

**MINUTES OF BOC WORK SESSION
COBB COUNTY BOARD OF COMMISSIONERS
APRIL 25, 2023
1:30 PM**

The Cobb County Board of Commissioners Work Session was held on Tuesday, April 25, 2023 at 1:30 p.m. in the second-floor public meeting room at 100 Cherokee Street, Cobb County Building, Marietta, Georgia. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner JoAnn Birrell
Commissioner Keli Gambrill
Commissioner Jerica Richardson
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 1:31 p.m.

PRESENTATIONS

1. To present an update on Cobb County Economic Development initiatives.

Sabrina Wright, Economic Development Director, presented information regarding the Economic Development update.

A copy of the information presented is attached and made a part of these minutes.

No official action was taken by the Board.

2. To present the Cobb County Housing Assessment.

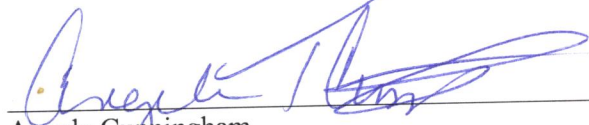
Jessica Guinn, Community Development Agency Director, introduced Lauren Blaszyk, Atlanta Regional Commission Project Manager, who presented an overview of the project and introduced Ranata Mattison, Principal Planner, who presented information regarding the Cobb County Housing Assessment.

A copy of the power point presented is attached and made a part of these minutes. A copy of the Housing Assessment for Cobb County is on file in the office of the County Clerk.

No official action was taken by the Board.

ADJOURNMENT

The meeting was adjourned at 2:54 p.m.



Angela Cunningham
Deputy County Clerk
Cobb County Board of Commissioners



COBB COUNTY ECONOMIC DEVELOPMENT

Sabrina Wright

COBB COUNTY ECONOMIC DEVELOPMENT DIRECTOR

1

What is Economic Development?

Economic Development is programs, policies or activities that improves the economic well-being and quality of life by creating jobs and increasing capital investment.

- Business Attraction
- Business Retention and Expansion (BRE)
- Redevelopment
- Small Business & Entrepreneurship
- Film Permitting



2

Business Attraction

Recruiting businesses to Cobb County from other countries, states or counties

- *Company relocation*
- *New Headquarters*
- *New company opening*
- *JOB CREATION– More employment opportunities for Cobb County residents*



3

Business Retention and Expansion (BRE)

Foster relationships with existing businesses in the County

GOAL:

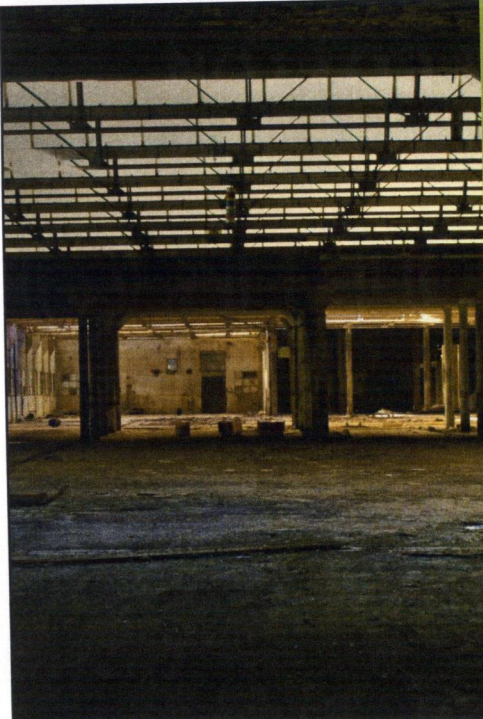
- *Become an advocate & resource for Cobb County companies*
- *300 Existing Industry visits annually*

Connecting with Cobb – Existing Industry Luncheon

- *Quarterly existing industry networking event*
- *Connects commercial and industrial businesses with Economic Development resources such as Georgia Department of Economic Development, Georgia Power, WorkSource Cobb, Cobb DOT and more.*



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Redevelopment Inventory

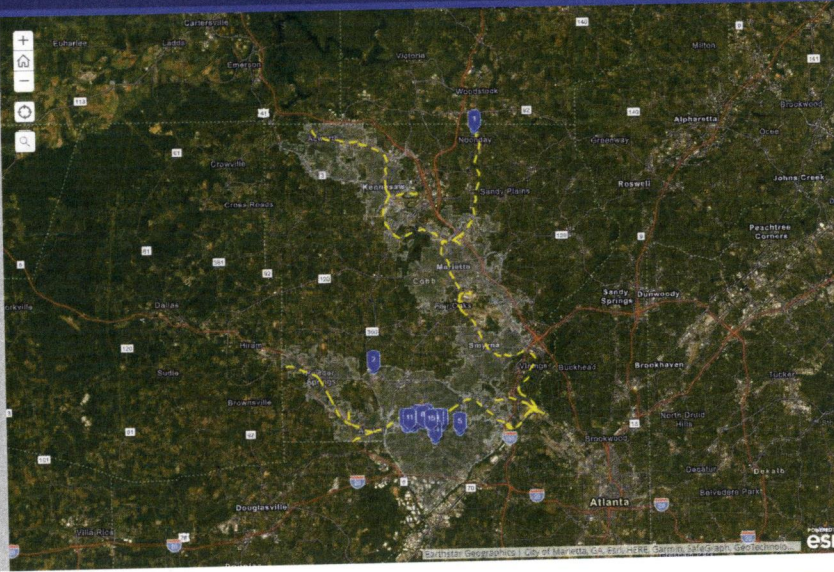
Encourage redevelopment of older commercial and industrial property (20 years or more in age) in the county

- Redevelopment Inventory updated annually
- Sites nominated by District Commissioner
- Commercial and Industrial Property Rehabilitation Program

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Cobb County Redevelopment Sites 2023
Cobb County Community Development

Redevelopment Sites **Incentives**



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South Cobb Redevelopment Authority

- Established under authority of the State of Georgia to revitalize the established area
- Authority to issue bonds & assist in financing infrastructure improvements
- Owns 50+ acres near I-20 and Six Flags
- 7 member Board; 4-year terms
 - 4 appointed by Cobb County Board of Commissioners (BOC)
 - 3 appointed by representatives of the Cobb County Delegation to the Georgia General Assembly

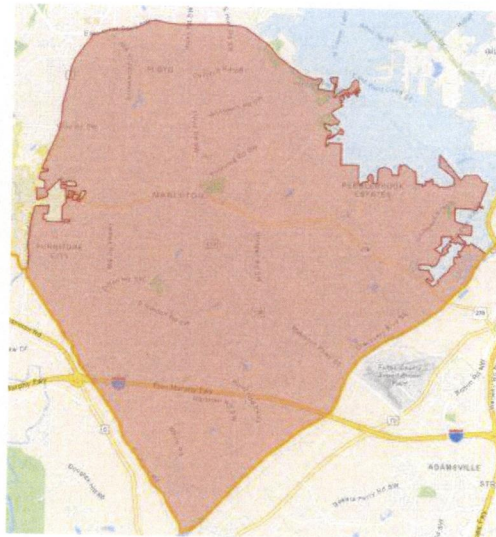
Board Members:

Jason Gaines, Joel Cope, Dr. Crystal Wyche, Samuel Culbreath, Edrick Harris & Dana Johnson

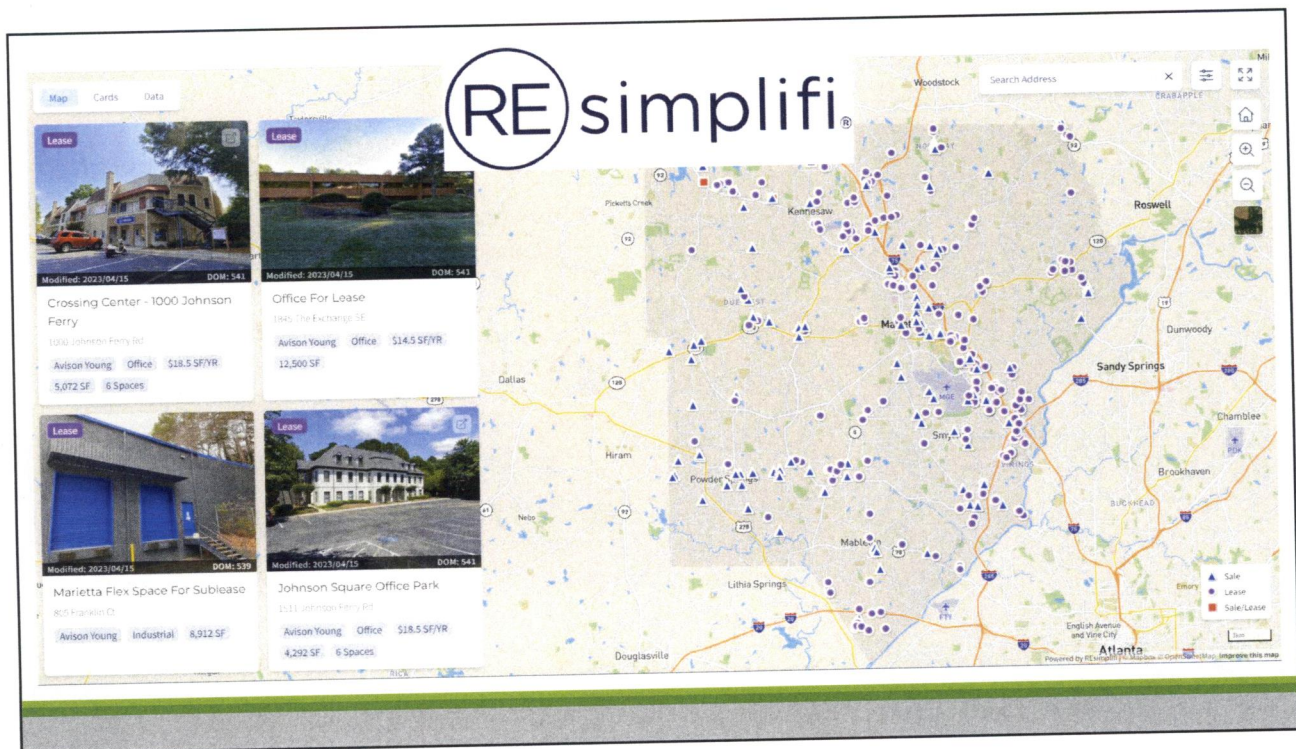
Meetings: 3rd Monday 9 a.m.

www.cobbcounty.org/economic-development/scra

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8



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Small Business Outreach

Assists business owners with starting and expanding their business in Cobb County

GOAL: 300 connections annually

- **Business Concierge Open Office Hours**
 - Wednesdays 8:30am – 10:30am
 - Appointments scheduled online
 - #1 requested resource: Grants/Incentives
- **Coffee & Conversations in Cobb: Small Business Events**
 - Quarterly small business networking event
 - Connects businesses with vital County contacts such as: Police, DOT, Fire, Code Enforcement, and more.

OPEN
Office Hours

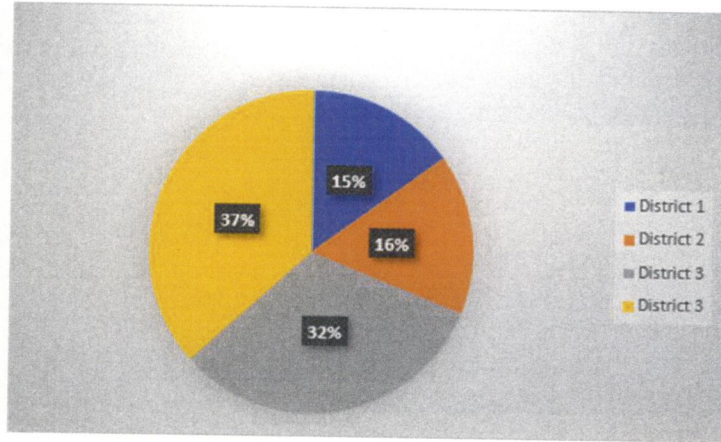
10

Economic Development Outreach YTD

87 Existing Industry Visits

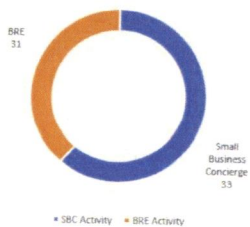
- District 1 – 13
- District 2 – 14
- District 3 – 28
- District 4 – 32

75 Small Businesses Connections

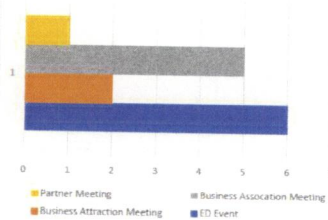


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Economic Development Activity



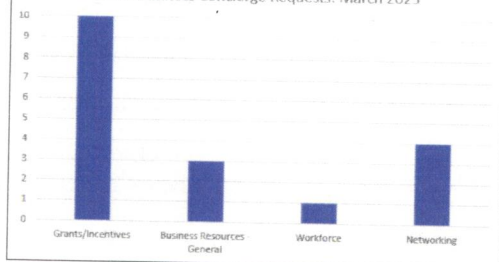
Events/Meetings Attended



273

New Business Licenses Issued

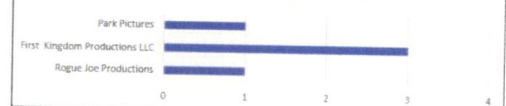
Small Business Concierge Requests: March 2023



Relocation/Expansion Opportunities: March 2023				
Company	Project Type	Current Jobs	New Net Jobs	Net Capital Investment
Yates Cylinders, District 4	Expansion	40	10	N/A
JJ's Playhouse, District N/A	Site Selection	N/A	N/A	N/A
Forjas Bolivar	Relocation	N/A	5	N/A

Filming in Cobb						
Project Title	Project Type	District	Project Budget	Total Shoot Days in Cobb	# of Cast/Crew	Total Amount Paid
First Kingdom Productions LLC	TV	2	\$500k-\$5M	4	140	\$ 300.00
ATB Productions	DOCUM.	1	\$0-\$50K	1	4	\$ 300.00
Oakhaven Productions LLC	TV	2	\$30K-\$50K	2	200	\$ 300.00

Filming in Cobb: Days Filmed in Cobb



March 2023 Data

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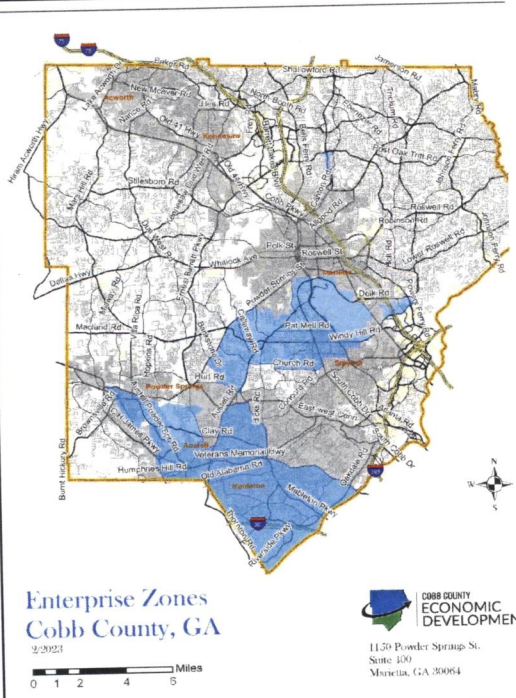


Incentives

- Targeted Industry
- Special Economic Impact
- Enterprise Zones
- Commercial and Industrial Property Rehabilitation
 - Based on job creation, capital investment, business location
 - Typically fee caps and/or waivers, Development Authority of Cobb County (DACC)

UPCOMING: Commercial Façade Grant (Collaboration with CDBG)

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Enterprise Zone

Created by Georgia Department of Community Affairs (DCA):
A local redevelopment tool intended to improve geographic areas suffering from disinvestment or economic decline to encourage businesses to reinvest and rehabilitate such areas.

Potential Incentives:

- Local property tax exemption
- Local abatement
- Reduction in various fees

Enterprise Zones
Cobb County, GA

2/2023

0 1 2 4 5 Miles



Cobb County
ECONOMIC
DEVELOPMENT

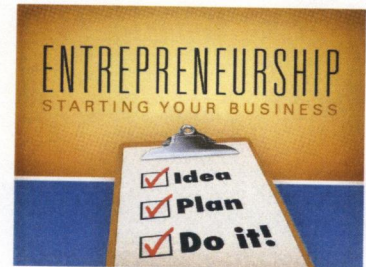
1150 Powder Springs St.
Suite 100
Marietta, GA 30064

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Entrepreneurship Grant

- Supports the small business and entrepreneurial ecosystem in Cobb County
- Up to \$10,000 in collaboration with the Development Authority of Cobb County (DACC)

1. Current Cobb County (or city) business license.
2. Proof of participation/completion of an entrepreneurial program. (i.e., KSU Small Business Development Center, Women's Entrepreneur Initiative, etc.)
3. Remain in Cobb County for a minimum of 3 years
4. No outstanding tax, fees, or fines to Cobb County



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Incentive Compliance



- Annual compliance filed with Cobb County Economic Development Team
 - Submitted by past incentive recipients
 - Keeps businesses on track with requirements of their applicable incentive agreement(s)
- Due by April 1st
- Clawback provision in place for non-compliance

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Film Permitting

Filming in Cobb						
Project Title	Project Type	District	Project Budget	Total Shoot Days in Cobb	# of Cast/Crew	Total Amount Paid
Speak Now Productions	Feature	4	\$500k-\$5M	1	75	\$ 1,300
First Kingdom Productions LLC	TV	2	\$500k-\$5M	4	140	\$ 300
Overland Films	Feature	4	Over \$50M	1	260	\$ 300
Rogue Joe Productions	TV	N/A	\$10M-\$30M	1	100	\$ 1,300
LLC	TV	N/A	\$500 - \$5M	3	140	\$ 100
Park Pictures	Comm	N/A	\$100K-\$500K	1	65	\$ 1,000

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Economic Development Partners



Cobb County...Expect the Best!



Small Business Development Center
at Kennesaw State University
UNIVERSITY OF GEORGIA



SELECT COBB
Atlanta's Business Destination



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COBB COUNTY ECONOMIC DEVELOPMENT

Thank You!

Contact us:

- Website: www.cobbcounty.org/econdev
- Email: econdev@cobbcounty.org
- Phone: 770-528-2018



Cobb County Housing Assessment

Community Development Assistance Program Report Summary

April 25, 2023

Topics

- Housing as a Regional Priority
- Cobb County Growth Categories
- Change in Housing Stock
- Change in Household Incomes
- Cobb County and Atlanta MSA
- Cities in Cobb County
- Summary of Key Findings
- Metro Atlanta Housing Strategy
- Questions

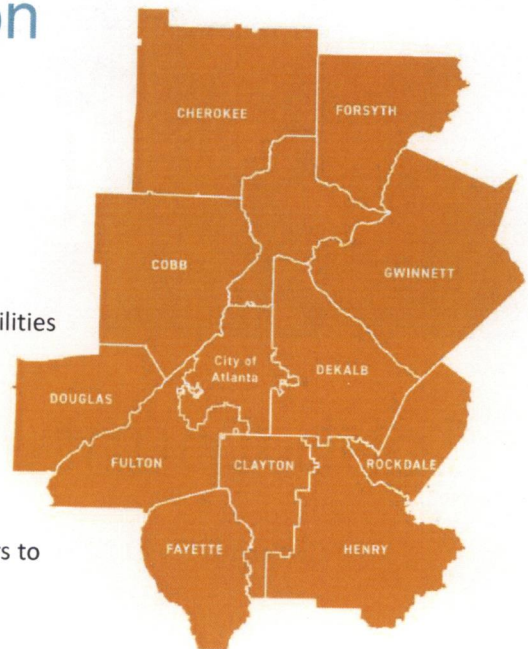
Atlanta Regional Commission

The Atlanta Regional Commission (ARC) is the regional planning and inter-governmental coordination agency for the 11-county Atlanta Region.

The ARC works with local jurisdictions and various regional partners to:

- Plan new transportation options
- Encourage the development of healthy, livable communities
- Wisely manage precious water resources
- Provide services for the region's older adults and individuals with disabilities
- Develop a competitive workforce
- Provide data to inform leaders and decision-makers
- Cultivate leaders to meet the region's challenges
- Coordinate with local first responders in preparing for a secure region
- Engage the public on key regional issues

The agency also serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta.



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ARC Priorities – 2023



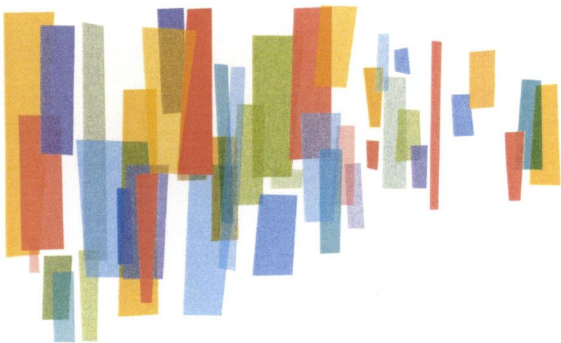
Housing as a Regional Priority

- Access & Opportunity
- Health
- Education
- Local & Regional Economy
- Traffic
- Infrastructure
- Stability



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Cobb County Growth Patterns

Population and household change over time

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Growth in Cobb County

- Cobb County continues to be one of the fastest growing counties in the state and in the southeast, population 766,149 in 2020
- Per ARC forecasts, population is estimated to grow to over 1 million people by 2050 (increase of 295,000)
- Projections indicate future demand of approximately 120,000 new households that will need housing, or 4,600 units per year
- However, housing production in Cobb County has been closer to 3,000 units per year
- Housing supply will enable new residents to find appropriate housing, lack of supply will continue to push prices upwards

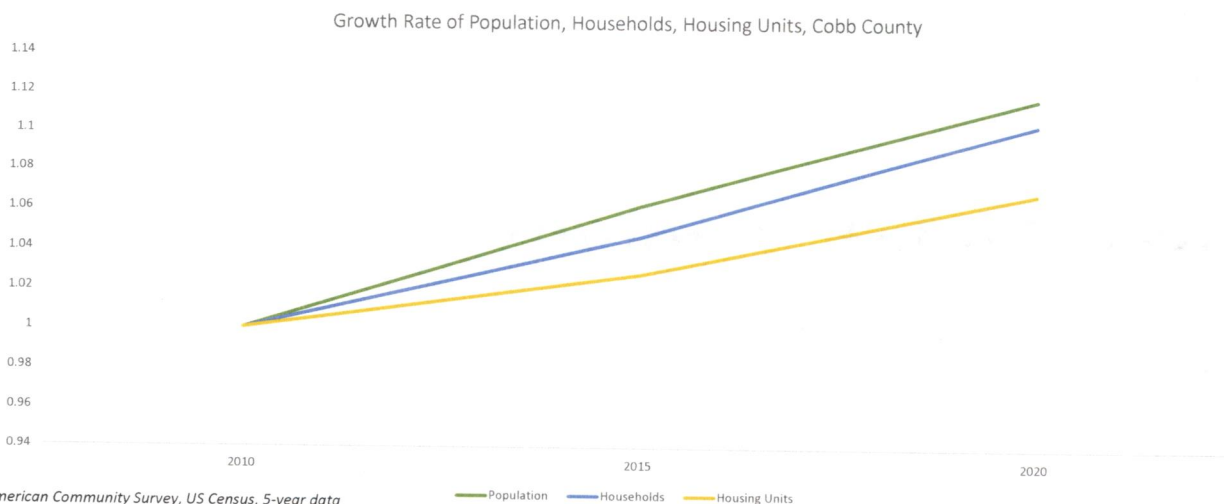
Source: American Community Survey, US Census, 5-year data

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Populations and Households

- From 2010 to 2020, housing units increased by 6.8% and population increased by 11.7%



Source: American Community Survey, US Census, 5-year data

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Household Size

- Household size has decreased from 2.67 in 2010 to 2.58 in 2020. Family size decreased from 3.24 in 2010 to 3.18 in 2020

	2010	2020	# Change	% Change
1-person HH	66,350	72,880	6,530	9.8%
2-person HH	83,712	92,375	8,663	10.3%
3-person HH	43,510	49,864	6,354	14.6%
4-person HH	38,471	41,692	3,221	8.4%
5+ person HH	24,698	26,548	1,850	7.5%

	2010	2020	% Change
HH Size	2.67	2.62	-1.9%
Family Size	3.24	3.18	-1.9%
HH Size Renter	2.51	2.30	-8.4%
HH Size Owner	2.75	2.72	-1.1%

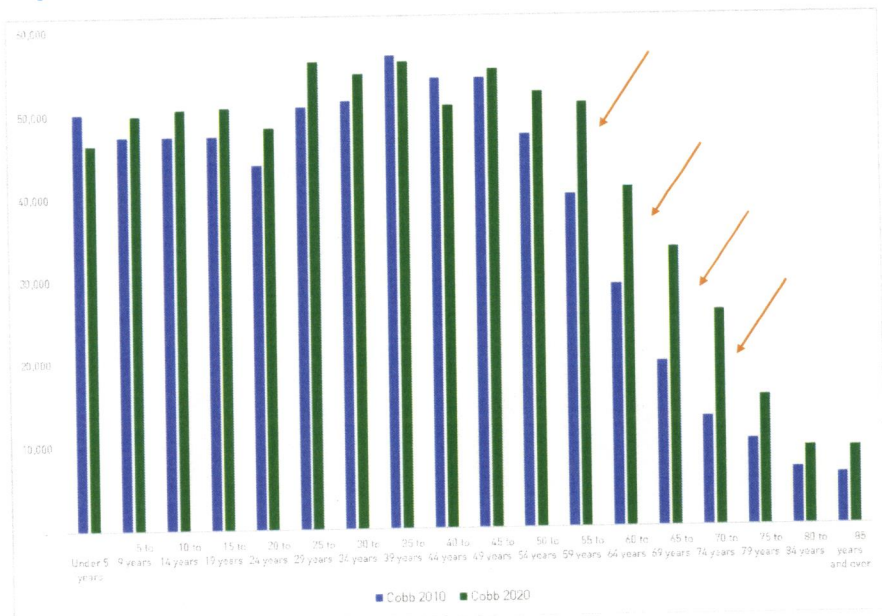
Source: American Community Survey, US Census, 5-year data

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Change in Age Groups

- Largest increase age 55+
- Senior population expected to increase by 234,922 (2050)
- Growth in population age 20-29, who are more likely to rent whereas those 65-74 are more likely to own
- Seniors over age 75 increase likelihood of renting



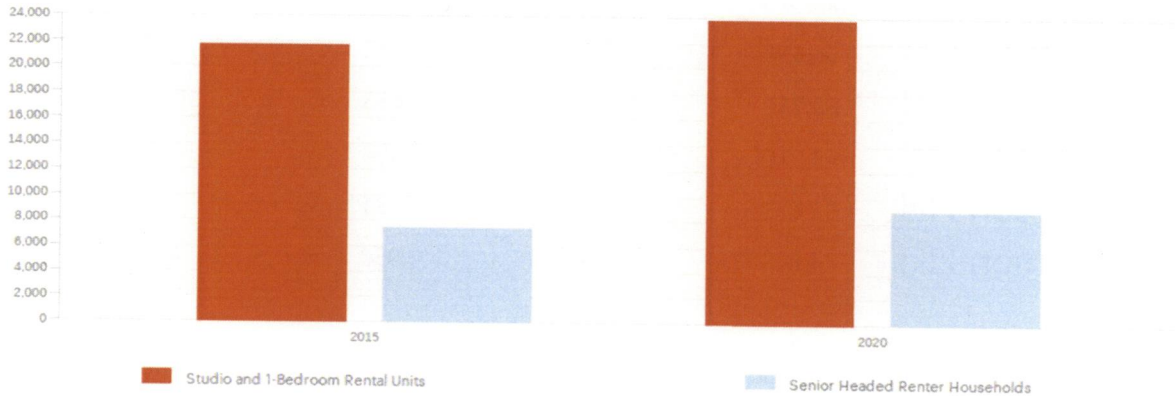
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Source: American Community Survey, US Census, 5-year data

Arc

Senior Household Trends

- Increased demand for studio and 1-bedroom rental units for Senior head-of-households from 2015 to 2020



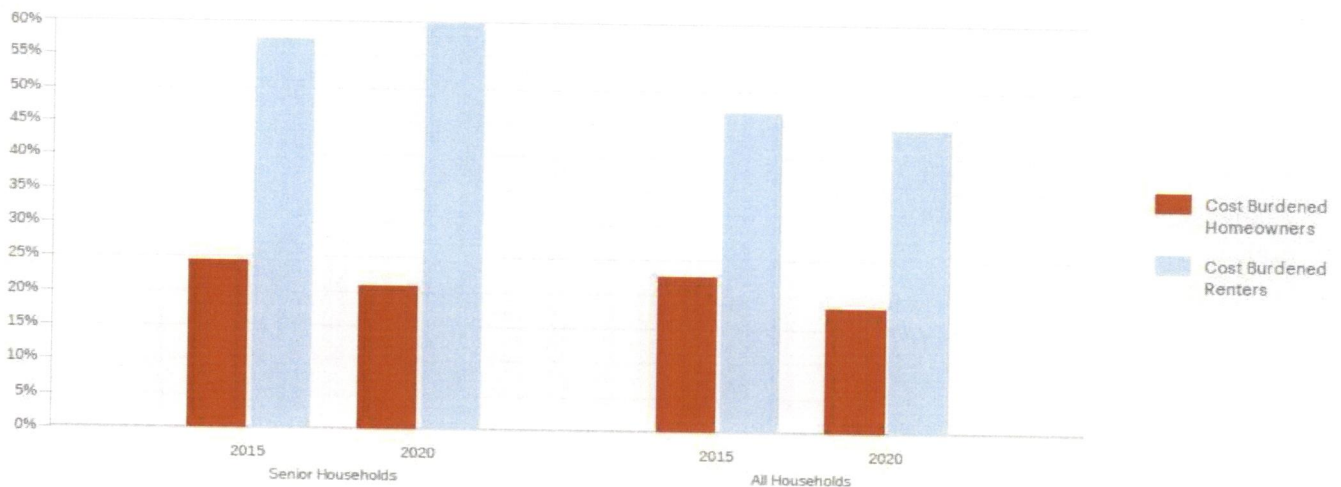
Source: PolicyMap using U.S. Census Bureau 5-year data

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Senior Households and Cost Burden

- Senior households are more likely than all households to be cost burdened, or to spend more than 30% of monthly income on housing costs

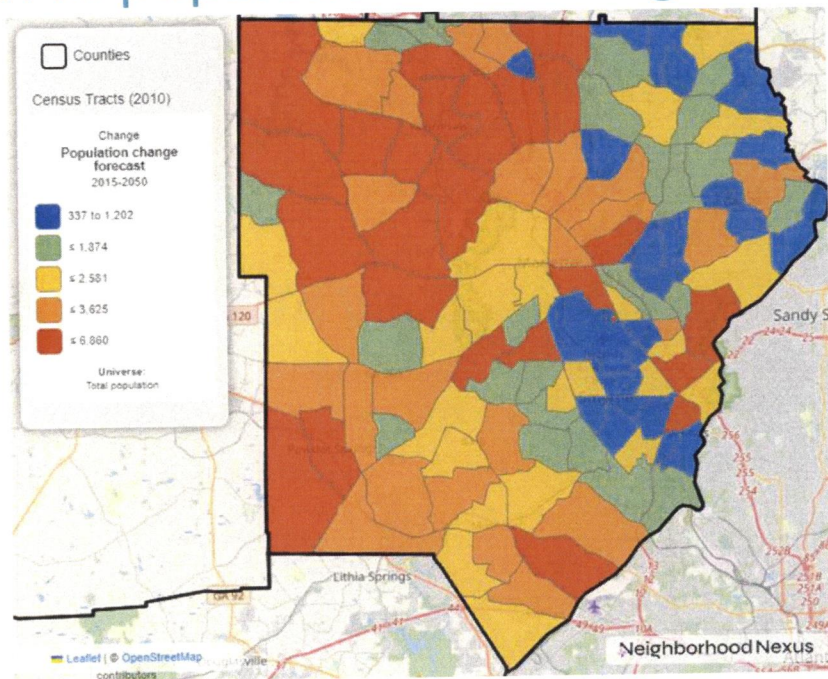


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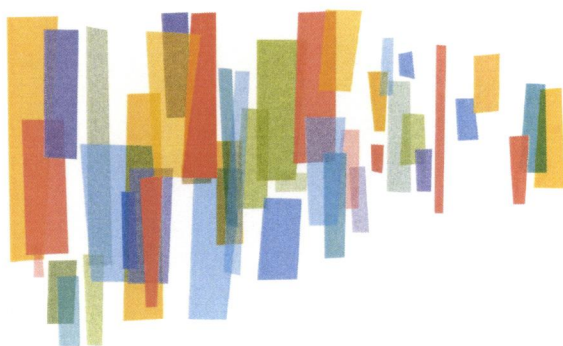
Where is growth in population occurring?

- 2015-2050 forecasted growth



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Cobb County Housing Stock

Housing stock change over time

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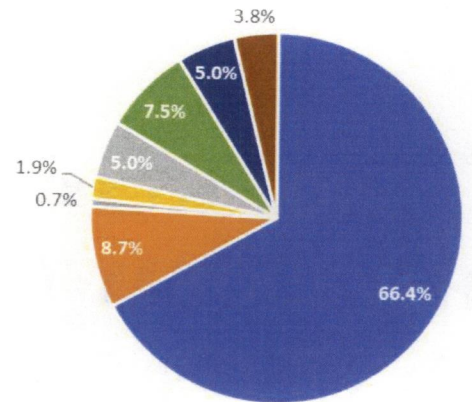
Housing Type

	2010	2020	Change
1-unit, detached	189,967	200,764	10,797
1-unit, attached	20,080	26,277	6,197
2 units	2,534	2,123	(411)
3 or 4 units	8,035	5,643	(2,392)
5 to 9 units	15,653	15,113	(540)
10 to 19 units	26,849	22,830	(4,019)
20 or more units	20,138	26,649	6,511

Source: American Community Survey, US Census, 5-year data

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2020, Cobb County



■ 1 Detached ■ 1 Attached ■ 2 ■ 3 or 4
■ 5 to 9 ■ 10 to 19 ■ 20 to 49 ■ 50 or more

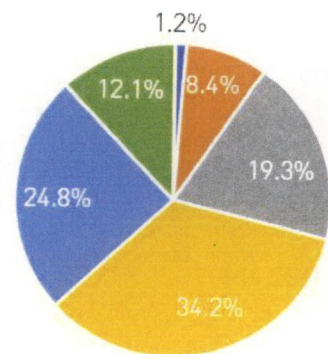
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Number of Bedrooms

	2,010	2020	Change
No Bedroom	4,534	3,548	(986)
1 Bedroom	24,093	25,349	1,256
2 Bedrooms	59,083	58,475	(608)
3 Bedrooms	98,481	103,533	5,052
4 Bedrooms	73,268	75,049	1,781
5+ Bedrooms	27,102	36,583	9,481

Source: American Community Survey, US Census, 5-year data

2020, Cobb County



■ No Bedroom ■ 1 Bedroom ■ 2 Bedrooms
■ 3 Bedrooms ■ 4 Bedrooms ■ 5+ Bedrooms

No Bedroom	1.2%
1 Bedroom	8.4%
2 Bedrooms	19.3%
3 Bedrooms	34.2%
4 Bedrooms	24.8%
5+ Bedrooms	12.1%

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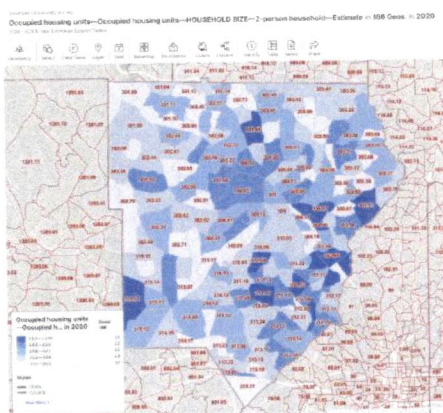
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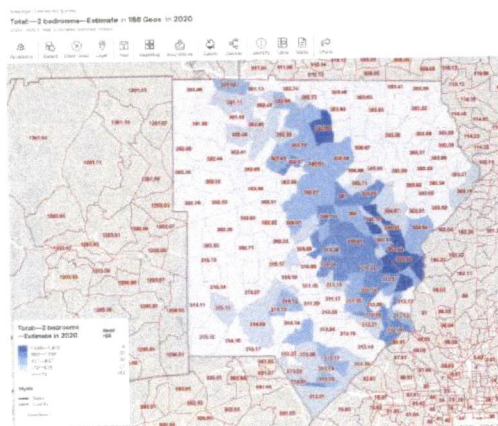
	# People/HH	#Bedrooms/Unit	Deficit or Surplus
1	72,880	28,897	(43,983)
2	92,375	58,475	(33,900)
3	49,864	103,533	53,669
4+	68,240	111,632	43,392

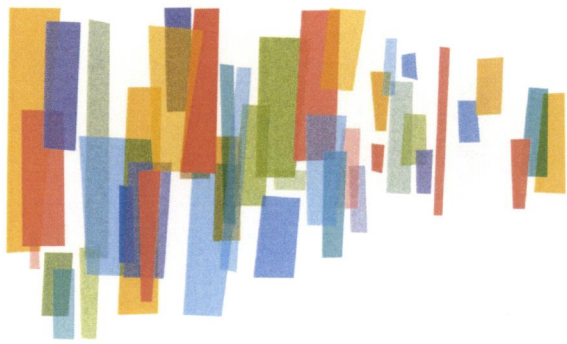
Mapping the Mismatch: 2-person/2-bedroom

The concentration of 2-person households in Cobb County.



The concentration of 2-bedroom housing units in Cobb County.





Cobb County Incomes

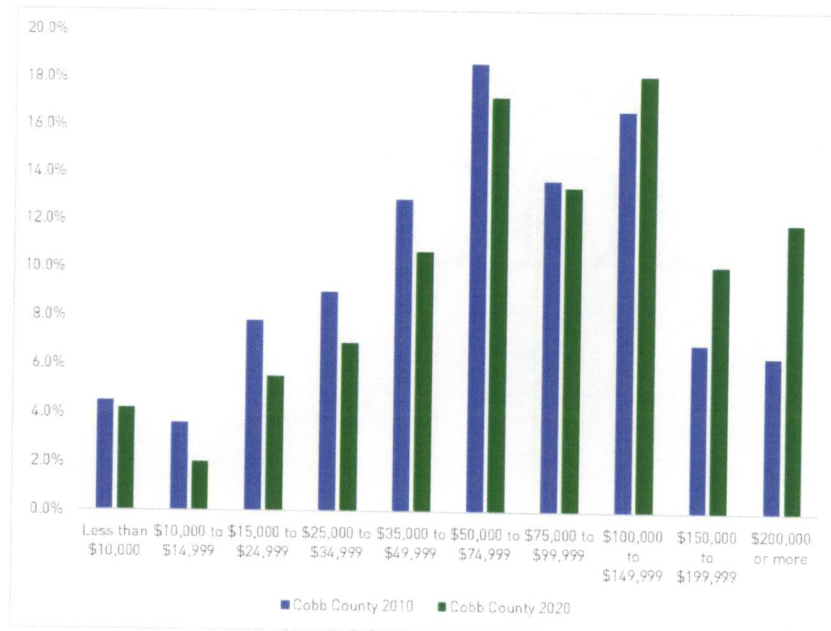
Household incomes change over time

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Change in Household Incomes

- Households earning income below \$99,999 has decreased in every category from 2010 to 2020 in Cobb County
- Income over \$100,000 have increased from 2010 to 2020, with the most dramatic increase in incomes over \$200,000



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Source: American Community Survey, US Census, 5-year data

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Household Income and Workforce

- According to 2022 HUD FMR Area Income Limits, these wages are between 60% AMI and 100% AMI based on the number of people in the household

Cobb Schools Salary Schedules 2022-2023 Salary Schedules CobbK12.org

Position	Step 1 (entry level)	Highest Step (30+ years)
School Nurse LPN	\$36,136	\$48,634
School Nurse RN	\$42,975	\$57,838
School Police	\$50,247	\$60,977
Administrator	\$70,147	\$143,989
Teacher Bachelor Degree	\$52,970	\$79,483
Teacher Masters Degree	\$58,568	\$90,170
Bus Driver	\$25/hour	\$33.32/hour
Bus Dispatcher	\$29,691	\$42,193
Para Professional	\$24,648	\$36,412

Cobb County Employee Wage Estimates

Position	Wages
Average Salary 2021*	\$50,452
Fire Fighter II (Full Time Est)*	\$56,640
Police II (Full Time Est)*	\$46,580

* based on data from OpenPayrolls.com
School wages from Cobb County Schools Salary Schedules 2022-2023

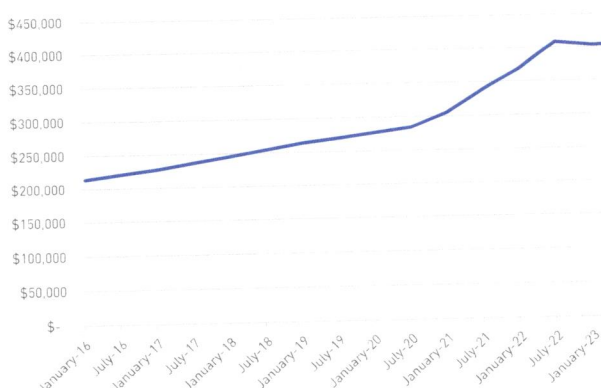
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Zillow ZHVI Home Value and Rent

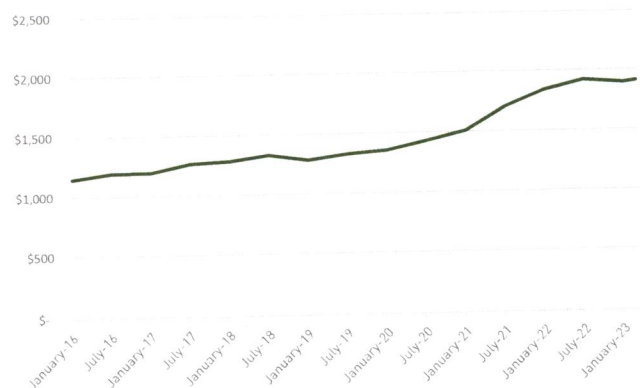
- Using ZHVI data, the "typical home value" for Cobb County increased from \$213,948 in January 2016 to \$403,855 in March 2023
- The Zillow Observed Rent Index (ZORI) increased from \$1,150/month in January 2016 to \$1,907/month in March 2023

Cobb County ZHVI Typical Home Value



ZHVI represents the "typical" home value for a region. It's calculated as a weighted average of the middle third of homes in a given region.

Cobb County ZORI (Observed Rent Index)



ZORI is a repeat-rent index that is weighted to the rental housing stock to ensure representativeness across the entire market. The index is dollar-denominated by computing the mean of listed rents that fall into the 40th to 60th percentile range for all homes and apartments in a given region, which is once again weighted to reflect the rental housing stock.

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Source: Zillow ZHVI (Zillow Home Value Index) and Zillow ZORI (Zillow Observed Rent Index)

A:C

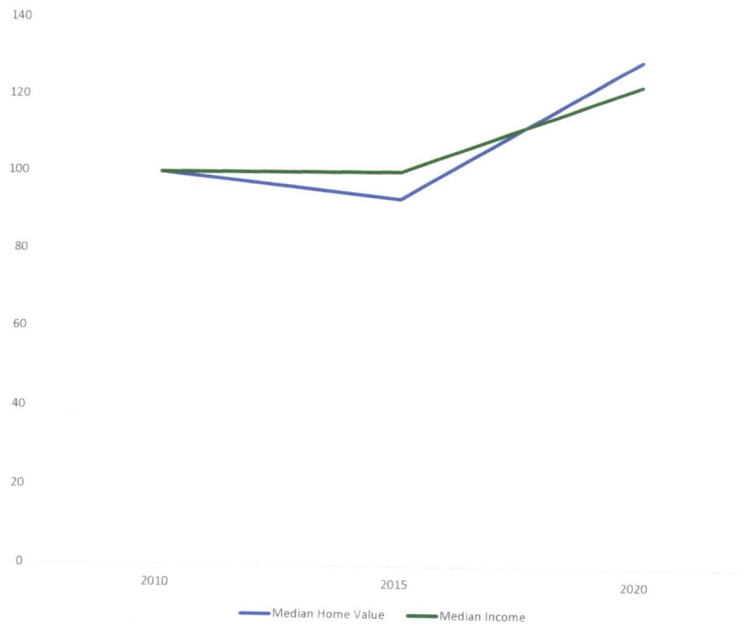
Household Income and Workforce

2022 Owner Housing Maximums					
Max Sales Price at:	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
120% AMI	\$243,000	\$260,460	\$312,480	\$361,080	\$402,840
100% AMI	\$202,500	\$217,050	\$260,400	\$300,900	\$335,700
80% AMI	\$162,000	\$173,640	\$208,320	\$240,720	\$268,560
60% AMI	\$121,500	\$130,230	\$156,240	\$180,540	\$201,420

2022 Rental Housing Maximums					
Max Rent at:	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
100% AMI	\$1,688	\$1,808	\$2,170	\$2,508	\$2,798
80% AMI	\$1,350	\$1,447	\$1,736	\$2,006	\$2,238
60% AMI	\$1,012	\$1,085	\$1,302	\$1,504	\$1,678

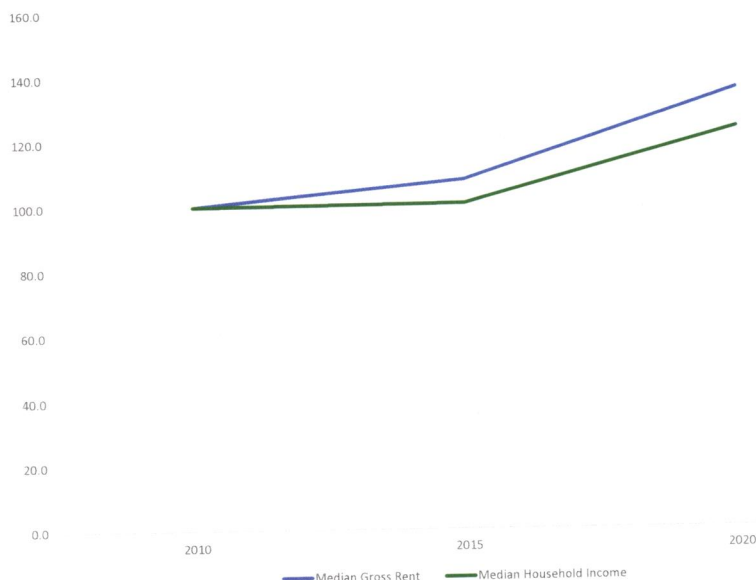
Median Home Values and Income

- Cost of living increased from 2010 to 2020, with the median home value rising 30% while the median household income rose by 23%



Median Gross Rent and Income

- Median gross rent increased by 36% from 2010 to 2020, while median household income increased by 23%



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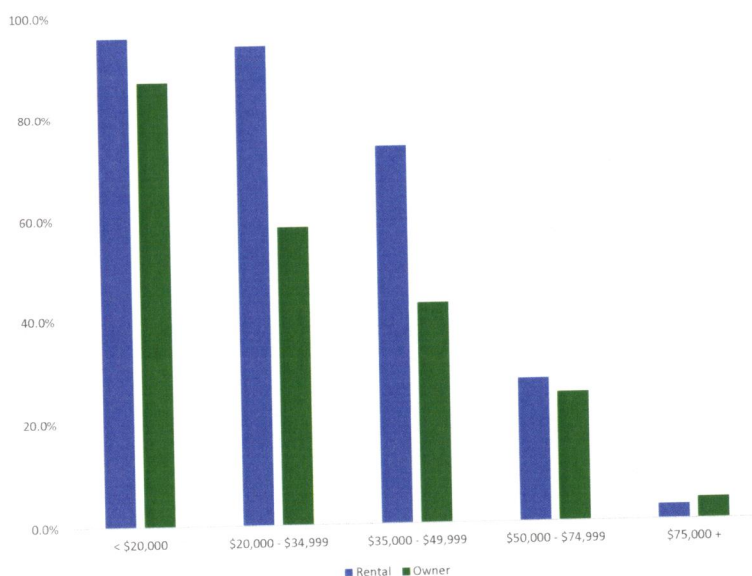
Source: American Community Survey, US Census, 5-year data

A: C

Cost Burden

- Of the 142,984 owner-occupied households in Cobb County, 24% are cost burdened
- Of the 92,687 renter-occupied households in Cobb County, 50% are cost burdened

2020 Cost Burden by Income



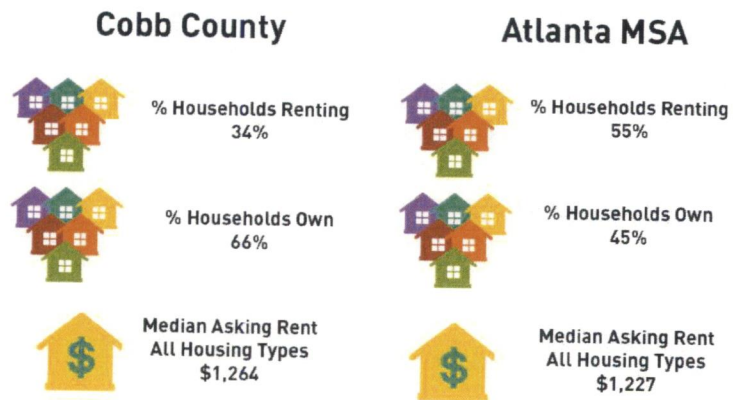
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Source: American Community Survey, US Census, 5-year data, 2020

A: C

Cobb County and Atlanta MSA

- Cobb County has a higher percentage of renters than the Atlanta MSA, and higher median asking rents
- Median household income is also higher than the Atlanta MSA



Source: ESRI Business Analyst Online, 2020 Census

Median Household Income



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Source: American Community Survey, US Census, 5-year data, 2020

A&C



Cities in Cobb County

Variations in trends within cities

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Change in Population: Cities

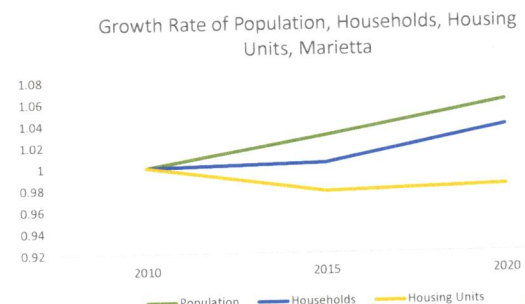
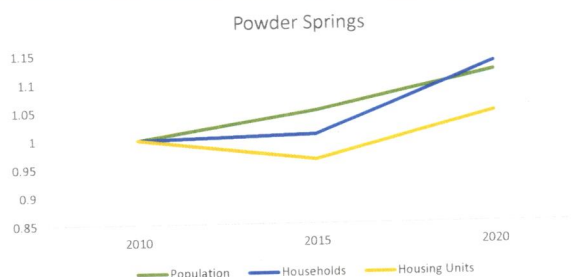
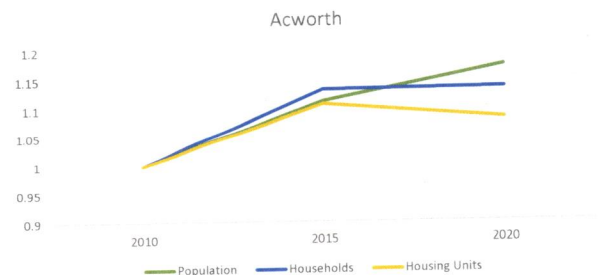
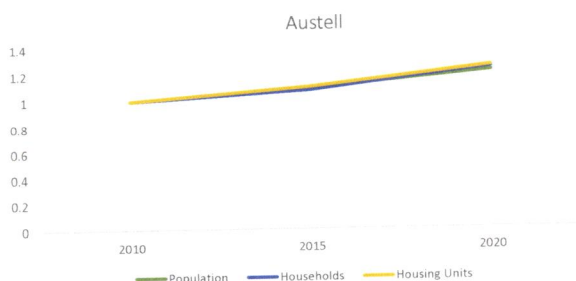
	2010	2020	% Change
Acworth	20,425	22,440	9.0%
Austell	6,581	7,713	14.7%
Kennesaw	29,783	33,036	9.8%
Marietta	56,579	60,972	7.2%
Powder Springs	13,940	16,887	17.5%
Smyrna	51,271	55,663	7.9%
Cobb	688,078	766,149	10.2%

Source: American Community Survey, US Census, 5-year data

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Change in Housing Units: Cities

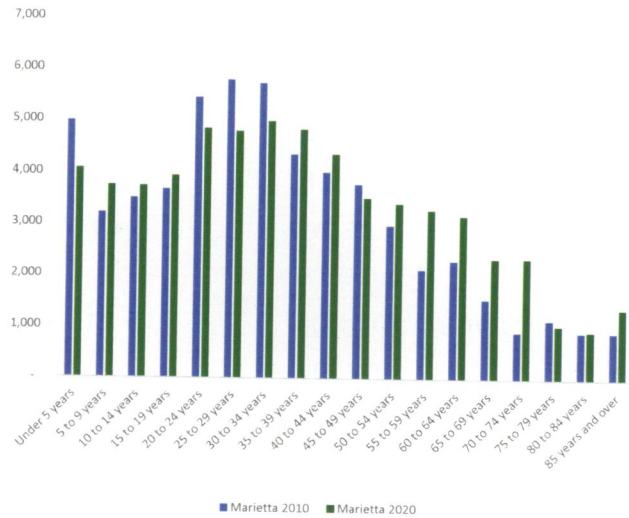
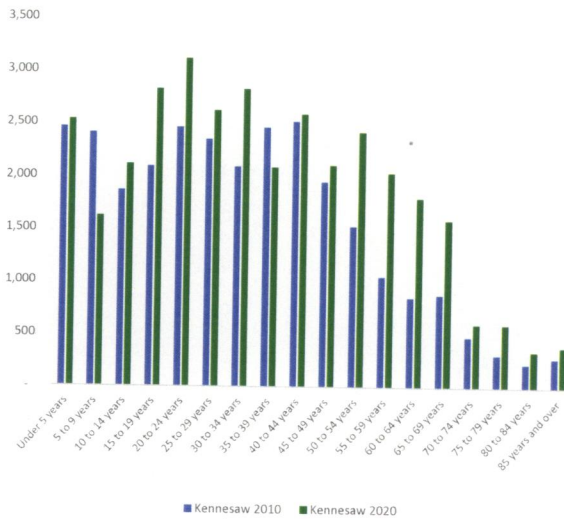


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Source: American Community Survey, US Census, 5-year data

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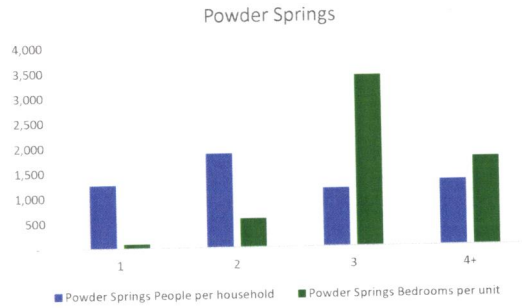
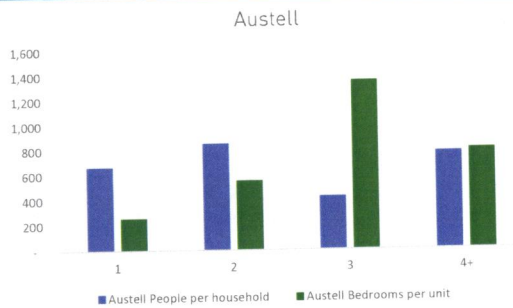
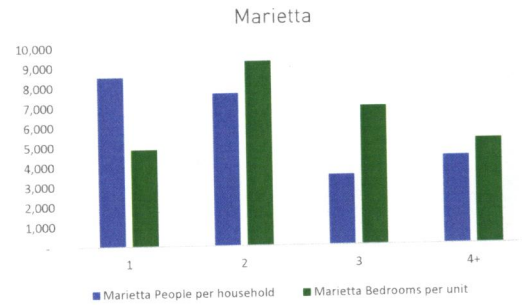
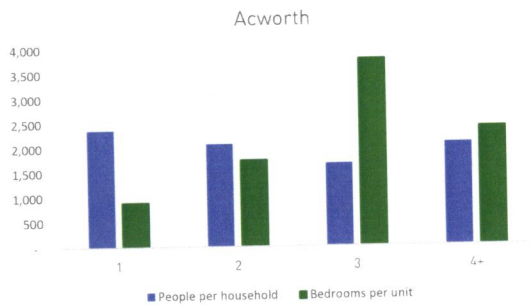
Change in Age: Cities



Change in Household Size: Cities

Change in Households 2010 to 2020												
	Acworth		Marietta		Austell		Powder Springs		Kennesaw		Smyrna	
	#	%	#	%	#	%	#	%	#	%	#	%
1-person HHs	473	25%	191	2%	146	28%	333	36%	618	24%	258	3%
2-person HHs	(58)	-3%	957	14%	354	71%	12	1%	789	23%	296	4%
3-person HHs	451	37%	64	2%	(125)	-23%	412	56%	472	23%	814	27%
4-person HHs	(150)	-12%	(304)	-11%	121	43%	(219)	-25%	408	25%	164	7%
5+-person HHs	256	34%	(45)	-2%	37	11%	114	22%	156	17%	314	31%

Housing Stock vs. People in Household



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Source: American Community Survey, US Census, 5-year data

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Housing Types

	Acworth	Austell	Kennesaw	Marietta	Powder Springs	Smyrna
1 Detached	72.5%	74.9%	62.2%	43.1%	89.7%	46.4%
1 Attached	7.4%	8.2%	16.3%	13.6%	7.9%	17.5%
2	0.8%	6.3%	0.1%	1.7%	0.0%	1.0%
3 or 4	2.5%	5.2%	1.5%	1.9%	0.6%	4.6%
5 to 9	2.2%	3.6%	3.3%	8.4%	0.4%	9.9%
10 to 19	5.4%	0.7%	6.3%	14.0%	0.0%	10.2%
20 to 49	4.4%	0.0%	5.1%	11.0%	1.0%	6.5%
50 or more	4.9%	1.1%	5.1%	6.4%	0.4%	4.1%

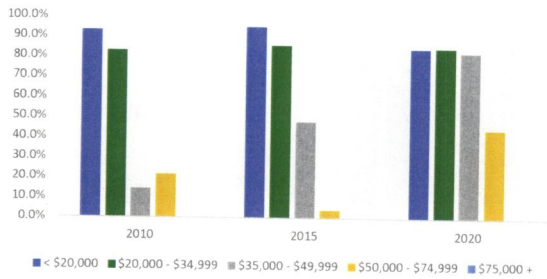
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Source: American Community Survey, US Census, 5-year data | Data Nexus

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Cost Burden: Renters

% Acworth Renters Cost Burdened



% Marietta Renters Cost Burdened



% Smyrna Renters Cost Burdened



% Powder Springs Renters Cost Burdened



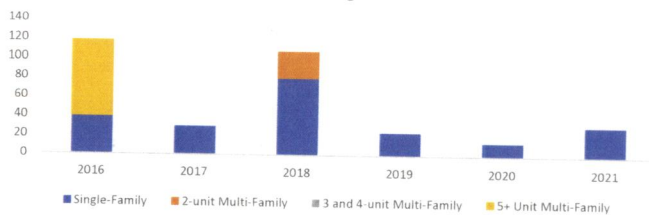
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Source: American Community Survey, US Census, 5-year data

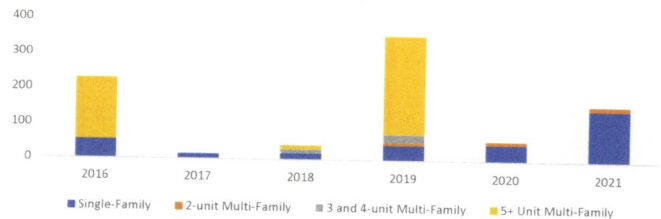
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Building Permits

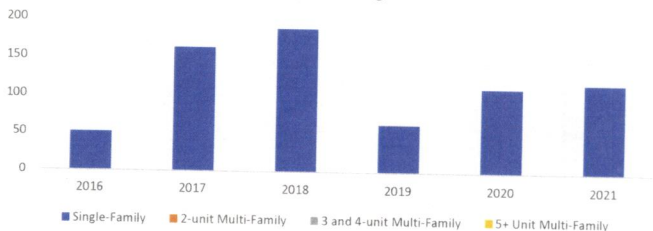
Acworth Housing Unit Permits



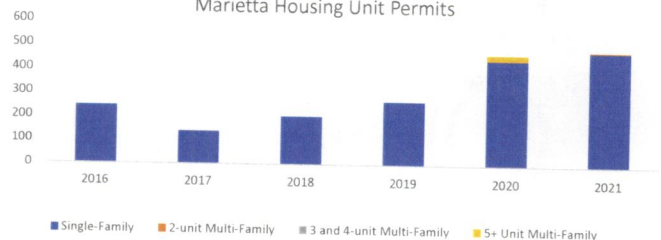
Kennesaw Housing Unit Permits



Powder Springs Housing Unit Permits



Marietta Housing Unit Permits



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Source: American Community Survey, US Census, 5-year data

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Summary of Key Findings

Summarizing the data

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Growth in Cobb County

- Rate of production of housing units has not kept pace with the number of households
- Smaller households are growing at a higher rate
- Building permits and housing stock reveals a majority single-family homes
- Low rental vacancy points to demand
- The gap between median household income and home values and rents has grown
- Workforce and renters are cost burdened at a higher rate
- Senior population is growing
- Each city in Cobb County will require analysis and recommendations

Source: American Community Survey, US Census, 5-year data

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Metro Atlanta Housing Strategy

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

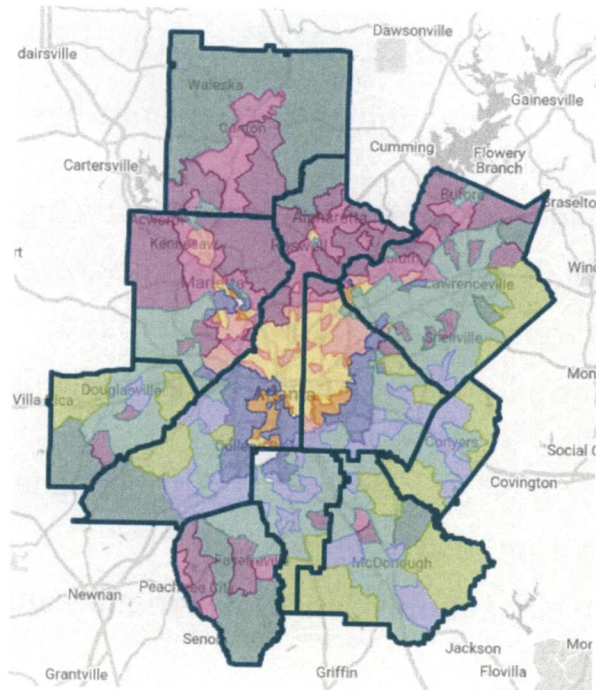
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Metro Atlanta Housing Strategy

The ARC Metro Atlanta Housing Strategy is a public tool and can be found at:

metroatlhousing.org



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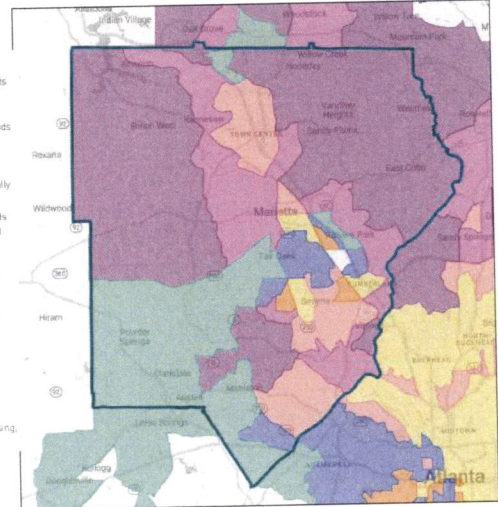
ARC

Cobb County Submarkets & Strategies

The Metro Atlanta Housing Strategy tool has identified seven different housing submarkets represented within Cobb County:

Cobb County Submarket Designations ARC Metro Atlanta Housing Strategy

- Submarket 1**
Higher-priced core neighborhoods
- Submarket 2**
Higher-priced near core and employment corridor neighborhoods
- Submarket 3**
Rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally
- Submarket 4**
Lower-priced core neighborhoods vulnerable to increasing housing costs
- Submarket 5**
Suburban neighborhoods along employment corridors with moderate-to-higher priced mix of single family and multi-family housing
- Submarket 6**
Suburban neighborhoods with moderate-to-higher priced housing
- Submarket 7**
Suburban neighborhoods with lower-to-moderate priced housing, biggest increase in renters



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Cobb County Submarket Strategies ARC Metro Atlanta Housing Strategy

	Submarket 1	Submarket 2	Submarket 3	Submarket 4	Submarket 5	Submarket 6	Submarket 7
Increase Supply							
- Reduce Development Cost and Barriers	✓	✓			✓	✓	✓
- Leverage Public Land	✓	✓			✓	✓	✓
- Establish Policies Supporting Affordable Housing	✓	✓			✓	✓	✓
- Reuse of Building and Land							
Preserve Affordable Supply							
- Provide Financial Incentives			✓	✓		✓	✓
- Create Policy Incentives			✓	✓		✓	✓
- Coordinate Across Agencies and Among Govts.			✓	✓		✓	✓
- Address Blight							
Reduce Housing & Transportation Cost							
- Implement Community Development Strategies		✓			✓		
- Expand Transportation Options		✓			✓		
Promote Housing Stability							
- Stabilize Existing Residents			✓	✓			✓
- Promote Home Buying							✓
- Create Quality Rental Opportunities			✓	✓			
- Prevent Eviction			✓	✓			
Expand Capital Resources							
- Create and Attract New Financing Mechanisms	✓	✓					
- Implement Tax or Bond Financing Mechanisms		✓					
Develop Leadership & Collaboration on Affordability							
- Build Capacity and Internal Resources to Address Housing			✓	✓	✓	✓	✓
- Promote Creative Collaboration			✓	✓	✓	✓	✓
- Be a Leader in Housing							

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The Metro Atlanta Housing Strategy features a detailed set of strategies and related tactics designed to improve the region's housing options.

The strategies listed are not intended to be prescriptive. Rather, it is a guide to help any community grappling with their housing challenges start a conversation, navigate this important and complex issue and provide possible solutions to have thoughtful analysis and discussion about before implementing.

Strategies:



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Top Recommendations for Cobb County Submarkets

Increase Supply:

- Reduce development costs and barriers - address permitting and zoning barriers such as setbacks, sizes, materials, forms
- Leverage public land – identify public land for priority redevelopment including greenfield sites
- Establish policies supporting affordable housing – enact policies including missing middle and diversity of housing types in targeted areas

Preserve Affordable Supply:

- Coordinate across agencies and among governments – engage across state and local agencies to maintain and create affordable units
- Address blight – identify and address issues that lead to blight in neighborhoods including vacancy and repairs

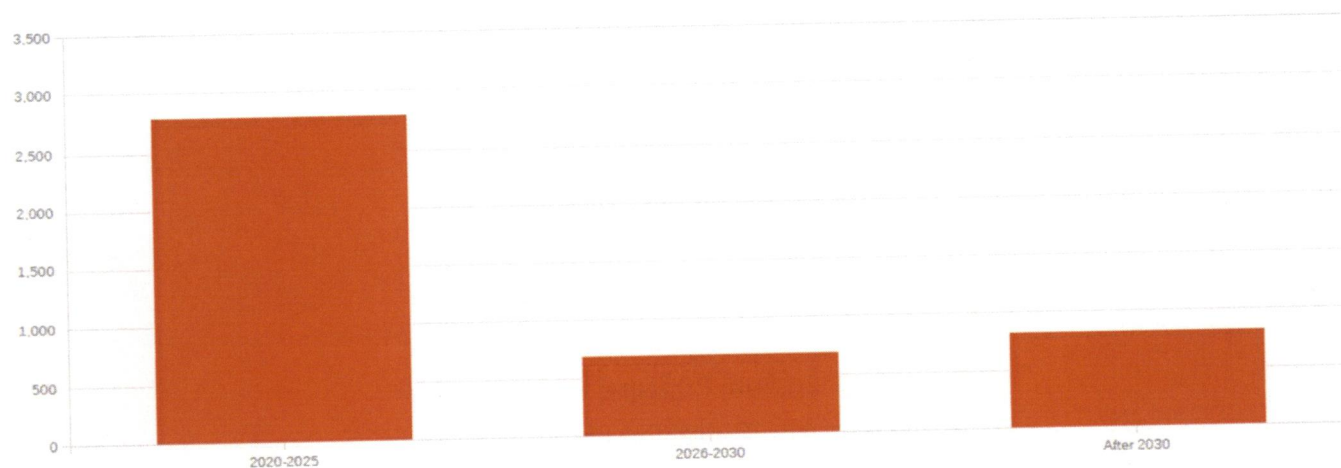
Develop Leadership & Collaboration on Affordability.

- Build internal resources to address housing needs – local housing staff/advisors, elected officials to participate in local trainings
- Promote creative collaboration – across jurisdictions and schools, housing authorities, non-profits, other

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Example: Preservation: Affordable (Subsidized) Housing

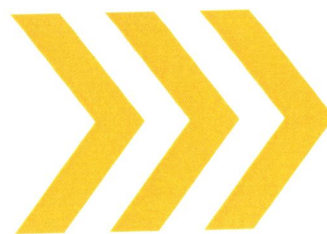


Source: PolicyMap

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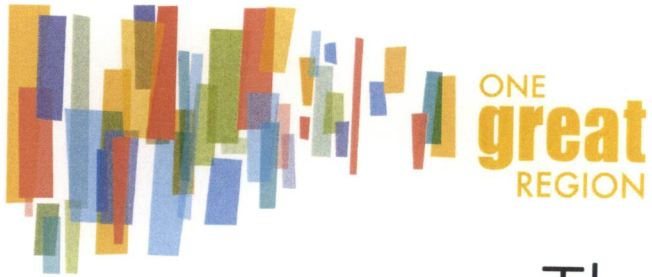
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NEXT STEPS



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Thank you

Questions

Ranata Mattison, Principal Planner, ARC

rmattison@atlantaregional.org

Kristin Allin, Senior Planner, ARC

kallin@atlantaregional.org