



City of Clarkston Housing Summit

May 22, 2025

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Commission

A decorative graphic consisting of several overlapping, semi-transparent, colorful rectangles in shades of blue, green, orange, and red, arranged in a vertical, slightly staggered pattern.

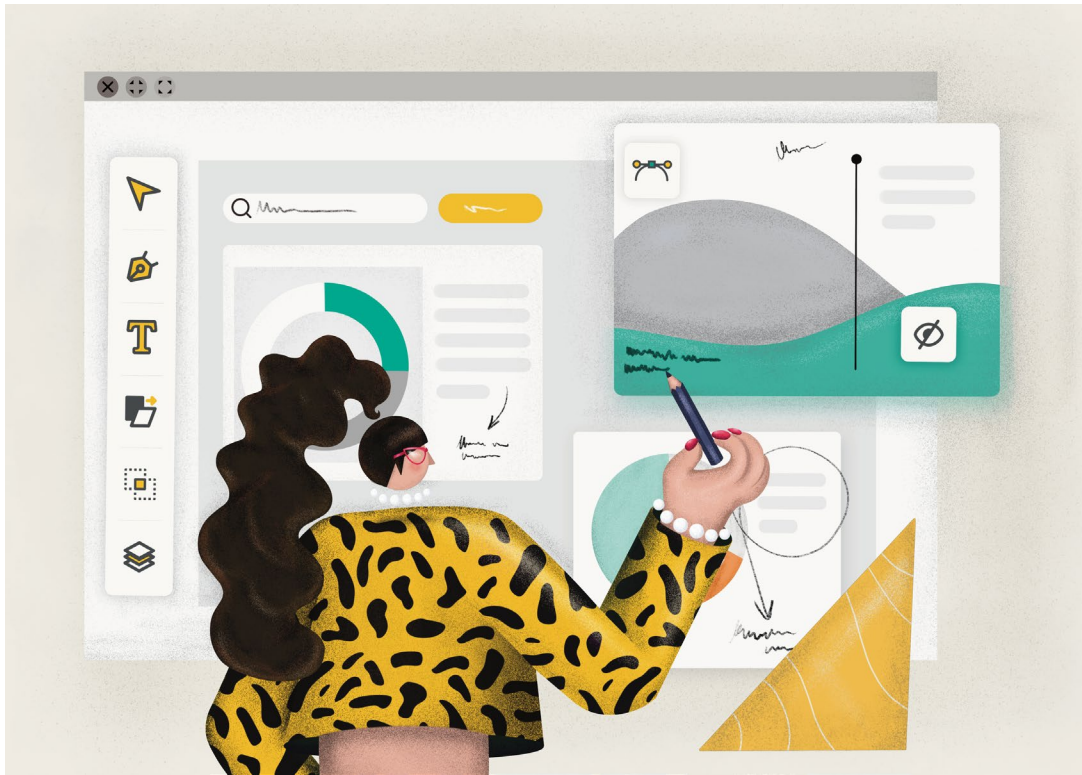
ONE
great
REGION

Housing Summit Agenda

- 📅 Welcome: Mayor Beverly Burks (10 minutes)
- 📅 Atlanta Regional Commission: Housing Data for Clarkston (40 minutes)
 - What is the ARC?
 - Why is housing important for the region?
 - Clarkston's past and projected growth
 - Trends: Clarkston's housing and households
 - Clarkston's Future
- 📅 Roundtable Discussion and Report-Outs (60 minutes)
- 📅 Wrap Up: City Manager Miller Thornton (10 minutes)
 - Planning Next Steps
 - Past, current, and future housing work in Clarkston

Clarkston Housing Summit: Part 1 and Part 2

1. ARC: What Our Research Says



2. Clarkston: What Community Says



Why A Housing Summit?

The Housing Summit IS:

- Educational opportunity for ARC to share data and recent trends related to housing
- Interaction with staff, elected leaders, and community members to listen to and understand community input
- Space for City Staff to share recent housing work, take feedback to incorporate into future planning
- **Listen and share!**

The Housing Summit IS NOT:

- A time to voice opposition to housing
- The space to advocate for specific housing agendas
- An event to challenge other people's viewpoints and ideas

Community Agreements

Interactions

- 📌 Speak from your own perspective using "I" statements
- 📌 Listen to understand vs. respond
- 📌 Let one person share at a time
- 📌 Address others with respect
- 📌 Stay focused on the discussion at hand
- 📌 Ask questions

Questions?

- 📌 Notecards provided on tables
- 📌 Drop in box when you leave





The Atlanta Regional Commission



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.

Georgia's Regional Commissions

Atlanta Regional Commission

- One of Georgia's Regional Commissions

Twelve Regional Commissions

- Serving every city and county in Georgia



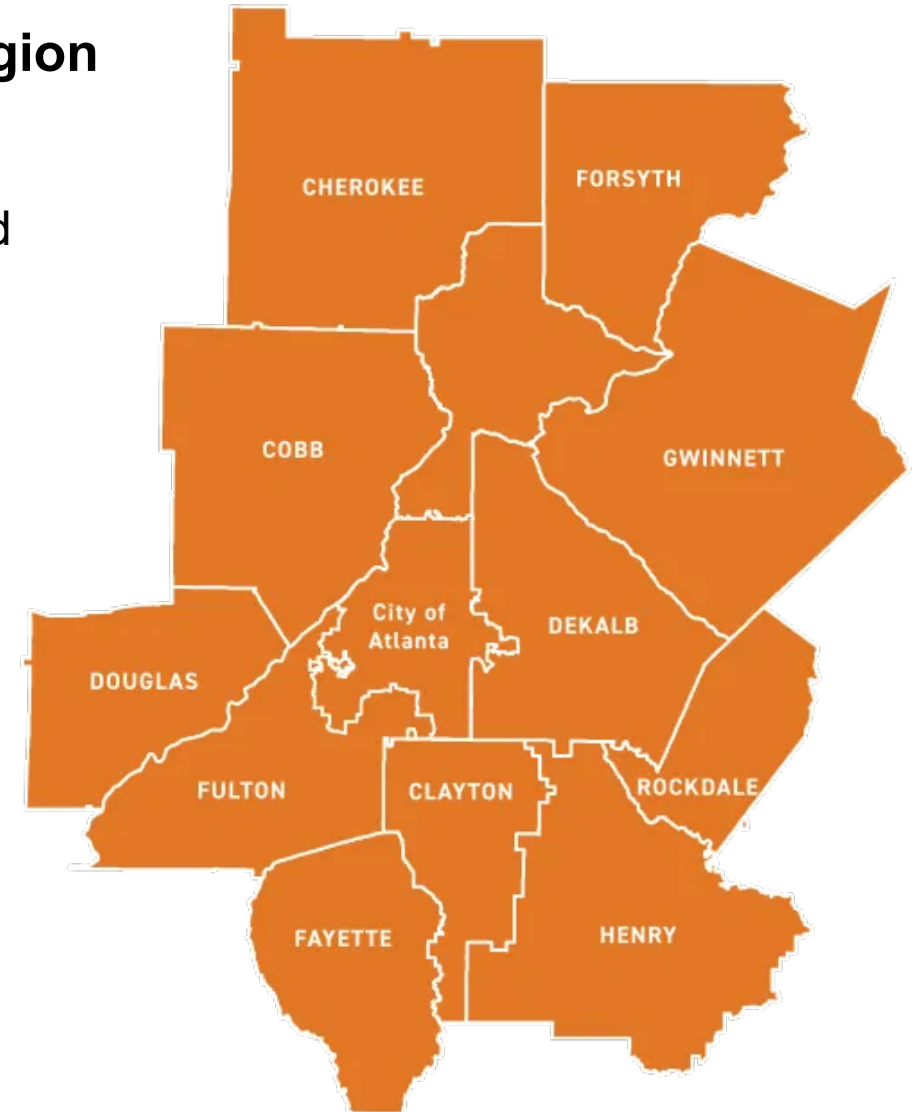
Atlanta Regional Commission (ARC)

The Official Planning Agency for the 11-County Atlanta Region

- Established in 1947 by the Georgia Planning Act
- Governed by 41-member board consisting of elected officials and citizen members

What We Do

- Aging Services and Resources
- Natural Resources
- **Community Development** (Housing Planning)
- Homeland Security and Emergency Preparedness
- Mobility Services
- Research & Analytics
- Transportation Planning
- Workforce Solutions





Why Housing?



ARC forecasts Metro Atlanta's population will reach 7.9 million by 2050

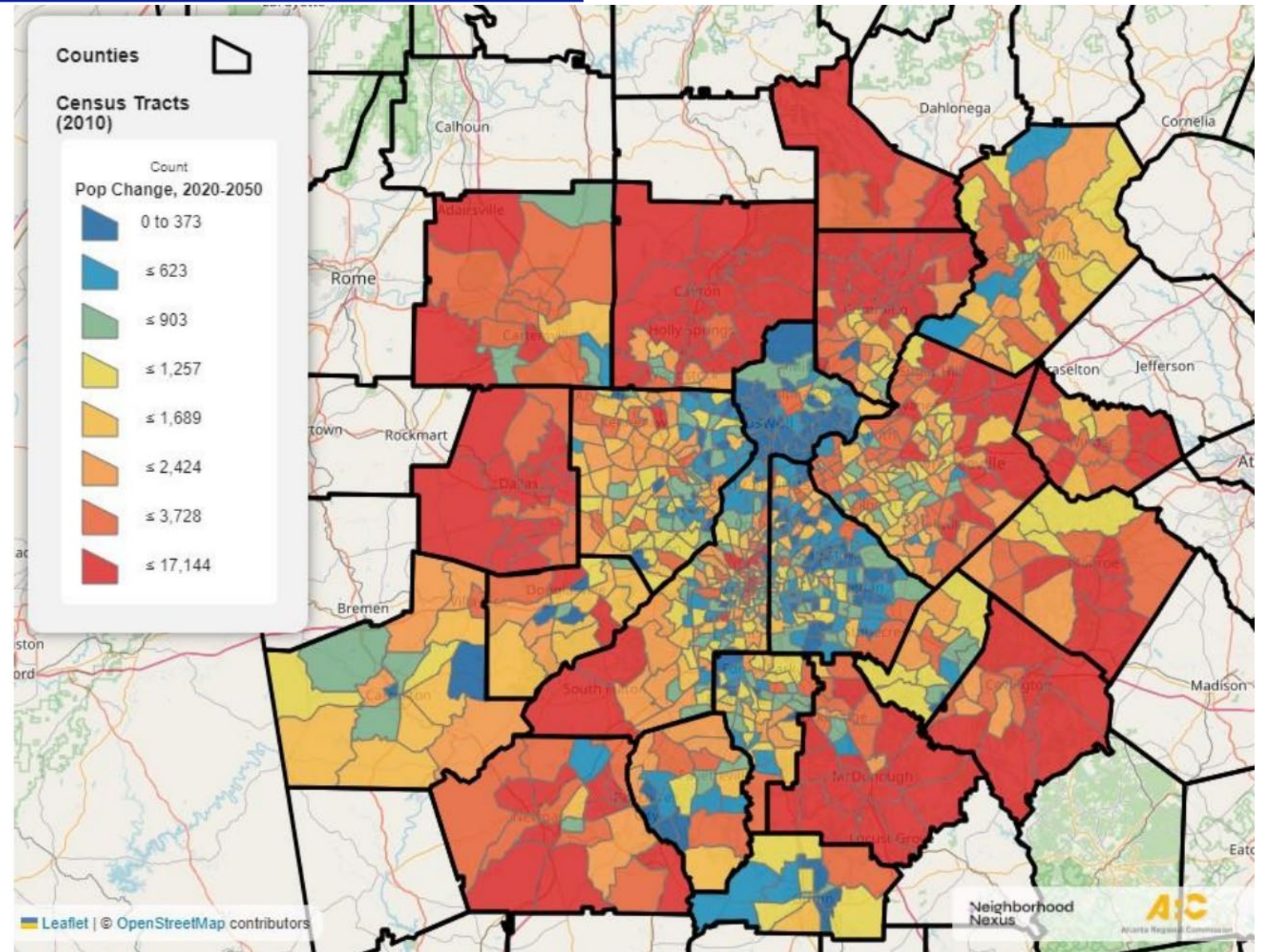


Total Population Change, 2020-2050

Total Population Change, 2020 - 2050

This map looks at total population change at the census tract level.

As can be seen, the outlying areas have the highest levels of total growth, but these areas also have the largest census tracts, so it is to be expected to see large numerical gains in these areas. There are, however, several tracts in the urban core that are “red”, meaning that these areas, too, are expected to gain significant population growth in the future.

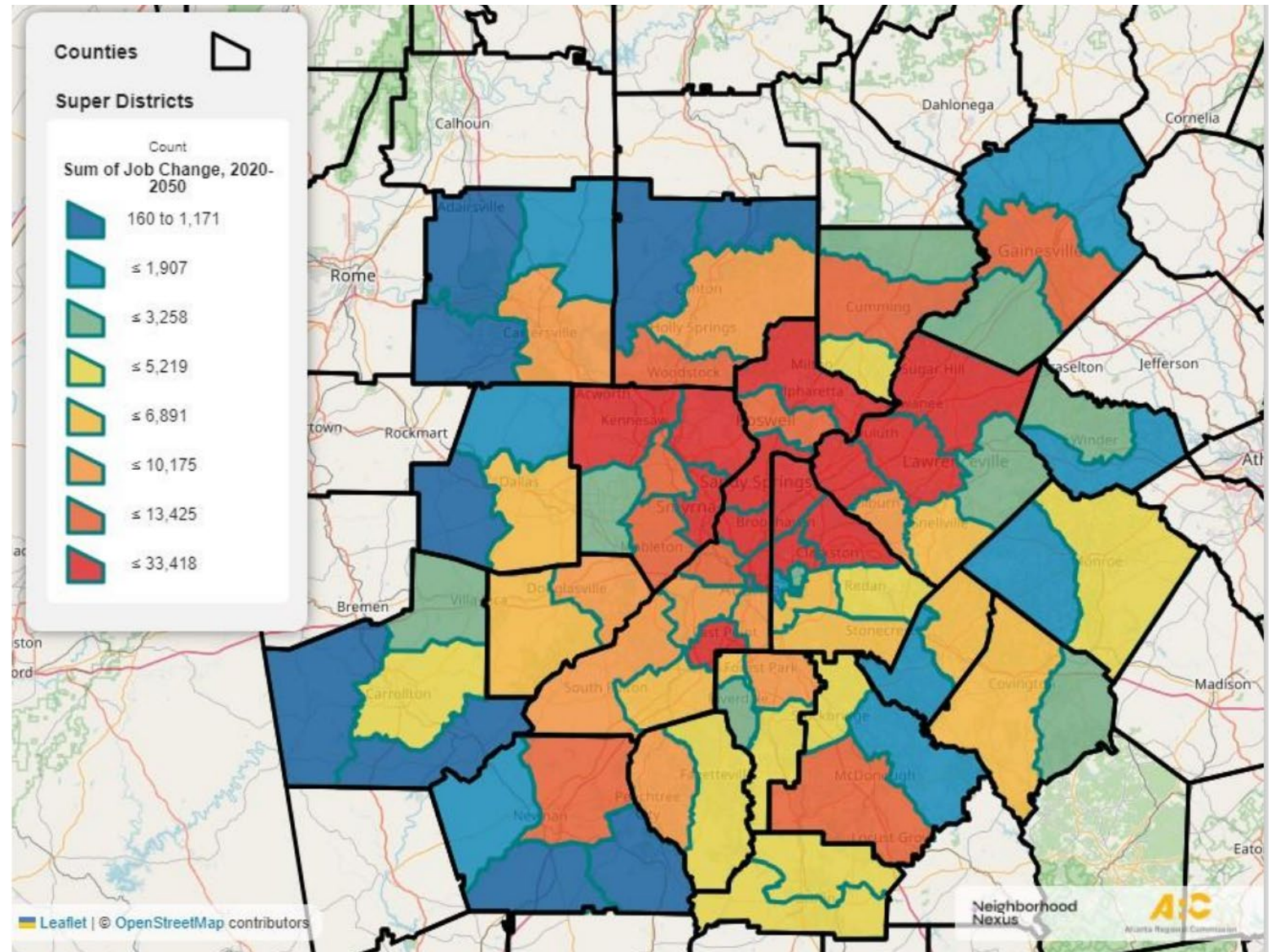


Total Job Change, 2020-2050

Total Job Change, 2020 - 2050

This map looks at job change at the ARC's Superdistrict level. Superdistricts were created by ARC to be a consistent small area geography over time. They are made up of aggregations of census tracts.

As can be seen, most of the forecast job growth will go to the northern parts of the region, continuing a historical trend. There are areas south, particularly around the Airport and in Henry County where job growth will be robust as well.

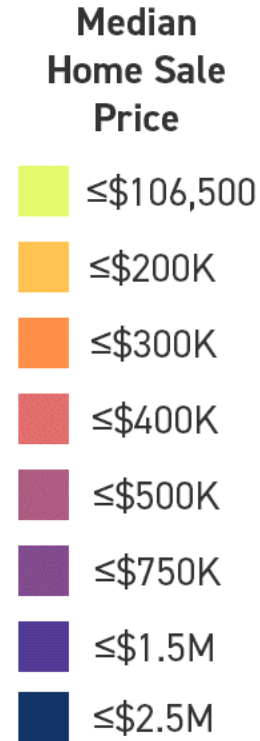


Rise in Median Home Sale Price

Atlanta Region deemed “unaffordable in 2022” by the Atlanta Fed

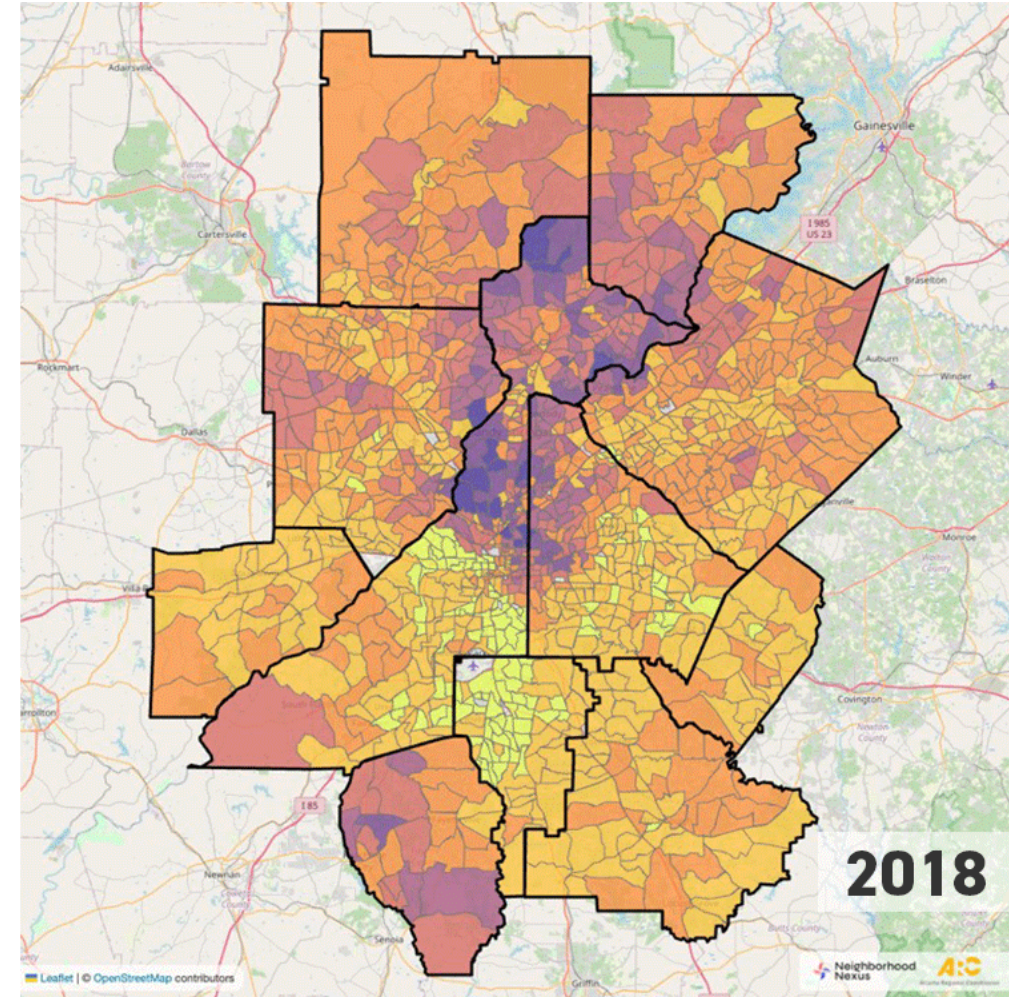
Unaffordable: the median household income cannot afford to purchase the median priced home

Median: Half of the population are above the median, and half are below the median.



Analysis by:
**Atlanta Regional
Commission and
Assemblage Consultation**

Data Source:
**ATTOM Assessor and
Transaction Data**

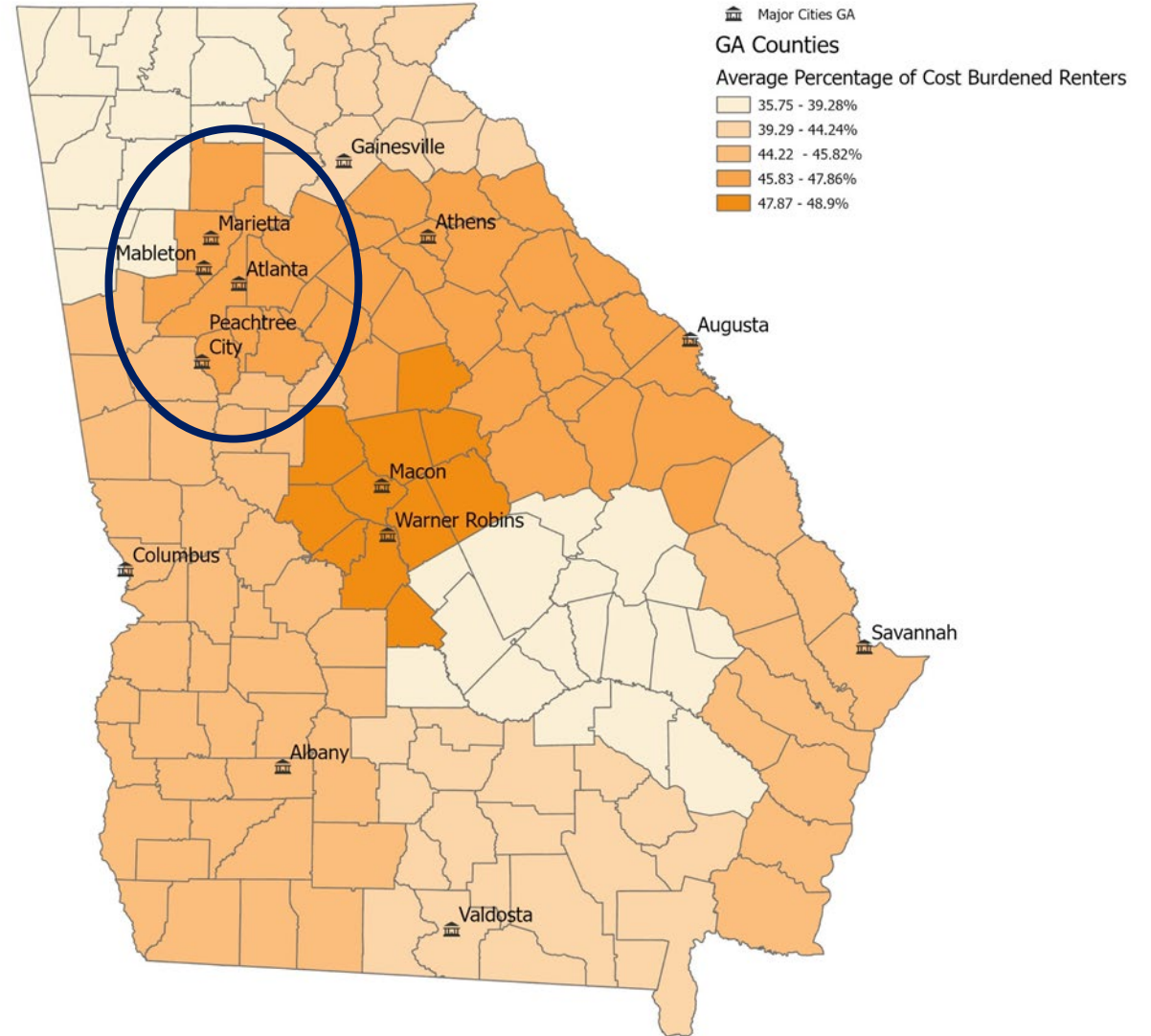


Source: [Home Ownership Affordability Monitor - Federal Reserve Bank of Atlanta](#)

Median Sale Price: ATTOM Sales Data

Average Percentage of Cost Burdened Renters in Metro Atlanta: 46 - 48%

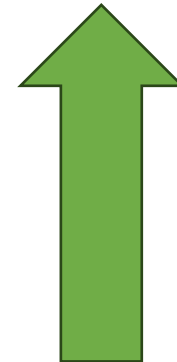
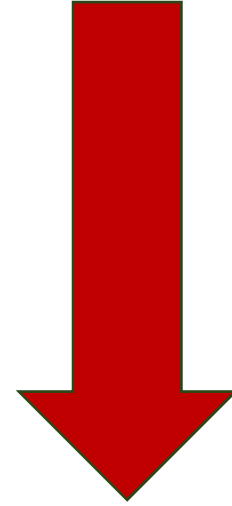
Cost Burdened: Households spending more than 30% of household income on housing costs including rent/mortgage, utilities, home insurance, property taxes.



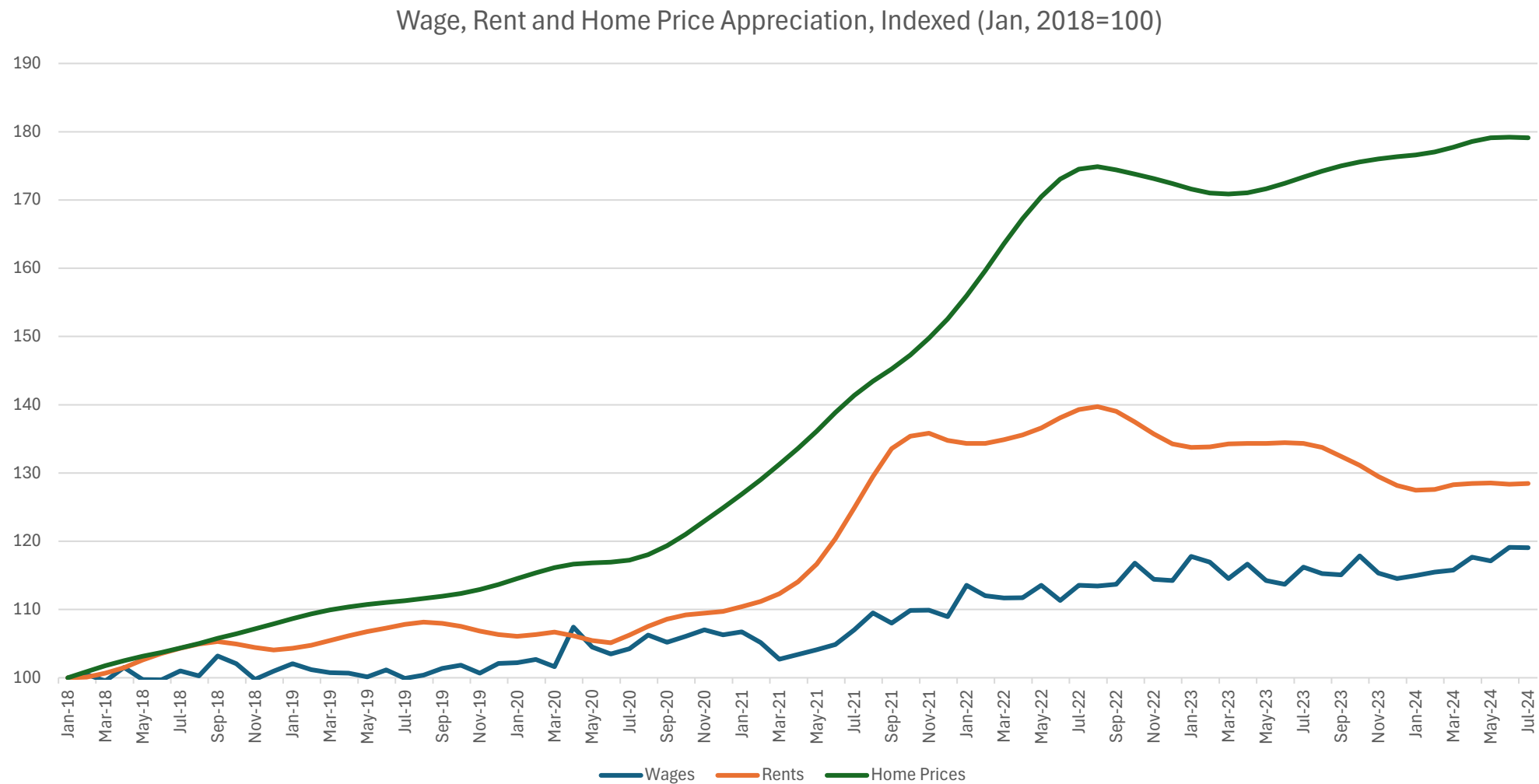
Source: U.S. Census Bureau, ACS 5-year Estimates

Troubling Trends: ARC Region and U.S.

- Building permits fell in 2007/2008 and have not recovered, population growth is much greater than the growth in new homes:
- Rental homes costing \$800 per month or less have decreased by **-54,000** in Metro Atlanta
- Rental homes costing between \$800-\$1500 per month have decreased by **-178,000** in Metro Atlanta
- Median Age: First Time Buyer has Increased (U.S.)
 - Age 28 years in 1991 | Age 38 years in 2024
- Median Age: Repeat Buyer (U.S.)
 - Age 42 in 1991 | Age 61 in 2024



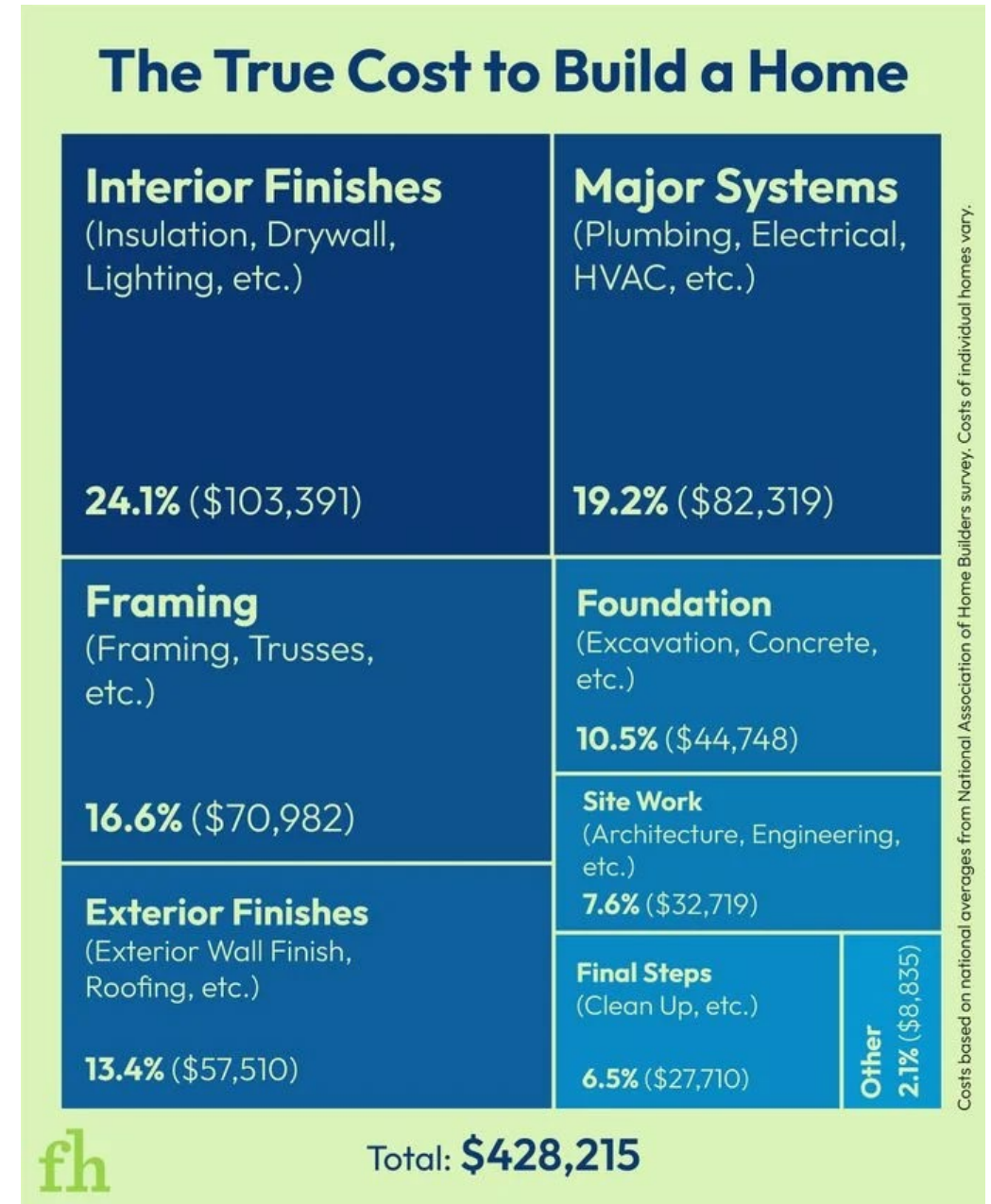
Troubling Trends: Home Prices Rising Faster Than Wages



Source: BLS (Wages); ApartmentList (Rents); Zillow (Home Prices)

The Cost to Build

- Land cost
- Design and permitting
- Site work
- Major systems and infrastructure
- Foundation
- Framing
- Finishes
- Landscaping



Key Takeaways for the Atlanta Metro:

ARC engages in Housing Planning because:

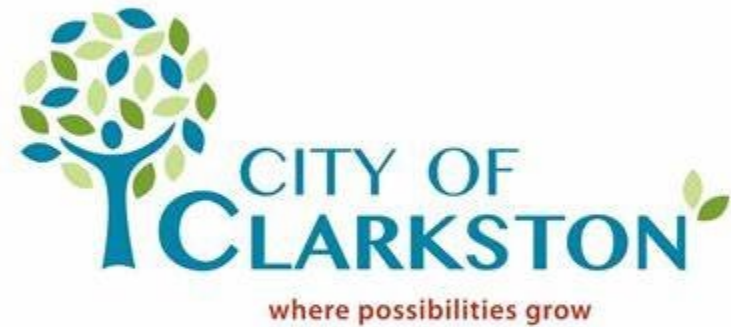
- As the region grows, home prices and rent prices have become unaffordable
- Projections: growth will raise home costs, new homes are needed
- We see troubling trends in wages vs. home costs, building permits not meeting demand, and the loss of affordable homes
- Connection between housing and other key ARC priorities: transit, aging, infrastructure
- Implications range: difficulty for new homeowners, existing owners to move into smaller homes, financial strain on owners and renters, negative economic impacts, increase in homelessness

- Are you surprised at the rise in housing prices in the region?
- Do any of these facts presented feel relevant to you?





Clarkston's Past & Projected Growth



ARC's Metro Atlanta Housing Strategy Toolkit: Clarkston Submarkets

(www.metroatlhousing.org)

CITY SNAPSHOT

Median Home Sale Price (2023) **\$235,000**

Change in Median Home Sale Price (2018-23) **+67%**

Home Sale Price Per Sq Ft (2023) **\$168.00 sq ft**

Percent Change in Home Sale Price Per Sq Ft (2018-23) **+80%**

Median Building Area of Home Sales (2023) **1,356 sq ft**

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2018-2023. Explore this data further in the **DATA EXPLORER**

Clarkston

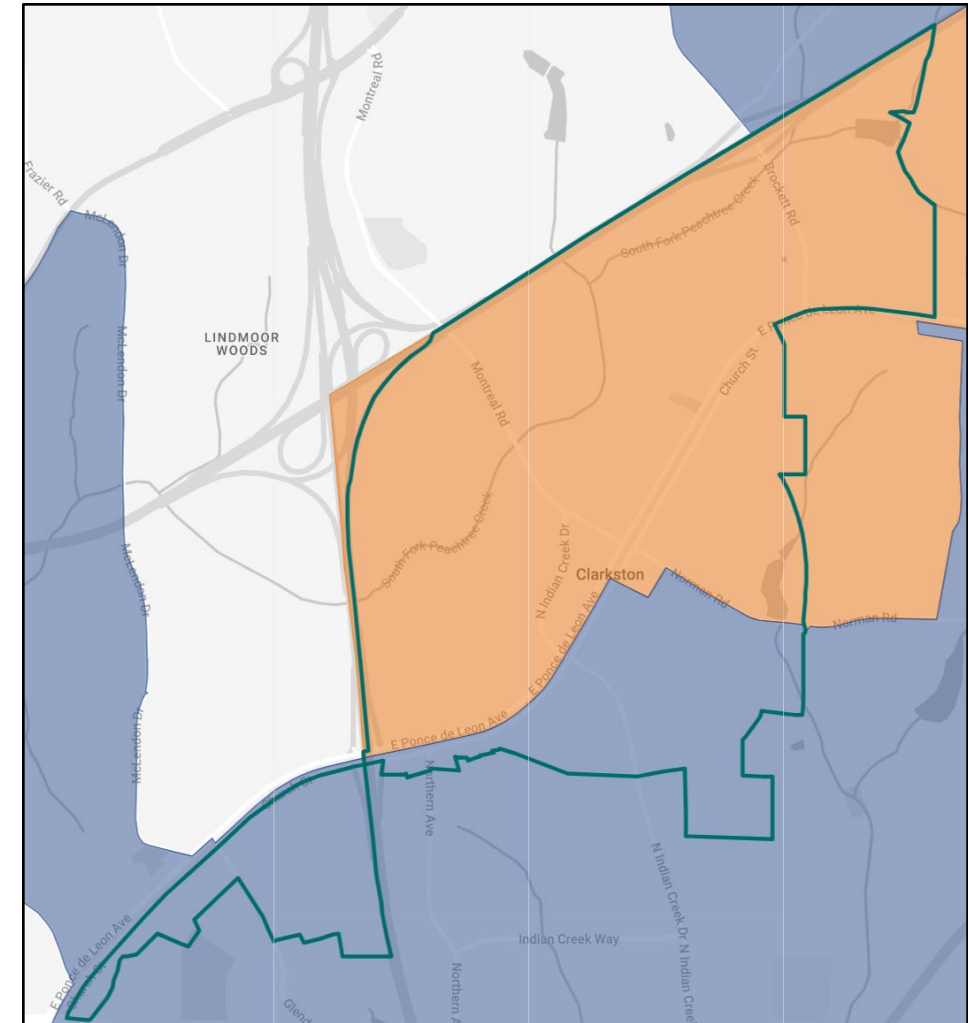


73% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS

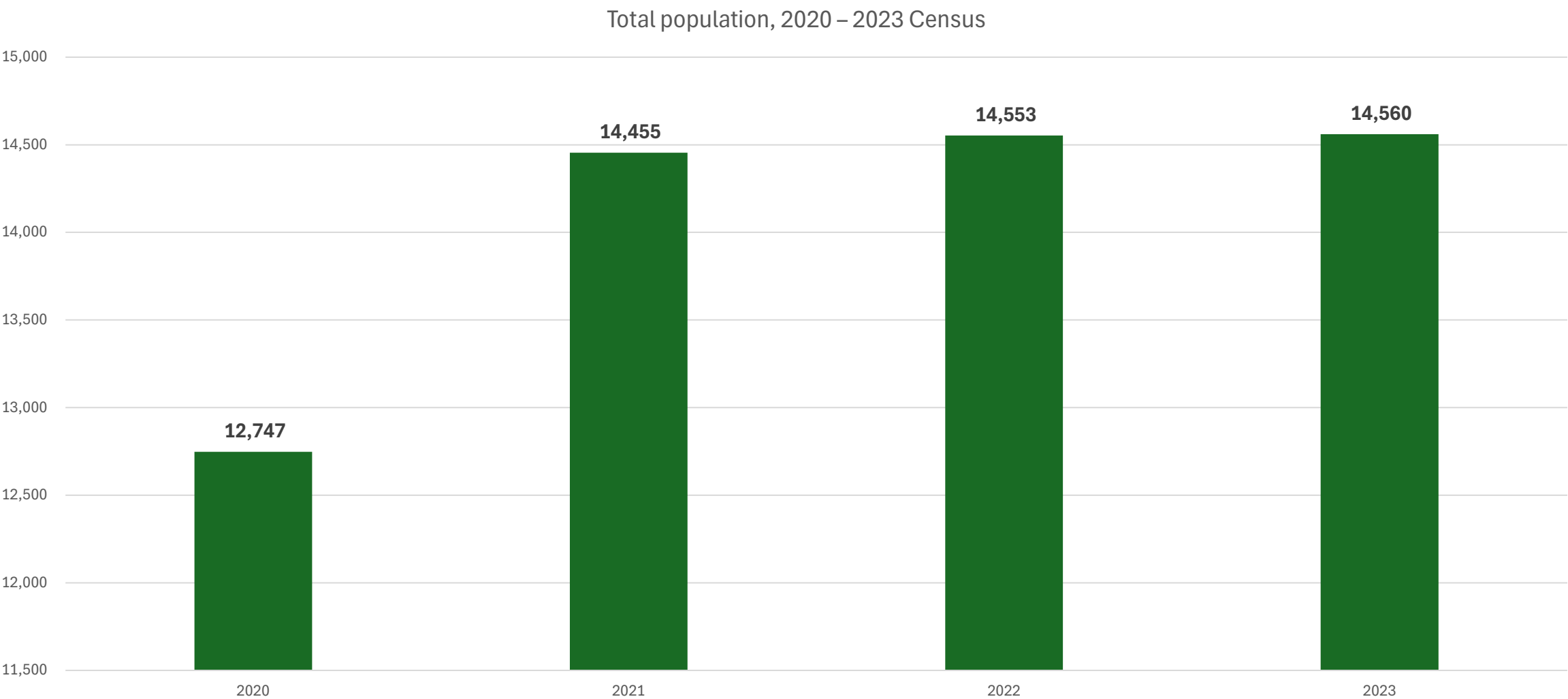
[Learn more](#)

27% SUBMARKET 4: BELOW-MEDIAN PRICED URBAN NEIGHBORHOODS

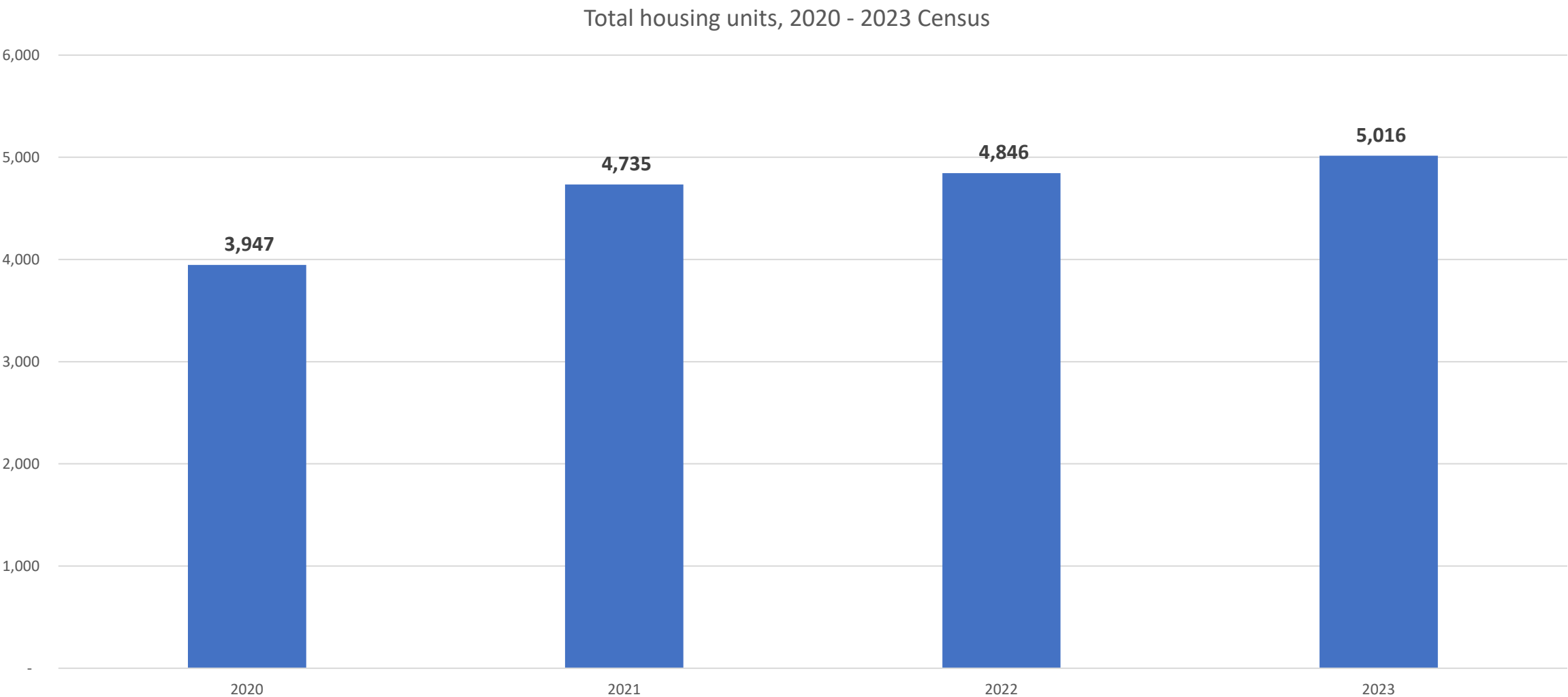
[Learn more](#)



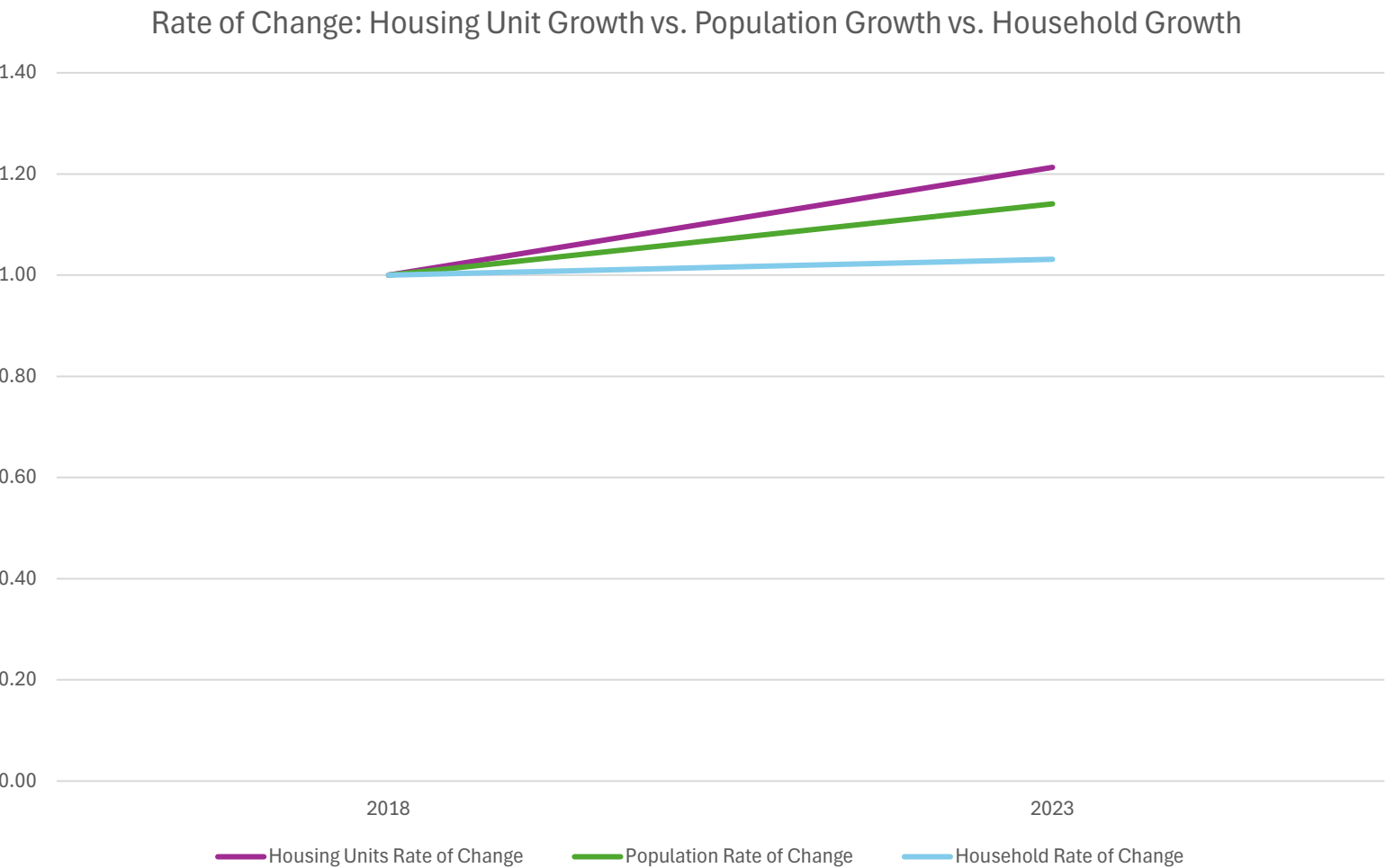
Change in Population, Clarkston



Change in Number of Housing Units, Clarkston



Rate of Change, Clarkston, 2018 to 2023

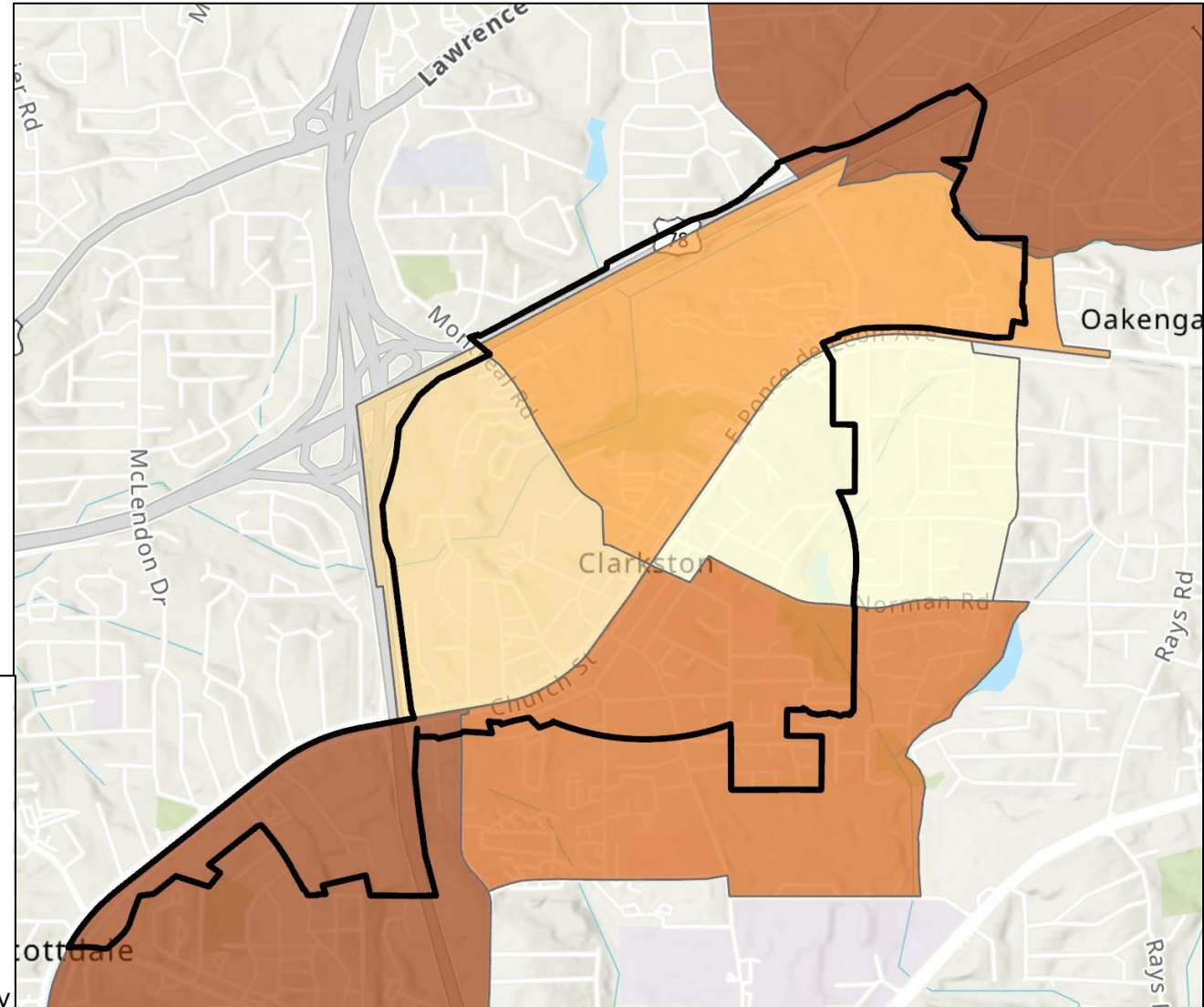
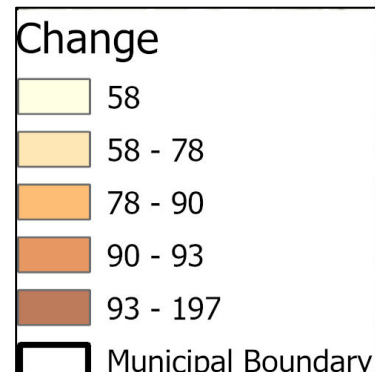


- The Census Data for 2018 and 2023 shows that the growth in housing units in Clarkston exceeded the growth in population
- The number of households grew at a slower rate than both housing units and population
- Household = everyone living under one roof

Projected Growth: Clarkston

Clarkston Projected Change: # Households

- The Census Tracts in and around Clarkston are also projected add people, jobs, and households



Key Takeaways for the Clarkston's Growth:

Clarkston's Growth Past and Projected:

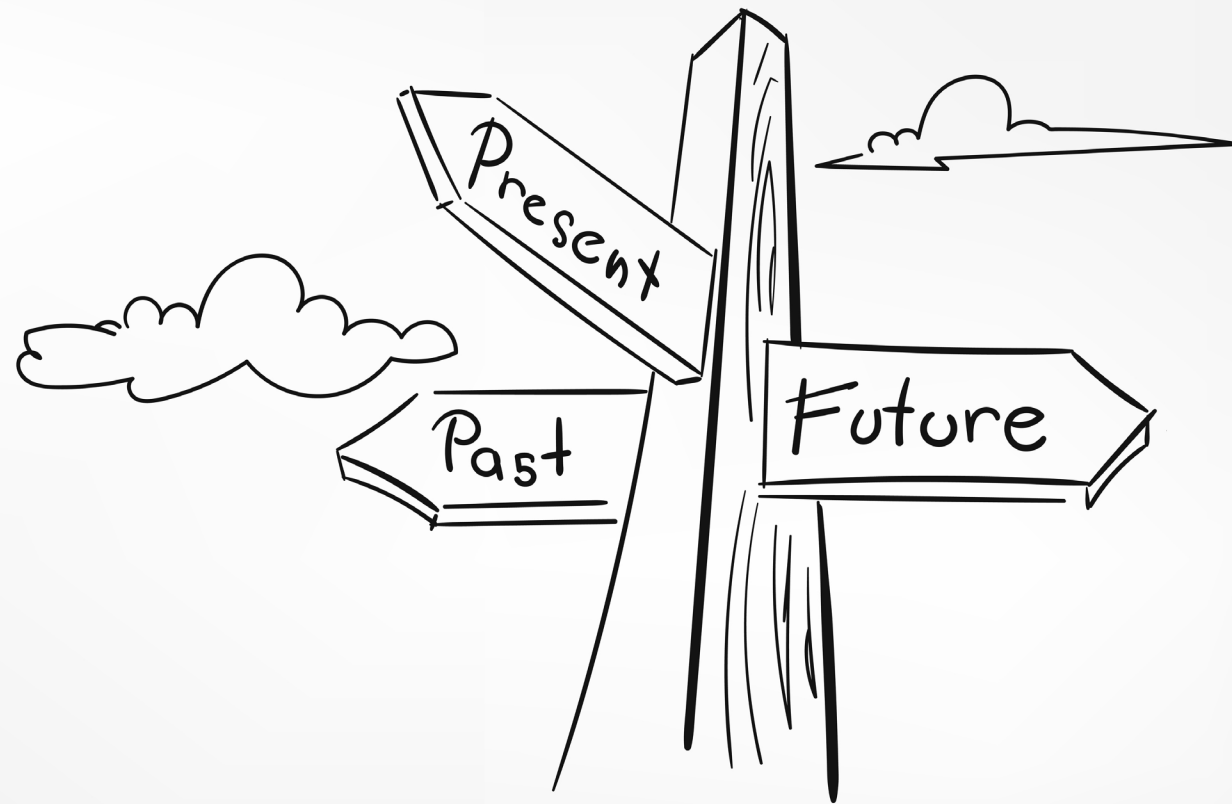
- The median home sale price increased by 67% from 2018 to 2023
- The median square foot price for homes increased by 80% from 2018 to 2023
- Clarkston is mostly in a Rapidly Changing Submarket as defined by ARC and subject to future investment and price increases
- Clarkston's housing unit growth has kept pace and exceeded household and population growth
- Growth is projected in all Census Tracts in Clarkston between 2020 and 2050 in population, jobs, and households

What impacts do you think projected population growth will have on the City of Clarkston?





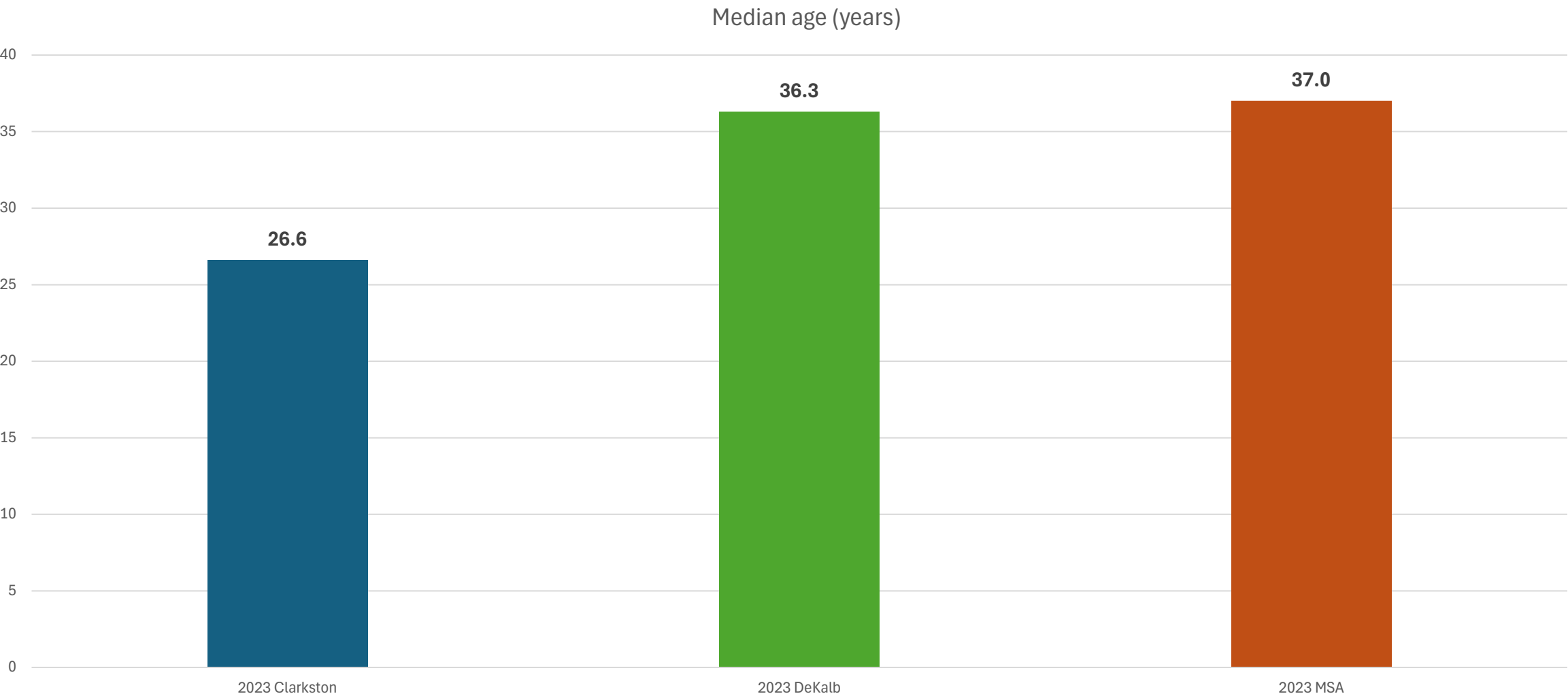
Clarkston Trends Households & Housing



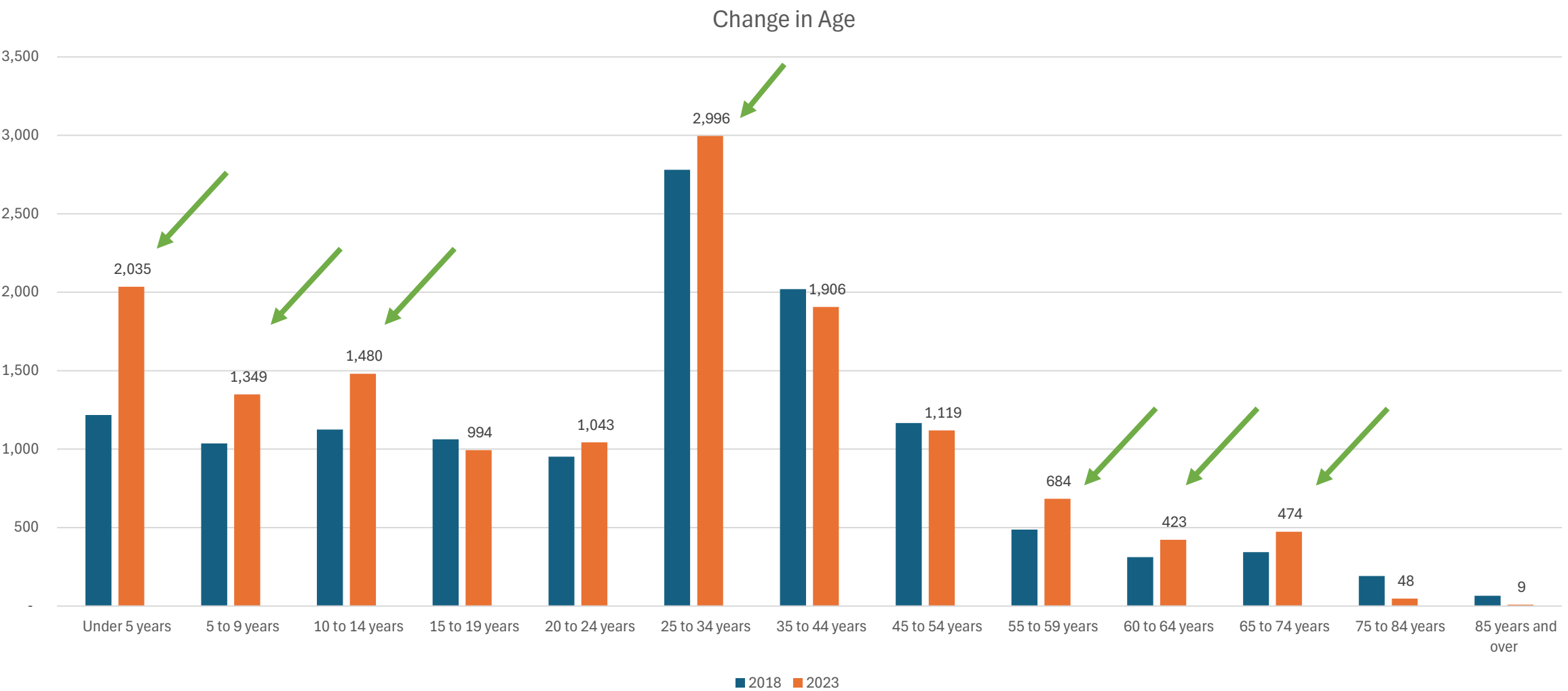
Clarkston: People and Households



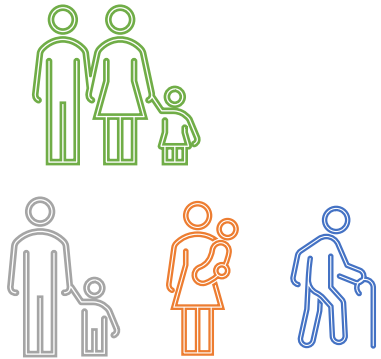
Clarkston is Younger



More Young Families, Seniors



Larger Households, Clarkston



Percent Family Households Clarkston (69%)

DeKalb County (57%), MSA (66%)

A family household is defined as a household that has at least one person related to the householder but could also include non-related people living in the household.

Clarkston Owner-Occupied Household Size: 3.38

DeKalb County (2.71), MSA (2.79)

Renter-Occupied Household Size Clarkston: 3.81

DeKalb County (2.53), MSA (2.44).


Clarkston has a higher percentage of households considered crowded (18%) than both DeKalb County (2.8%) and the MSA (3.5%).

The U.S. Census defines a crowded unit as one that has more than one occupant per room, excluding bathrooms and kitchens.

Key Takeaways from Clarkston's People and Households

ARC's data shows the following trends:

- Clarkston is younger overall than the county and the MSA
- Growth is seen in the number of children under age 15 and those 25-34
- Growth is seen in Senior populations
- Clarkston has larger families than the county or MSA
- The number of people living in a household is larger in Clarkston than in DeKalb or the MSA
- Clarkston growth in 2-person and 4-person households have the largest percent increase

 Do you feel that Clarkston has housing for its families, young households, and seniors?



Clarkston: Homes and Housing Units



Housing Types: 2025 Data

- Total Housing Units: 5,296
- Apartment Vacancy Rate: 14.87%

| | | |
|--|--------------------------------|-------|
|  | 1-unit detached, single-family | 463 |
|  | 1-unit attached, townhome | 240 |
|  | Condominiums | 414 |
|  | Apartments | 4,179 |

Diverse Housing Types and Styles

Cottages

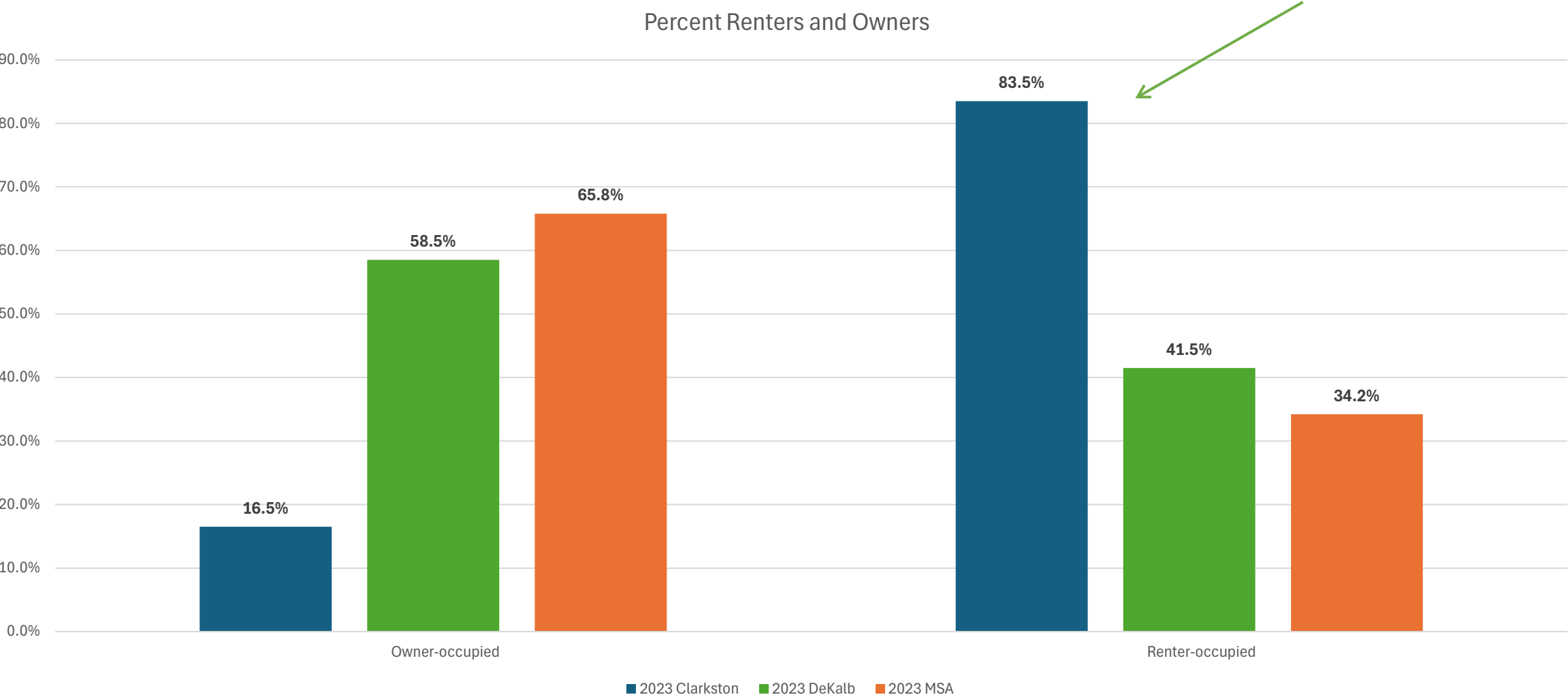


Multi-family

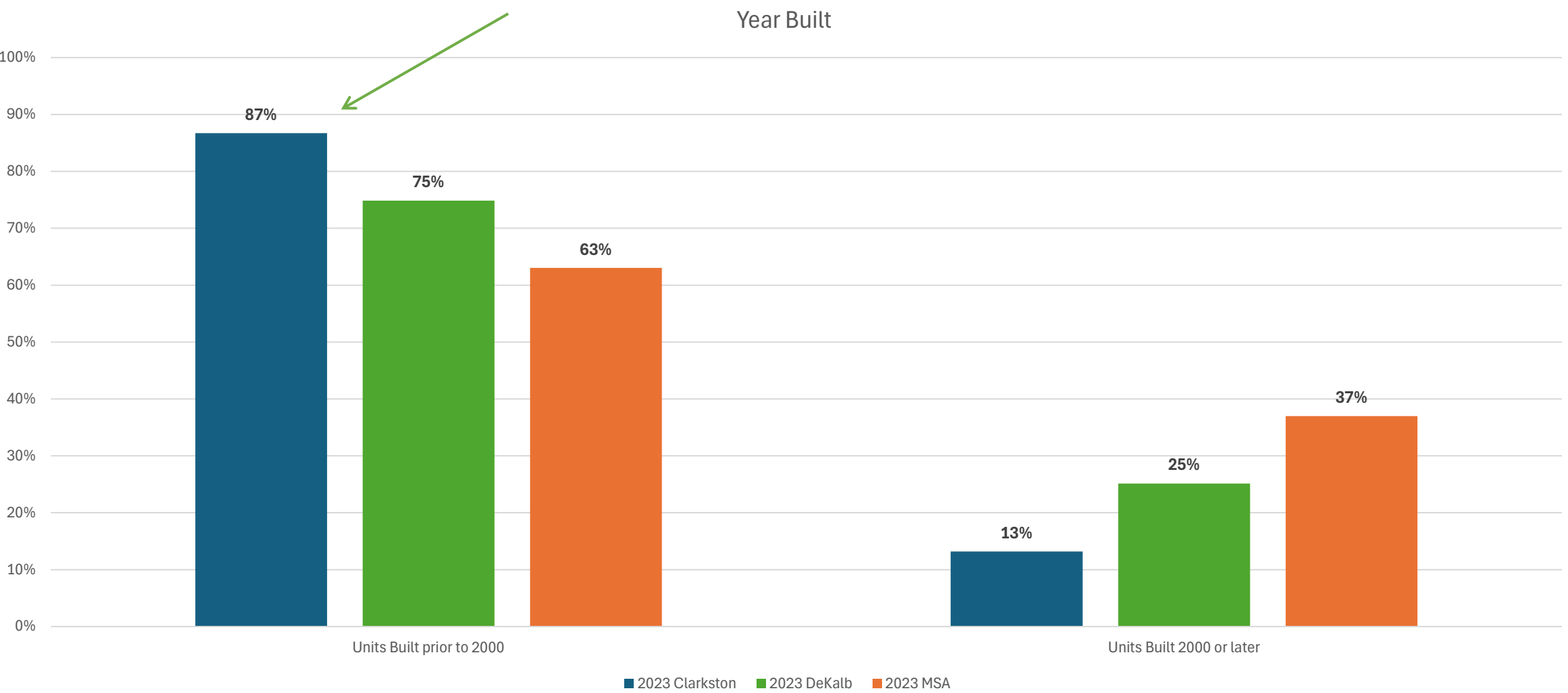


Clarkston: Predominately Renter Households

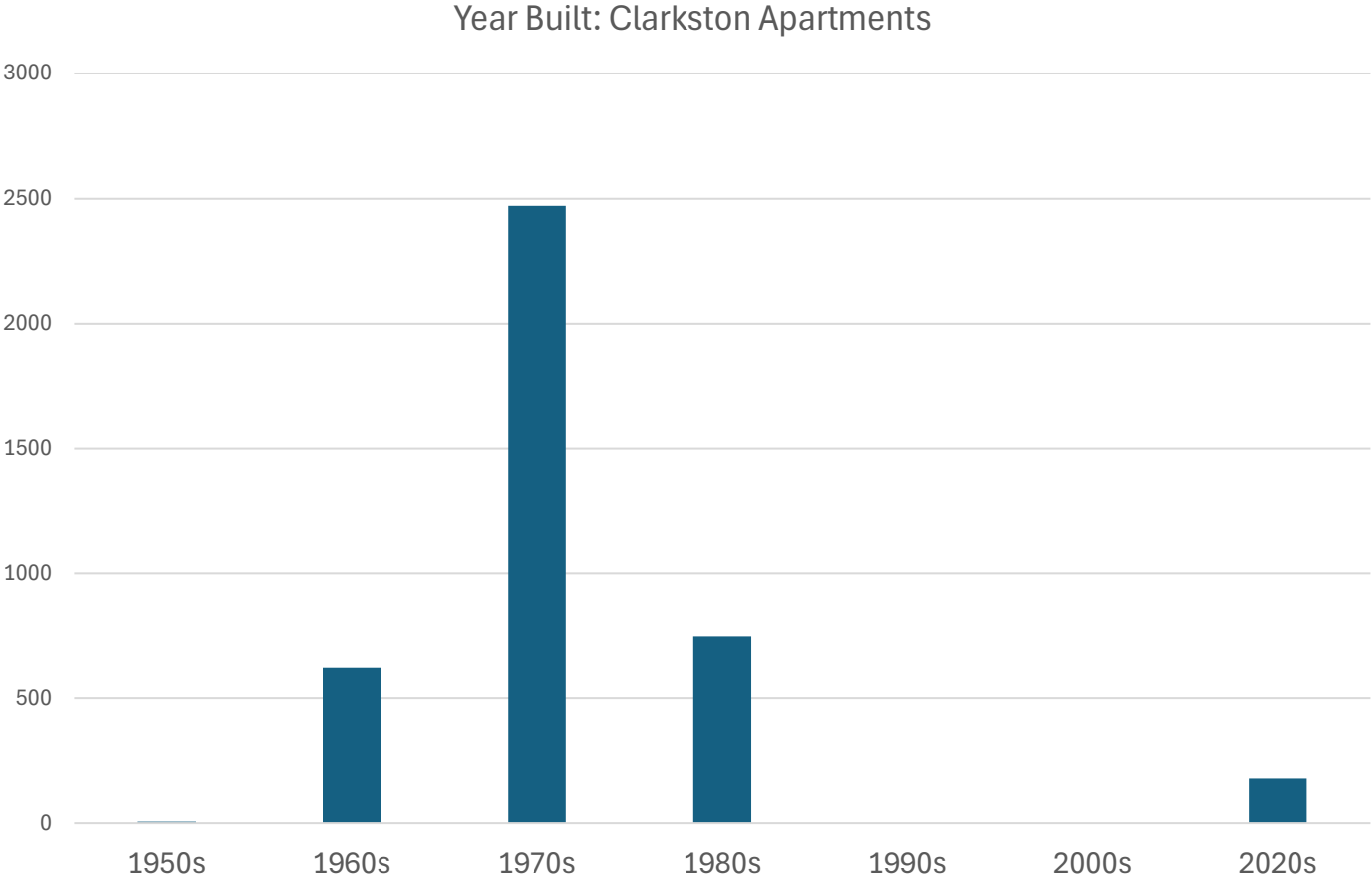
Percent Renters and Owners



Clarkston: Older Homes Built Prior to 2000



Clarkston Apartments: 1961+



CoStar: existing multi-family housing, City of Clarkston, 2025

Key Takeaways from Clarkston's Housing Units

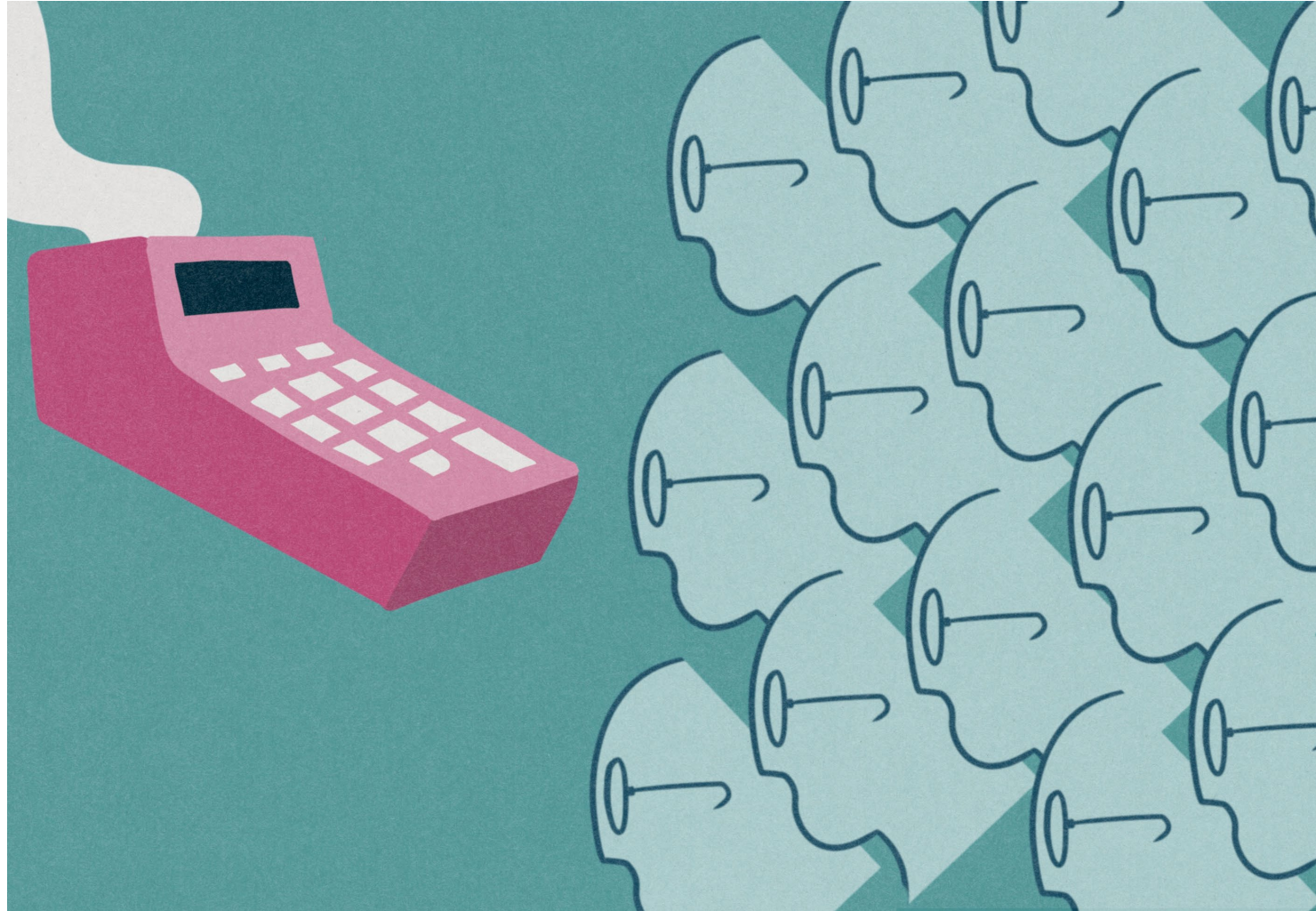
ARC's data shows the following trends:

- Clarkston is almost 85% apartments, much higher than the DeKalb and the MSA
- The homes in Clarkston are older than both DeKalb and the MSA
- Clarkston has diverse housing types and has grown the number of single-family homes, multi-family homes, and 3-4 unit homes
- By housing type, 1-unit homes and 20+ unit apartments have increased the most
- The majority of rental units in Clarkston are Class C, followed by Class B
- Vacancy rates are approximately 15% for apartments in Clarkston

Which issues are top of mind to you: the housing mix, the age of homes, or other?



Clarkston: Income and Housing Costs



Clarkston Home Sale Prices

Average Sale Price Condominiums: \$126,051

- High Condo Price: \$355,000
- Low Condo Price: \$39,000

Average Sale Price Townhomes: \$276,784

- High Townhome Price: \$560,000
- Low Townhome Price: \$34,368

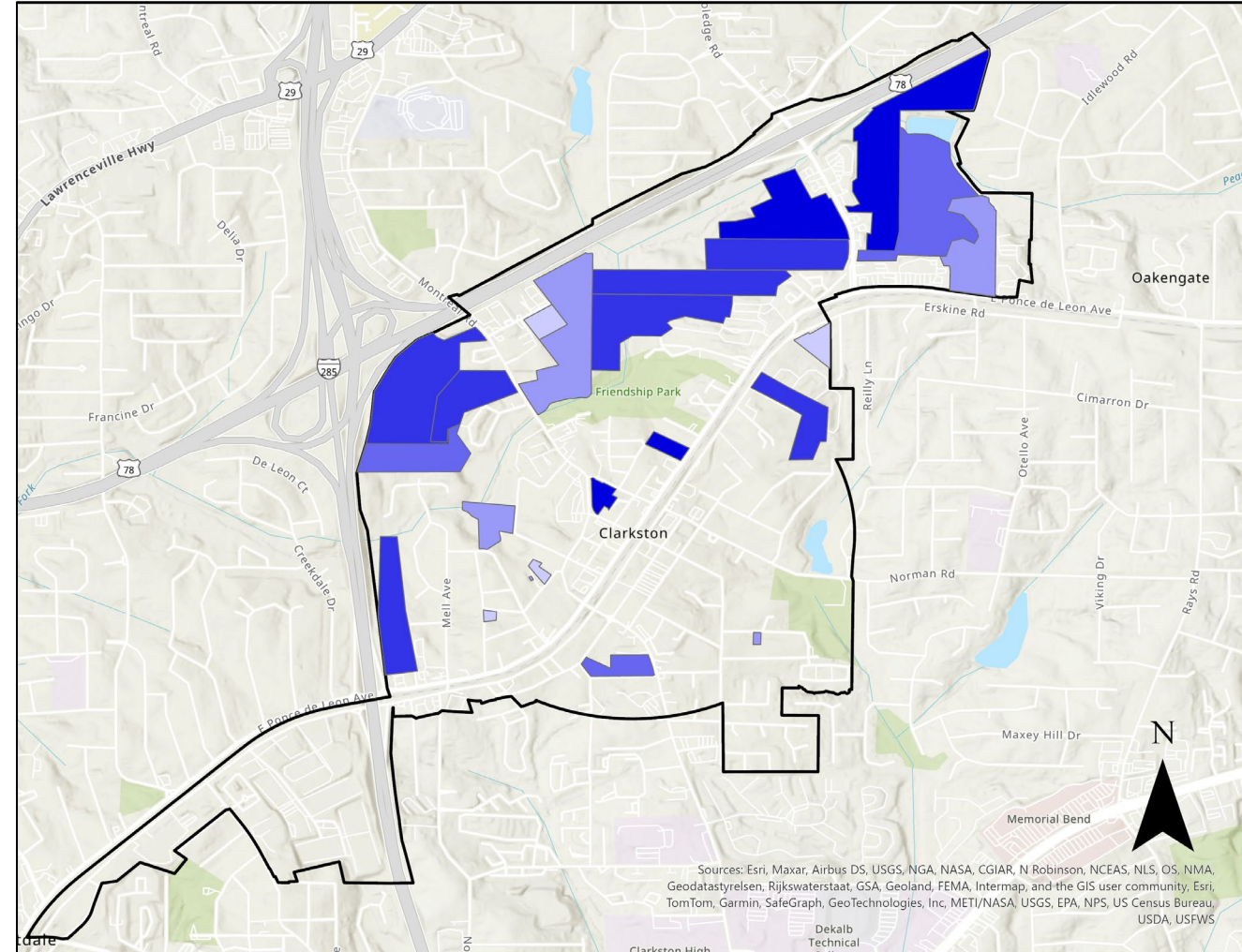
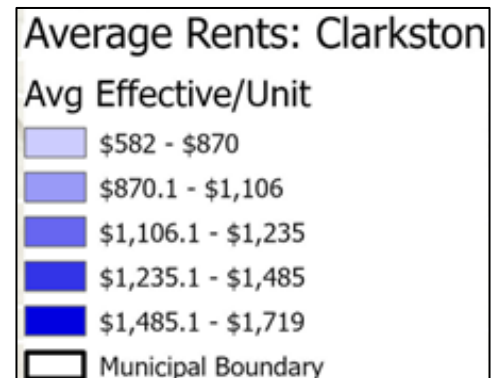
Average Sale Price Single-Family Homes: \$289,850

- High Single-Family Home Price: \$660,000
- Low Single-Family Home Price: \$117,000



Clarkston Rental Rates

- ZORI (Zillow) index: smoothed rate for the median rent: \$1,465/month
- Highest Rental Rates (\$1,537 - \$1,719)
- Lowest Rental Rates (\$582 - \$870)
- Affordable or Market/Affordable: 10 complexes, 2,322 units
- Affordable Senior: 1 complex, 128 units



Source: ZORI 2025; CoStar, 2025, Average Effective Rents

Clarkston: AMI and Affordability

Clarkston Median Household Income: \$46,495 (40-60% AMI)

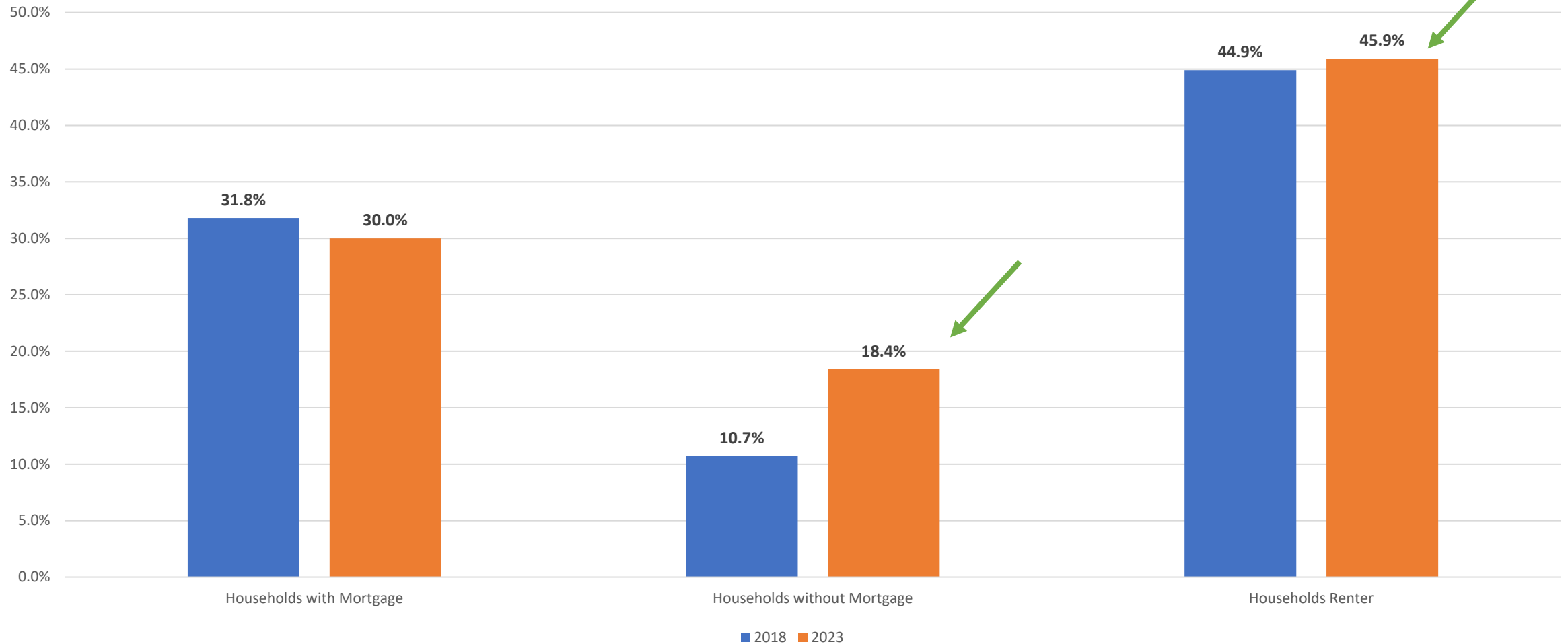
| 2025 Owner Housing Maximums | | | | | |
|-----------------------------|------------|-----------|-----------|-----------|-----------|
| Max Sales Price at: | Efficiency | 1 Bedroom | 2 Bedroom | 3 Bedroom | 4 Bedroom |
| 120% AMI | \$287,820 | \$308,520 | \$370,132 | \$429,274 | \$476,894 |
| 100% AMI | \$239,850 | \$257,100 | \$308,443 | \$357,728 | \$397,412 |
| 80% AMI | \$191,880 | \$205,680 | \$246,754 | \$286,182 | \$317,930 |
| 60% AMI | \$143,910 | \$154,260 | \$185,066 | \$214,637 | \$238,447 |

| 2025 Rental Housing Maximums | | | | | |
|------------------------------|------------|-----------|-----------|-----------|-----------|
| Max Rent at: | Efficiency | 1 Bedroom | 2 Bedroom | 3 Bedroom | 4 Bedroom |
| 100% AMI | \$1,999 | \$2,143 | \$2,570 | \$2,981 | \$3,312 |
| 80% AMI | \$1,599 | \$1,714 | \$2,056 | \$2,385 | \$2,649 |
| 60% AMI | \$1,199 | \$1,285 | \$1,542 | \$1,788 | \$1,987 |
| 50% AMI | \$1,000 | \$1,071 | \$1,285 | \$1,490 | \$1,656 |
| 30% AMI | \$600 | \$643 | \$771 | \$895 | \$994 |

Change in Cost Burdened Households, Clarkston

Cost Burden = Households spending more than 30% of Income on Housing Costs


Change in Cost Burdened Households, 2018 to 2023



Key Takeaways from Clarkston's Homes and Housing Costs

ARC's data shows the following trends:

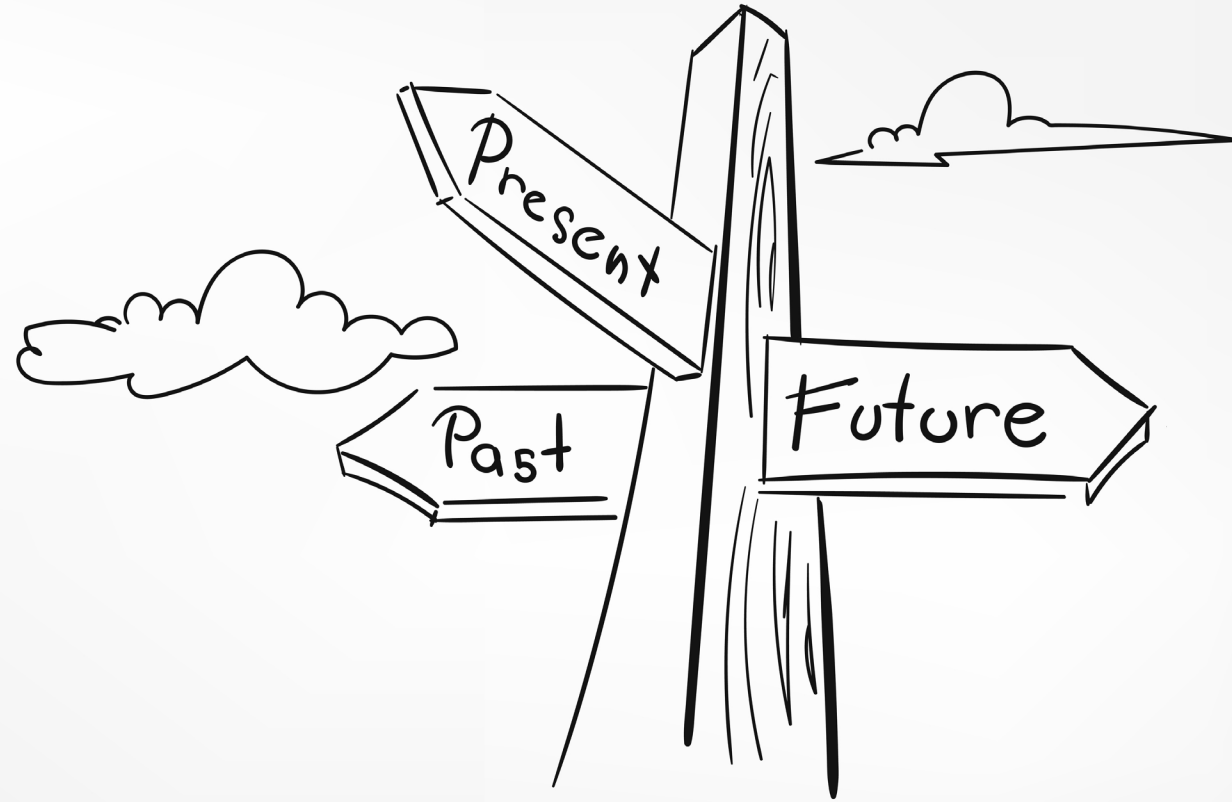
- Clarkston has one designated senior affordable complex
- Only five apartments are indicated as funded by the Low-Income Housing Tax Credit
- Single-family and townhome sales are up to \$500,000 +
- Rents vary by apartment, but average around \$1,400 per month
- To be affordable to most Clarkston residents, rentals should be an average of \$1,285 and affordable home average \$185,066

 Do you find that the cost of housing in Clarkston feels affordable to you?



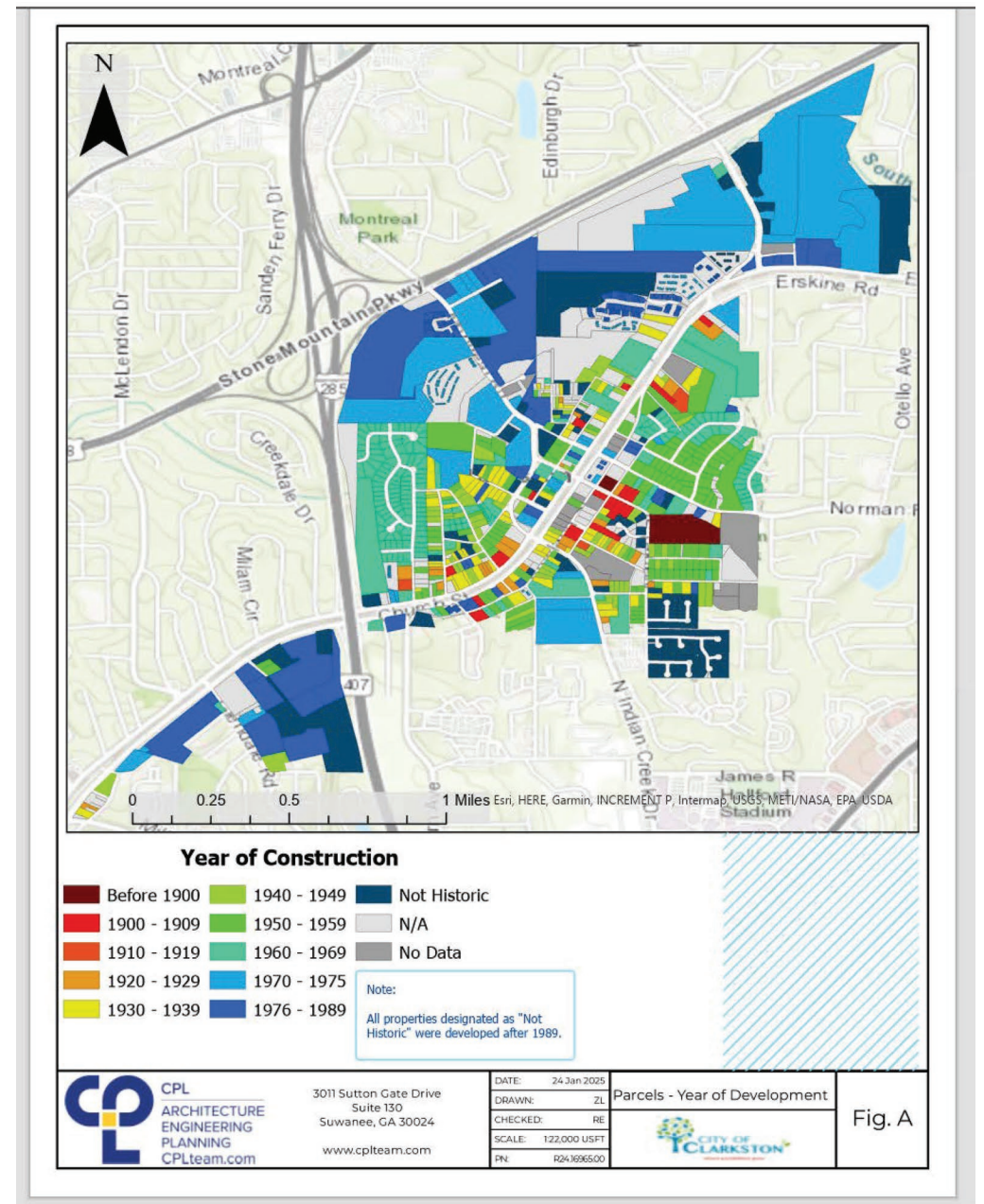


Clarkston Future



Clarkston: New Tools and Planning Opportunities

- Historic Properties: Tax Credits
- Downtown Development Authority
- Housing Trust Fund
- Code Enforcement
- Potential Financial Tools



Next Steps:

 Housing Summit Summary

 Upcoming Planning:

- Clarkston Comprehensive Plan Update 2026
- ARC Recommends Application for 2026 Housing Assessment for Clarkston
- ARC Recommends Application for 2026 Livable Centers Initiative Plan (LCI Update) for Clarkston

Small Group Discussions: Workbook

1. Looking at changes from the past to current in Clarkston, and at the projected growth in the region and in Clarkston, what are the top housing opportunities and/or challenges here?
2. If you could make a housing change in your immediate neighborhood, what would that be? What changes might you make across the city? Would these changes benefit current residents? Would they accommodate future residents?





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Feedback & Questions

Feedback: QR Code Survey

Questions: kallin@atlantaregional.org

Kristin Allin, Principal Planner

