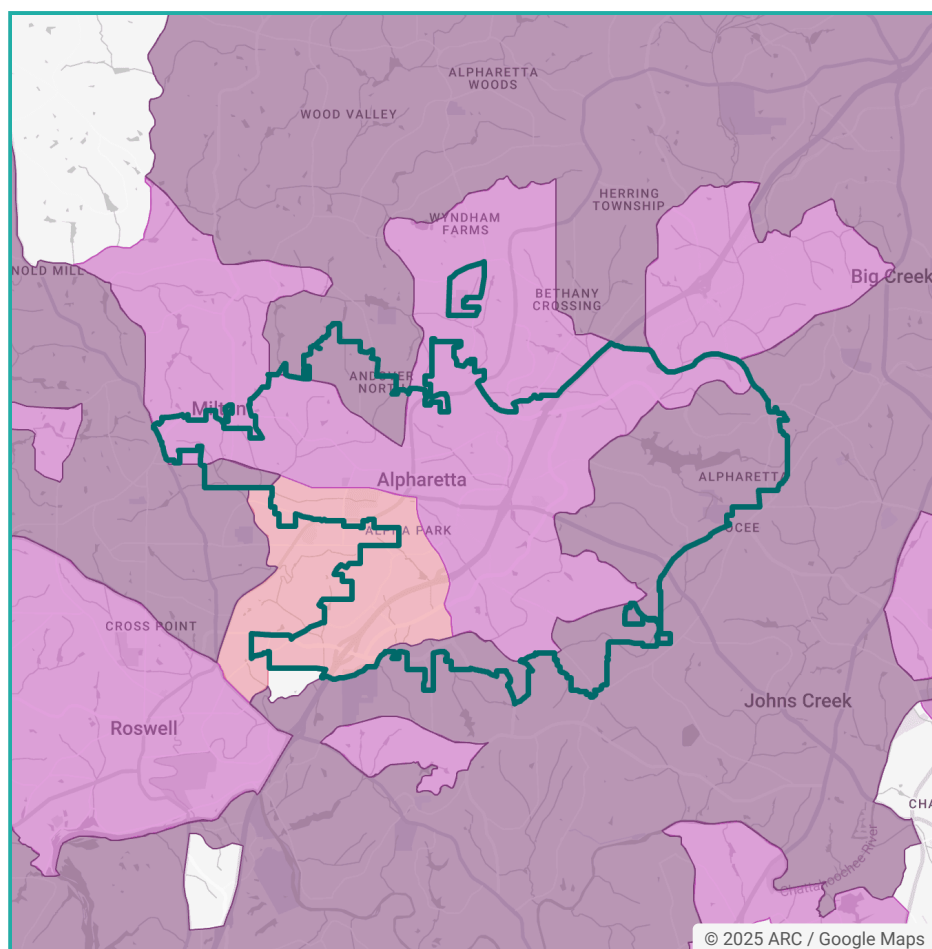




- **52% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- **33% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**
- **15% SUBMARKET 2: HIGHER-PRICED URBAN EMPLOYMENT CENTERS**



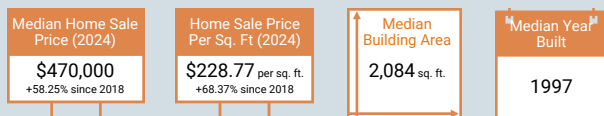
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TOP SUBMARKET(S) BY PERCENTAGE

Submarket 5: Higher-Priced Suburban Employment Corridors & Town Centers

Moderate-to-higher-priced suburban neighborhoods near employment centers with a mix of single family and multifamily units housing both renters and owners.

- Low proportion of residents in poverty (along with 1 & 6)
- Mostly owners, albeit with a higher proportion of renters than 6
- Mix of SF and MF housing units
- Low proportion of cost-burdened owners (along with 6)



Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[DATA EXPLORER](#)

Submarket 6: Higher-Priced Suburban Neighborhoods

Moderate-to-higher-priced suburban neighborhoods consisting almost entirely of single family homes.

- Low proportion of residents in poverty (along with 1 & 5)
- Mostly owners
- Mostly SF housing units
- Low proportion of cost-burdened owners (along with 5)



Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[DATA EXPLORER](#)

TOP ACTION STEPS

- Increase Supply

 - Allow and incentivize innovative housing types
 - Identify targeted areas appropriate for higher density
 - Mandate and incentivize affordable housing through inclusionary zoning
- Expand Capital Resources

 - Establish local housing funding resources and programs
 - Identify regional funding mechanisms
- Develop Leadership & Collaboration on Affordability

 - Identify housing needs through planning
 - Support local leaders through regional programs
- Preserve Affordable Supply

 - Create preservation programs and partnerships
 - Inventory affordable housing stock
- Promote Housing Stability

 - Connect to resources and establish partnerships
 - Identify and educate on housing instability
- Reduce Housing & Transportation Costs

 - Incentivize or mandate affordability near transit and jobs
 - Increase walkability

CITY SNAPSHOT

Median Home Sale Price (2024)	\$667,000
Change in Median Home Sale Price (2019-24)	+64%
Home Sale Price Per Sq Ft (2024)	\$280.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+73%
Median Building Area of Home Sales (2024)	2,347 sq ft

Data source: ARC analysis of ATTOM Data Solutions’ home sale transactions, 2019-2024. Explore this data further in the [DATA EXPLORER](#)

LEARN MORE

- [Explore Alpharetta City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/alpharetta/) (https://metroatlhousing.org/cities/alpharetta/)
- [Explore Housing Strategy Resource](https://metroatlhousing.org/resources) (https://metroatlhousing.org/resources)
- [Explore ARC Housing Success Stories](https://atlantaregional.org/what-we-do/housing) (https://atlantaregional.org/what-we-do/housing)