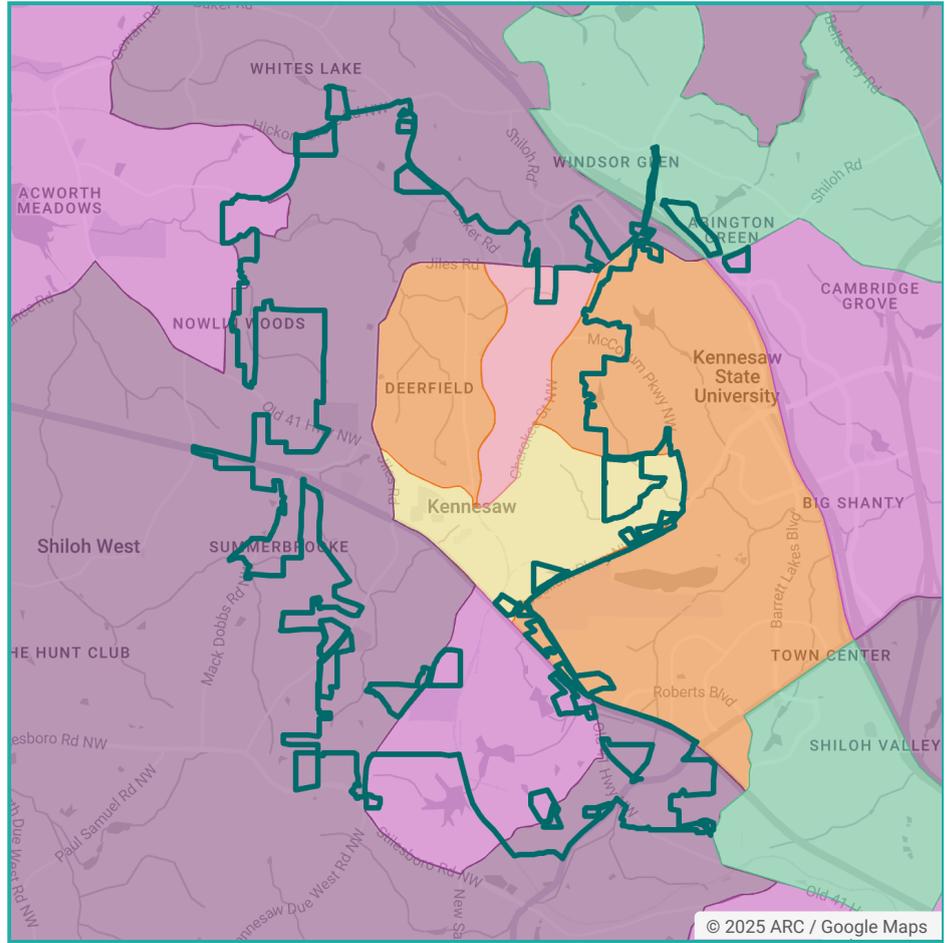




- 44% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS
- 16% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS
- 15% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS
- 13% SUBMARKET 1: HIGHER-PRICED URBAN NEIGHBORHOODS
- 6% SUBMARKET 2: HIGHER-PRICED URBAN EMPLOYMENT CENTERS
- 1% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS
- 5% NOT COVERED BY SUBMARKET



TOP SUBMARKET(S) BY PERCENTAGE

Submarket 6: Higher-Priced Suburban Neighborhoods

Moderate-to-higher-priced suburban neighborhoods consisting almost entirely of single family homes.

- Low proportion of residents in poverty (along with 1 & 5)
- Mostly owners
- Mostly SF housing units
- Low proportion of cost-burdened owners (along with 5)



Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[DATA EXPLORER](#)

Submarket 3: Rapidly Changing Urban Neighborhoods

Rapidly changing urban neighborhoods with the region's oldest homes and quickest increases in home sale prices.

- High proportion of residents in poverty (along with 4)
- Mix of owners and renters
- Mix of SF and MF housing units
- Low median household incomes (along with 4)
- Mix of low, medium, and high cost-burdened owner households



Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[DATA EXPLORER](#)

TOP ACTION STEPS

Increase Supply

- Allow and incentivize innovative housing types
- Support smaller homes and ownership opportunities

Expand Capital Resources

- Establish local housing funding resources and programs
- Identify regional funding mechanisms

Develop Leadership & Collaboration on Affordability

- Identify housing needs through planning
- Support local leaders through regional programs

Preserve Affordable Supply

- Connect property owners with resources
- Inventory affordable housing stock

Promote Housing Stability

- Connect to resources and establish partnerships
- Identify and educate on housing instability

Reduce Housing & Transportation Costs

- Increase walkability
- Reduce costs of housing near transit and amenities

CITY SNAPSHOT

Median Home Sale Price (2024)	\$355,000
Change in Median Home Sale Price (2019-24)	+61%
Home Sale Price Per Sq Ft (2024)	\$210.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+65%
Median Building Area of Home Sales (2024)	1,602 sq ft

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the [DATA EXPLORER](#)

LEARN MORE

- [Explore Kennesaw City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/kennesaw/) (https://metroatlhousing.org/cities/kennesaw/)
- [Explore Housing Strategy Resource](https://metroatlhousing.org/resources) (https://metroatlhousing.org/resources)
- [Explore ARC Housing Success Stories](https://atlantaregional.org/what-we-do/housing) (https://atlantaregional.org/what-we-do/housing)