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QUALITY DEVELOPMENT CONFERENCE

Building a Strong Foundation

WHERE HOUSING & INFRASTRUCTURE MEET

Welcome Remarks



MICHAEL PARIS

President & CEO

Council for Quality Growth

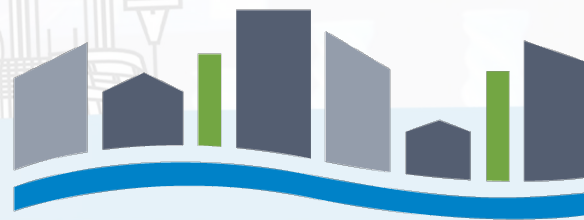




Quality Growth

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EDUCATION | PROFESSIONAL DEVELOPMENT | BEST PRACTICES



COUNCIL
for **QUALITY**
GROWTH



Quality Growth INSTITUTE

EDUCATION | PROFESSIONAL DEVELOPMENT | BEST PRACTICES

Offering superior, relevant, and up-to-date education programs, courses, and services, focusing on solutions, trends, and best practices that can be implemented in order to foster sustainable growth and development in the metro Atlanta region.

[COUNCILFORQUALITYGROWTH.ORG/QGI](https://councilforqualitygrowth.org/qgi)

The Quality Growth Institute is an established 501(c)(3) nonprofit organization in the state of Georgia.

Welcome Remarks



SANDY SPRINGS™
GEORGIA

RUSTY PAUL

Mayor

City of Sandy Springs





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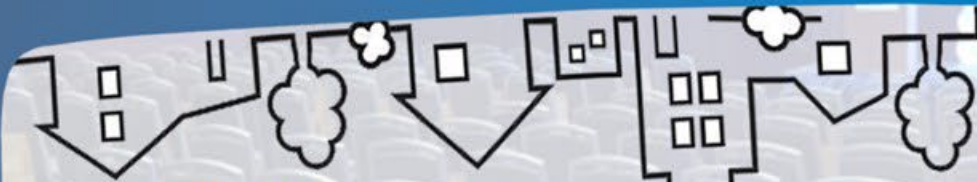
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PRESENT

The Council for Quality Growth's

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HONORING

— the legacy of —

HERMAN J. RUSSELL SR. & THE RUSSELL FAMILY

PURE GRIT BUILT TO LAST



OCTOBER 10, 2024 | 6:00 PM | GEORGIA WORLD CONGRESS CENTER | GEORGIA BALLROOM



2024 STATE OF
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SAVE THE DATE

November 7
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MASTER OF CEREMONIES

Doug Hooker

Former Executive Director
Atlanta Regional Commission





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Part I: A Strong Foundation



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Keynote:

Good Planning.
Great Partnerships.

MAYOR KNOX WHITE


City of Greenville, South Carolina





city of
greenville





Here are 2024 top cities people
are moving to so far:

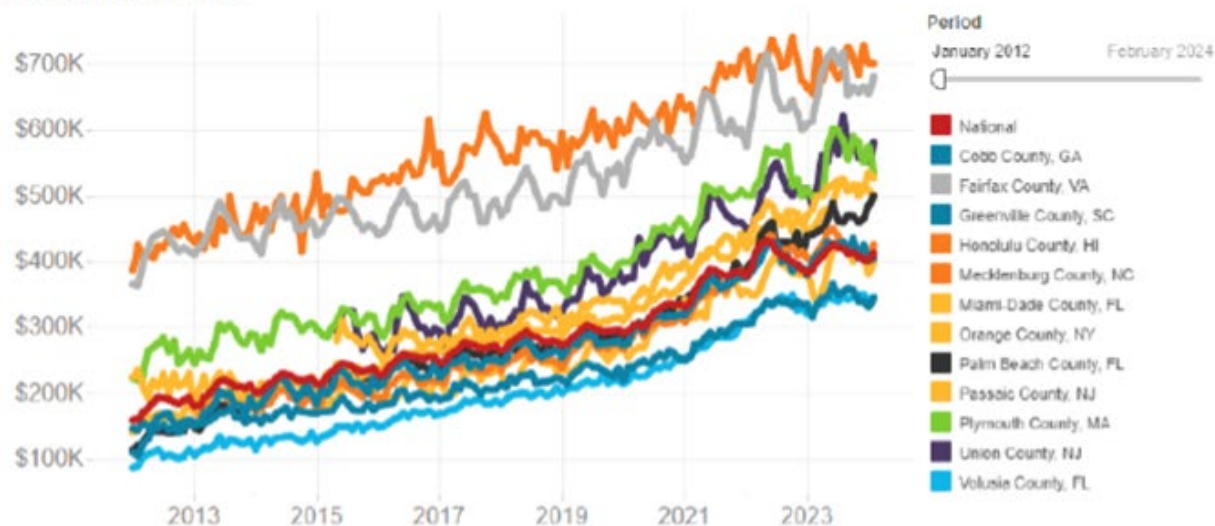
1. Myrtle Beach, SC
2. Ocala, FL
3. Houston, TX
4. Greenville, SC
5. Charlotte, NC
6. Raleigh, NC
7. Phoenix, AZ
8. Knoxville, TN
9. Jacksonville, FL
10. Asheville, NC

Which state would you move to?

Top Ten (non-SC) Counties for In-Migration into Greenville County (annual movers from 2016-2020)

1. *Fairfax County, VA*
2. *Mecklenburg County, NC*
3. *Palm Beach County, FL*
4. *Volusia County, FL*
5. *Miami-Dade County, FL*
6. *Union County, NJ*
7. *Plymouth County, MA*
8. *Passaic County, NJ*
9. *Orange County, NY*
10. *Cobb County, GA*
11. *Honolulu County, HI*

Median Sale Price



20









Mixed Use



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United Way
unitedwaygsc.org

NO TURN ON RED
E. Coffee St

RISTORANTE BERGAMO

RISTORANTE BERGAMO

GRILL
Cafe
Theater
Dinner & Show
Dinner & Show

GREENVILLE
UNDER
GRAND
DOWNTOWN











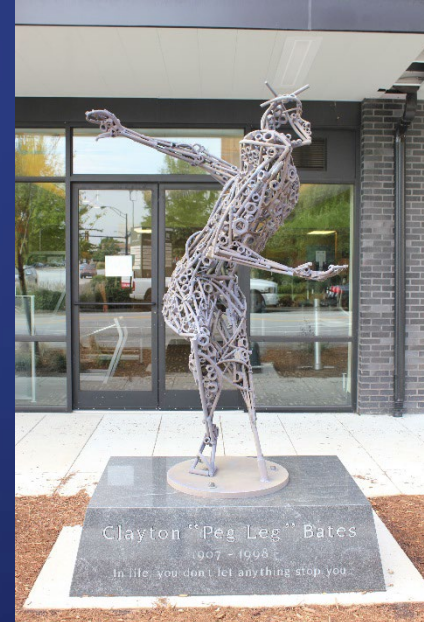






Personality















City unveils Reedy vision



Spring 2004 target date: This rendering from Arentz Landscape Architects shows the new footbridge over the Reedy River, gardens and entry points.

Funds available for \$12.5 million 'world-class' park

By John Boyanek

STAFF WRITER
jboyan@greenvillenews.com

A \$12.5 million overhaul that city officials hope will make Reedy River park the lifeblood of the city was formally approved Tuesday.

Greenville's Quality of

Life Committee, which includes City Council members; an eight-person steering committee for the project; developers and other city leaders, approved the conceptual plans for the long-discussed project that will include

tearing down the Camperdown Bridge and creating public gardens, a pedestrian bridge, and a cafe/walking promenade to be completed by the spring of 2004.

The city has set aside money to pay for the project

from its hospitality tax fund, the central business district tax increment fund and various bonds. It will involve no new taxes, according to the city's proposed five-year capital improvement plan.

The city also hopes to

raise private funds.

Andrea Mains, a landscape architect with Arentz Landscape Architects of Washington, D.C., the lead designer on the project, said the first phase — removing Camperdown Bridge — will begin July

31. The city intends to put renderings of the project on billboards around the city that same day.

Removing the bridge will allow better views of Reedy River Falls, which is

See PARK on page 4A























PLEA FOR NEGRO PARK HERE IS PRESSED BY ADVOCATES

Council Holds Session To Hear Arguments In Favor Of Proposal

White and negro citizens appeared before city council at a special meeting yesterday afternoon in City hall to press their plea for the establishment of a negro park in the western section of the city abutting on Columbus avenue.

The petition was referred to the finance committee, but Mayor C. Fred McCullough assured those present at the hearing that council would give the petition careful consideration.

The plan, which has the approval of the Greenville County Council for Community Development and of John A. McPherson, chairman of the Park and Tree commission, calls for the city to spend \$33,000 in acquiring approximately 27 acres of land on the extreme western edge of the old circus grounds. Although the circus grounds border Perry avenue, the proposed park would come no nearer to that thoroughfare than 175 feet and would be separated from it by a high hedge or fence, it was explained.

11,000 NEGROES HERE

L. P. Hollis, vice chairman of the county council, declared that 11,000 negroes live inside Greenville and that since Mayberry park was converted into a baseball field that they have had practically no park facilities. He spoke in introducing the Rev. E. B. Holloway, negro minister and retired mail carrier.

Later in the meeting, Mayor McCullough clarified several references which were made to Mayberry park having been "taken away" from the negroes. The park was used by negroes until the Greenville baseball club constructed its playing field there, but the mayor pointed out that the baseball facilities had been installed only with the consent of the Park and Tree commission and after arrangements had been made to allow negroes to hold their base-

ball games on the field.

Holloway earnestly solicited the cooperation of council in providing park facilities for negroes, pointing out that the proposed park would be in the heart of a negro district and in a ward—Ward 5—which has more negroes than any other in the city.

McPHERSON SPEAKS

Mr. McPherson spoke briefly in endorsing the proposal.

Henry Percival, head bellman at Hotel Greenville, made another plea for the park. He used as supporting his plea the facts that 37 per cent of Greenville's population is negro, that negroes pay taxes on 2,000 separate pieces of property in the city, that 99 per cent of the population surrounding the proposed park is composed of negroes, that there will be no entrance to the park from Perry avenue and that establishment of the park would eliminate the showgrounds being used by circuses and carnivals.

Mrs. H. J. Haynsworth, chairman of the character-building group of the Greenville County Council of Social Agencies, said that while white juvenile delinquency had been dropping in recent years, negro juvenile delinquency had been rising. She endorsed the park as being one means of halting the rise.

AIKEN IS HEARD

Hugh Aiken, vice president of the same council, also spoke in favor of the park.

Dr. C. P. Gandy, negro pastor, and R. O. Johnson, head of the negro council modeled along the lines of the white community development organization, spoke in support of the plan. The latter used a map to show the location of the proposed park and the percentage of white and negro inhabitants of the area.



ELIAS BROWN HOLLOWAY
HATTIE JORDAN HOLLOWAY

2013



2019





2022























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A PROMISE FULFILLED



Unity Park
Atlanta, Georgia
August 1921



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Panel Moderator:

KYLE WINGFIELD

President & CEO

Georgia Public Policy Foundation



Mayoral Panel: Building for Capacity

Moderator



Kyle Wingfield
President & CEO, GPPF



Mayor Beverly Burks
City of Clarkston

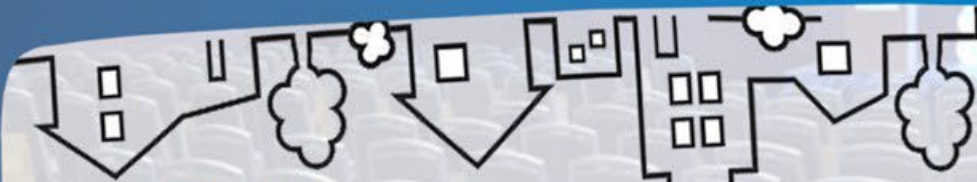


Mayor Rusty Paul
City of Sandy Springs



Mayor Vince Williams
City of Union City





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Part II: Innovation in Housing



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The Housing Abundance Success Sequence



Tobias Peter

Senior Fellow & Co-Director
AEI's Housing Center





AEI Housing Center

[AEI.org/housing](https://www.aei.org/housing) | August 9, 2024

Increasing the Supply of Market-rate Housing with the Housing Abundance Success Sequence

Tobias Peter

Co-Director and Senior Fellow

(Tobias.Peter@aei.org)

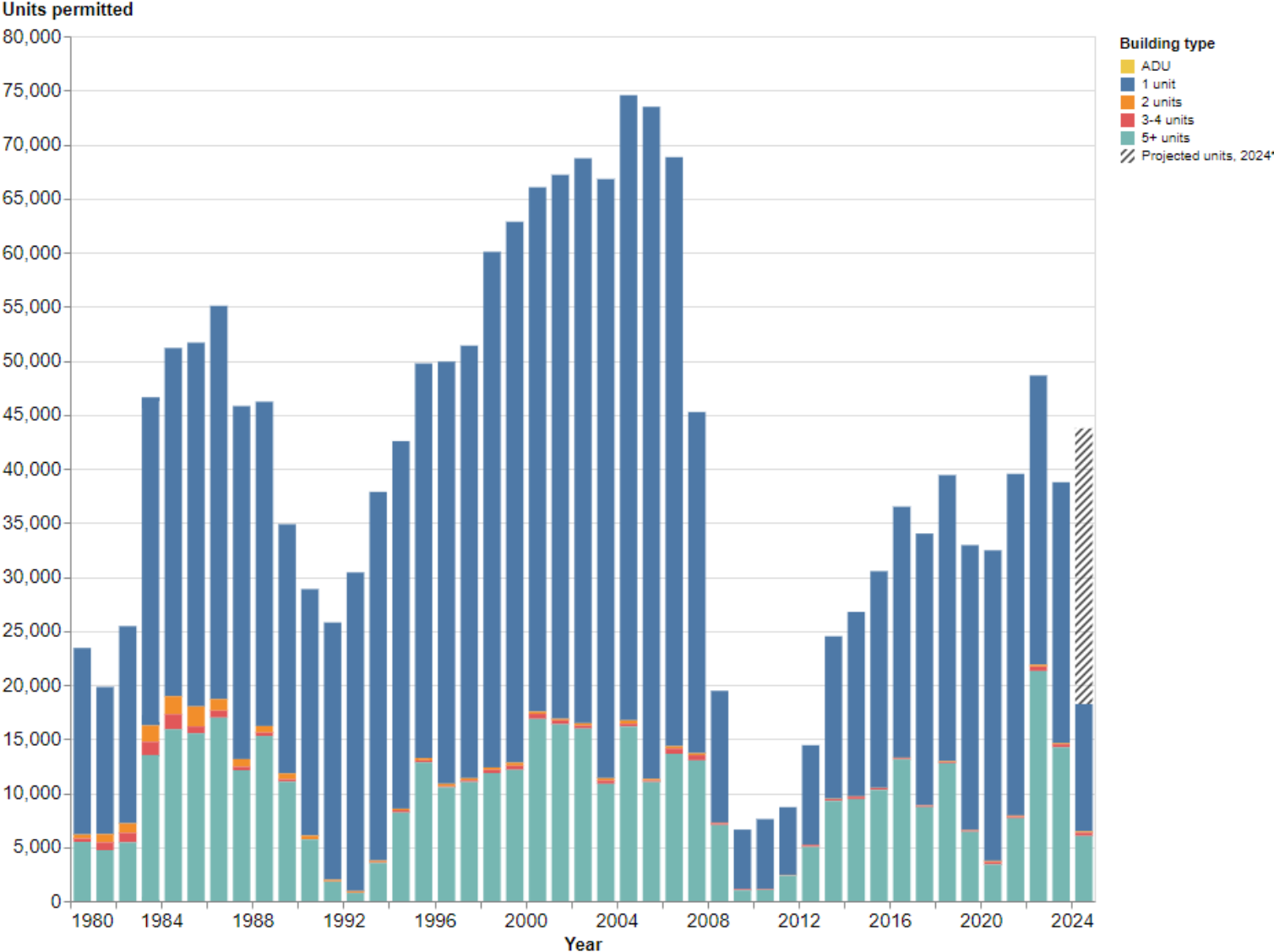
Link to AEI HEAT Toolkit:

<https://heat.aeihousingcenter.org/toolkit>

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AEI Housing Center, www.aei.org/housing.

Disclosure:
The author has a financial relationship with Places Platform LLC, which is interested in meeting housing supply shortages through walkable oriented development and in the development of metrics for all types of real estate.

Building Permits in the Atlanta-Sandy Springs-Roswell metro



Source: Census and <https://housingdata.app/>.

How to Make Housing Affordable

- **Option 1: Building more subsidized housing:**
 - Sen Warnock's American Housing and Economic Mobility Act proposes \$500 billion over 10 years to build 2.7 million new affordable housing units.
- **Option 2: Unleashing the market to build more housing**
 - Does not require taxpayer money and could create up to 9 million units over 10 years.

[Charles Marohn](#), founder of Strongtowns, put it succinctly:

"We have to move beyond the narrow, almost futile task of **making affordable [subsidized] housing** and start working on the broader and more meaningful effort of **making housing affordable.**"

[Sightline Institute](#) states:

"You *can* build your way to affordable housing."

[City Observatory](#) follows up:

"Building more supply may be the only effective way to reduce the pressure that is driving up rents and producing displacement."

More housing construction, even if it is for market-rate housing, will jumpstart the filtering process, where properties tend to be occupied by lower-income households as they age and depreciate.

- Filtering is one of the main mechanisms to keep home prices naturally affordable and displacement pressures low.
- We see it in the new and used car market, with cell phones, clothing, hotels/motels, etc.

What we should and should not do

Dos:

Implement the **Housing Abundance Success Sequence**. As numerous case studies from around the country have shown, the formula for successful housing reforms is simple:

- Enable by-right zoning,
- Allow greater density in lots of areas particularly around walkable and amenity-rich areas, and
- Implement short and simple land use rules, fast permitting, and less expensive building standards.

These actions will unleash the ingenuity of the American people by allowing builders of all sizes to build abundant market-rate housing over time.

It will increase the housing stock by about 2% per year. (And don't be fooled by studies claiming otherwise.)

Fortunately, this is already happening – and entirely without federal involvement all over the country.

Legalize and they will build!

Don'ts:

- **Avoid micro-managing** the housing market. Planners need to step back to let the market build more housing.
- **Beware of federal recommendations**, which tend to be complex, one-size-fits-all solutions that do not adhere to the Housing Abundance Success Sequence.

List of our case studies:

The AEI Housing Center's many case studies on zoning practices and land use reform have led to a simple formula for success

[Anaheim](#)

[California](#)

[Charlotte](#)

[Denver](#)

[Fargo](#)

[Houston](#)

[Institutional landlords](#)

[Palisades Park](#)

[Philadelphia](#)

[Los Angeles](#)

[Los Angeles, Manhattan Beach, and Santa Monica Metro](#)

[Menlo Park, Palo Alto, and Los Altos \(San Jose metro\) Case Study](#)

[Raleigh](#)

[San Diego ADU construction](#)

[Sarasota](#)

[Seattle](#)

[Tokyo](#)

[Short-term rentals](#)

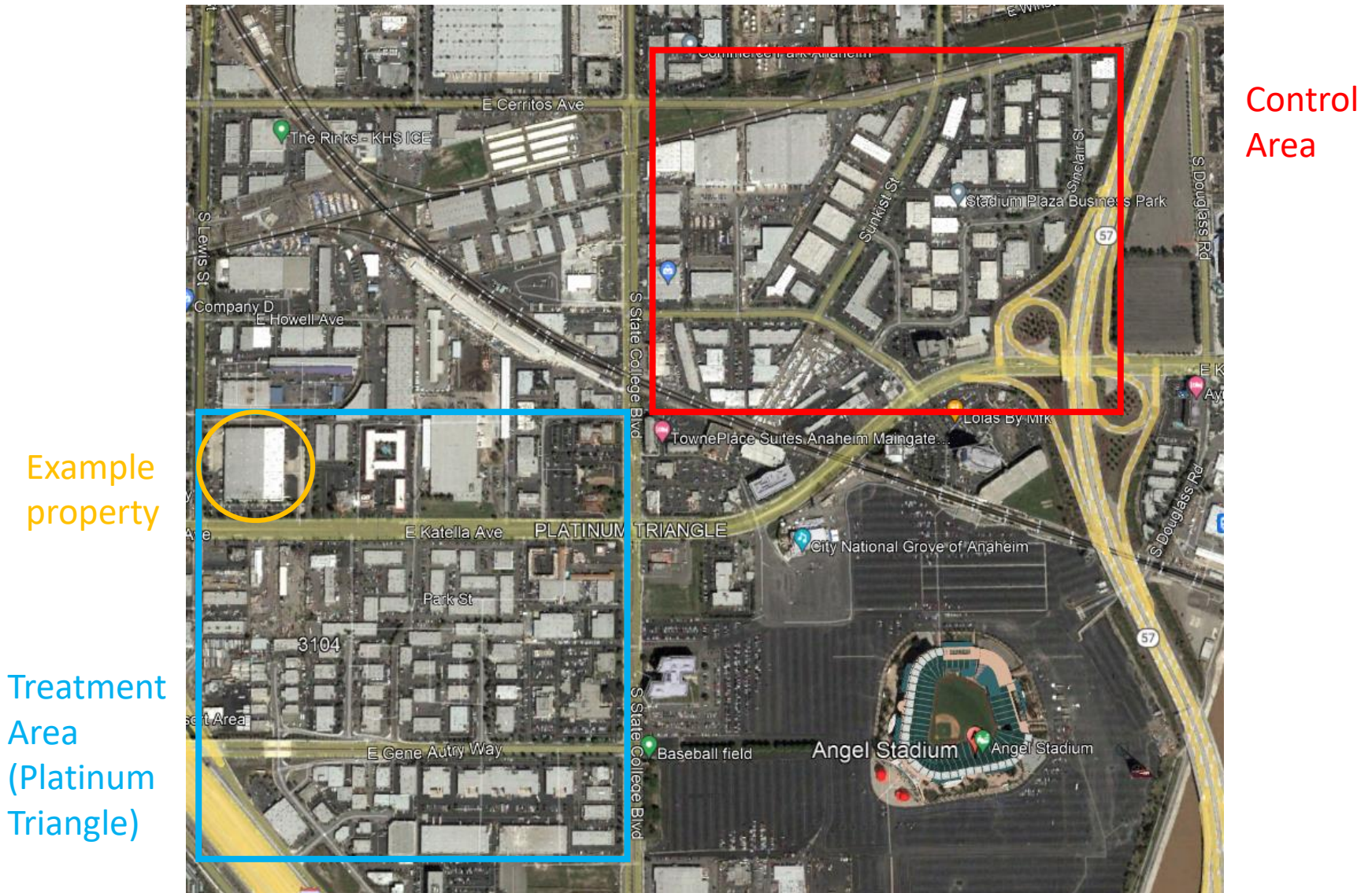
[Single-Room Occupancy Units \(SROs\)](#)

[Traditional Housing Subsidy Programs and Inclusionary Zoning](#)

[Vienna, Austria](#)

Livable Urban Villages

A natural experiment: An Anaheim neighborhood in 2003

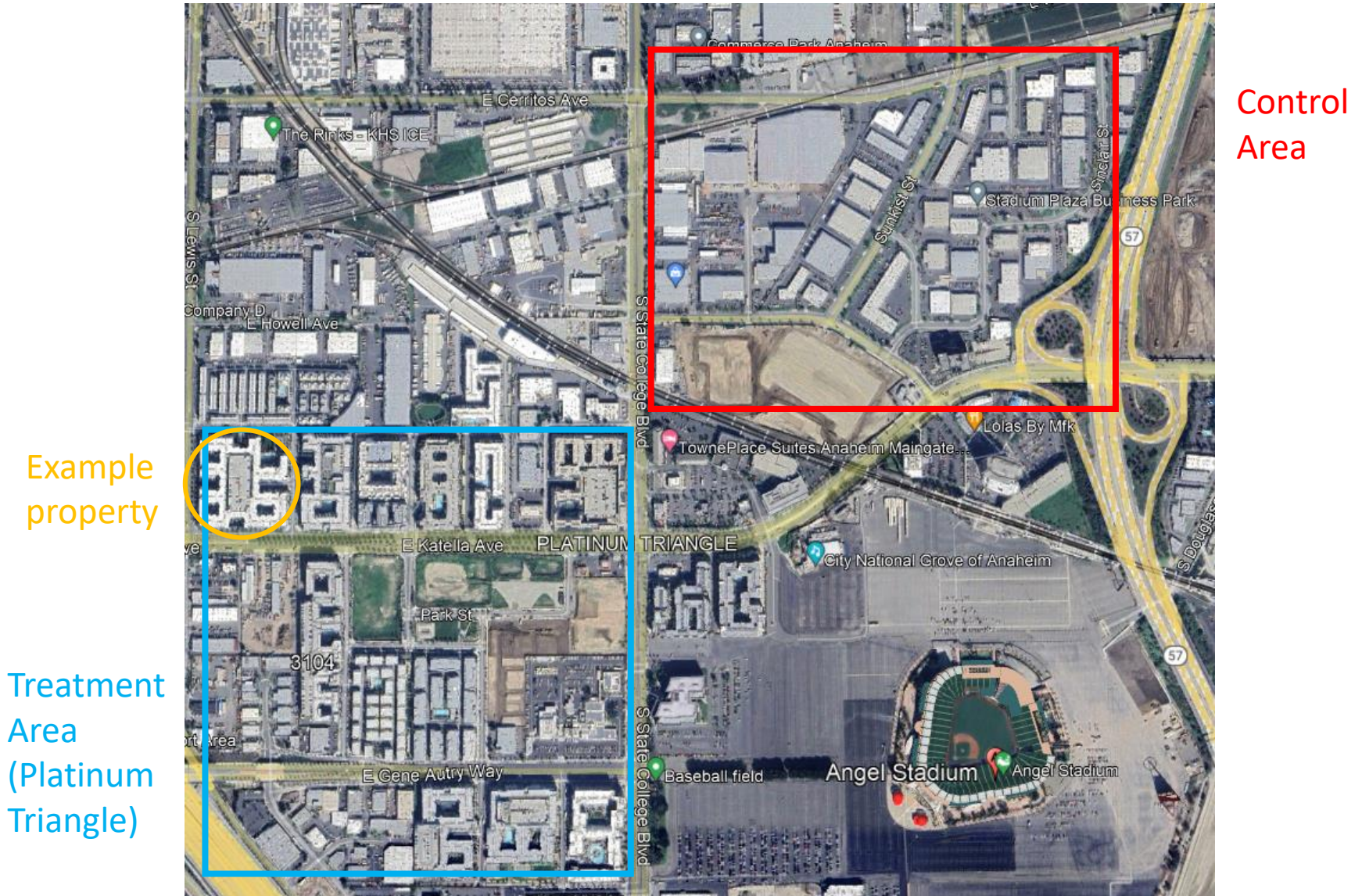


Example property

Treatment Area (Platinum Triangle)

Control Area

A natural experiment: An Anaheim neighborhood in 2023



Example of a converted property in the treatment area (Platinum Triangle)

915 E Katella Ave, Anaheim, CA 92805

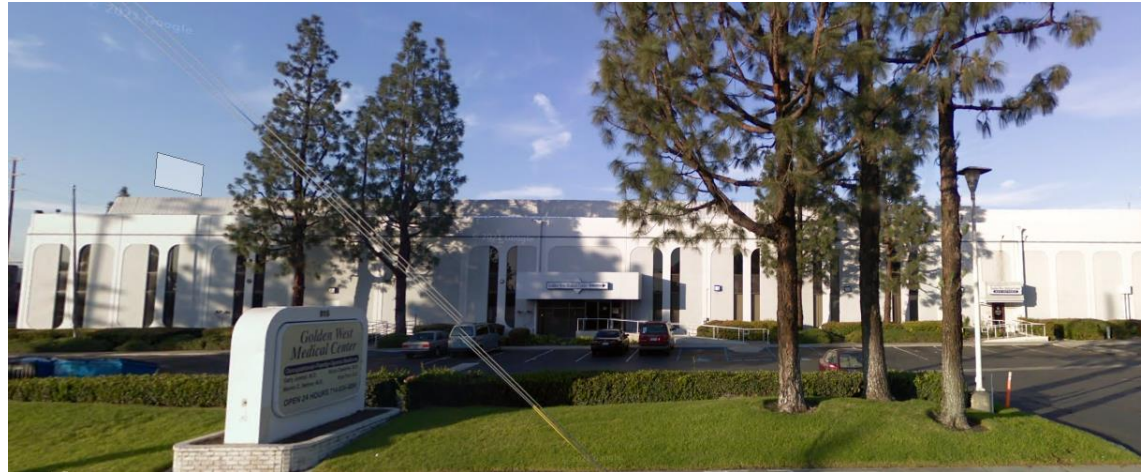
Land use:

- In 2011: Business Park with a medical center, design company, etc.
- In 2023: Multifamily building with 399 units on 5 stories.

Lot size: 287,000 sq. ft.

Current Assessment:

- The assessed value of the multifamily building per square foot is **15x that of the commercial property** in the control group.



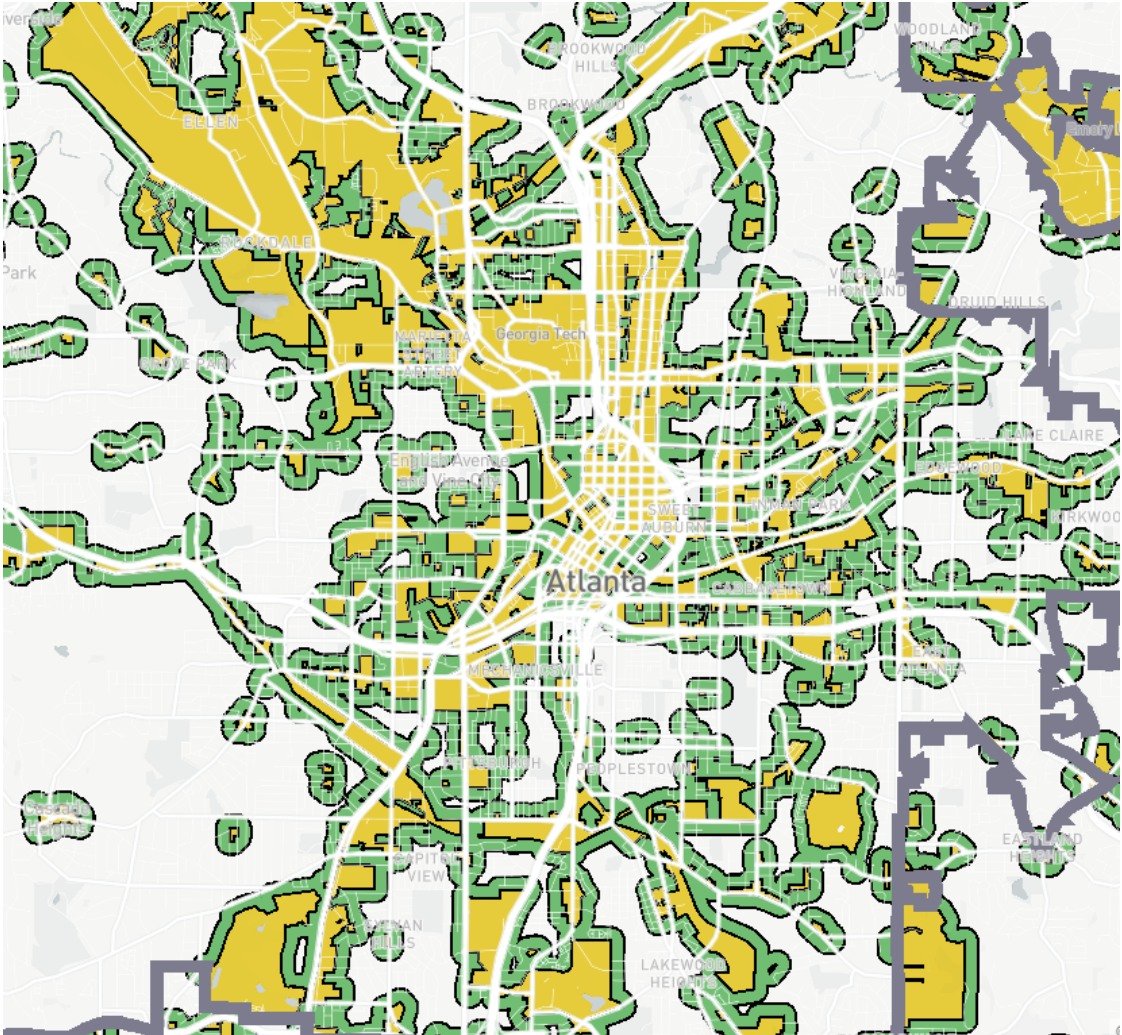
Converted from a business park (top photo from 2011) to a multifamily building (bottom photo from 2023) in 2015



Livable Urban Villages in your city

Maps for all geographies are available for free at our website:

https://heat.aeihousingcenter.org/toolkit/lluv_map



Legend:

Yellow: Core
(commercial and industrial zone)

Green: Adjacent
(1/8-mile residential zone around the core)

Light-touch Density

An ideal tool to increase the supply of naturally affordable & inclusionary housing



Light-touch Density (LTD) represents the low-hanging fruit in zoning reform. It is also naturally affordable.

LTD utilizes land in a more efficient way by moderately increasing the density of housing. Instead of allowing only a single-family detached (SFD) home on a parcel, LTD allows for:

- 2-8-plexes,
- a series of townhouses, or
- an accessory dwelling unit (ADU).

LTD also allows for single-family detached homes on smaller lots.

All these LTD options would moderately increase the as-built density of the land, thereby **enabling owners and small-scale builders to construct smaller**, less expensive units that are more naturally affordable and inclusionary without requiring subsidies.

The LTD type most suitable to each locality depends on the land and construction costs.

1. For high-cost areas: Tearing down an existing unit and replacing it with townhomes or a 2- to 8-plex.
2. For medium-cost areas: Adding additional unit(s) (ADU or second home) to an existing parcel.
3. Everywhere: Increasing the as-built density of new greenfield developments.

These LTD housing types are compatible with single-family detached homes. Since they require less land and are smaller in size, they are more affordable to lower- and middle-income households.

Across the whole country, LTD has the potential to add up to 900,000 net additional homes per year for the next 30-40 years.*

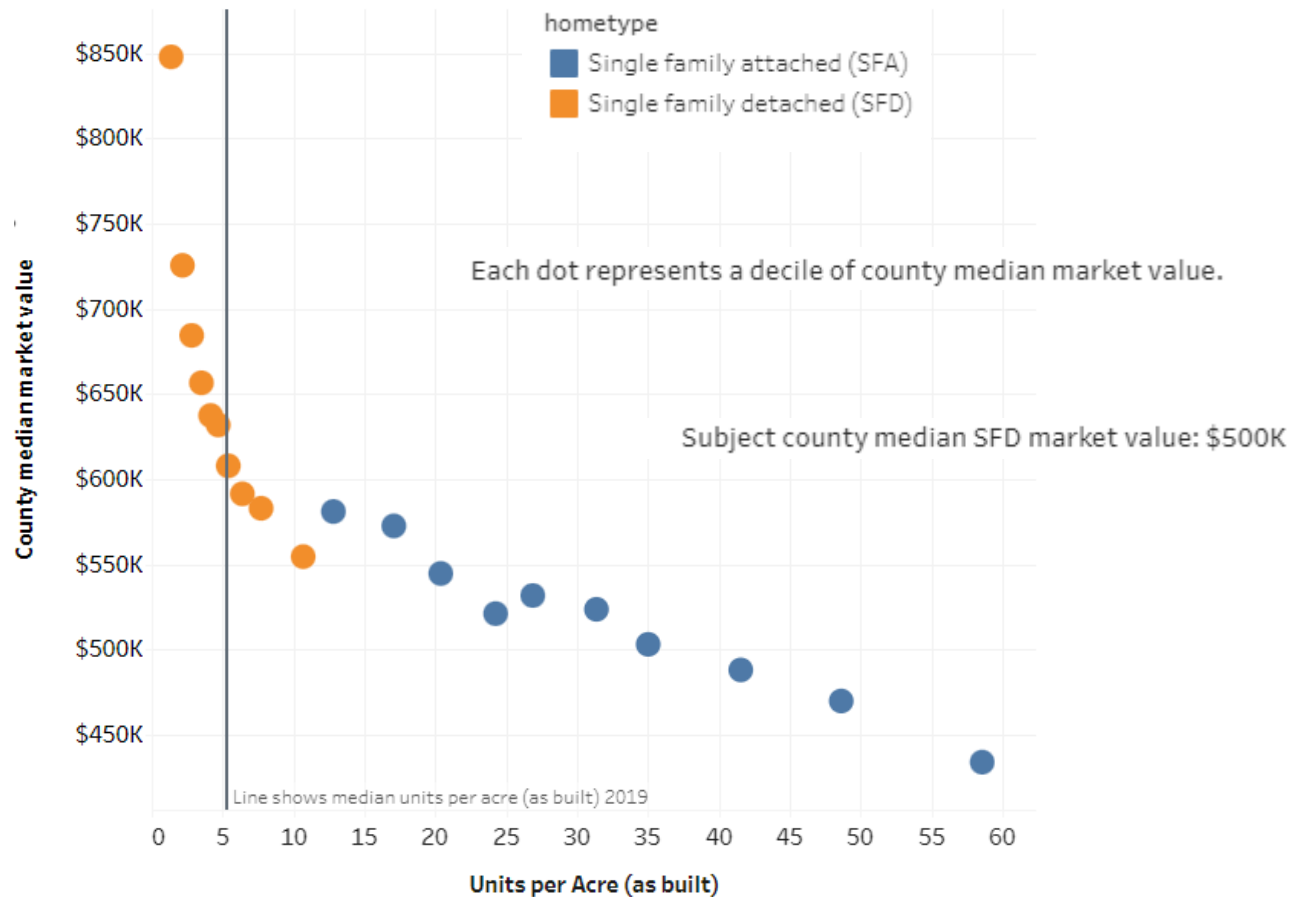
* These estimates are based on case studies from Seattle, Charlotte, Houston, Palisades Park, and Tokyo. For a further discussion of Light-touch Density case studies, see pg. 7-10 of the [AEI Housing Center booklet](#) on increasing housing supply.

Source: AEI Housing Center, www.AEI.org/housing.

Smaller lot size help reduce price points of new housing – Fulton County, GA

Note: There were 55,549 new SFD and 23,825 new SFA homes built in Fulton County, GA from 2000 to September 2023.

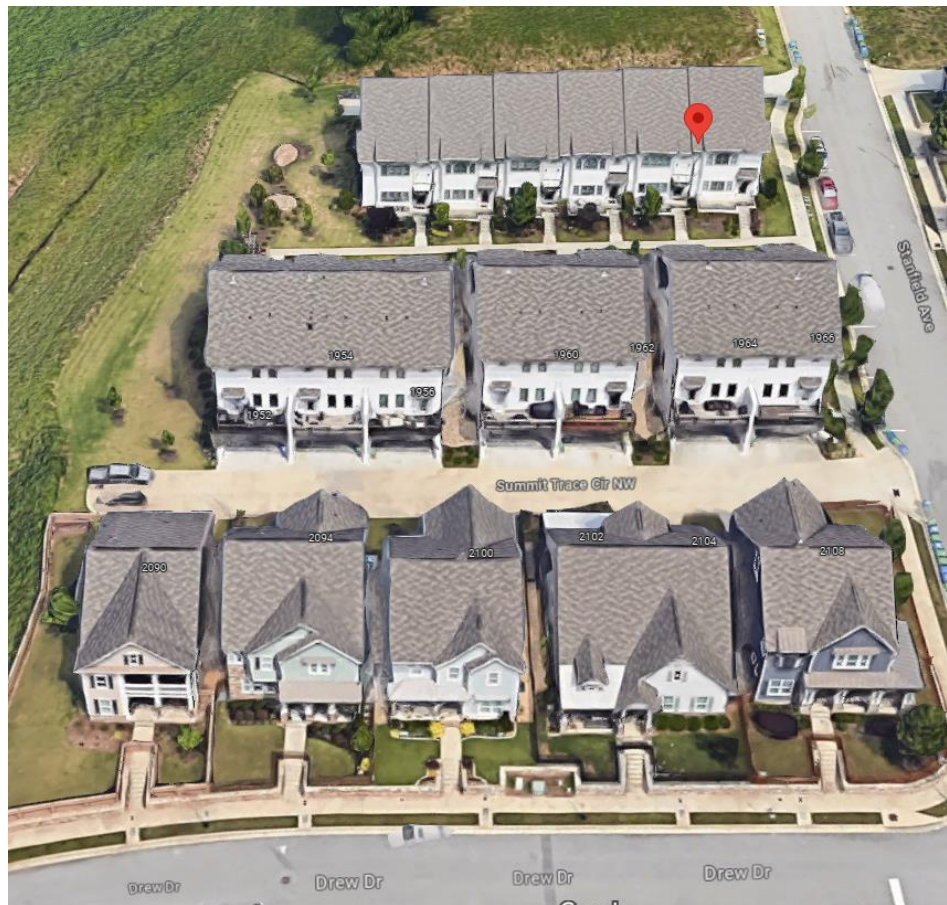
Market Value by Housing Density and Home Type



An example of Greenfield Light-touch Density

New greenfield development around Westside - 1965 Stanfield Ave, Atlanta, GA 30318

	Lot Size (sq. ft.)	Living Area (sq. ft.)	Est. Price
Townhomes	1,700	1,150	\$ 440,000
SF-attached	2,600	2,200	\$ 600,000
SF-detached	5,200	2,400	\$ 630,000



Other examples:

- Georgia Public Policy Foundation: “A Review of Lot and Home Size Minimums in Georgia”
- Add a second unit or a granny flat on your lot.

An example of Infill Light-touch Density

Area around Reynoldstown - 36 Walthall St NE, Atlanta, GA 30307

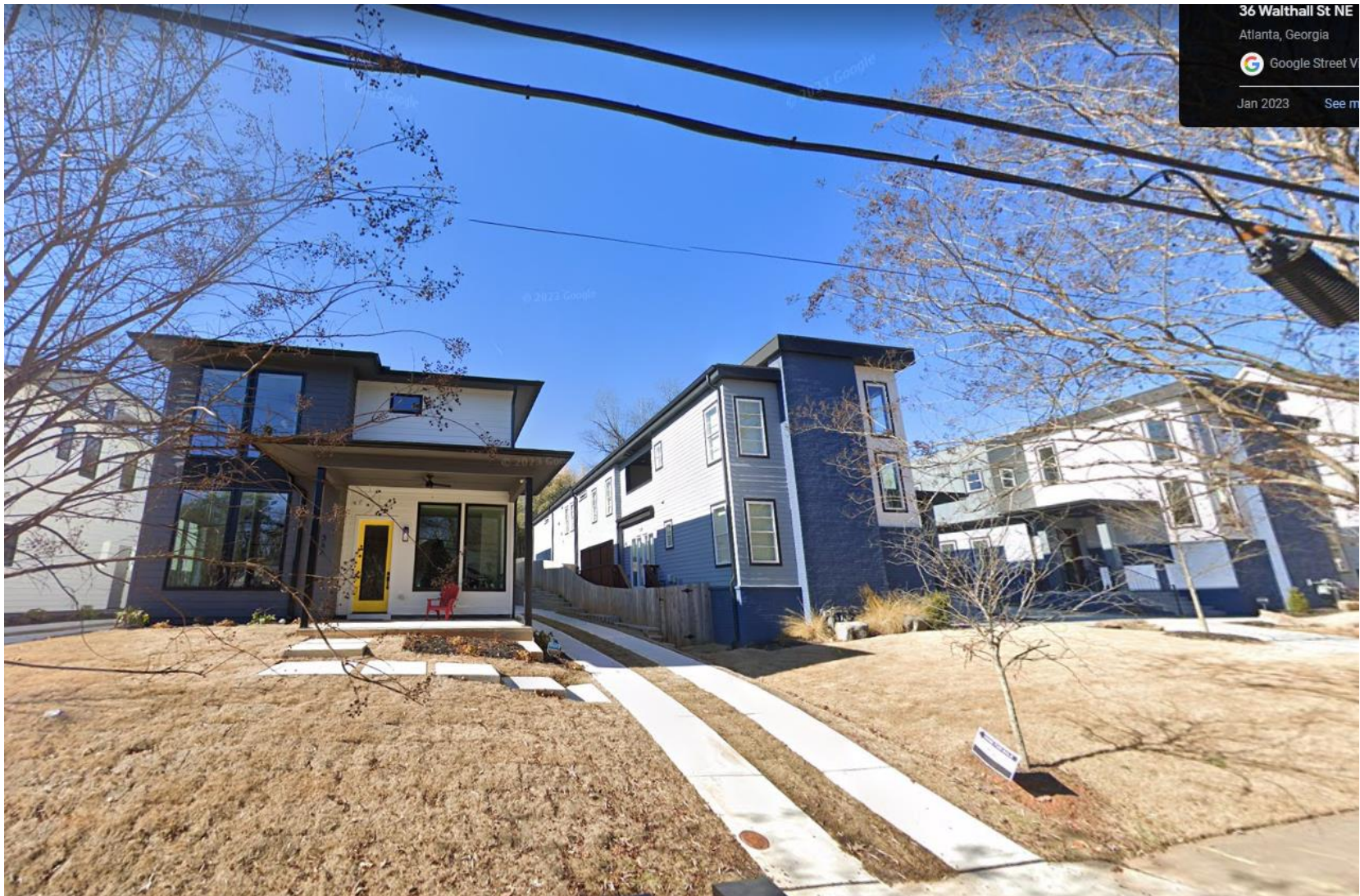
In 2014



An example of Infill Light-touch Density (cont.)

Area around Reynoldstown - 36 Walthall St NE, Atlanta, GA 30307

Today



Source: Google and AEI Housing Center, www.AEI.org/housing.

An example of Infill Light-touch Density (cont.)

Area around Reynoldstown - 36 Walthall St NE, Atlanta, GA 30307

Today



Source: Google and AEI Housing Center, www.AEI.org/housing.

Estimating the infill potential

Cumulative Net Additional Housing Units Per Year:

- **Georgia** at 6 units per parcel: up to 1% of its current housing stock.
- **Cobb County** at 6 units per parcel: up to 2% of its current housing stock.
- **Atlanta City** should allow up to 8 units per parcel but it needs to allow LUVs.

Estimates and maps for all geographies are available for free at our website: https://heat.aeihousingcenter.org/toolkit/ltd_est
 Note: Counts and totals are rounded. This assumptions is based on a various of case studies. For the detailed methodology, see [here](#).
 Source: AEI Housing Center, www.AEI.org/housing.

Cumulative Net Additional Housing Units Per Year

Georgia		
Max # of units allowed on parcel	Cumulative count	As a % of housing stock
ADU	21,000	0.5
2	24,000	0.6
4	30,000	0.8
6	33,000	0.9
8	34,000	0.9
Current Housing Stock:		3.9 Million

Cobb County		
Max # of units allowed on parcel	Cumulative count	As a % of housing stock
ADU	3,300	1.1
2	4,000	1.4
4	5,300	1.8
6	6,000	2.1
8	6,200	2.1
Current Housing Stock:		287,000

Atlanta City		
Max # of units allowed on parcel	Cumulative count	As a % of housing stock
ADU	450	0.2
2	800	0.3
4	1,500	0.6
6	1,850	0.7
8	2,000	0.8
Current Housing Stock:		250,000

Light-touch Density (LTD) can provide housing at attractive price points

Prices for the Atlanta Metro

Price of New LTD Infill Units (Projection):

- Range: \$275k - \$500k
- Median: \$380k

Price of Existing Stock:

- Median: \$377k

Price of New Single-family Detached Homes built since 2010:

- Median: \$500k

Price Point of the Buyers Earning 80-120% of Area Median Income (AMI):

- Range: \$200k - \$400k

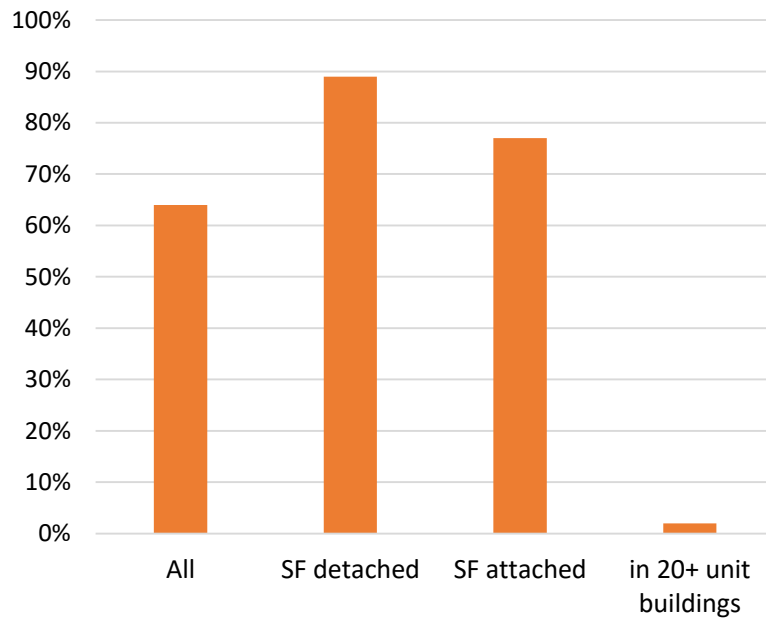
Thus, building more LTD market-rate housing at these attractive price points would unleash filtering and create more naturally occurring affordable housing.

Estimates for all geographies are available for free at our website: <https://heat.aeihousingcenter.org/ltd-chart>
Source: AEI Housing Center, www.AEI.org/housing.

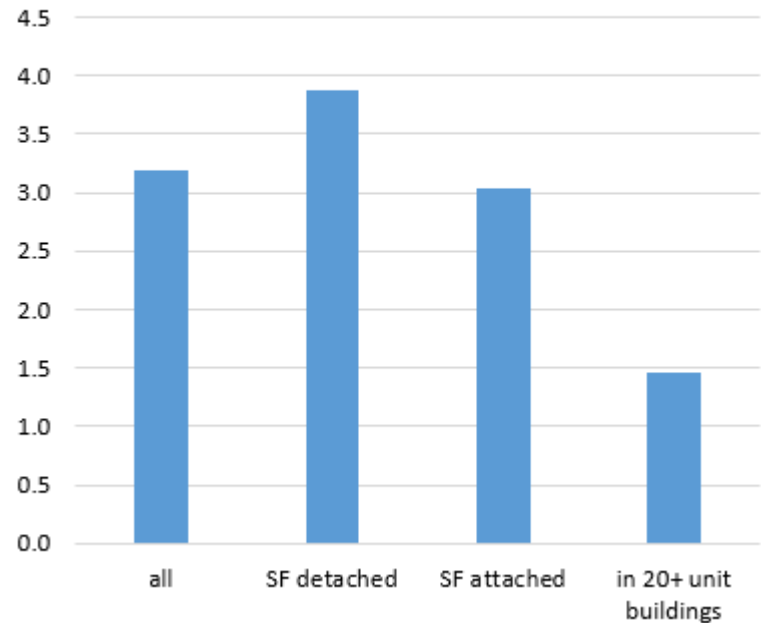
Why focus on Light-touch Density at all?

- **If you care about homeownership**, particularly for a wider range of households across income levels, age ranges, and racial/ethnic backgrounds.
- **If you care about family-sized units.**
- **If you care about opportunities for small businesses and creating opportunities for small business owners.**

Home Ownership Rate
for Units Built Since 2010: GA



Avg. # of Bedrooms
for Units Built Since 2010: GA



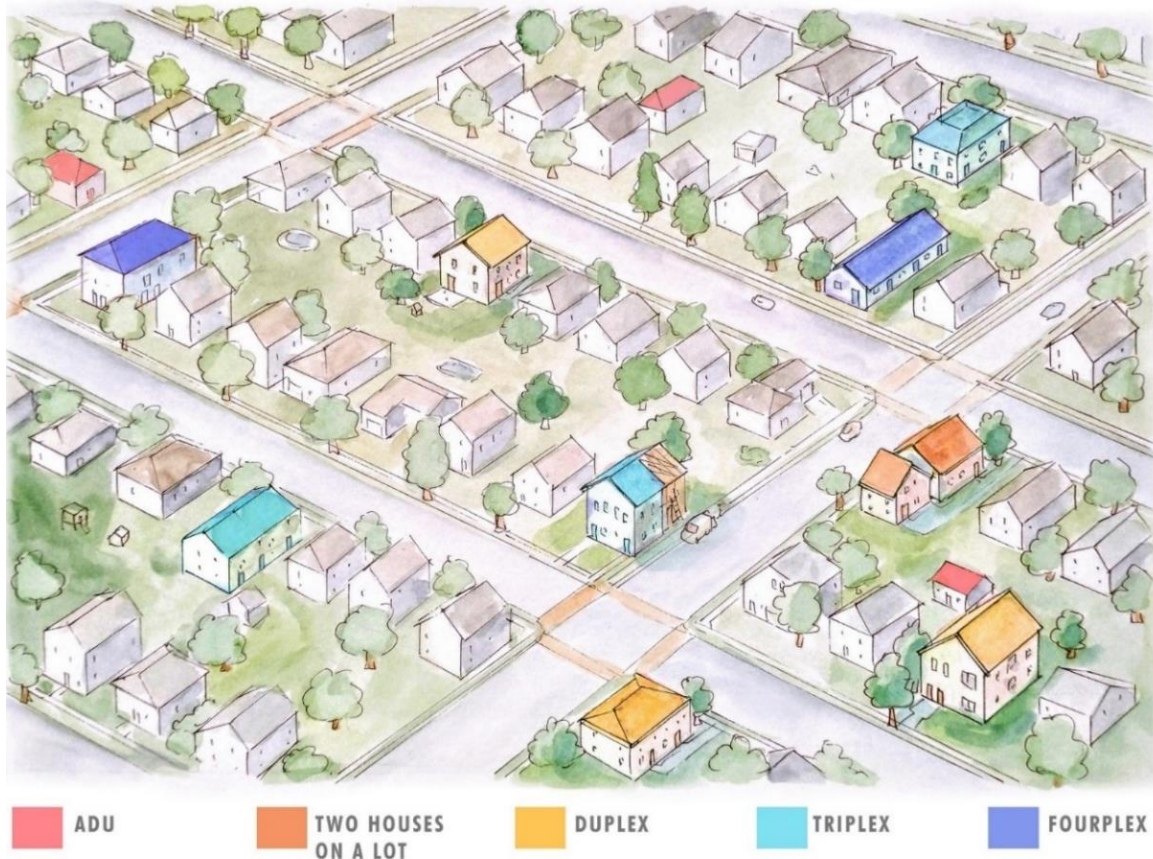
Source: ACS and AEI Housing Center, www.AEI.org/housing.

Assembling a winning coalition

- **Need for more housing**
 - Growth in home prices vs. wages
- **Identifying key governmental officials**
 - At the state level: Governor, Legislators, and appropriate state departments
 - At the city level: Mayor, Council, and Planning Department
- **Tailoring the argument:**
 - Left: walkability vs. sprawl, energy efficiency, and reversing zoning's racial history
 - Right: market-oriented, property rights, no taxpayer money for subsidies
 - Appeal to emotions: homelessness and good neighbor language
 - Everyone: light-touch as middle ground between status quo and high-rise development; gradual change; where will children and grandchildren live?; fear of turning into California.
- **Building coalitions**
 - Employers, local business, environmentalists, builders, realtors, & bankers
 - Build consensus through community forums, townhalls, meetings, council presentations
 - Splinter NIMBY opposition
 - Show up
- **Data**
 - Case studies from around the country: this approach works
 - Seattle; Houston; LA; Palisades Park, NJ; etc.
 - LTD estimates for every city
 - Live Local Urban Villages zoning for 75% of the nation

Infill LTD promises gradual change

Based on multiple case studies, we estimate that around 2% of the single-family detached housing stock will be converted to a higher and better use through LTD per year.*



* The lower figures assumes a density of 2 units per lot and the higher figure assumes a density of up to 8 units per lot nationwide. These estimates are based on case studies are from [Seattle](#), [Charlotte](#), [Houston](#), [Palisades Park](#), and [Tokyo](#).
Source: AEI Housing Center, www.AEI.org/housing.

How to implement

- Implement "by-right" zoning reforms and allow smaller lot sizes or greater density
- Convene key stakeholders (e.g., Tampa Mayor)
- Keep it short and simple / Remove the red tape:
 - Pass the Light-touch Density model bill
 - Implement shot clocks (CA)
 - Implement Preapproved design standards (ADUs in CA, LA, etc.)
 - How easy is it to split a lot?
 - Adjust Floor Area Ratios / setbacks / ceiling heights / design standards / etc. (Minneapolis)
 - Reduce minimum lot size requirements (Oahu or Ridgefield Park)
 - Lower impact fees (El Dorado)
 - Lower parking requirements
 - Lower energy standards
 - Tweak the building code
 - Apply IRC to 3-6 units structures (Memphis and North Carolina)
 - Single staircase
 - Reform condo defect laws
- Make underutilized land available for building
 - Plat each parcel a little smaller.

What to avoid

- **More red tape**
 - Ceiling height on basement ADUs
- **Complexity and poison pills**
 - Inclusionary Zoning (Seattle)
 - Permit caps (Arlington)
 - Income limits
 - Owner-occupancy requirements
 - Rent control (St. Paul)
 - Anything not required for single family
- **Spot upzoning**
 - Yields a windfall to owners of the land
- **More government subsidies as they can crowd out the private sector**

Seattle tried to micromanage the process, and failed miserably

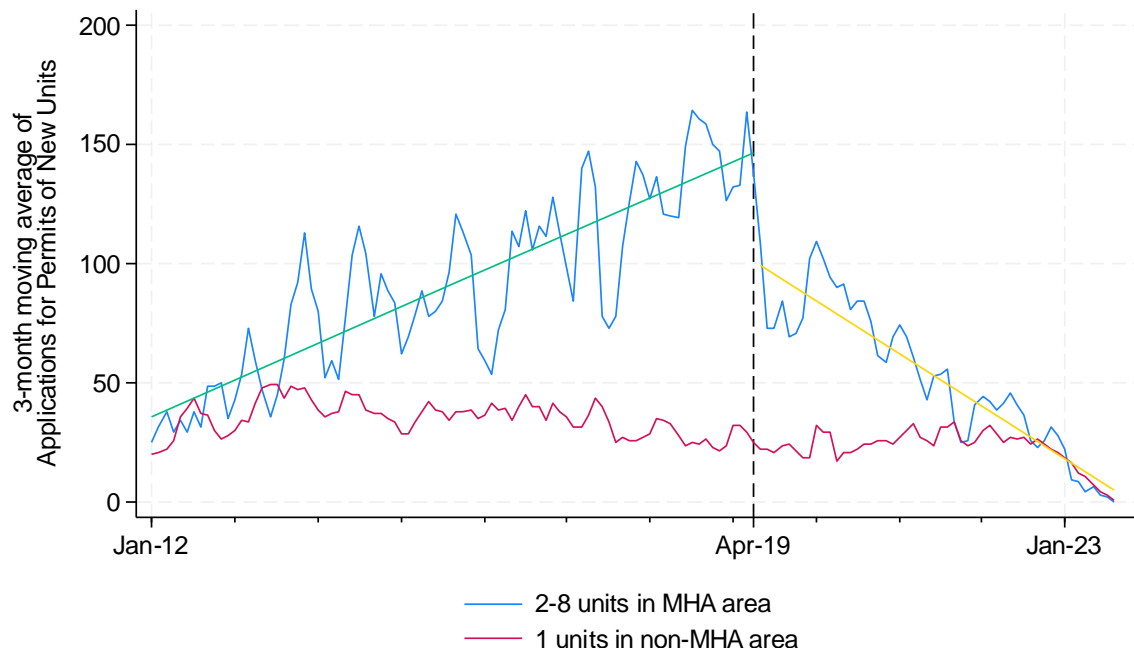
In 2019, Seattle passed the Mandatory Housing Affordability (MHA) program with the goal of creating thousands of new subsidized housing units made affordable through fees on development, while also boosting housing production overall. **It is on track to destroy Seattle's progress.**

Builders must choose between designating units as income-restricted or paying a hefty fee.

“Based on a 2021 survey of [builder trade group members in the area], the average MHA fee per townhome unit is \$32,743, or \$130,972 for an average four-unit project. This fee roughly doubles townhome predevelopment costs.”

As a result, new permits for townhomes have dropped precipitously, while remaining unchanged for the control group.

The lesson: Reform needs to follow the KISS (Keep It Short and Simple) principle.

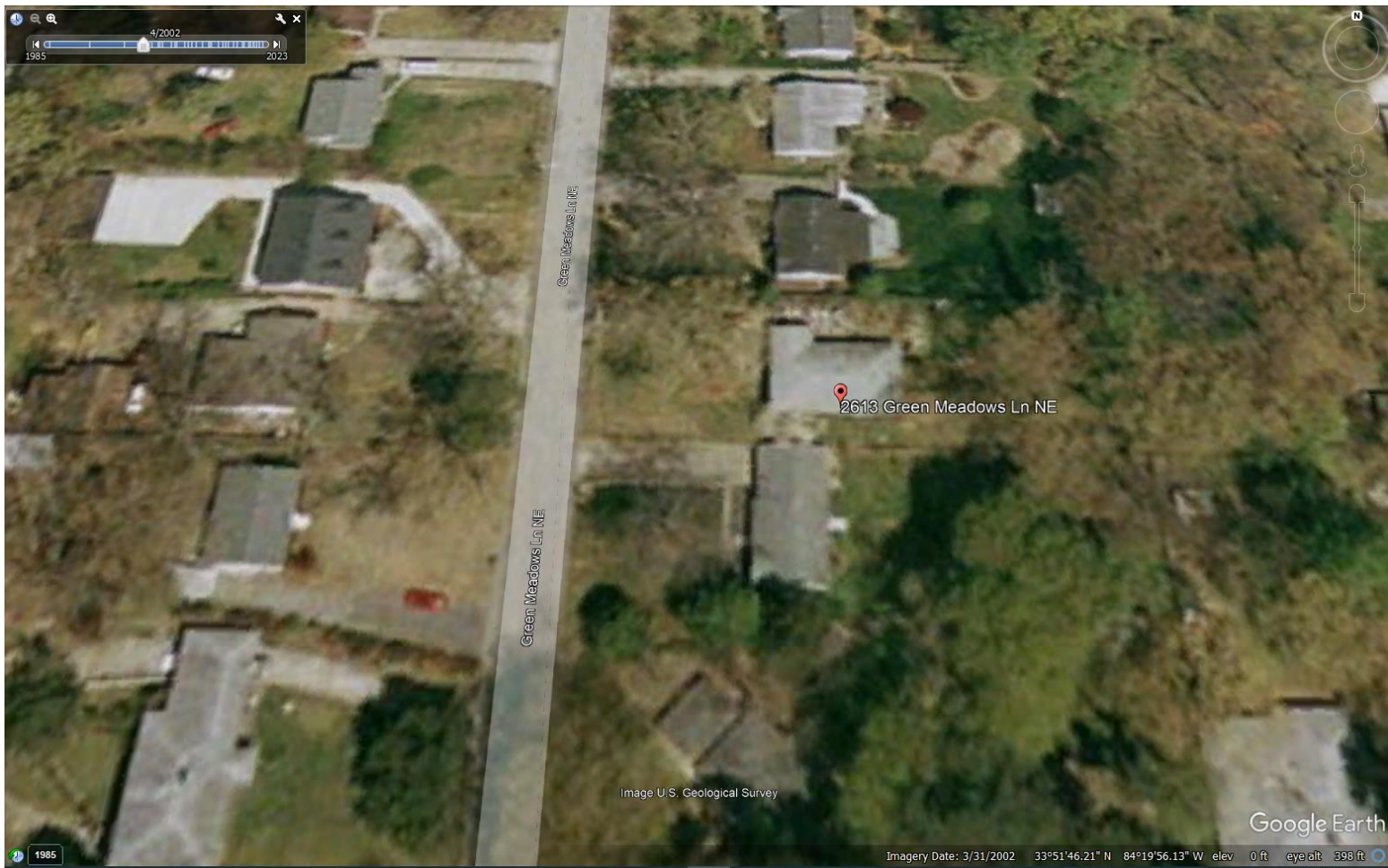


HUD's Regulatory Barriers Clearinghouse [assessment](#) of Seattle's MHA highlighted the creation of hundreds of new affordable units since its inception in 2019. It failed to account for the unintended consequence of the thousands of units that were not built because of MHA.

The Choice: Light-touch Density or McMansions

When price and land values rise, the choice is not between the status-quo and something else, but rather what will you allow.

Area around Brookhaven in **2002** – 2613 Green Meadows Ln NE, Atlanta, GA 30319



Source: Google and AEI Housing Center, www.AEI.org/housing.

The Choice: Light-touch Density or McMansions (cont.)

Area around Brookhaven in **2008** – 2613 Green Meadows Ln NE, Atlanta, GA 30319



The Choice: Light-touch Density or McMansions (cont.)

Area around Brookhaven **today** – 2613 Green Meadows Ln NE, Atlanta, GA 30319

McMansionization is a looming threat to Atlanta’s urban and suburban areas.

- Over the last 10 years, around 6,000 homes in the metro have already been converted; another 42,000 are at risk.





Part II: Innovation in Housing



Increasing Attainable Homeownership in Atlanta, and Beyond



Ramsey Cohen

Vice President of National Sales
Clayton





CrossMod Team

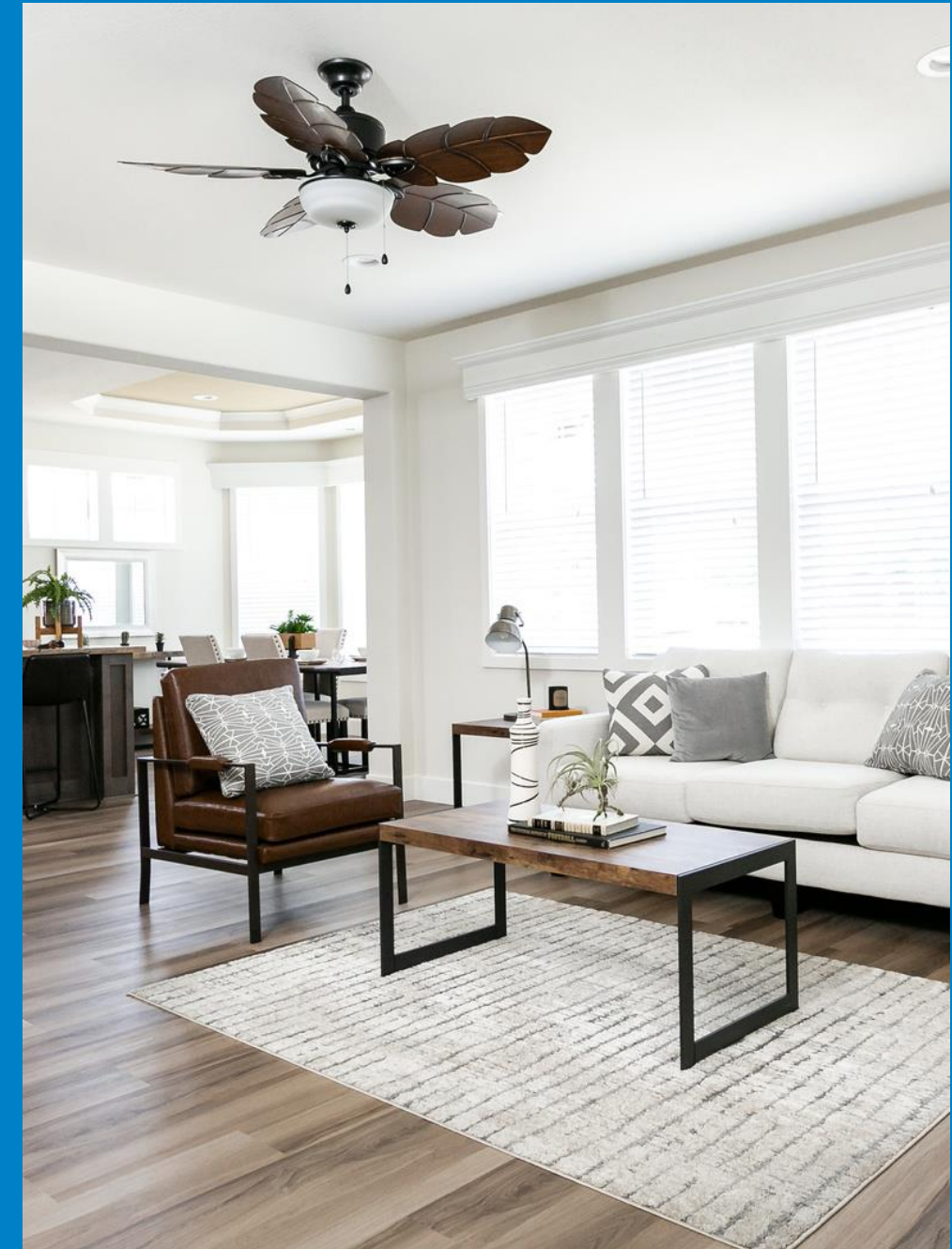


About Us

"Opening Doors to a Better Life"

Our passion is simple, and it's been our focus since 1956. We want to help people across America achieve the dream of homeownership. Clayton became part of Warren Buffett's Berkshire Hathaway family of companies in 2003. Today we build, sell, finance and insure our homes from coast to coast.

It is about more than just building homes — it's about making the world a better place for our customers, communities and future generations. Guided by our CEO's Kevin Clayton's vision of driving innovation, improving lives, fostering inclusion and giving back to the communities where we live and work, our more than 20,000 team members are united around a common goal: to make the dream of homeownership possible for more families.





Open doors.

We are here to help our customers realize success, own homes they love, and create more opportunity for them down the road.

Be a home.

We strive to be more than a place to work - where people have a sense of belonging, work-life balance, and a true career path.

Drive change.

We must set the standard. Advance technology and sustainability, and implement visionary practices in all we do.

Do good.

Be kind and collaborative. Promote equity, and be welcoming to everyone.

Earn trust.

Nothing works without it.



How We Build

More than 200 skilled team members assemble multiple elements of your Clayton Built® home simultaneously, under one roof.

From plumbing and electrical systems to the roof trusses, each step is orchestrated with the right building materials nearby, at the moment they're needed.

The result? Your home is built more quickly, more precisely.



A blurred background showing a window with a view of greenery. In the foreground, there is a dark coffee cup with a white lid and a stack of several books. The scene is lit with soft, natural light.

Early 1900's

The famous Sears™ catalog offers first prefabricated houses.



1950's-1960's

“Mobile homes” gain in popularity as flexible and affordable options for the country’s post-war population swell.



1976

HUD Code put in place to regulate strength, durability and efficiency of homes.

The problem?

Lack of attainable, midsize, entry level housing stock for middle income families

Aging Inventory



Currently less than 25% of all available for sale inventory is available to households making \$75,000 a year.

Average Sales Keep Climbing

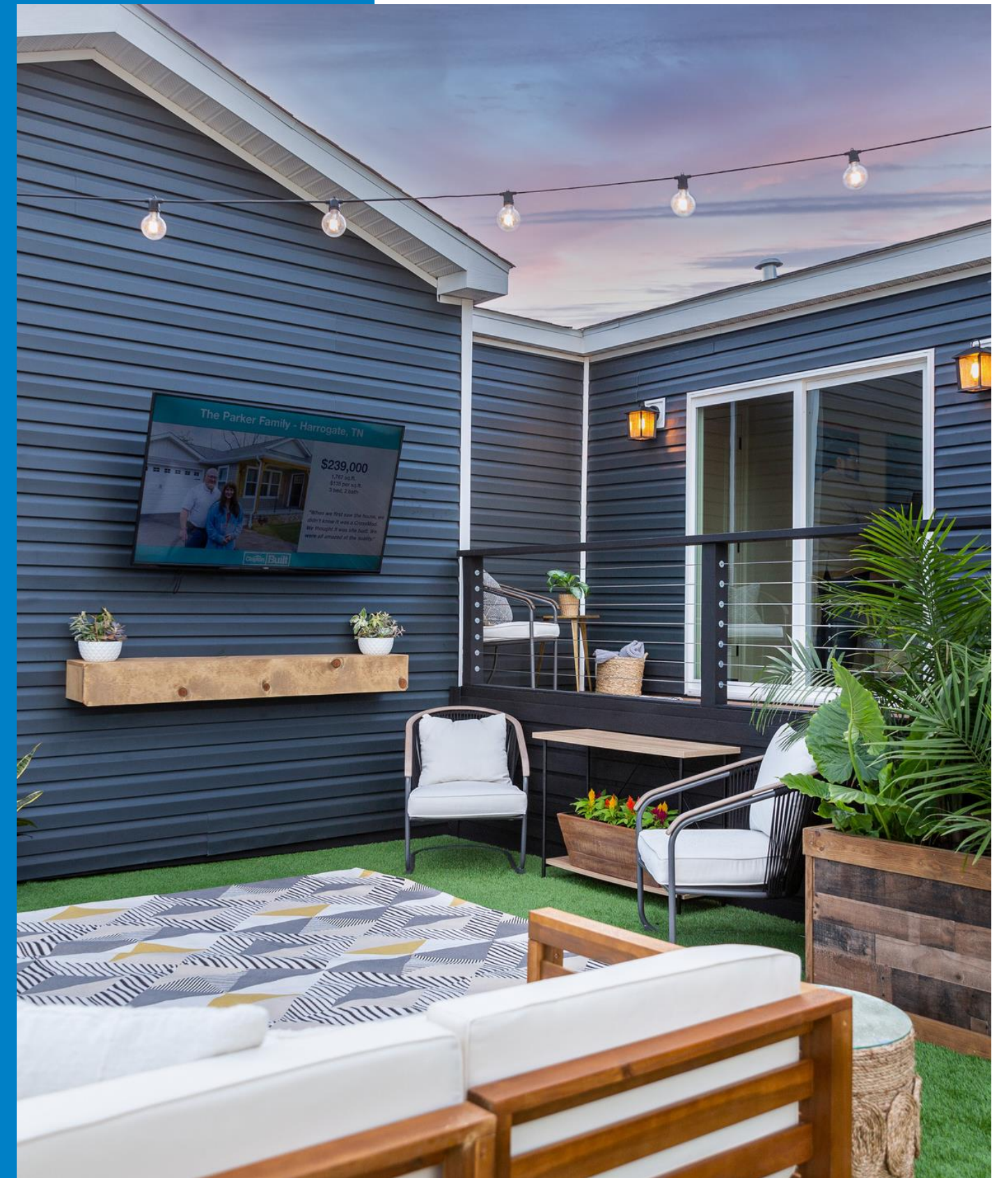


Median sales price for new homes in the U.S. jumped from \$329,500 in December 2019 to \$442,100 in December 2022.

New Construction Rising



In 2022, 62% of new homes were sold for \$400,000 or more, up from 32% in 2019.



U.S. Housing Stock

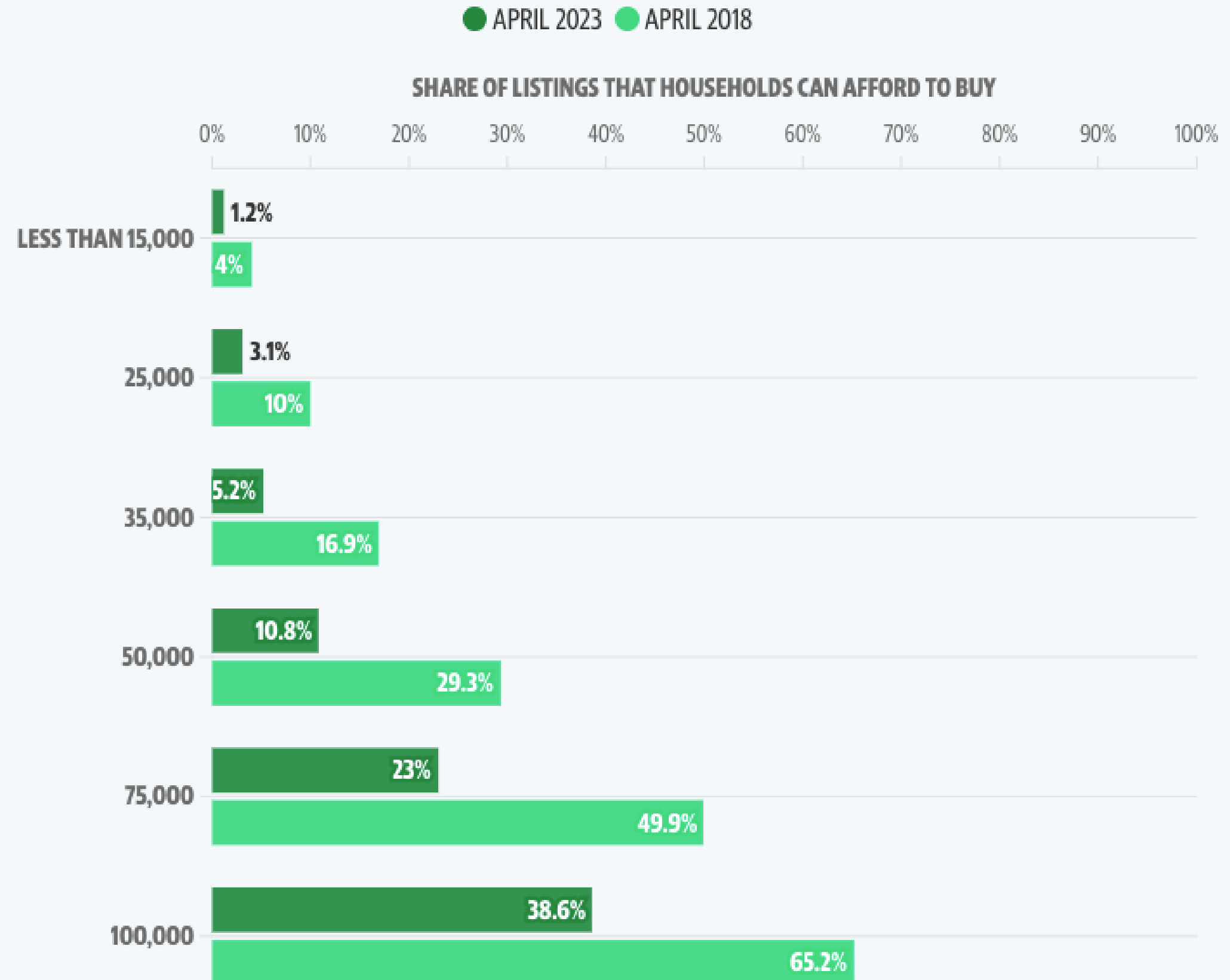
New home construction overall is lagging demand.

Sources: <https://www.nar.realtor/research-and-statistics/research-reports/housing-affordability-supply>

- Per the NAR (National Association of Realtors) the market needs an additional 320,000 new home listings valued at no more than \$256,000 so that borrowers earning below \$75,000 can get into the market.
- Currently less than 25% of all available for sale inventory is available to households making \$75,000 a year.

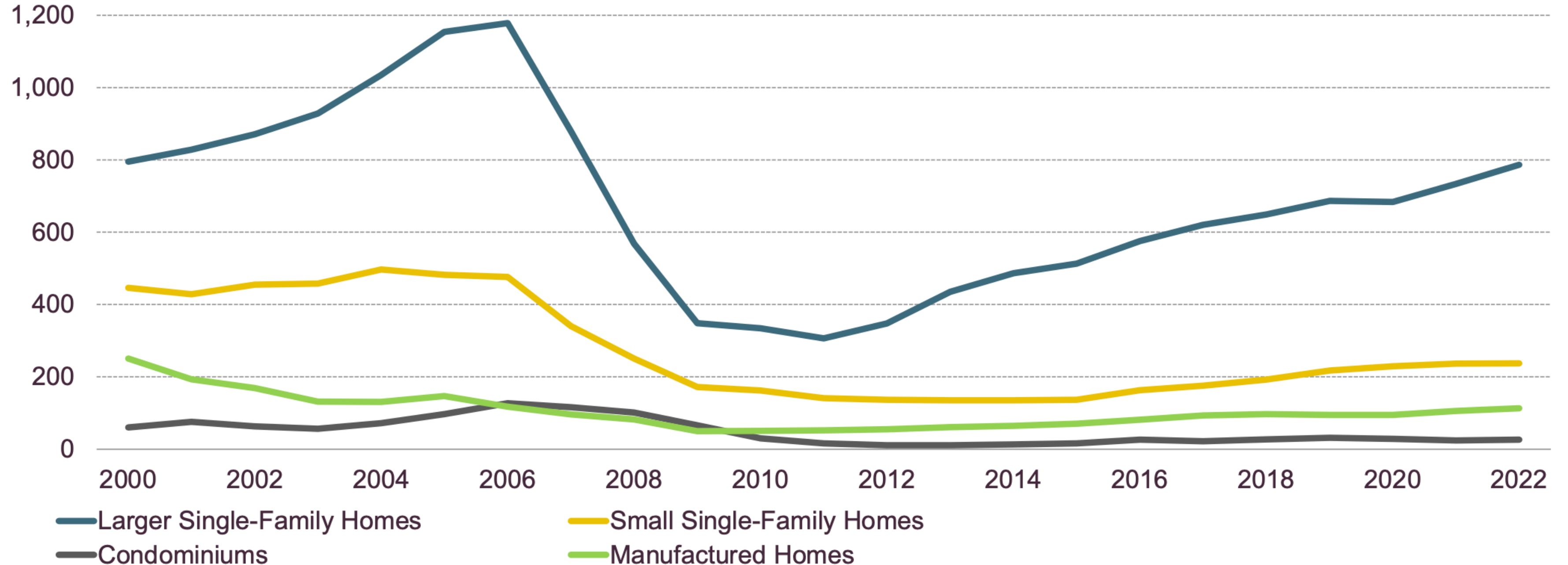
MIDDLE-INCOME HOMEBUYERS FACE SHRINKING INVENTORY

The share of affordable homes for sale for those making \$75,000 or less halved in the last five years.



Affordable Homeownership Further Constrained by a Lack of Construction of Modest-Sized Housing

Units Added (Thousands)



Notes: Small single-family homes are under 1,800 sq. ft., and larger single-family homes are 1,800 sq. ft. and over. Condominiums are multifamily units built for sale. Manufactured homes are manufactured housing shipments. Single-family completions by home size for 2017 were unavailable at time of publication.
Source: JCHS tabulations of US Census Bureau, New Residential Construction and Manufactured Housing Surveys.

CrossMod™

Crossover + Modern

Elevated Roof Pitch

Drywall Interiors

Enhanced Cabinets

Energy Efficiency Standards

Garage, Carport or Covered Porch

Permanent Foundation



Comparing CrossMod & Traditional Manufactured Homes



Manufactured Housing

CrossMod

What is CrossMod?

The single most innovative development in single family housing.

A home that blurs the lines between on-site and off-site construction enabling you to build faster and reach a currently untapped market of buyers.

Similar Features:

- Built to Federal HUD Code
- Home is on a permanent metal frame
- Meets Clayton eBuilt Standards

Unique to Manufactured Homes

- Limited financing opportunities
- Appraises to other manufactured homes
- Typical MH designs and aesthetics

Unique to CrossMod

- 30-year conventional financing
- Appraises to site built or other CrossMod homes
- Design matches site-built aesthetics



CrossMod: Efficiencies and Benefits

70% Off-Site / 30% On-Site



Site build foundation, porch, and garage
Home is built off-site and arrives nearly complete

HUD Federal Code



National standardized building code
HUD code preempts local codes

Traditional Financing & Appraisals



Traditional conventional 30-year loans
Appraisers must use other CrossMod
or min. 2 site-built homes for comps

What makes a home CrossMod®?



Permanent Foundation

A permanent foundation gives the home a sturdy, durable base like a traditional on-site built home.



5/12 Minimum Roof Pitch

An elevated roof pitch improves curb appeal and helps the home fit into more neighborhoods.



Covered Porch, Attached Garage

Covered porches and garages help homes gain approval in many areas that previously limited manufactured housing.



eBuilt / DOE ZERH Standard

Energy efficient home features like smart thermostats and hybrid hot water heater improve comfort and keep utility costs low.

Beautiful Cabinets

Enhanced cabinets provide design-forward aesthetics to modernize the style of the home.



Drywall Interiors

Drywall Interiors upgrade the home value by offering a fresh, clean interior look and reducing noise throughout the house.



Comparing Off-Site Built Home Categories

Have you ever wondered what the difference is between a manufactured, modular or CrossMod® home? When it comes to classifying off-site built homes, deciphering between the terms and lingo can be confusing. Use this quick break down to discover what makes these three types of homes different.



Manufactured Homes

HUD Federal Code

Manufactured Housing Financing

Limited Zoning Opportunities

Appraises only to other Manufactured Homes

Can be placed in a community or on owned land



CrossMod® Homes

HUD Federal Code: Facilities nationwide resulting in faster and lower cost builds.

Conventional 30 Year Financing

Moderate Zoning Opportunities

Appraiser's required to use CrossMod or at least 2 site-built homes

Features and Characteristics Similar to Site-Built



Modular Homes

International Residential Code, State and Local Codes: This limits the number of available facilities nationwide and result in slower build times and higher cost.

Manufactured Housing or Conventional Financing

Can appraise to MH, MOD and Site-Built. No requirement to use site-built or CrossMod for comps.

Features and Characteristics to Site-Built

Multiple ways to leverage CrossMod

Small pocket
subdivisions

Large planned
communities

Scattered site &
urban infill



Dandridge, TN

18 Home subdivision, completed in 11 months with progressively higher sales prices



**Urban
Infill
in
Atlanta**



 Clayton CrossMod.

Atlanta Infill



Atlanta Infill



Atlanta Infill



Large Planned Neighborhood

Homes at Wolf Creek – Overland Park, KS



Homes at Wolf Creek – Overland Park, KS



**Attainable
Homeownership
is about more
than the
purchase price**

eBuilt®

**Reducing homeowner energy
costs and consumption by up to
50%**

- eBuilt is our branding for homes built to meet the Department of Energy's Zero Energy Ready Home standards.
- All CrossMod homes are built to Clayton's eBuilt Standards

Lending, Appraisals, & Appreciation

Lending



[Learn about Manufactured Home Lending here](#)
[Fannie Mae Selling Guide for Manufactured Homes](#)
[Freddie Mac Lending Guide](#)

Appraisals



New Fannie and Freddie Guidelines for CrossMod require 2 site-built comps for appraisals. Additional appraisal information can be found [here](#).

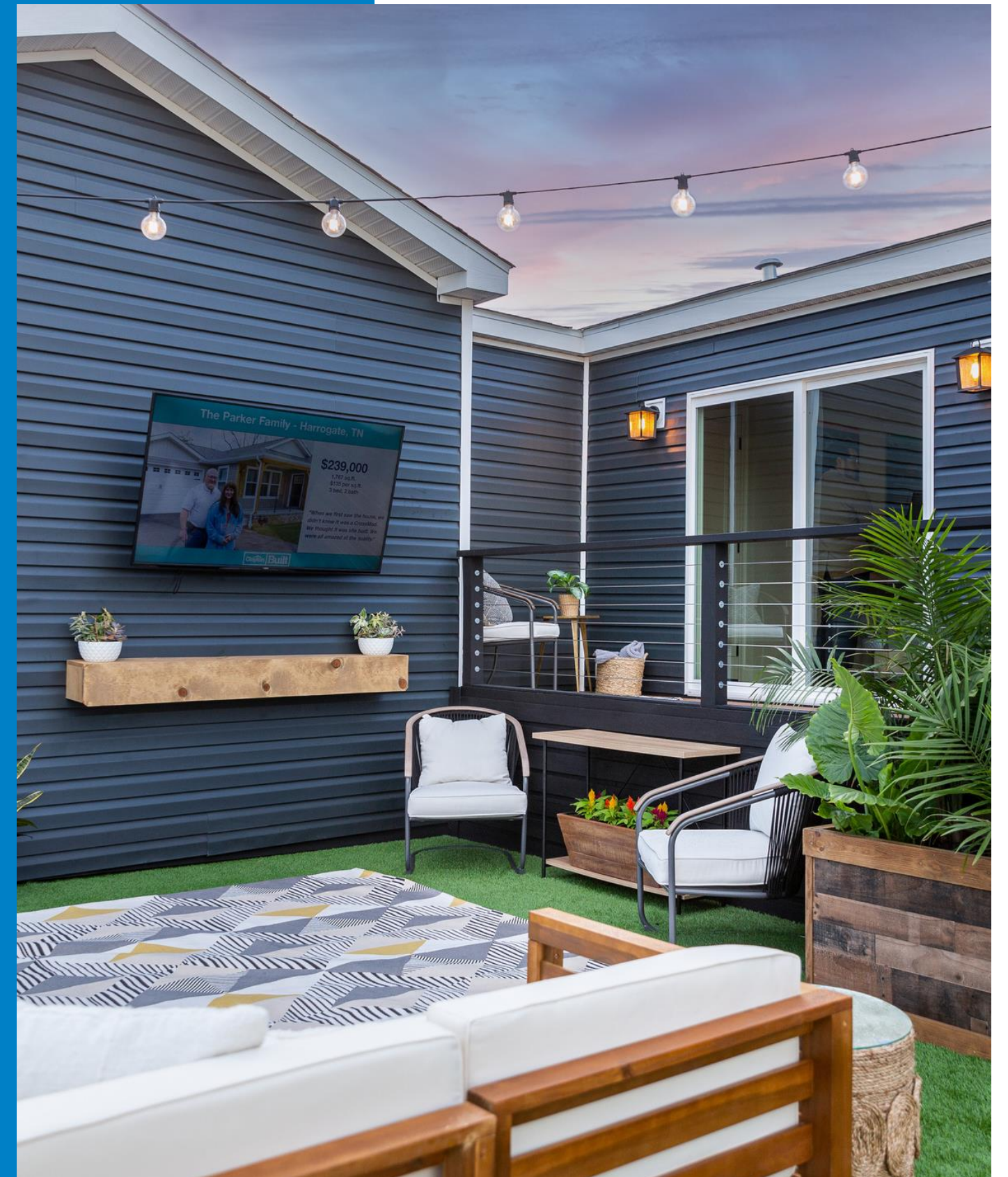
Appreciation



Growing body of research demonstrates off-site built homes appreciate as well as site-built homes, providing wealth building opportunities for families.

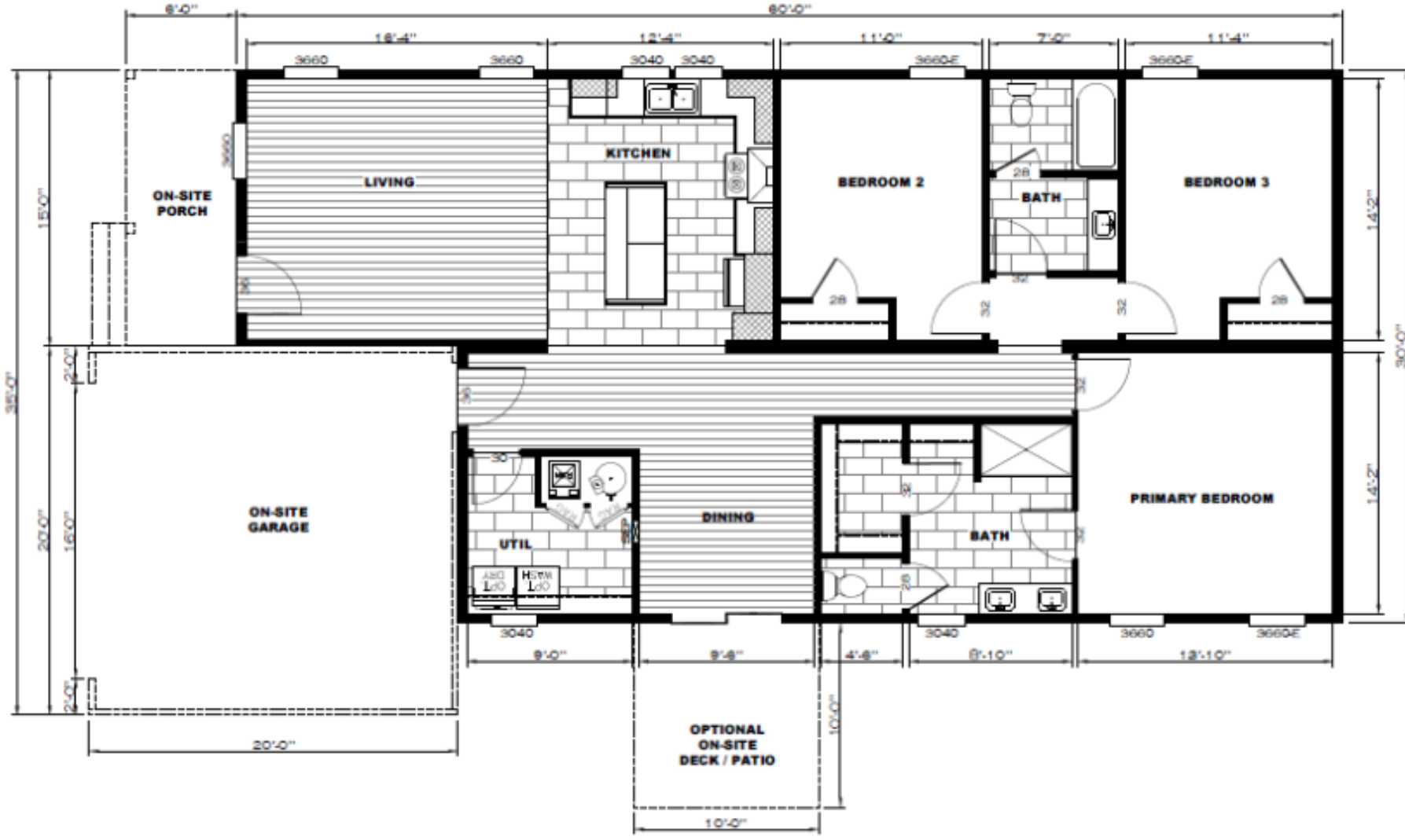
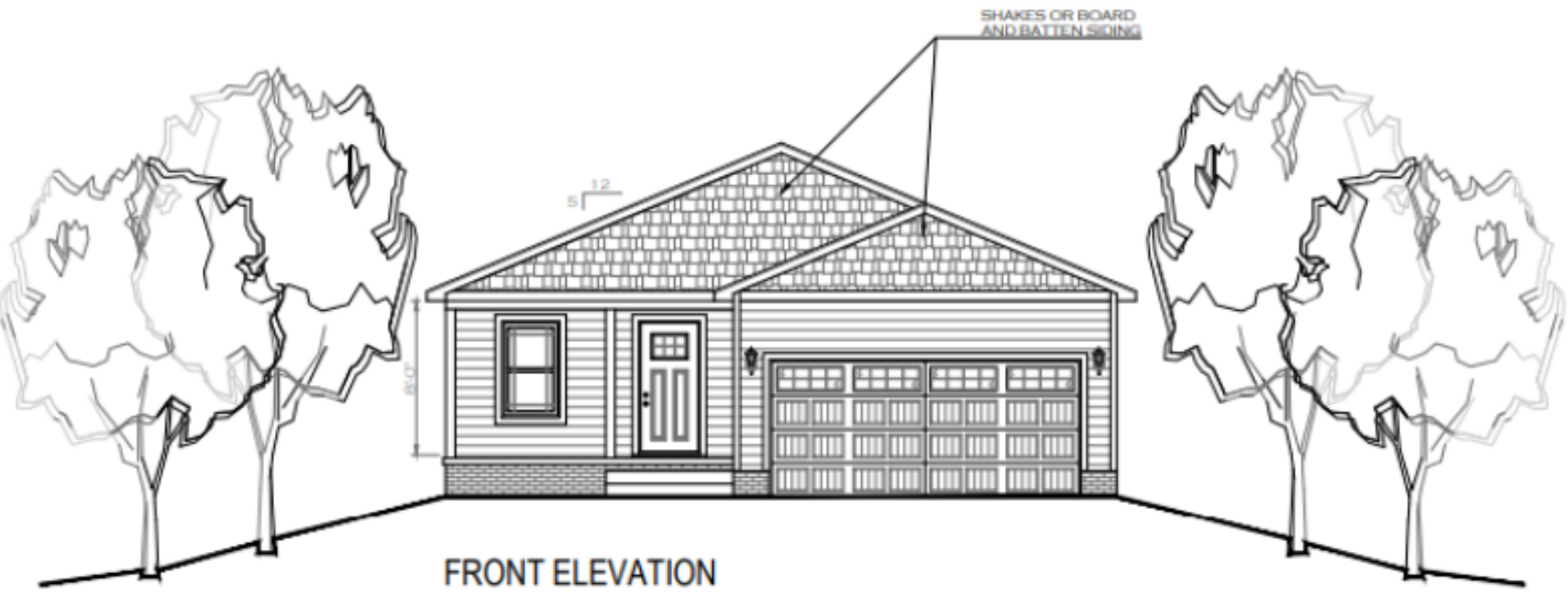
[Read more here.](#)

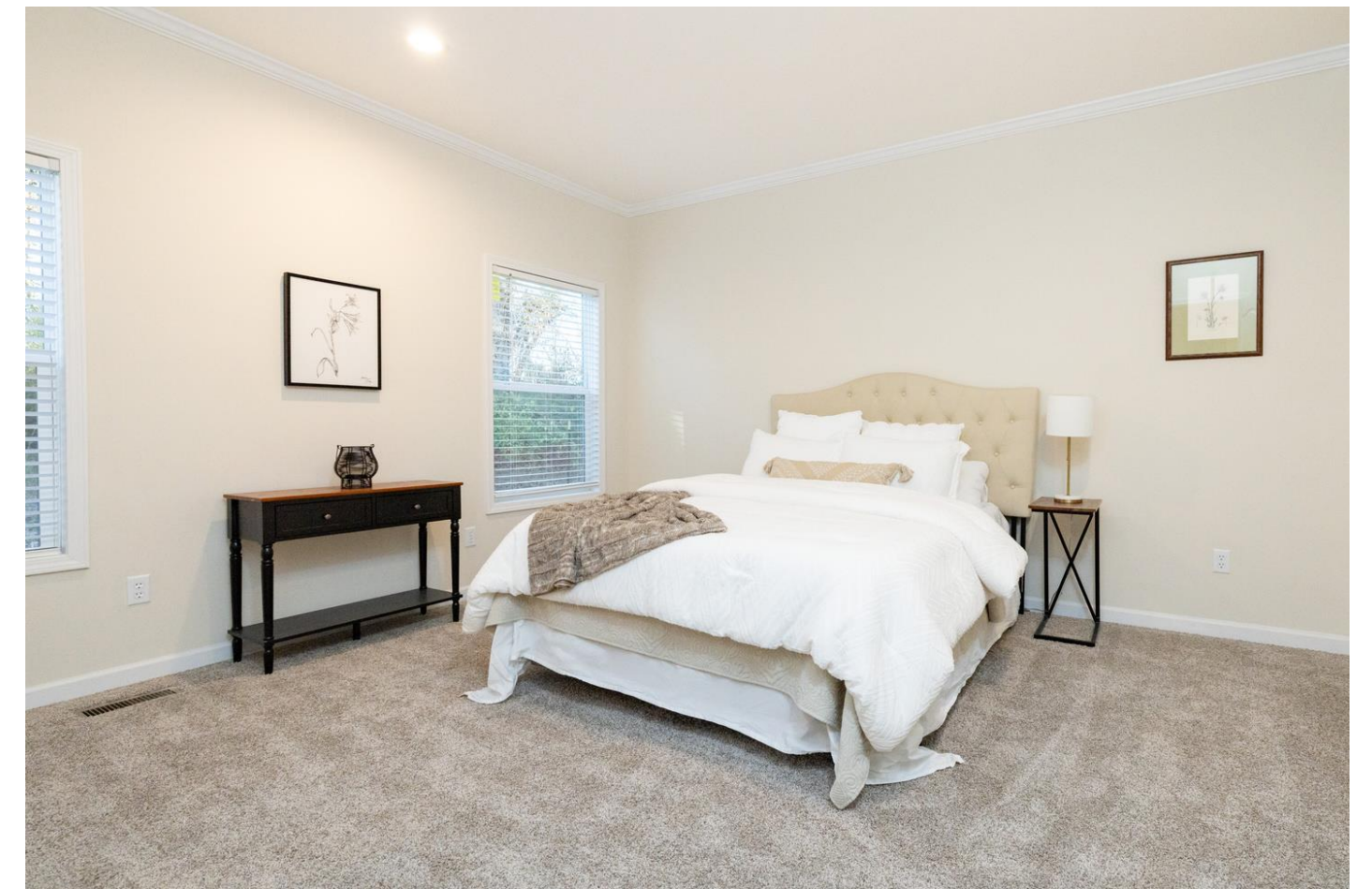
[Additional data from FHFA](#)



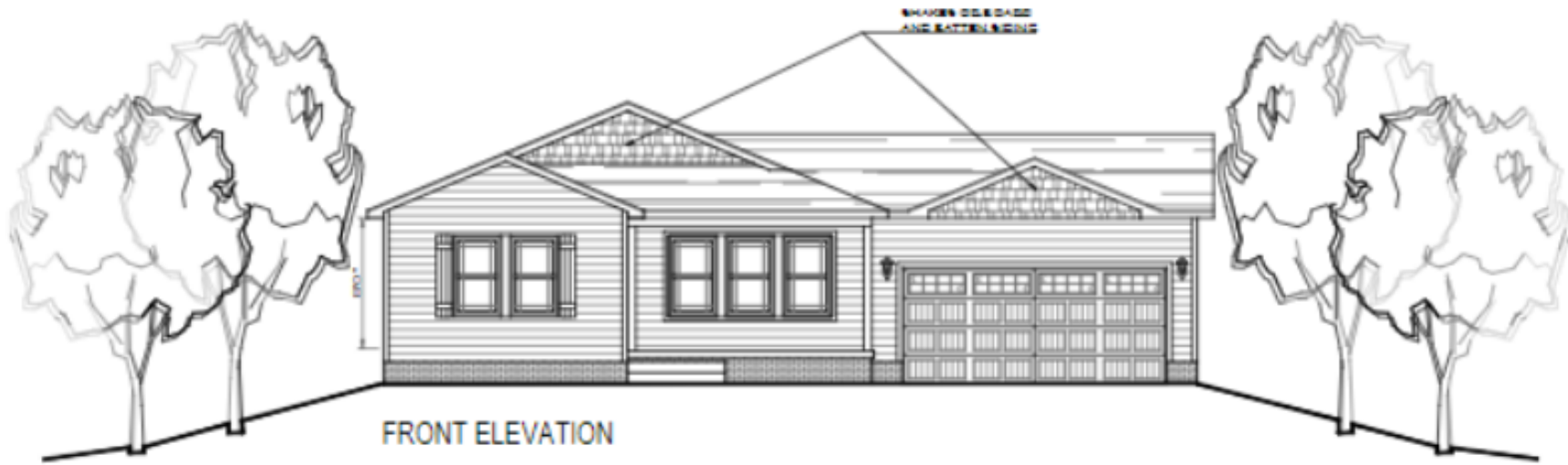
Floor Plans and Options

35 Belmont (30x60)





50 Keeneland (30x58)





64 Hawthorne (30x64)



Hawthorne - 32 x 64







Thank You

Contact:

Ramsey Cohen

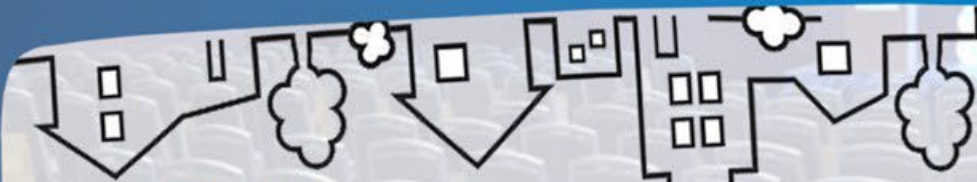
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Ramsey.Cohen@ClaytonHomes.com



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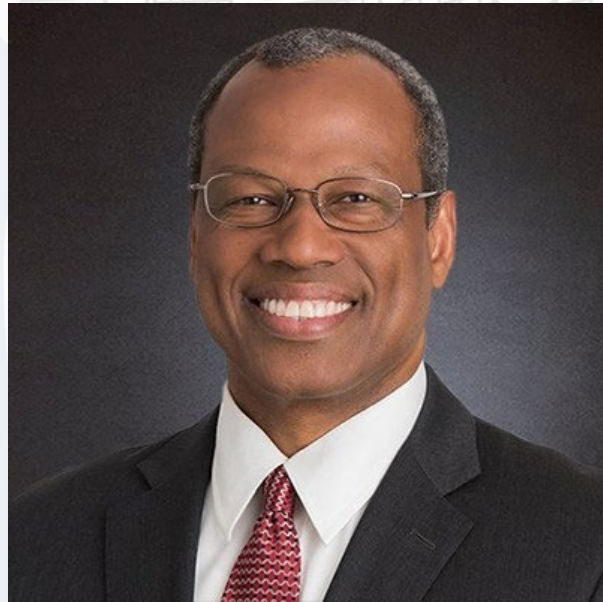


Part III: Where Housing & Infrastructure Meet



Case Study:

2 Peachtree Office-to-Residential Conversions



Egbert Perry

Chairman & CEO
The Integral Group





Council of Quality Growth

INTERSECTION Conference

August 9, 2024

*The Role of Infrastructure in
Office-to-Residential Conversions*

Egbert Perry, Chairman

The Integral Group

Two Peachtree Partners LLC.





State of Commercial Real Estate: Challenges and Opportunities



Innovative Solutions: Public-Private Partnerships and Policy Considerations



How 2 Peachtree Could Impact Downtown Atlanta and the Region





Coca-Cola

ATLANTA IS UNITED

SIGNAGE





Council of Quality Growth

INTERSECTION Conference

August 9, 2024

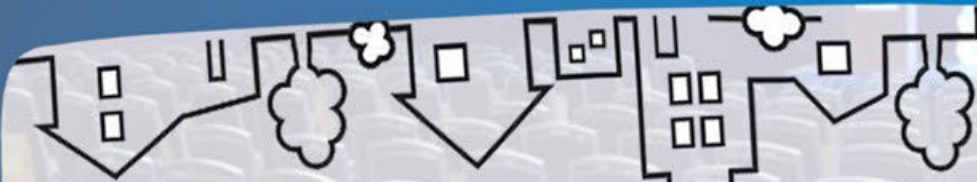
*The Role of Infrastructure in
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Egbert Perry, Chairman

The Integral Group

Two Peachtree Partners LLC.





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Fostering Regionalism

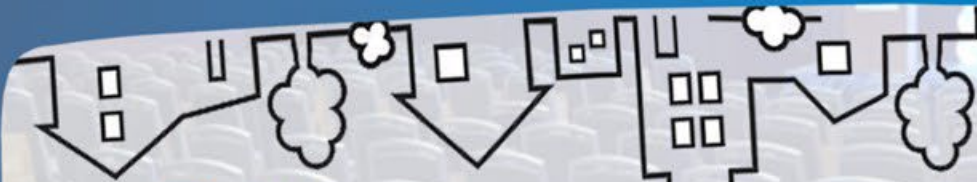


Mayor Michael Caldwell
City of Woodstock
Vice-Chair, Atlanta Regional Commission



Atlanta Regional Commission





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WHERE HOUSING & INFRASTRUCTURE MEET

A Regional Approach

**Mayor
Michael Caldwell**
*City of Woodstock &
Vice Chair, ARC*



Anna Roach
*Executive Director
ARC*

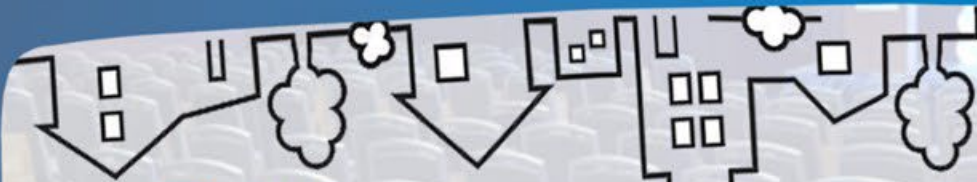


Atlanta Regional Commission



Atlanta Regional Commission





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Part IV: Connecting Our Region



Cleveland's BRT Success Story



Maribeth Feke

Director of Programming & Planning
Greater Cleveland Regional Transit Authority





GCRTA Bus Rapid Transit

HealthLine

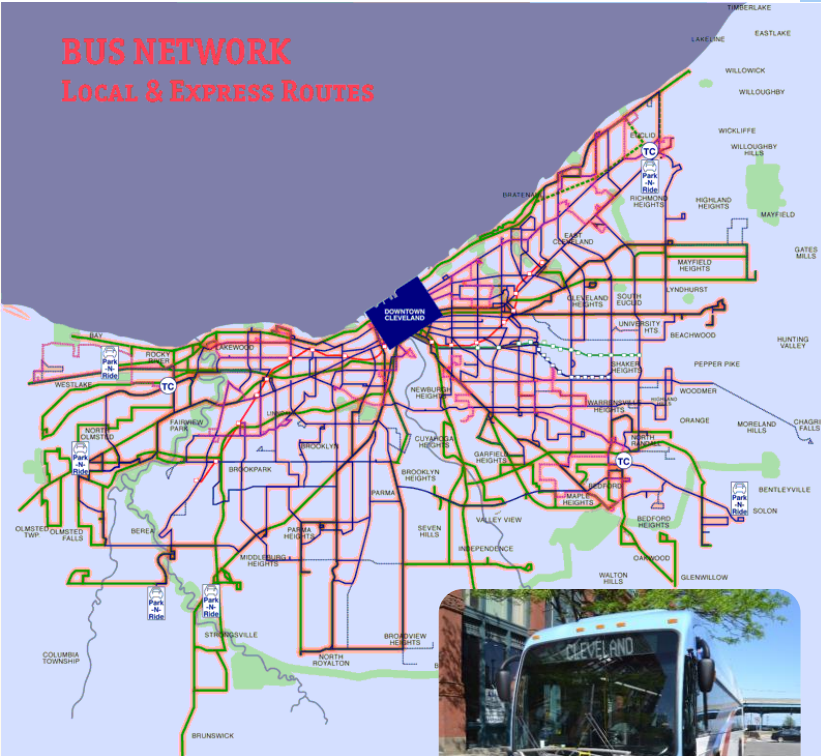


Greater Cleveland RTA Overview

- Service Area
 - Population of 1.5 million
 - 457 sq miles and 59 municipalities
- Customers Served
 - 100,000 – 120,000 on a typical weekday
- Budget
 - \$300 million Operating and \$100-150M Capital
 - 2,300 Employees

BUS NETWORK

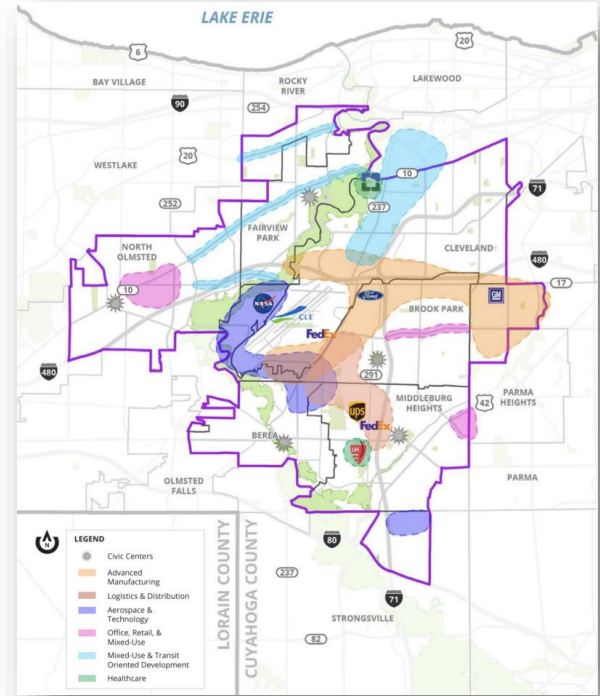
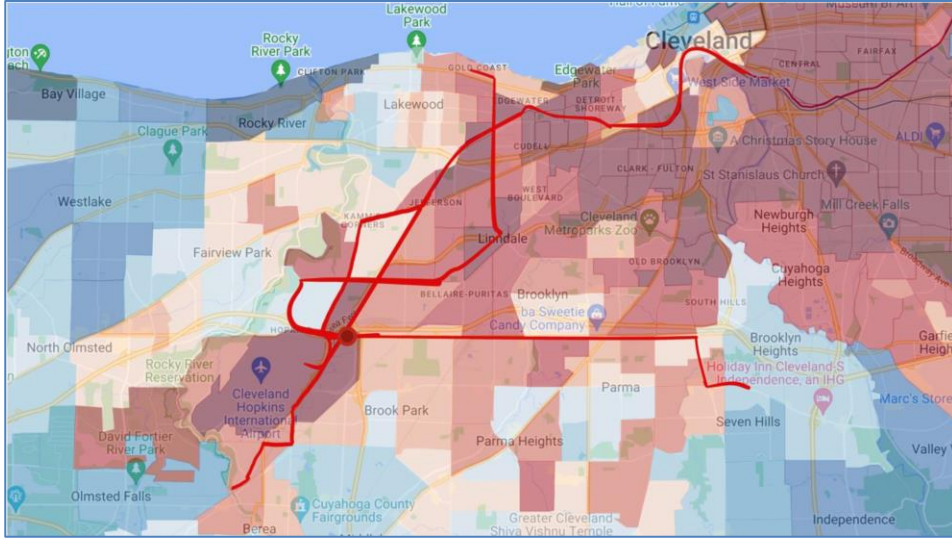
LOCAL & EXPRESS ROUTES



RAIL NETWORK



Micro Transit



Greater Cleveland Regional Transit Authority



NEW Rail Car



Euclid Avenue History



Healthline

- Began Operations in 2008
- \$200 M total project cost
- Building face to building face reconstruction
- New traffic signal, lighting, & communication systems
- Landscaping & irrigation systems
- Public art
- Passenger amenities
- 4.5 miles of dedicated BRT lanes in median
- 2.6 miles of mixed-use BRT lanes in curb
- 36 stations and platforms
- 4.0 miles of bike lanes



HealthLine Right-of-Way



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Capital Cost Comparison - RTA

HealthLine	\$200 Million
Light Rail	\$800 Million*
Heavy Rail	\$1.2 Billion plus*



HealthLine Vehicles



First Generation



New Generation

HealthLine

NBA Championship &
\$9,500,000,000 (that's billion) investment


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Downtown Development



Cleveland State



Cleveland State University



Midtown Development



Greater Cleveland Regional Transit Authority



University Circle



RESULTS

Ridership:

First Year increase 48%

After 10 years increase 64%

Economic Development :

Projected after 20 years \$2.1Billion

Actual after 10 years \$ 9.5 Billion (and growing)

Mobility:

12-minute time savings

Customer Satisfaction:

Very High



AWARDS



ULI Economic Excellence



ASCE Design Excellence



ITDP Standards-Silver Designation
Best In North America

HealthLine Success Factors

- Design is Train-like/permanent
- Stakeholder Support
- Cost was manageable
- Improved Mobility
- Redeveloped Euclid Avenue
- Created blueprint for development

Why BRT?

- Design can be flexible
- Reduced Cost (Capital and Operating)
- Shorter schedule for Construction/implementation
- Investment can be seen
- Buses have wheels and can move rails cannot

CSU Line- Clifton Blvd

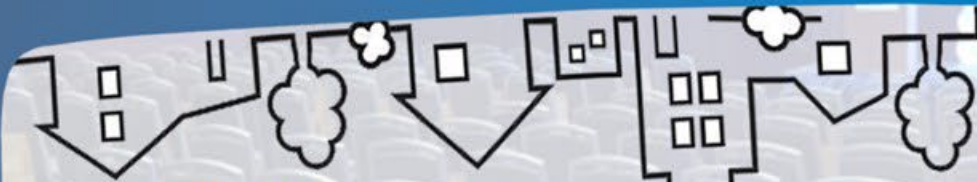
- 19 new Stations built
- Passenger Amenities
- New Bus Fleet
- Peak hour bus lanes
- 28% ridership increase
- New development nodes



Questions?

**Maribeth Feke, Director
Programming & Planning
Mfeke@GCRTA.org**





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Panel Moderator:

ANN HANLON

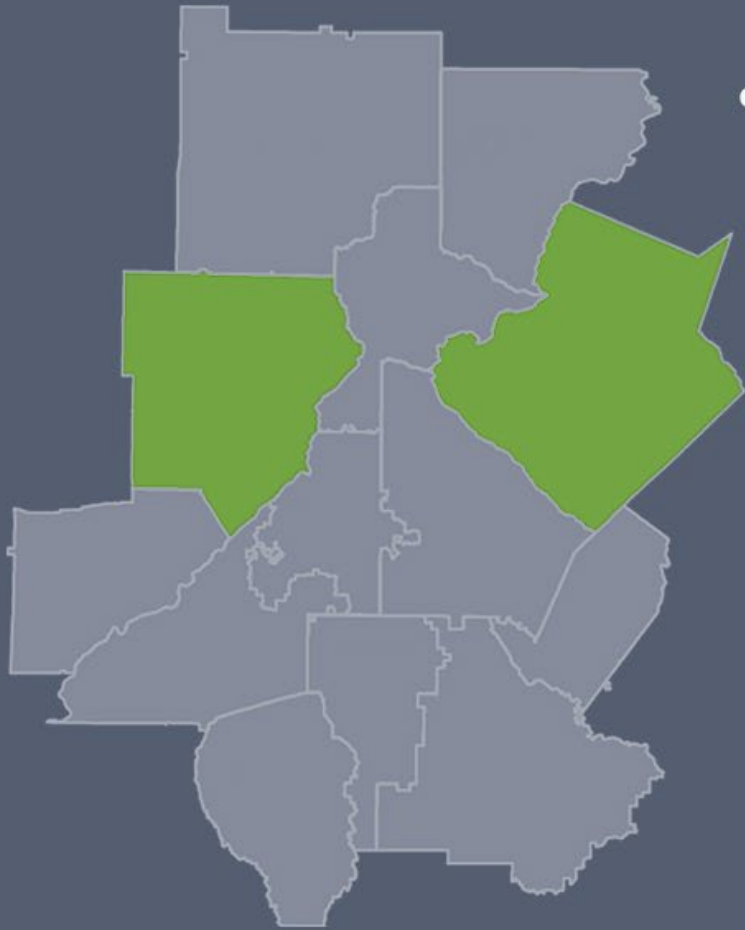
Executive Director
Perimeter CIDs



Perimeter COMMUNITY
IMPROVEMENT DISTRICTS

ERACE

to Regional Connectivity



The Council is your source for the Cobb County Mobility SPLOST and the Gwinnett County Transit SPLOST.

We are proud to provide you with up-to-date information, resources, and timelines to further the vision for regional connectivity.

Visit CouncilforQualityGrowth.org/Transportation

The Race to Regional Connectivity

Moderator



Ann Hanlon

Executive Director, Perimeter CIDs



Chairwoman Lisa Cupid

Cobb County



Chairwoman Nicole Love Hendrickson

Gwinnett County



Gwinnett

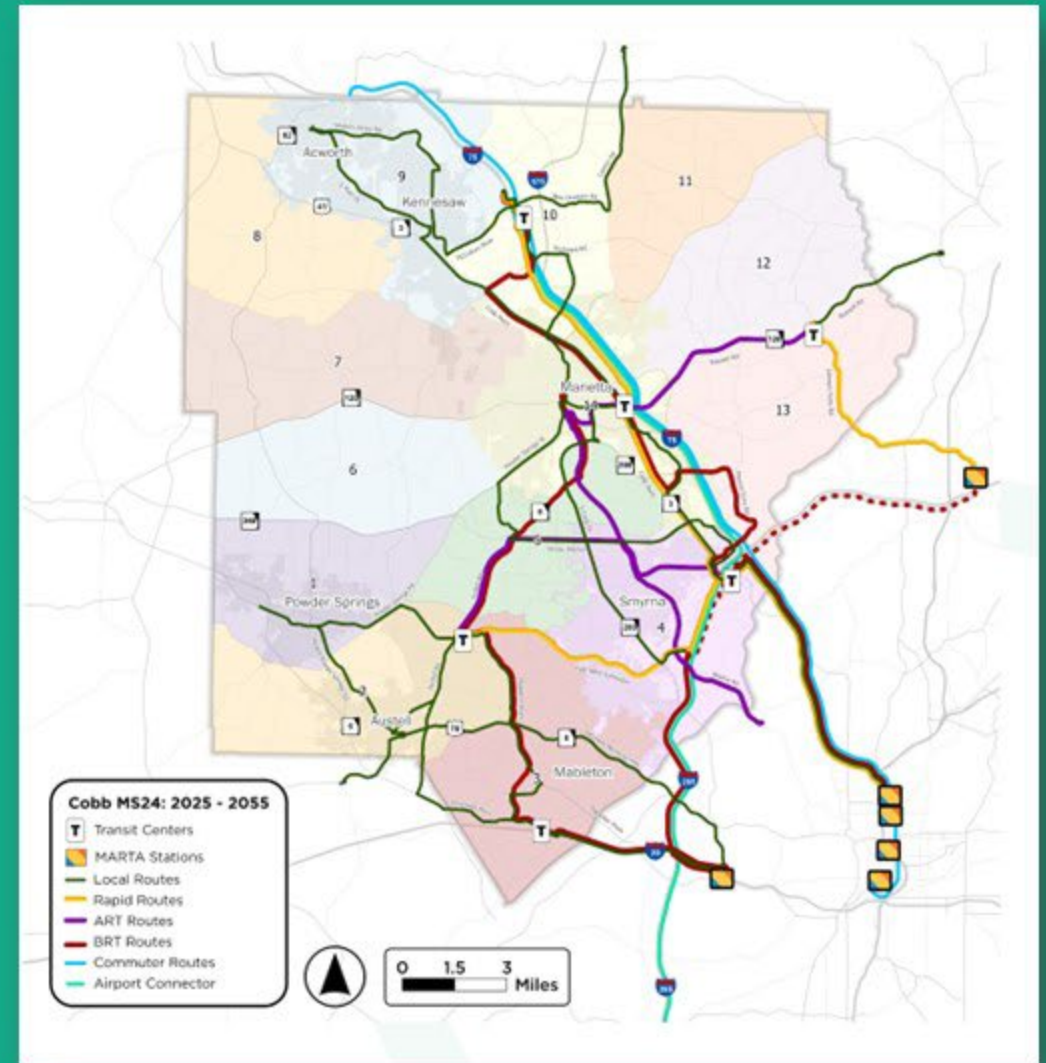




Cobb Mobility SPLOST 2024

MSPLOST PROJECT LIST:

- ✓ **73 Miles** of Bus Rapid Transit
- ✓ **34 Miles** of Arterial Rapid Transit
- ✓ **325 Miles** of Expanded Local, Commuter, and Rapid Transit
- ✓ **6 New/Enhanced Transit Facilities**
- ✓ **100% Microtransit Coverage**
- ✓ **\$1 Billion investment** in Transit Supportive Projects
- ✓ **Transportation Technology**





Gwinnett

Gwinnett Transit SPLOST 2024



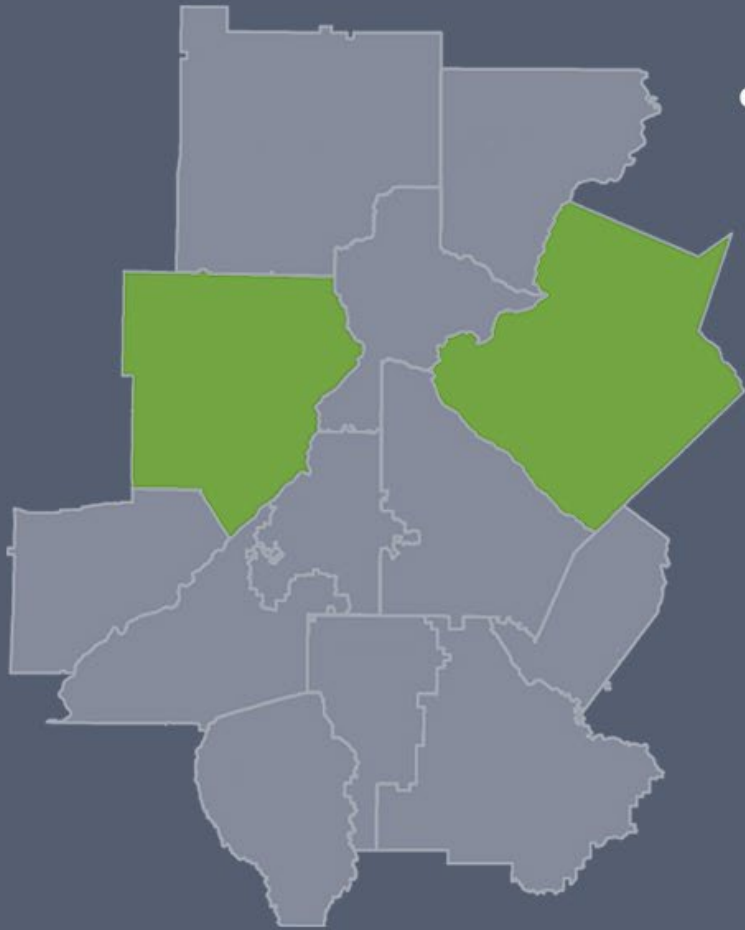
TSPLOST PROJECT LIST:

- ✓ **26 Miles** of Bus Rapid Transit
- ✓ **115 Miles** of Quick Ride BRT Lite
- ✓ **346 Miles** of County Ride
- ✓ **19 New/Enhanced Transit Facilities**
- ✓ **100% Microtransit Coverage**
- ✓ **2 Airport Connectors**
- ✓ **Transportation Technology**



ERACE

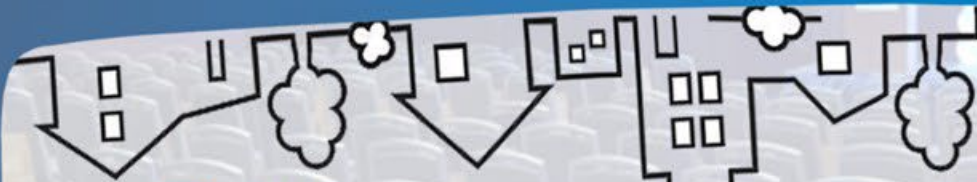
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