

Housing Forward 2035

Connecting Housing, Jobs, and Opportunity

Advisory Committee on Aging
October 20, 2026

Atlanta Regional Commission

HR&A

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.

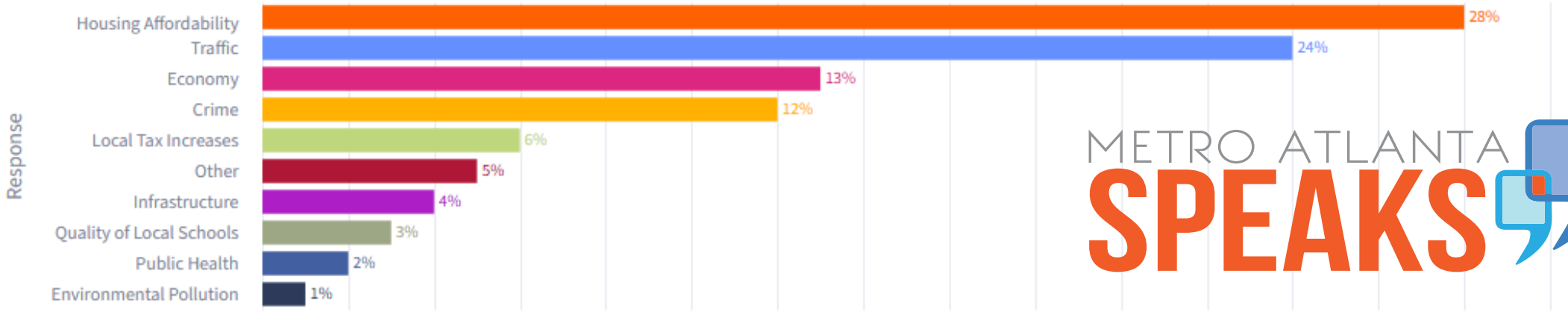
ARC 2026 Outlook

Regional Priority: Housing Affordability



Housing Affordability is #1 in the Atlanta Metro

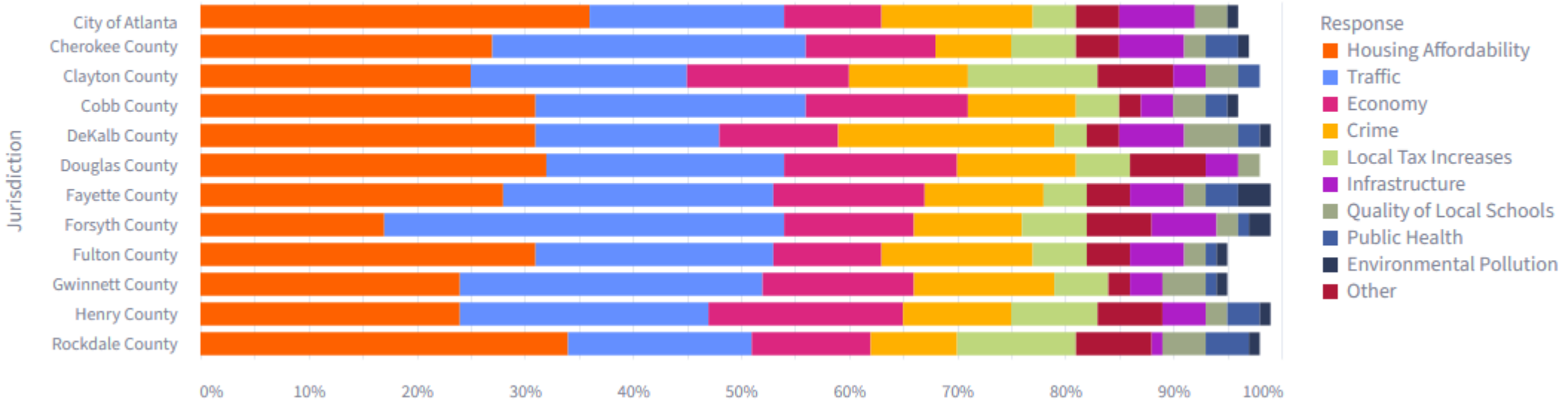
Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it…



METRO ATLANTA SPEAKS

Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it…

Response by Jurisdiction Demographic (2025)



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Housing: A Regional Priority

- Rising cost burden across each of the 11-counties
- Housing as the #1 concern across residents in the Metro Atlanta region
- Local governments seek additional guidance on housing from ARC
- ARC's Board Members challenge ARC to rethink how we can leverage resources to impact housing
- Increased momentum for housing action at the federal and state levels

Housing Statistics…

- First time homebuyers
  - Median age = 40 years old
    - Record high, in the 1980s it was in the late 20s
  - Share of buyers who are first time buyers dropped to 21% of all home purchases
    - Lowest level since data has been tracked
- Repeat Buyers
  - Median age = 62 years old
- By 2030, 1 in 5 Americans will be 65+
- 75% of adults age 50 and older want to remain in their current home as they age
  - 73% hope to remain in their current community as they grow older



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Source: National Association of Realtors, 2025; AARP



Housing Intersects Across ARC Departments

STRATEGIC INVESTMENTS

- Community Development
- Natural Resources
- Transportation Planning

COMMUNITY SERVICES

- Aging Services & Resources
- Mobility Services
- Workforce Development

REGIONAL RESOURCES

- Homeland Security & Emergency Preparedness
- Leadership Development
- Research & Analytics

ARC Regional Housing Strategy: Housing Forward 2035

Fourteen months of analysis and engagement since September 2025; today is the fourth Board touchpoint

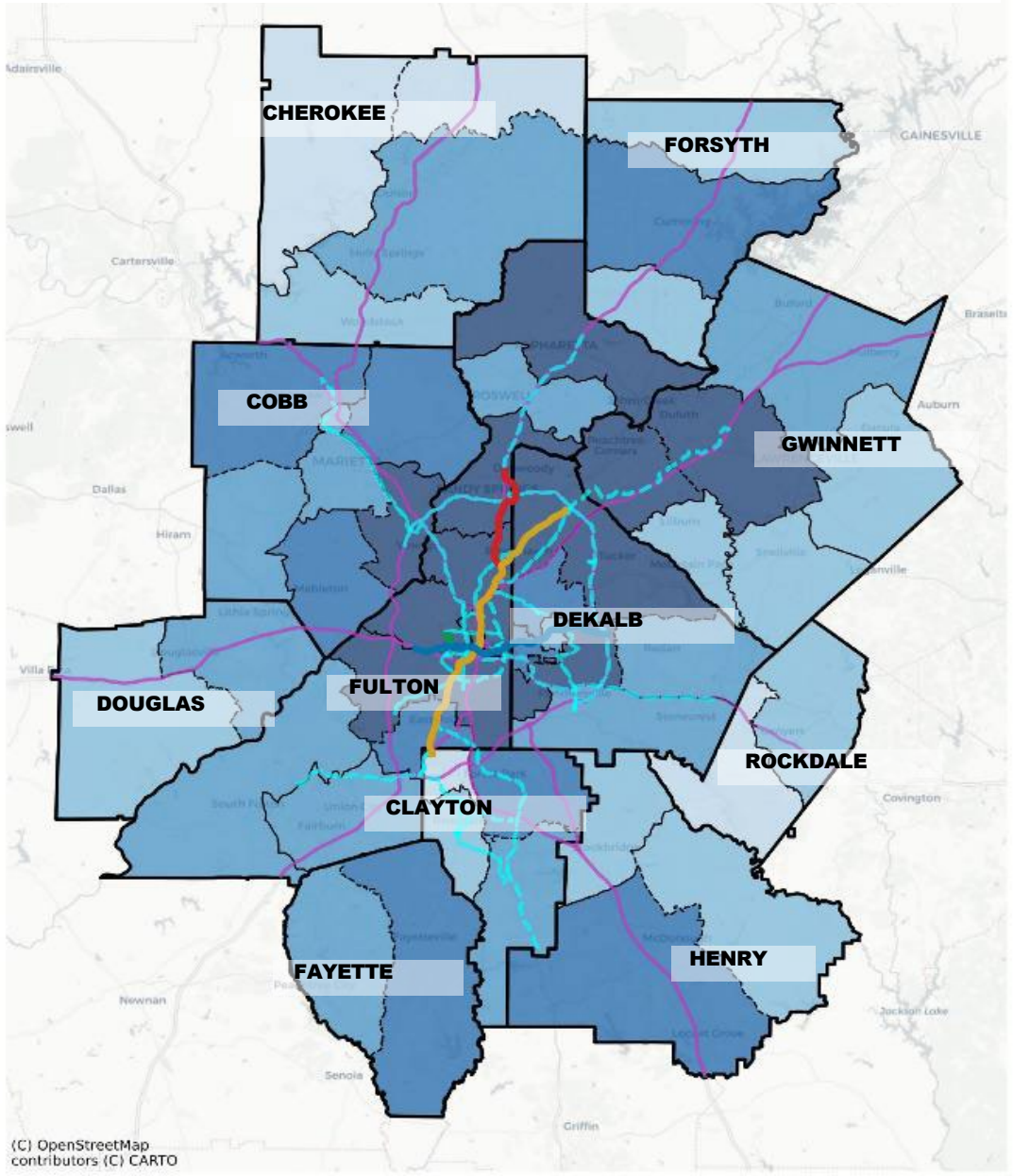


MILESTONES Sept: project kickoff · Oct: ARC department interviews · Nov: PAG meeting #1 · Dec: housing survey · Jan: PAG #2, ARC Board #1, ARC departments work session · Feb–Mar: housing needs analysis briefing, ARC Board #2 · Mar: PAG #3 · Apr: Housing Summit · June: ARC department briefing · Aug: PAG #4, ARC Board #3 · Oct: ARC Board #4 (today)

Desired Outcome – Growth through Policy Priorities

- Shape the conditions for growth
- Align investment with a shared regional vision
- Change how and where we grow
- Prioritize housing as a catalyst for connectivity, resilience

Alternative Growth Scenario



GOAL 1

Build Strategically for Intentional Growth

Target: 367,000 homes by 2035

to meet forecasted increase in households

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Desired Outcomes:

1. **Align Housing with Job Growth**
   What if new households could afford to live within a 30-min commute of new jobs?

2. **Lower Housing + Transportation Costs**
   What would the region look like if new households lived within a ½-mile of transit?

3. **Increase Equitable Access to Opportunity**
   What if net new low-income households could find housing in high-opportunity tracts?

4. **Promote Climate Resilience**
   What would the region look like in 2035 if growth was limited in areas with high climate risk?

4x

production increase

needed for new homes affordable to households earning <$55K.

+104K

homes preserved

both deed-restricted and NOAH properties that are at risk of loss.

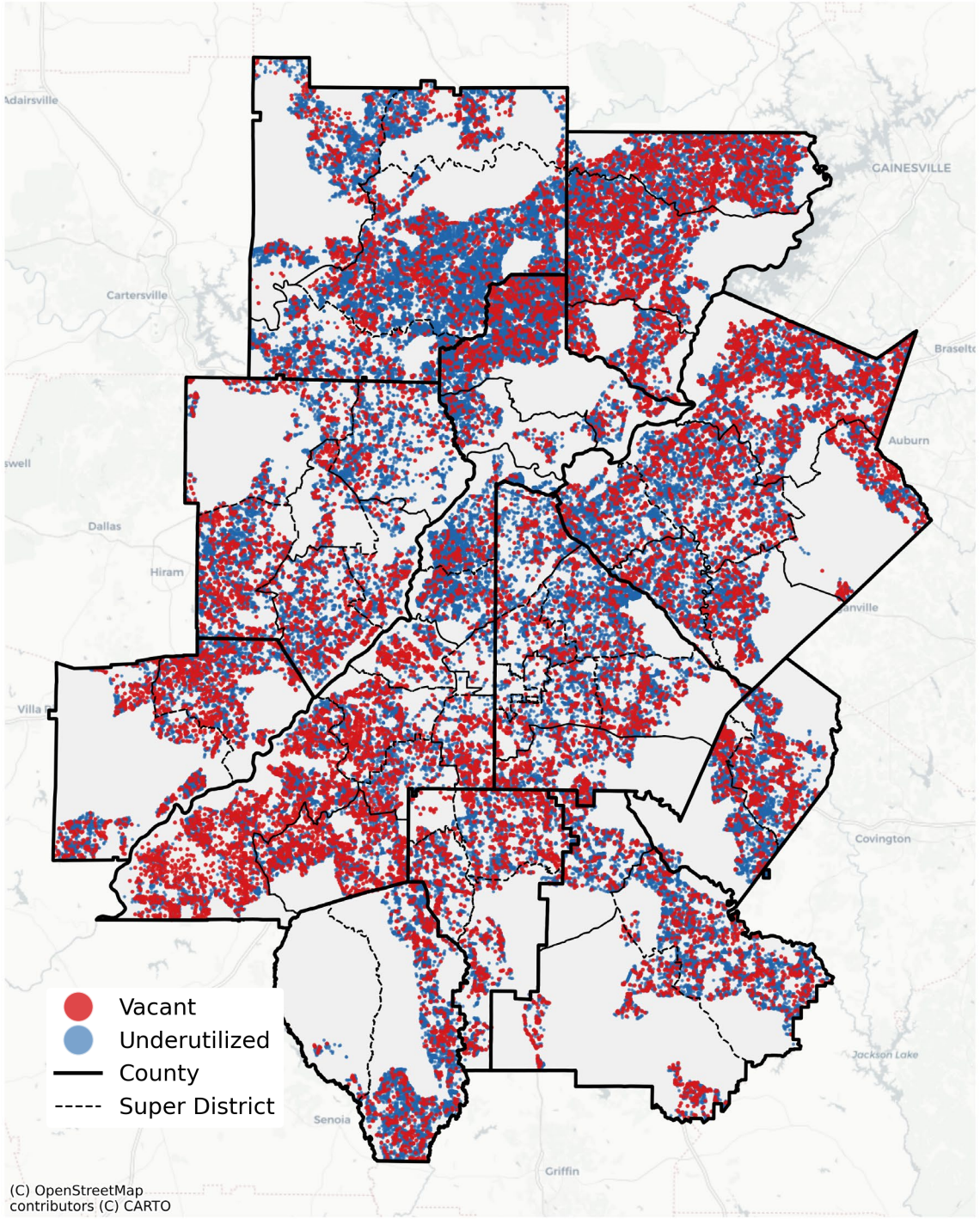
Goal 2

Close the Affordability Gap

Target: Reduce the affordability gap by 50% for households earning below $55k

Desired Outcome - Affordability

Across the housing ecosystem, affordability pressures are showing up in different ways:	**Employers**: workers face longer commutes and rising housing costs
	Local governments and CIDs: housing instability is increasing demand for services and contributing to homelessness
	Builders: limited land, zoning, and development constraints restrict housing choice where demand is growing
	Residents: too few homes across the income spectrum are pushing both renters and buyers beyond what they can afford



Goal 3

Activate Vacant & Underutilized Properties

Target: Create new homes on 10% of the region's vacant and underutilized parcels.

Parcel Analysis: Vacant and Underutilized Desired Outcome – Prioritize Locations

1.7M Parcels

Within the 11-County region

HR&A analysis screened parcels by suitability for housing development based on physical suitability & policy alignment criteria

1,530
Publicly-Owned Parcels

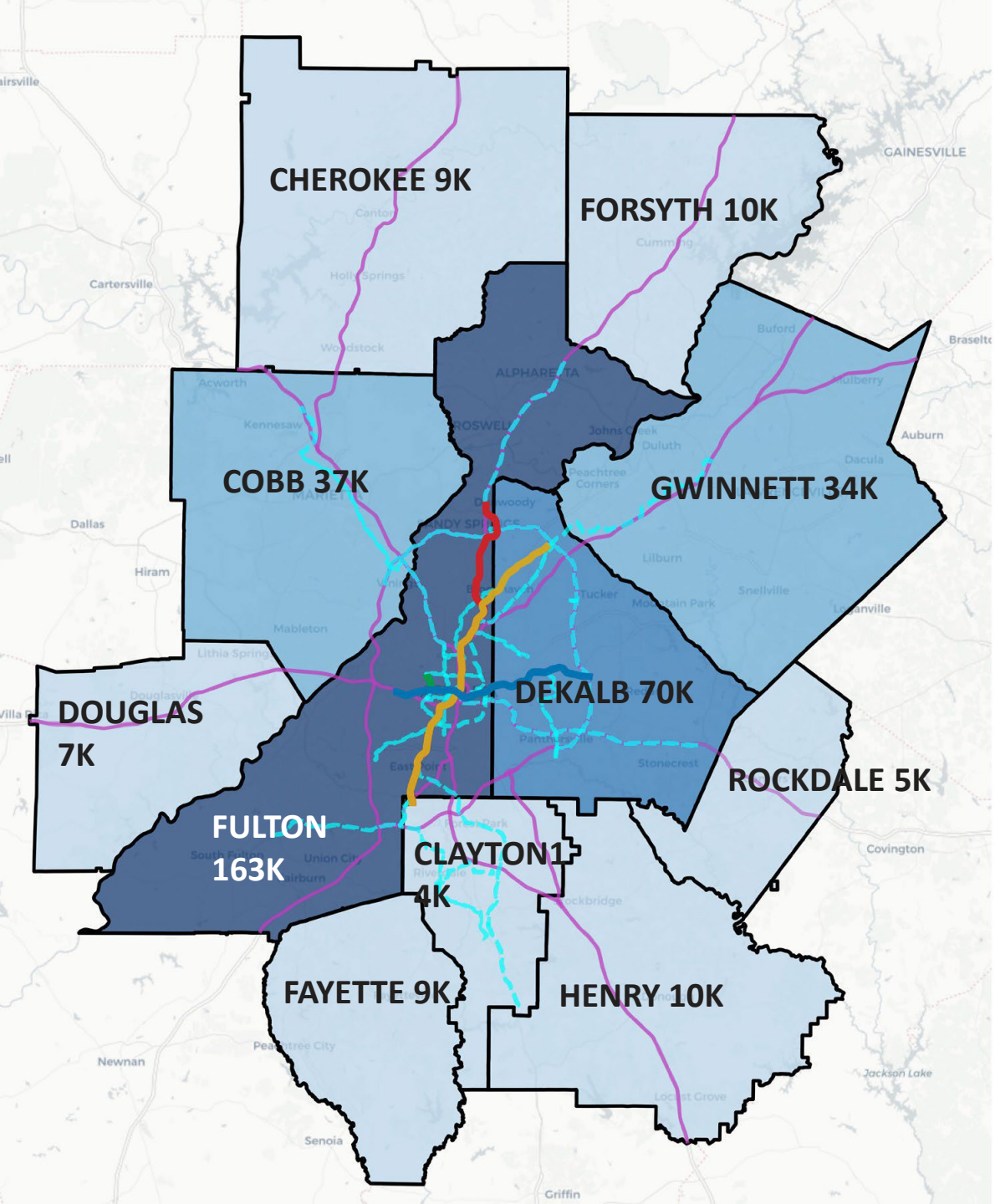
- **80** Vacant
- **808** Underutilized
- **642** Utilized

104,470
Privately-Owned Parcels

- **18,880** Vacant
- **85,590** Underutilized

Strategic Housing Targets

Creating a path to achieving goals and tracking progress



County Level Production Targets

County
MARTA Rail Blue
MARTA Rail Gold
MARTA Rail Green
MARTA Rail Red
Expressway
Planned Premium Transit

TOTAL HOMES

0-30K
30-60K
60-90K
90K+

2020 – 2035 Production Time Frame

Annual county production pace: increase or maintain in priority locations

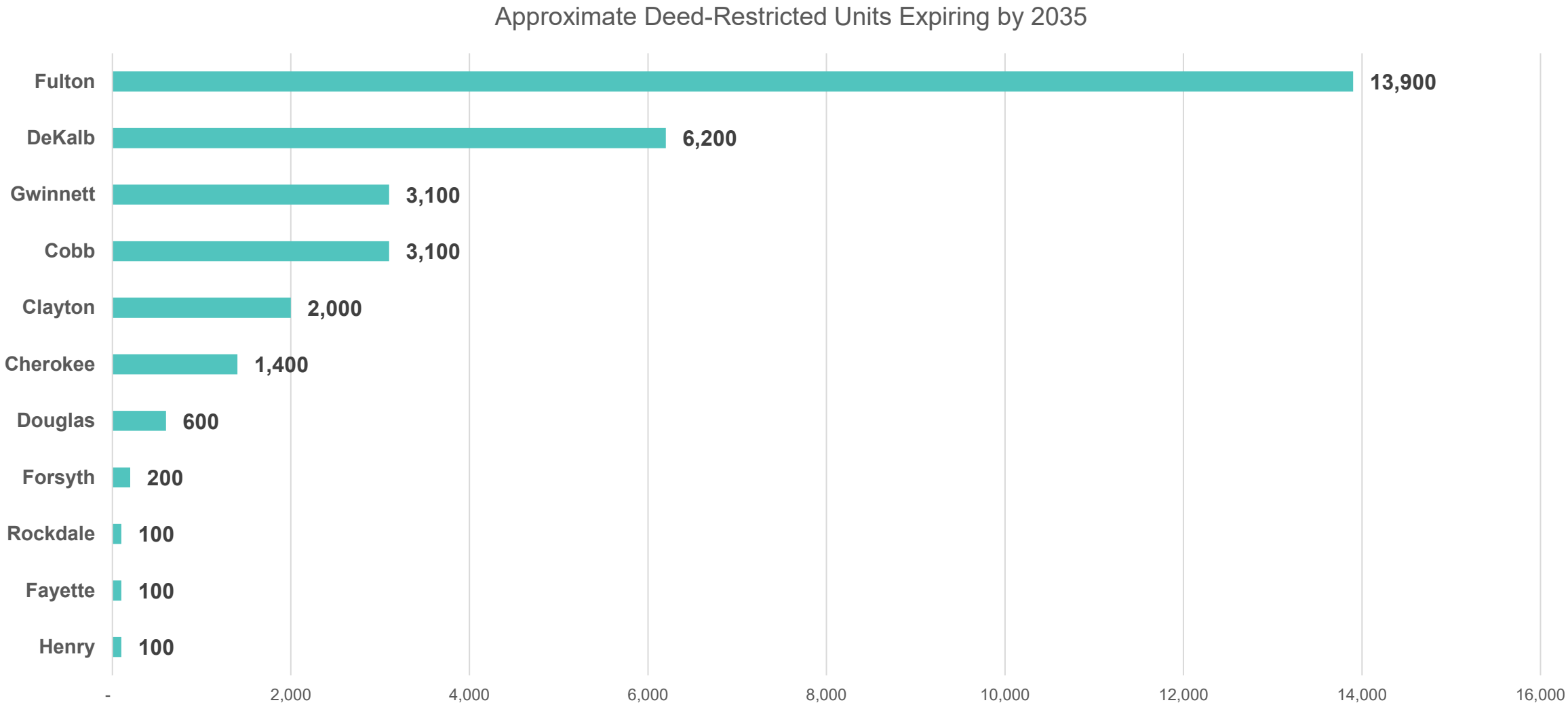
Future housing production should align with the plan's four policy priorities: jobs, transit, opportunity, and climate resilience.

County	2026–35	Interpretation
Fulton	13,000	**Increase substantially**
DeKalb	5,800	**Increase substantially**
Cobb	2,300	**Maintain current pace**
Gwinnett	20	**Maintain production**
Clayton	1,100	**Increase moderately**
Henry	2,438	**Maintain production**
Forsyth	2,003	**Maintain production**
Cherokee	3,121	**Maintain production**
Fayette	600	**Maintain current pace**
Douglas	200	**Maintain production**
Rockdale	300	**Maintain current pace**
Region	**22,300**	**Maintain strong regional production; shift where growth occurs**

Key takeaway: the region is producing housing, but implementation should focus on increasing or maintaining production in target areas that advance the plan's policy priorities.

County Level Preservation Targets

11-County Preservation Target by 2035: 30,800



Source: *National Housing Preservation Database (NHPD)*

Regional Housing Strategy – 10 Housing Actions

10 Regional Housing Actions

Actions 1–5

1 Link ARC Transportation & Land Use Programs to Local Housing Actions	Evaluate scoring criteria in TIP, CTP, LCI, Special Studies, to further prioritize transportation projects that support housing production.
2 Create Regional Housing Ready Community Certification & Toolkit	Convene working groups with partners like Georgia Tech's CEDR, ACCG, GMA, Homebuilders, develop a draft certification program, learn from similar initiatives in other regions.
3 Launch Regional Housing Dashboard To Track Progress	Work with Office of Research and Innovation to confirm metrics, scope of work, cost. Engage GA Tech, Federal Reserve, Zillow, Enterprise Community Partners, as other potential partners.
4 Activate Underutilized Sites & Advance Transit-Oriented Development	Utilize local housing studies to prioritize sites for housing, work internally with Transportation Department for aligning transportation funds and externally with MARTA, URAs, Development Authorities.
5 Build on Momentum to Further Expand Funding for Production and Preservation	Engage major employers; convene funders like ANDP, CFGA, Invest Atlanta, Chamber, Georgia Power to discuss scaling and advocacy.

ARC leads directly **ARC convenes and supports the partners who lead**

10 Regional Housing Actions

Actions 6-10

6 Engage Employers & Workers on Housing

Partner with Metro Atlanta Chamber and CIDs to engage major employers; engage universities like Emory, GA Tech, GSU.

7 Build a Regional Approach to Homelessness Prevention & Response

Convene Continuum of Care (CoC) leads, partners to develop a Regional Needs and Opportunity Assessment.

8 Develop a Regional Housing Communication Strategy

Convene elected officials, local governments, development community, partners to develop ways to comprehensively address opposition to housing, strengthen existing ARC educational offerings.

9 Identify, Convene & Educate on High-Impact State Policy Changes

Collaborate with GMA, ACCG, DCA, and housing advocacy organizations like HouseATL to identify potential policy areas for action in FY 2027 session.

10 Evaluate Ways to Increase Preservation & Stabilization Efforts

Collate existing efforts and organize key actors like ANDP, Enterprise, Community Land Trusts to identify new approaches for NOAH preservation.

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What's Next

Next: implementation work now, a charrette on October 22, targets on November 12 and adoption in January 2027

IMPLEMENTATION	**Underway now** Identify the support, tools and action needed to advance implementation, both externally and internally.
HOUSING CHARRETTE	**October 22, 2026** The first implementation charrette — a working session where partners draft implementation steps together — for the Regional Housing Strategy, held at ARC.
TARGETS	**November 12, 2026** The housing targets are presented to the Board at the joint Board and TAQC meeting.
ADOPTION	**January 2027** The full Housing Strategy goes before the ARC Board for adoption.

ARC Cannot Do this Alone

A regional approach is critical to achieving the housing production and preservation goals.

Join us to build on progress, expand successes regionally, bring in new voices, and ensure we build **One Great Region!**





Questions?

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