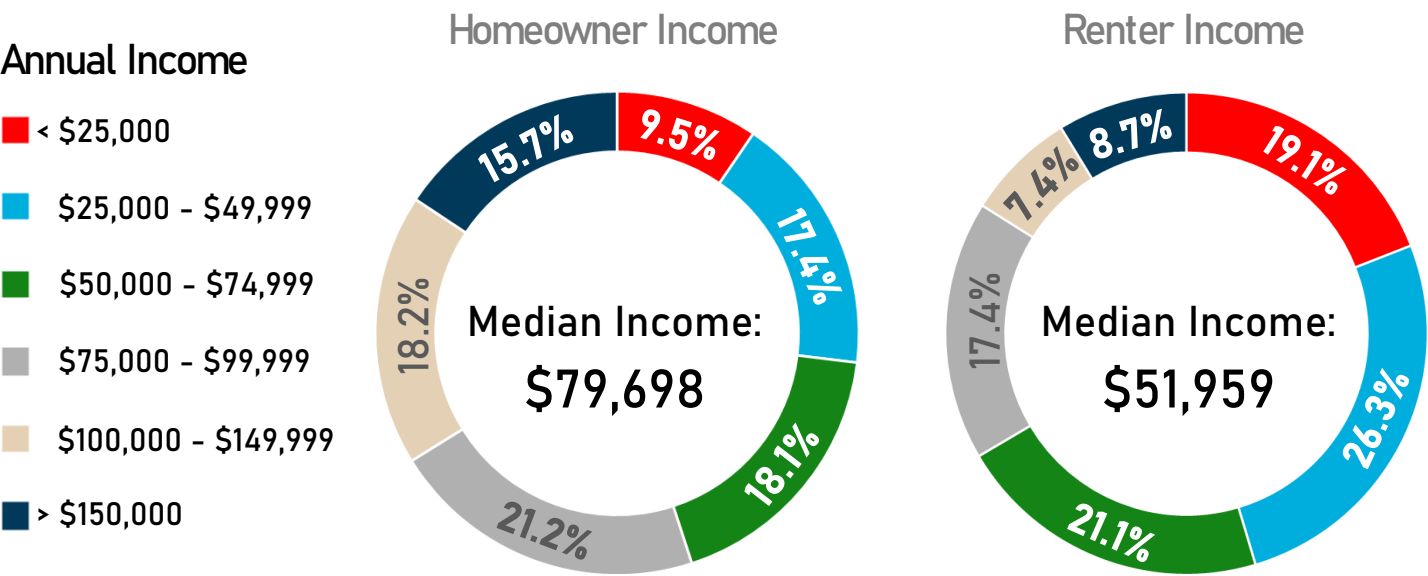
Household Income Distribution



Source: U.S. Census, American Community Survey, 2019

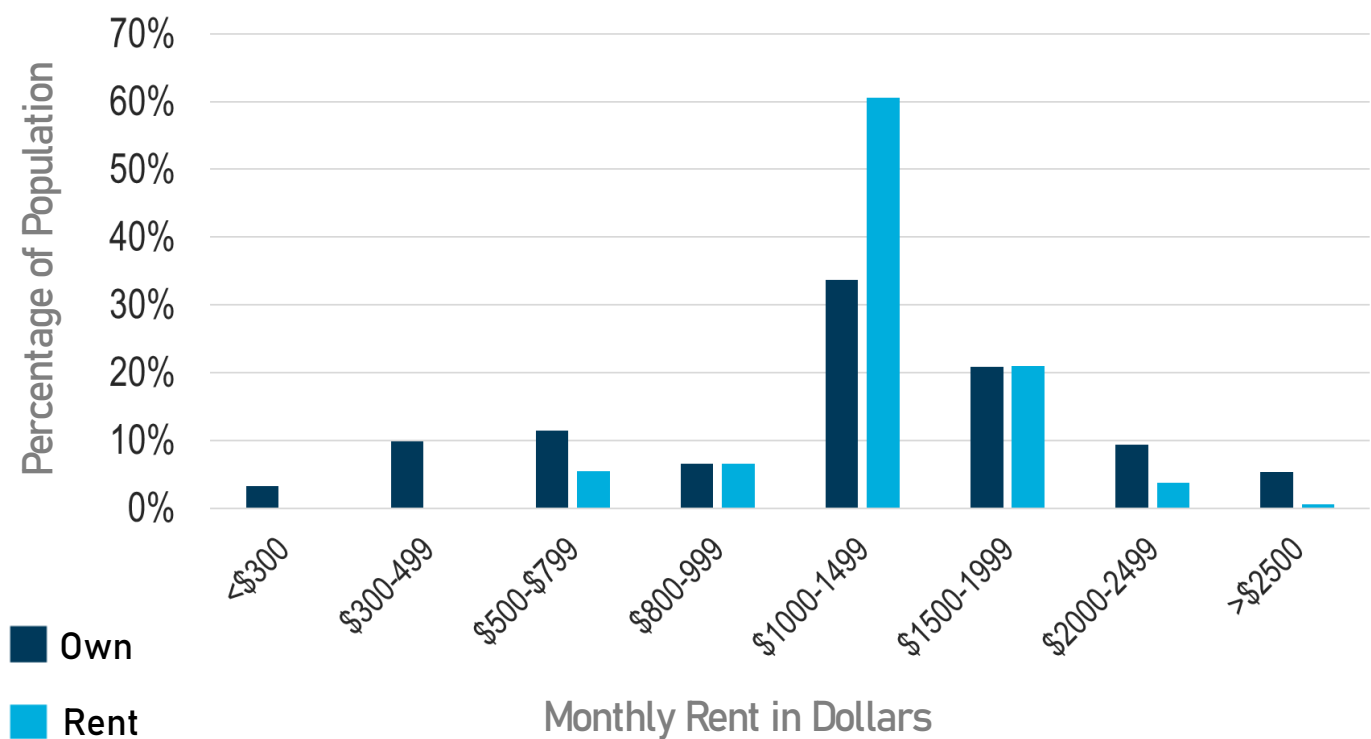
Housing Data

Household Income Distribution: Homeowners & Renters



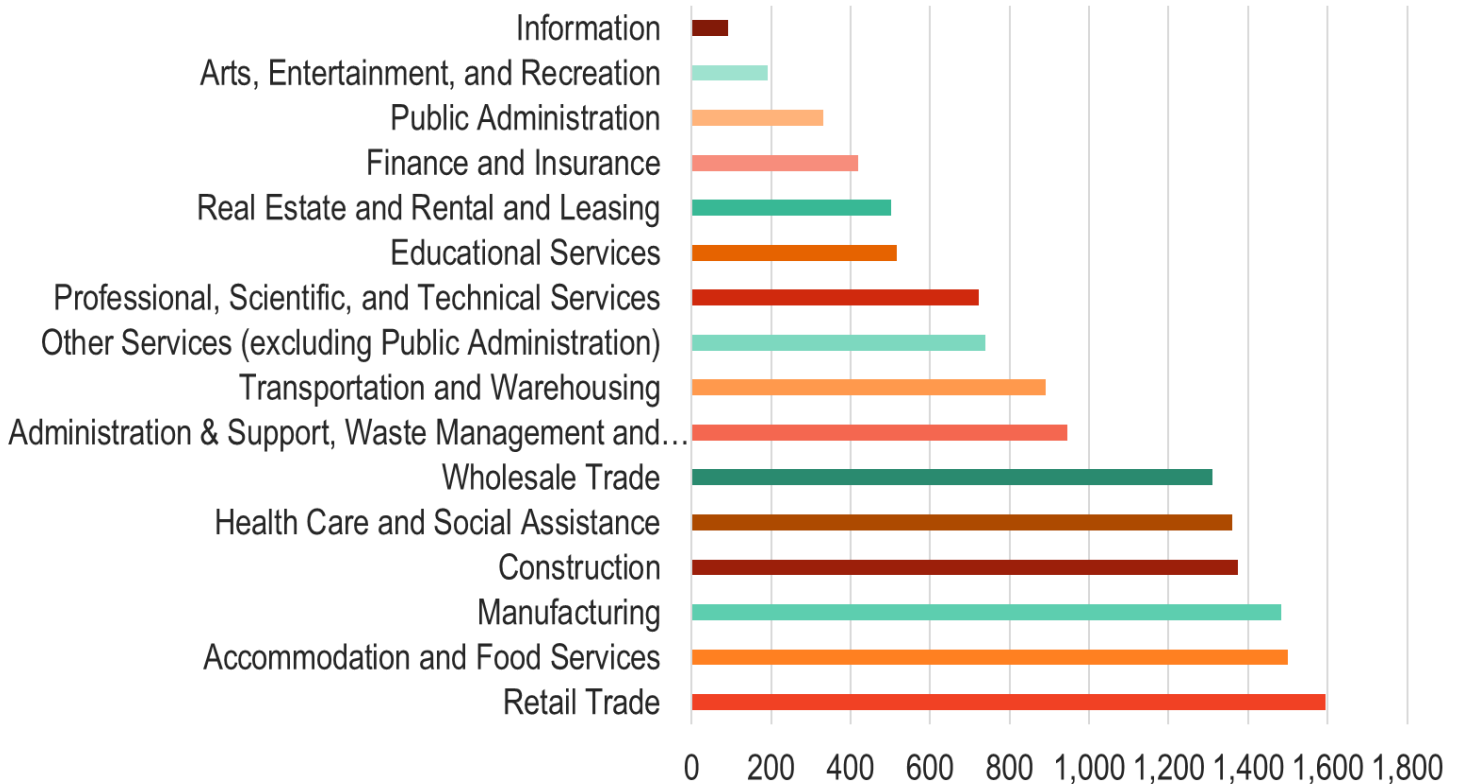
Source: U.S. Census Bureau, American Community Survey, 2019

Monthly Housing Costs: Homeowners & Renters



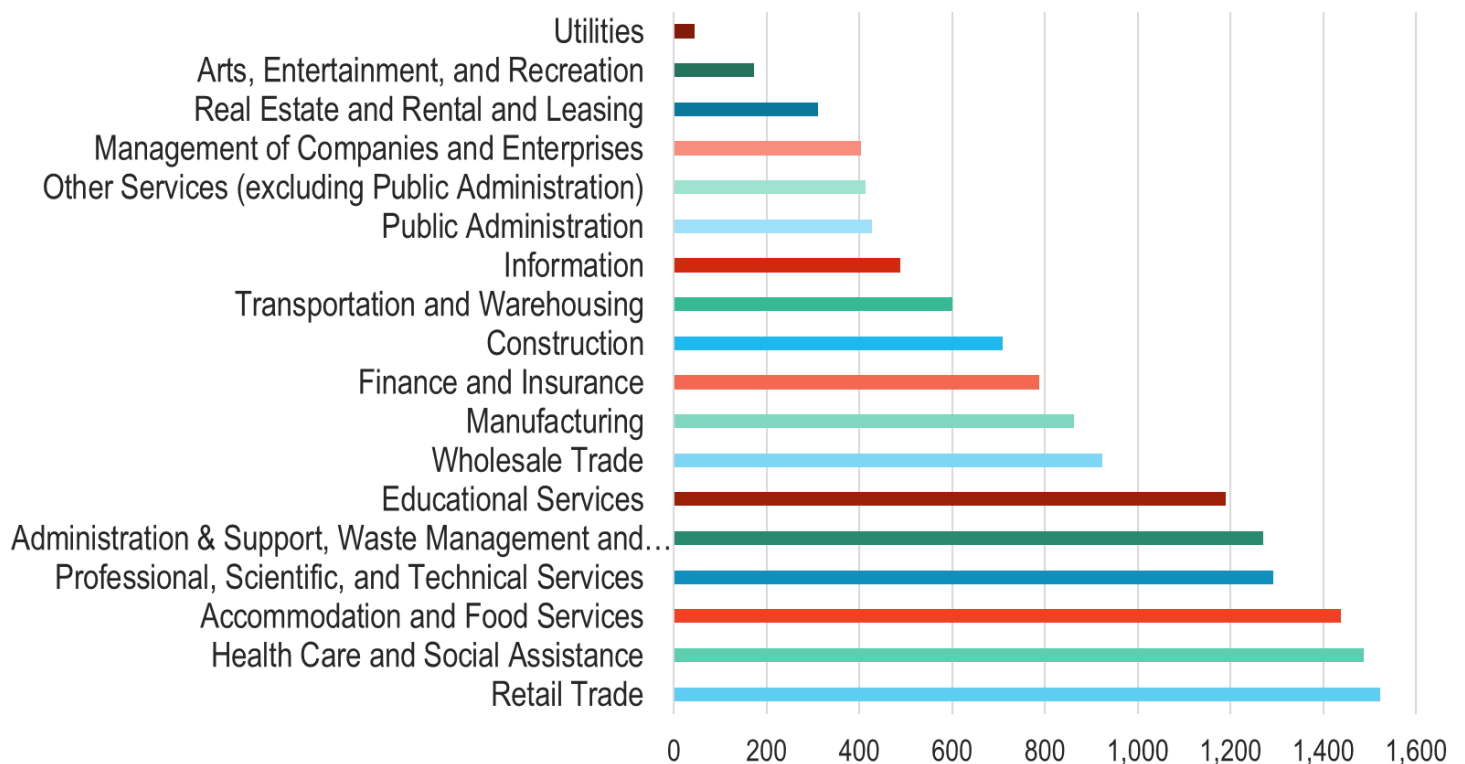
Source: U.S. Census Bureau, American Community Survey, 2019

Employment Opportunities in Kennesaw by Industry



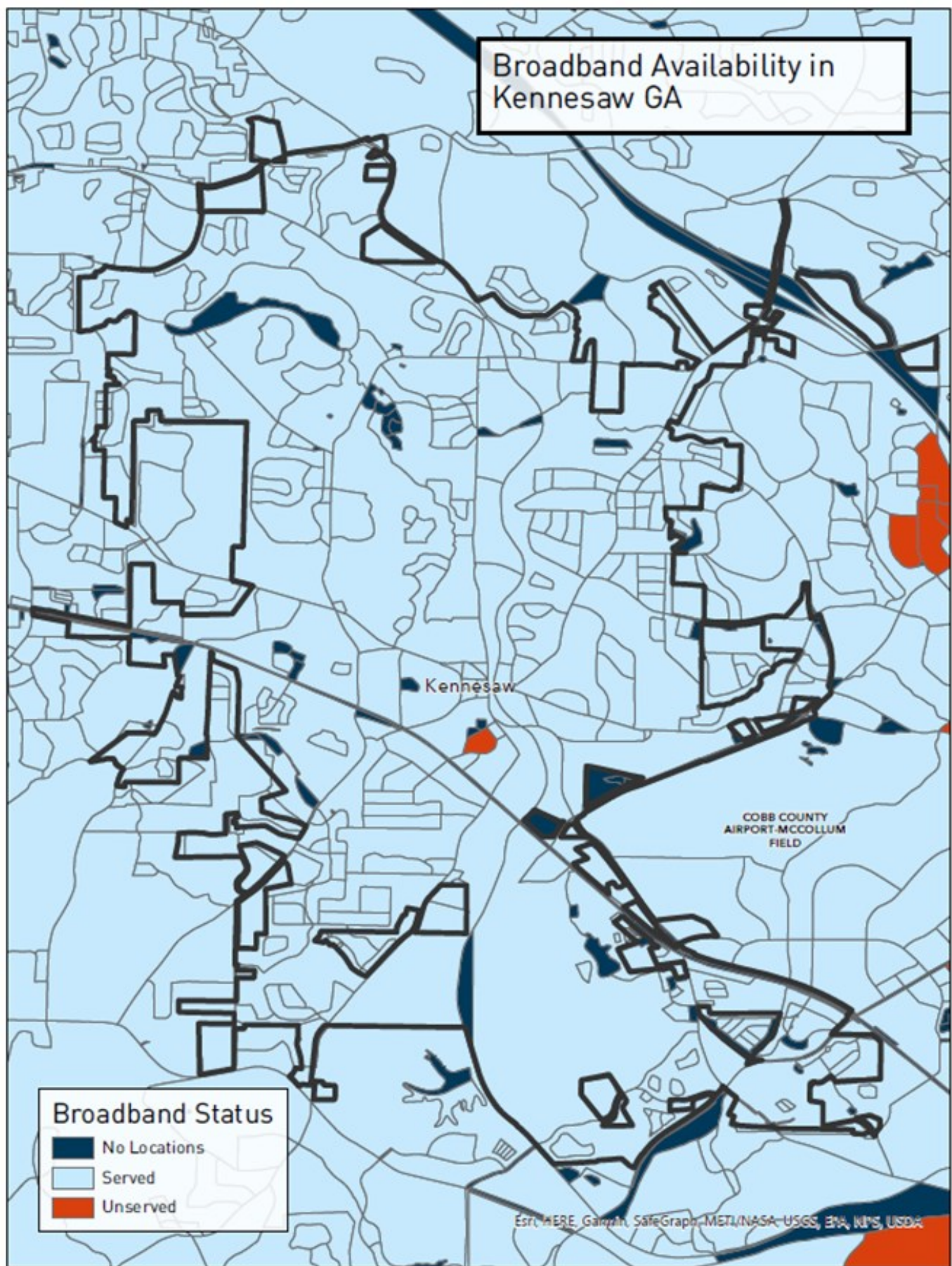
Source: LEHD Origin Destination Employment Statistics

What Do Resident's Do for Work by Industry



Source: LEHD Origin Destination Employment Statistics

Broadband Availability in Kennesaw GA



2022 COMPREHENSIVE PLAN UPDATE TIMELINE:

START OF PROJECT

AUGUST 2021 – SEPTEMBER 2021

- Brainstormed project ideas, public participation strategies and met with the Atlanta Regional Commission (ARC) to discuss project

OCTOBER 2021:

OCT 25: 1st Public Hearing - Mayor and Council Work Session

OCT 26: Secured steering committee members (25 members)

NOVEMBER 2021:

NOV 1: 1st Public Hearing - Mayor and Council Regular Meeting

NOV 2: Executed Memorandum of Agreement (MOA) and sent to ARC

NOV 3: Finalized Survey Questions (City Event Survey Questions and Website Survey Questions)

NOV 4: Mommy and Me (10 – 1) (City Event/Survey Opportunity)

NOV 11: Veterans Lunch (12 – 2) (City Event/Survey Opportunity)

NOV 11: Launched Comp Plan webpage on City website (on the Planning and Zoning page)

NOV 29: Steering Committee Meeting #1 of 3

NOV 30: Winter Kick-Off (5:30 – 7:30) (City Event/Survey Opportunity)

DECEMBER 2021:

DEC 1: Wednesday Wonders (10 – 11:30) (City Event/Survey Opportunity)

DEC 3: Holiday Walk Art Contest – Depot Park (All Day) (City Event/Survey Opportunity)

DEC 4: Holiday Market – Depot Park (10A – 7P) (City Event/Survey Opportunity)

JANUARY 2022

JAN 3: Placed yard signs at all City Parks & Smith-Gilbert Gardens to promote awareness of comp plan and online survey

JAN 7: Flyers and postcards were distributed to City of Kennesaw facilities (e.g., City Hall, Public Works and Ben Robertson Community Center) and downtown businesses promoting the project

JAN 8: Social media post was made promoting the project

JAN 9: City LED marquee displayed advertisement promoting the plan

JAN 14: LED Billboard went live promoting public engagement meetings and online survey on Cobb Pkwy

JAN 21: Flyers and postcards were distributed and posted at businesses along Cobb Parkway, Kennesaw Marketplace, Jiles Road and Cherokee Street to promote the project

JAN 26: Social media post was made promoting the project

JAN 26: Road closure signs were utilized to advertise the two public engagement meetings in February and also promote the online survey. No road closures were needed in January and February.

JAN 27: Social media post was made promoting the project

FEBRUARY 2022

FEB 1: Steering Committee Meeting #2 of 3

FEB 4: In-House Interviews with City Department Heads and City Staff

FEB 9: Public Engagement Meeting #1 of 2 (Ben Robertson Community Center & Facebook Live)

FEB 24: Public Engagement Meeting #2 of 2 (Ben Robertson Community Center & Facebook Live)

FEB 25: Road closure signs featuring the comprehensive plan advertisement were removed

MARCH 2022

MARCH 1: In-House Interviews with City Department Heads and City Staff

MARCH 8: Steering Committee Meeting #3 of 3

MARCH 11: Closed public input and online survey.

MARCH 28: 2nd Public Hearing - Mayor and Council Work Session

MARCH-APRIL: City staff and ARC will be finalizing the document

APRIL 2022

APRIL 4: 2nd Public Hearing - Mayor and Council Regular Meeting

APRIL: City staff and ARC will be finalizing the document

MAY 2022

- Kennesaw staff schedules pre-transmittal
- Give the Georgia Department of Community Affairs (DCA) at least 30-days before adoption.
They may have revisions.

JUNE 2022

JUNE 30: Adoption of plan

END OF PROJECT