

# ARC Regional Development Plan Update

Transportation Coordinating Committee

September 12, 2025



# Vision

## ONE **great** REGION

### Mission

*Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.*

### Goals



**Healthy, safe, livable communities** in the Atlanta Metro area.



**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



**Diverse stakeholders engage** and take a regional approach to solve local issues.



**A competitive economy** that is inclusive, innovative, and resilient.

### Values

**Excellence** – A commitment to doing our best and going above and beyond in every facet of our work allowing for innovative practices and actions to be created while ensuring our agency's and our colleague's success.

**Integrity** – In our conduct, communication, and collaboration with each other and the region's residents, we will act with consistency, honesty, transparency, fairness and accountability within and across each of our responsibilities and functions.

**Equity** – We represent a belief that there are some things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.



# GROWING TOGETHER

## METRO ATL DEVELOPMENT STRATEGY

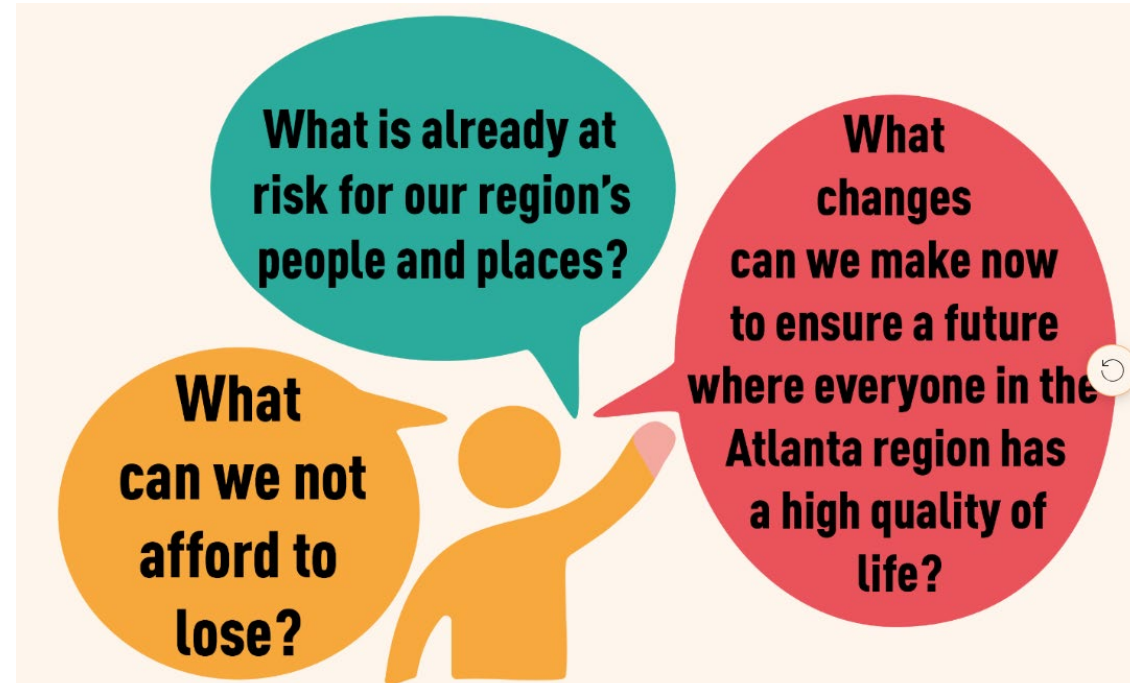
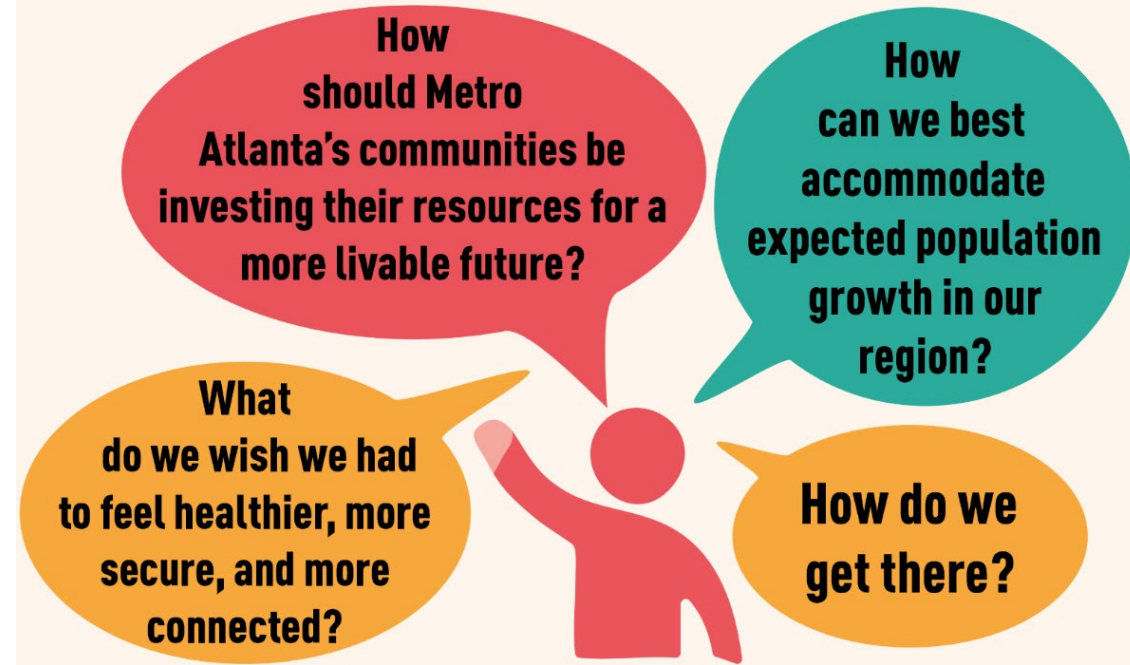
**ARC** Atlanta Regional Commission

Inability to tackle regional challenges individually...

High long-term costs of disjointed land use decisions...

Uneven access to opportunity and quality of life...

Continued loss and impairment of natural resources...



# What We've Heard

## Who We've Talked To

- Internal and External Advisory Committees
- Future Land Use (UGPM) Working Group
- LUCC – October 2024, May, July
- TCC – April, September
- “Bridging for the Future” – Joint LUCC/Transportation Forum – July 2025
  - 70+ participants from 40+ local governments across 12 counties
  - Focused Focused on Land Use/Transportation nexus

## What We've Asked About

- Desired **purpose** and **function** of the plan
  - What should it do? What should it show?
- Potential **applications** and **uses** for the plan
  - What would make it more useful?
  - How could your work be better integrated into the plan? And vice versa?
- Regional **needs** and **opportunities** to consider
  - What still resonates? What's missing?

# Bridging for the Future – Feedback Highlights

## Growth Management

- Anticipating cumulative impacts of growth before they happen – and monitoring in real time
- Balancing careful growth and protection of resources with pressures for economic development
- Concerns about **who** we're developing for – Existing community? Future population? Investors?

## Housing

- Aligning right types of housing supply with right areas of demand
- Promoting range of housing options, including missing middle
- Bolstering housing supply without displacing existing populations

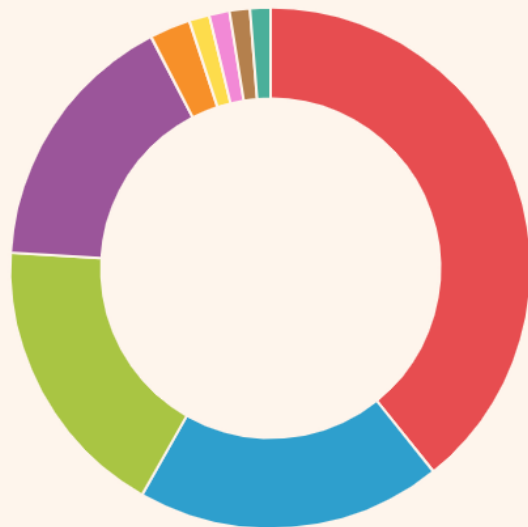
## Transportation

- Planning for growth around existing and future transit
- Handling truck parking and associated land use pressures
- Managing access on rural roadways that are suburbanizing rapidly

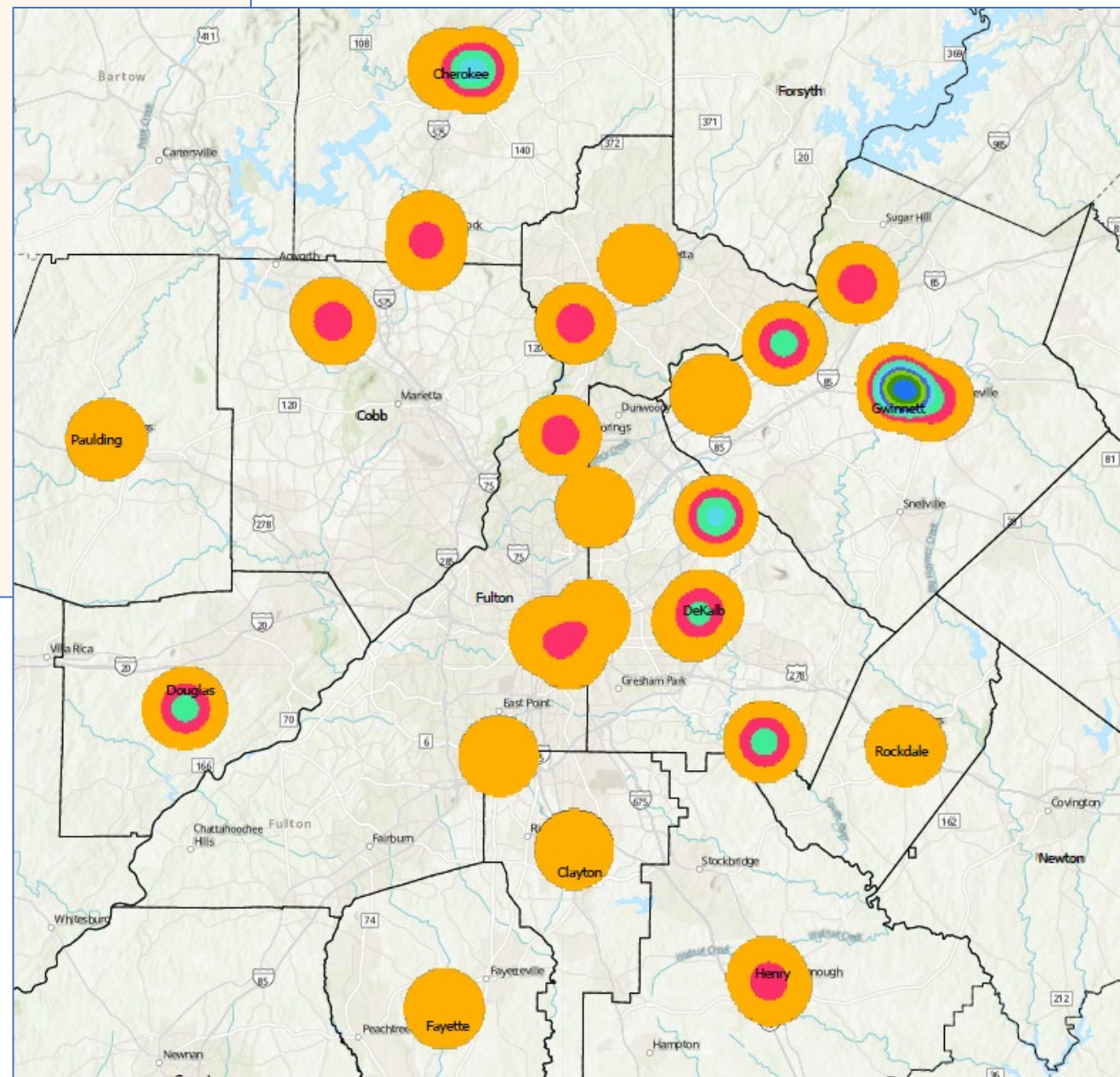
## Built Environment

- Retrofitting buildings, corridors, neighborhoods, and infrastructure to meet existing and future needs
- Attracting and building high-quality new development for long-term community resilience and stability

What is the biggest challenge you face in your community that sits at the nexus of land use and transportation planning?



- |  |                                  |                            |
|--|----------------------------------|----------------------------|
| ■ Anticipating Cumulative Impact of Growth | ■ Transit Oriented Development   | ■ Household Cost of Living |
| ■ Access Management                        | ■ Housing Variety & Availability | ■ Infrastructure           |
| ■ Travel Patterns                          | ■ Travel Demand                  | ■ Traffic                  |



# Approach

## The What

- Create unifying development vision and aspirations for region
- Galvanize environment of regional stewardship and care
- Inspire, enable, and empower action – local and regional
- Serve as strategic prioritization tool for ARC
- Lead on evolving planning frontiers that impact people and places, including:
  - Housing
  - Technology
  - Energy
- Be **the** go-to guide for local land use planning and decision-making by offering:
  - Policy guidance, strategies, and tools
  - Incentives for collaboration/alignment with regional vision, e.g., funding, technical assistance, etc.

# Approach

## The How

- We want these audiences:
  - Local Governments – elected, appointed, staff
  - Land Use Agencies – Development Authorities, DDAs, etc.
  - Local Economic Development Agencies
  - Regional Partner agencies
- To **use** and **share** the plan so that they:
  - Engage with ARC over long-term
  - Develop cross-/multi-jurisdictional conversations and partnerships
  - Use plan as starting point to guide/inform/lead development and preservation efforts
  - Apply to ARC's technical assistance and grant programs

# Our Approach: Growing Thoughtfully

## What do we mean when we say **GROW**?

- What type of development is a top priority in the next 25 years to create a region where everyone has a high quality of life and the communities at the bottom are not disproportionately negatively impacted?
- What areas should be invested in?
- Some things we've heard already...areas that have:
  - Underutilized infrastructure
  - Multimodal transportation options – existing and planned
  - Positive risk/benefit ratio for local communities – including across jurisdictional lines
  - Needs for resources and supports – existing or expected

# Our Approach: Protecting Thoughtfully

What do we mean when we say **PROTECT**?

- What are the most critical resources we may lose by 2050?
- What areas need support to offer a higher quality of life by 2050? What kinds of support?
- Some things we've heard already...areas that are:
  - Undeveloped
  - Built out or over-developed (flip side of coin)
  - Sensitive/Vulnerable - Environmental, Social/Cultural, Economic, Historic

# Progress Update

## Complete

- Reviewed 2021 RDP and other regional plans for key information/connections
- Scanned peer organization growth management strategies
- Analyzed initial engagement feedback and gleaned themes
- Prepared updated plan methodology
- Created annotated plan outline

## Ongoing

- Existing conditions analysis
- UGPM/Future Land Use analysis
- Regional engagement activities

## Upcoming

- Needs/Opportunities refinement
- Goal-setting with ARC Board

# Ongoing Task: Existing Conditions Analysis

## Organized around Regional Systems

- Human
- Transportation
- Housing
- Economic
- Natural Resources
- Infrastructure/Utilities
- Social/Cultural/Community

## Key Questions for Each System

- What does data suggest about each system's health and, in turn, the region's health?
- What are each system's key connections to land use, growth and development?
- What are the most important policies and plans related to each system?

# Ongoing Task: UGPM/Future Land Use Analysis

## Scenario 1: Business as Usual

- Current existing land use
- Current existing land cover
- 2050 population forecast
- Current local FLUMs
- Current local zoning and resulting buildout capacity



Continued Fragmented Growth

## Scenario 2: Integrated Alternative

- *All of the above **PLUS...***
- Input from community engagement
- Systems analysis/results
- ARC's key plans, **expressed in land use terms:**
  - MTP projects
  - Riverlands
  - Walk-Bike-Thrive
  - Regional Trails Vision
  - Freight Plan
  - Housing Strategy
  - Lifelong Communities
  - Regional Water Plan
  - CEDS
- Input from UGPM Working Group and Local Planners



## New Growth Framework

- Spectrum/transect w/ corresponding narratives:
  - Common characteristics and challenges
  - Desired development and built environment types/amounts
  - Supportive code changes, policy tools, funding
- Positively impacts regional systems

# Ongoing Task: Regional Engagement

- Coordinating with CEC Team since May
- Brainstormed on engagement goals, needs, gaps
- Reviewed and discussed initial committee/working group feedback
- Refined audiences using challenged communities and people as a guide
- Developed plan name!
  - **Growing Together for 2050: MetroATL Development Strategy**
- Plan Website and Mapping Tool coming soon – in beta testing
- Connecting/embedding engagement into ARC programs and events
- Using committees as Plan Ambassadors
- Targeted, artist-led engagements with cross-section of audiences this fall



**THANK YOU!**

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