



ARC Housing Update

Presentation to ARC Board, Community Development Department

August 13, 2025



Vision

ONE **great** REGION

Mission

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

Values

Excellence | **Integrity** | **Equity**

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.



Regional Housing Strategy

Role of Local Housing Plans

Role of Local Housing Plans

Local Housing Plans

Identify Housing Needs and Guide Local Policy & Investment

Understand Local Housing Challenges/Need

Establish Housing Goals

Document Existing Housing Inventory

Recommend Local Policy and Zoning Changes

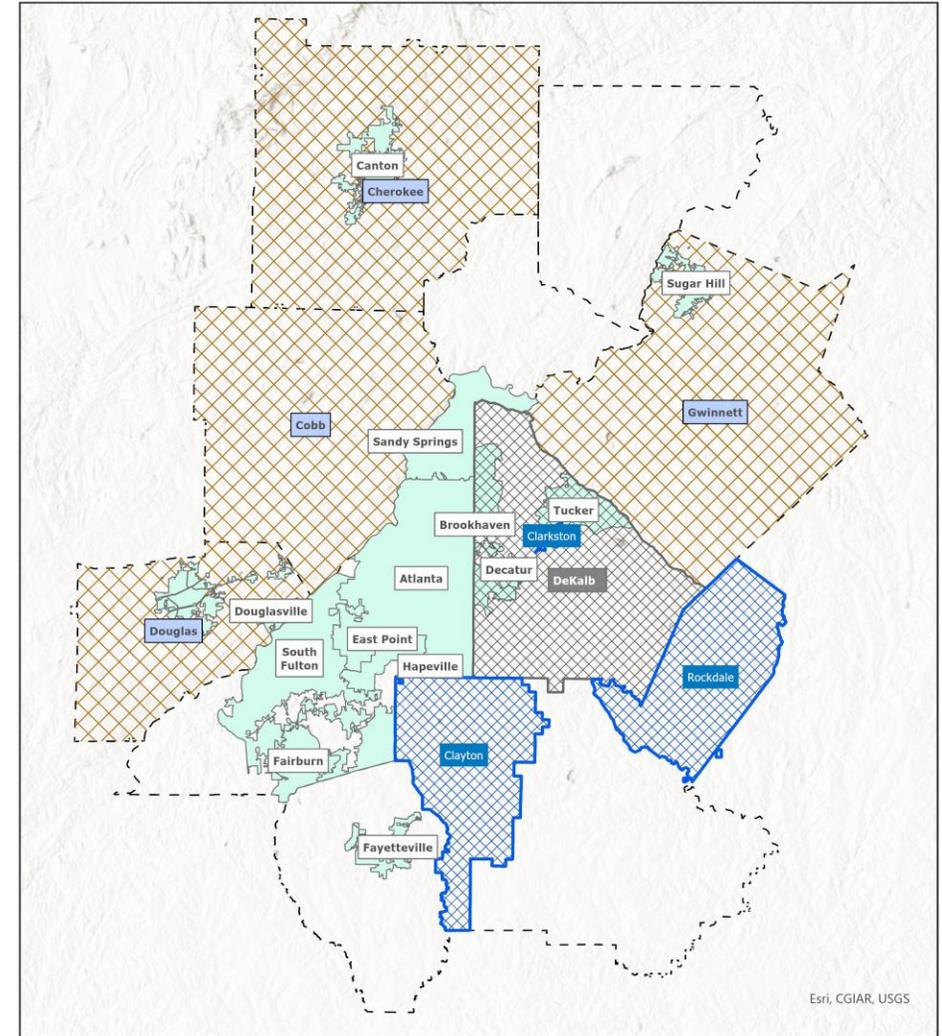
Engage the Community

Identify Local Investment of Staff Resources and Funding

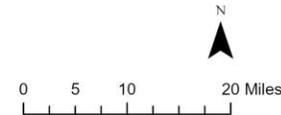
ARC Scan: Regional Housing Plans

The following counties and cities have commissioned housing plans within the past 10 years:

Canton	Cherokee	Cobb	Gwinnett	Atlanta
Decatur	Sandy Springs	East Point	Hapeville	South Fulton
Brookhaven	Fairburn	Sugar Hill	Douglas County	Douglasville
	Fayetteville	Tucker		



ARC spoke to staff members from Cherokee County, Gwinnett County, Atlanta, Brookhaven, Canton, Decatur, and Hapeville for a status of implementation of housing goals in their respective plans, and to discuss barriers and challenges that still exist.



ARC Scan: Common Elements of Housing Plans

- ▮ **Demographic and Socioeconomic Profile:** Population trends, household composition, age, race/ethnicity, income, and employment
- ▮ **Housing Market Analysis:** Evaluates housing supply (types, age, condition, tenure), assess affordability metrics, identifies gaps
- ▮ **Community Engagement and Stakeholder Input:** Consolidates community surveys, stakeholder input, meetings, interviews
- ▮ **Needs Assessment:** Projects future housing demand based on population or job growth, community input
- ▮ **Strategic Recommendations and Action Steps:** Summarized with potential policy implications

ARC Scan: Common Housing Goals

Common Housing Goals Across Reports

- ▮ Increase Affordable Housing Supply
- ▮ Diversify Housing Types
- ▮ Preserve NOAH / Prevent Displacement
- ▮ Build Housing Near Transit and Jobs
- ▮ Remove Regulatory Barriers (zoning, permitting)
- ▮ Support Senior and Accessible Housing
- ▮ Expand Local Capacity & Public-Private Partnerships



Housing Report Goals Based On Geography

Region Type	City/County	Core Report Goals
Urban Core	Atlanta, Decatur, Sandy Springs	Equal access to housing, displacement prevention, zoning overhaul
Inner-Ring Suburbs	East Point, Hapeville, South Fulton, Brookhaven	Missing middle and workforce housing, preservation, neighborhood stabilization
Growth Cities	Fairburn, Sugar Hill, Douglasville, Fayetteville, Tucker	Lifecycle housing, mixed-use infill, modern zoning reform
Counties	Cherokee, Cobb, Gwinnett	Homeownership, aging in place, managed density

Common Barriers to Production/Preservation

Based on Feedback from Local Jurisdictions with Housing Plans in Place

▮ Housing Supply/Demand Mismatch:

- Growing gap between the number of units being produced and the demand for housing units.

▮ Land Cost and/or Availability

- Municipally owned land and gifted land can still be cost-prohibitive due to stormwater and infrastructure needs.

▮ Funding Constraints:

- Lack of dedicated revenue streams for affordable housing production and preservation.

▮ Limited Local Staff Capacity:

- Limited staff restricts ability to maintain a housing advisory board or update resources, implement housing policies.

▮ Regulatory Constraints:

- Local and state opportunities provide potential area for further research and national best practices.

▮ Public Resistance:

- Strong neighborhood and stakeholder pushback on additional housing as well as density.

Successes in Implementation of Housing Plans

Select Representations of Regional Housing Successes:

- ▮ **Innovative Zoning Reforms:** Gwinnett removed minimum floor area and parking requirements and created flexible infill districts; Cherokee adopted overlays and no-minimum house size zones; Canton approved ADU plans with reduced fees and faster permitting
- ▮ **Land Control Efforts:** Atlanta leveraged existing facilities and land for housing; Cherokee and Canton advanced land banking; Brookhaven and Gwinnett pursued public land acquisition
- ▮ **Community & Developer Engagement:** Brookhaven launched a housing webpage, streamlined reviews, and tied affordability to rezoning; Canton partnered with local businesses and volunteers
- ▮ **Funding & Assistance:** Gwinnett committed \$21M in ARPA funds; Canton offered a \$12,500 forgivable down-payment program; Atlanta leveraged the Housing Production Fund of \$38M and piloted early-stage predevelopment funding
- ▮ **Capacity Building:** Decatur and Gwinnett formed Housing Task Forces; Atlanta created the Office of Housing and Community Development and the Atlanta Urban Development Corporation
- ▮ **Policy Integration:** Decatur embedded housing goals into its Strategic and Comprehensive Plans; Brookhaven linked housing to multimodal and workforce initiatives



Regional Housing Strategy

Role of Regional Housing Strategy

Regional Housing Strategy

Requirement of Regional Plans

■ Comprehensive Economic Development Strategy (CEDS):

- Enable Economic Mobility
- Create Strong Job Centers
- Maintain Economic Competitiveness

■ Metropolitan Transportation Plan (MTP):

- Reduce Congestion by Providing Housing Closer to Job Centers
- Reduce Housing + Transportation Cost for Households
- Align Transportation Investments with Housing Production

■ Regional Development Plan (RDP):

- Create Healthy, Livable Communities
- Engage Stakeholders to Determine Housing Needs

ARC Regional Housing Strategy

**Regional
Housing Strategy
Aligns Regional
Data &
Resources to
Advance
Housing
Outcomes**

Create a Shared Regional Vision

Align and Expand ARC and Regional Funding Tools

Spatially Identify Areas of Production and Preservation

Support Local Capacity Building

Set Regional Housing Production Targets

Track Progress with Regional Systems

Identify Regional Land Use and Policy Levers

Foster Cross-Sector and Cross-County Collaboration

ARC Regional Housing Strategy

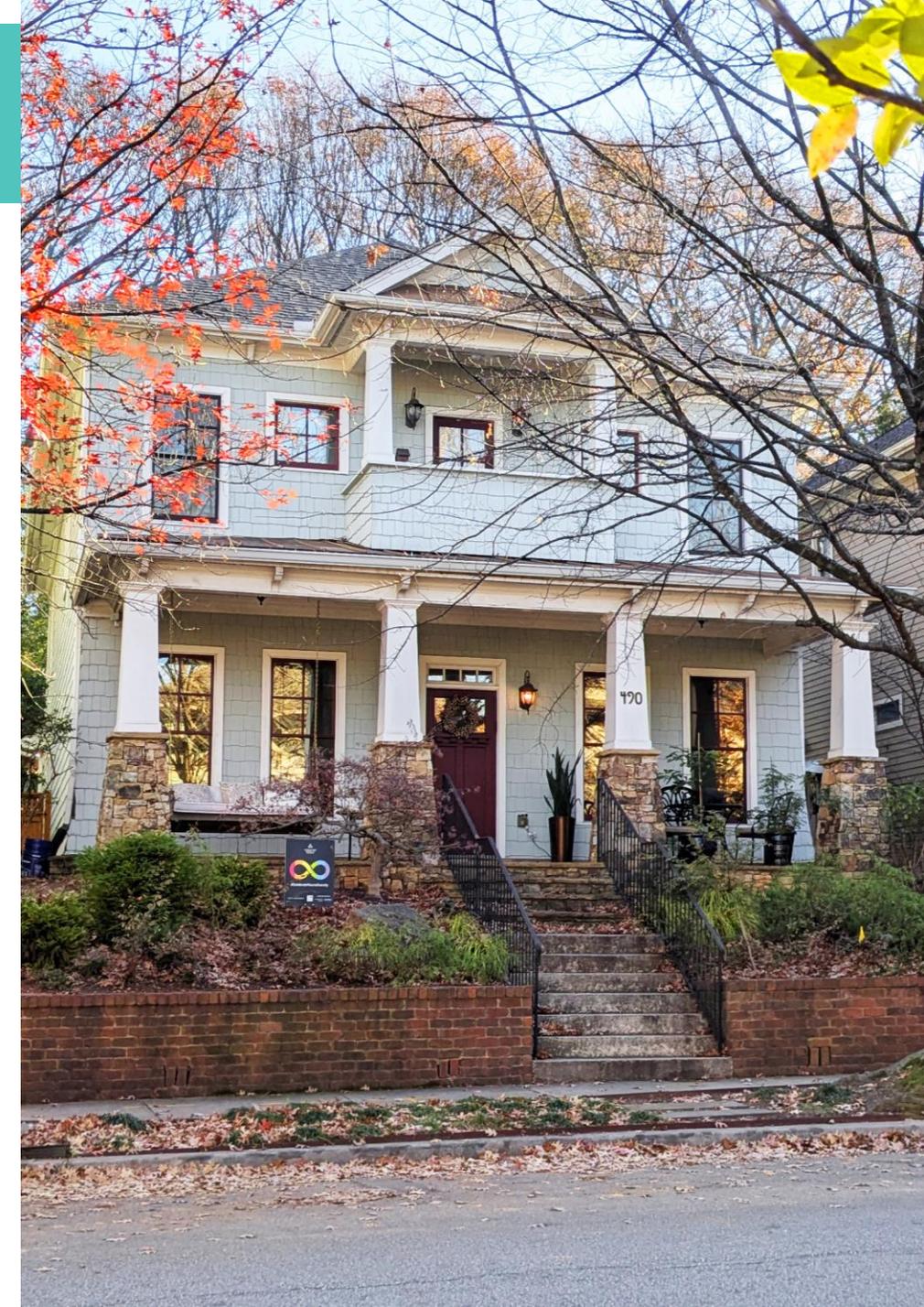
Other Benefits to Regional Housing Strategy:

- Grant-readiness:
 - EDA
 - HUD
- Funding and goal alignment across ARC departments

Project Status

- RFP issued April 2025
- Eleven submissions received by deadline
- Four firms selected for interviews

Contract Execution Underway: HR&A Associates



Metro Atlanta Housing Strategy Toolkit

ARC Atlanta Regional Commission

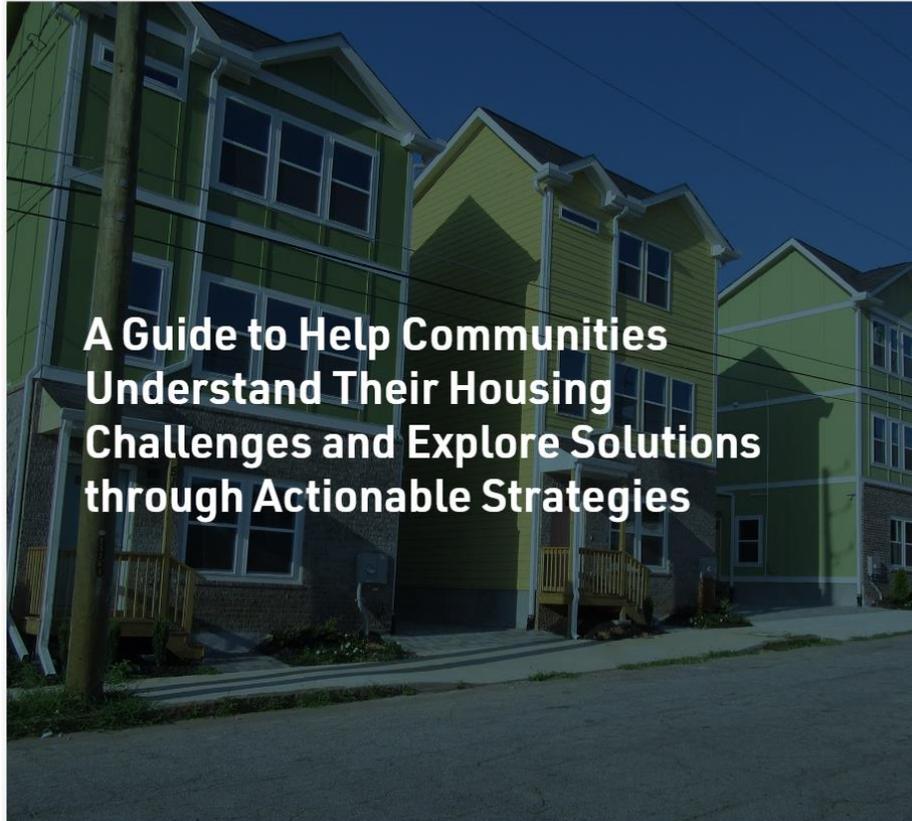
METRO ATLANTA HOUSING STRATEGY TOOLKIT

MAP

STRATEGIES

RESOURCES

ABOUT



A Guide to Help Communities
Understand Their Housing
Challenges and Explore Solutions
through Actionable Strategies



Explore Housing Data by County/City

i.e., Cherokee or Sandy Springs



Explore Housing Data by [Metro Atlanta Region](#)



Strategies

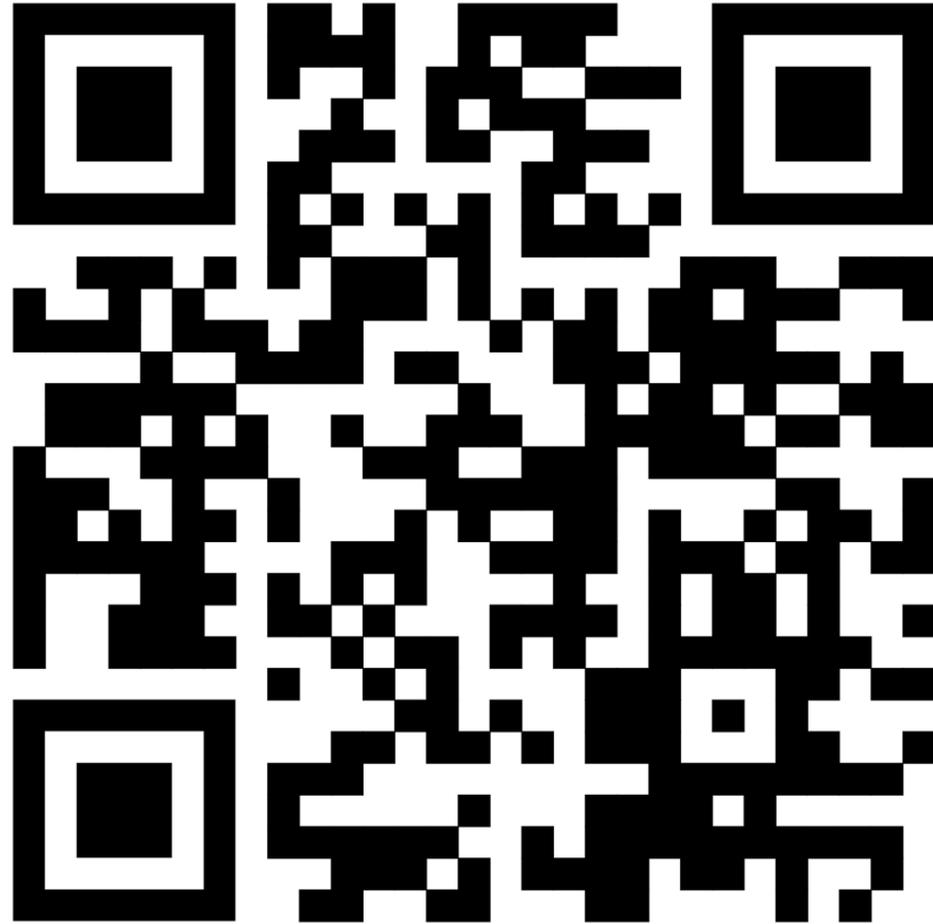
Explore adaptable strategies that ignite conversations and offer tailored solutions for your community's unique needs.



Resources

Use these resources to deepen your understanding and gain practical guidance for implementing the strategies effectively.

Metro Atlanta Housing Strategy Toolkit



[Home - Metro Atlanta Housing Strategy](#)



Questions

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A night-time photograph of the Atlanta skyline, featuring the prominent, illuminated Georgia State Capitol building. In the foreground, a multi-level highway interchange is visible, with light trails from cars creating a sense of motion. The sky is a deep blue, and the city lights are scattered across the buildings and streets.

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