



Housing Strategy



ONE **great** REGION

Housing Forward 2035

Connecting Housing, Jobs, and Opportunity

Vision

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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**.



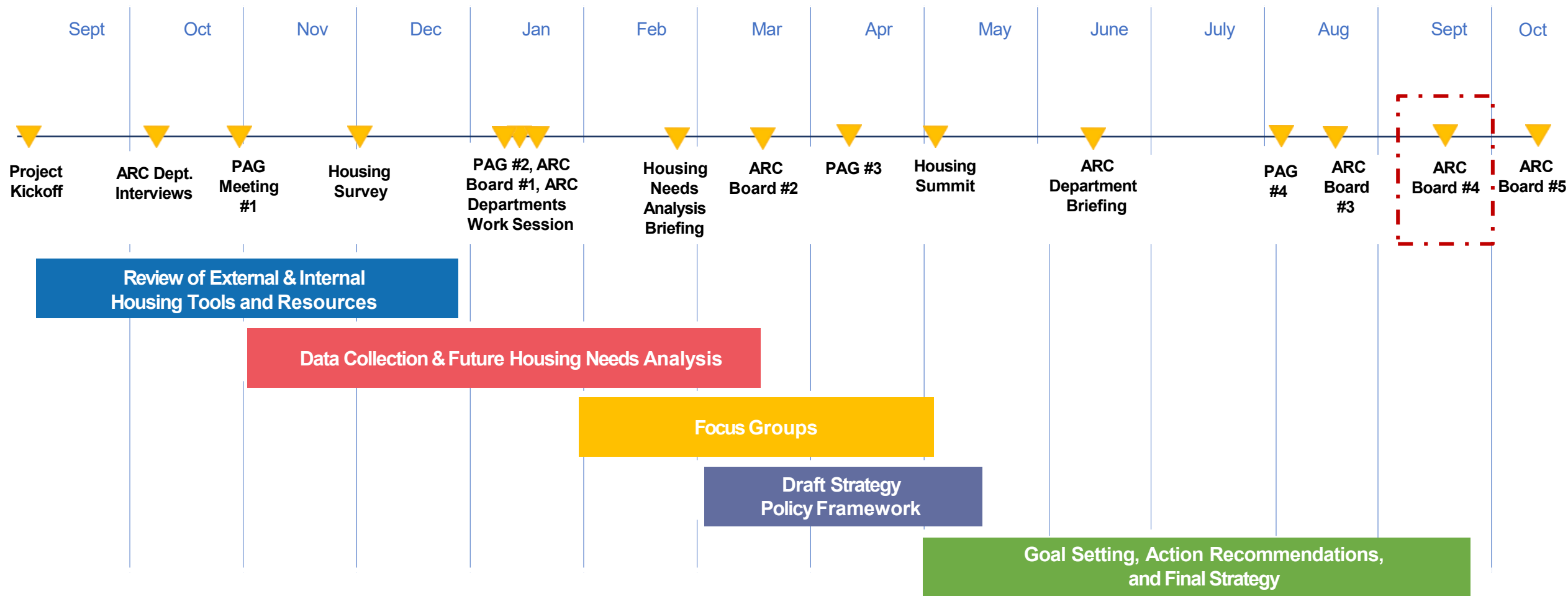
Diverse stakeholders engage and take a regional approach to solve local issues.



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

Project Timeline

Over the past 11 months, HR&A has worked with ARC to develop the Housing Strategy for the Atlanta Region, which will guide region-wide efforts to address housing challenges.



Recap: Regional Housing Strategy Goals

Goal 1

Build Strategically for Intentional Growth

Target: 367,000 homes by 2035

Where homes are built matters: under current trends, growth is forecasted to continue sprawling outward, further away from major job centers and infrastructure, increasing commutes.

Goal 2

Close the Affordability Gap

Target: 50% reduction for low-income households

4x production increase and 104k homes preserved below \$55k household income.

Goal 3

Activate Vacant & Underutilized Properties

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

Develop process to evaluate and activate 10% of the approximately 1,500 public and 105,000 private parcels for housing redevelopment potential.



Regional Housing Strategy – 10 Housing Actions

Board Feedback: Linked to the 10 Housing Actions

BOARD COMMENTS: AUGUST 12

RELATED ACTION(S)

- | | | |
|---|---|---------------------|
| 1 | Chair Anderson-Henry (Clayton County) – strong interest in workforce housing for teachers and government employees, and in spurring development on derelict, privately-owned parcels the county is now assessing. | <i>Actions 4, 6</i> |
| 2 | Justin O’Dell (District 14) – recommended the strategy target redevelopment of underutilized parcels rather than vacant ones, noting there is more local will to redevelop them and less impact on infrastructure. | <i>Action 4</i> |
| 3 | Chair Harrell (Henry County) – highlighted a new partnership with Southern Crescent Habitat, a pending HUD homeownership application, and work with school superintendents on teacher housing. | <i>Actions 5, 6</i> |
| 4 | Marvin Nesbitt (District 4) – asked for clarity on what “preservation” means and raised concern about legacy homeowners displaced by rising property values and taxes; called for an anti-displacement strategy. | <i>Action 10</i> |
| 5 | Mayor Deutch (Dunwoody) – asked what vacancy rate is needed to ease rents, drawing on other location’s experience with low, stabilizing vacancy. | <i>Action 3</i> |
| 6 | Chair Cupid (Cobb County) – flagged local ordinances (e.g., limits on unrelated occupants or vehicles) that keep residents from fully using existing housing stock. | <i>Action 2</i> |

10 Regional Housing Actions

Actions 1–5

- 1** Link ARC Transportation & Land Use Programs to Local Housing Actions
- 2** Create Regional Housing Ready Community Certification & Toolkit
- 3** Launch Regional Housing Dashboard To Track Progress
- 4** Activate Underutilized Sites & Advance Transit-Oriented Development
- 5** Build on Momentum to Further Expand Funding for Production and Preservation

Evaluate scoring criteria in TIP, CTP, LCI, Special Studies, to further prioritize transportation projects that support housing production.

Convene working groups with partners like ACCG, GMA, Homebuilders, develop a draft certification program, learn from similar initiatives in other regions.

Work with Office of Research and Innovation to confirm metrics, scope of work, cost. Engage GA Tech, Federal Reserve, Zillow, as other potential partners.

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.

Engage major employers; convene funders like ANDP, CFGA, Invest Atlanta, Chamber 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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Implementation Timeline

Actions 1–10

Regional Housing Action	Short Term Years 1–2	Medium Term Years 3–4
1. Link ARC Transportation & Land Use Programs to Housing Actions	1.1	1.2
2. Create a Regional Housing Ready Certification & Toolkit	2.1	2.2, 2.3
3. Develop a Regional Housing Dashboard to Track Progress	3.1, 3.2	3.3
4. Activate Underutilized Sites & Advance Transit-Oriented Development	4.1, 4.4	4.2, 4.3
5. Enhance Regional Utilization of Housing Funds	5.1	5.2
6. Engage Employers on Housing	6.1	6.2
7. Build a Regional Approach to Homelessness Prevention & Response	7.1	7.2
8. Deploy a Regional Housing Communication Strategy	8.1	8.2
9. Identify, Convene & Educate on High-Impact State Policy Changes	9.1	9.2
10. Evaluate Ways to Increase Preservation & Stabilization Efforts	10.1, 10.2, 10.6	10.3, 10.4, 10.5

Questions

Do you agree with the actions we have identified for ARC to lead?

What would you change/add/remove?

Question

Where do you see elected leaders
needing to lead on among these
10 actions?

ARC Cannot Do this Alone

Implementation Charrette: October 22

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

Sign up to help ARC implement the Regional Housing Strategy.





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Questions?

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