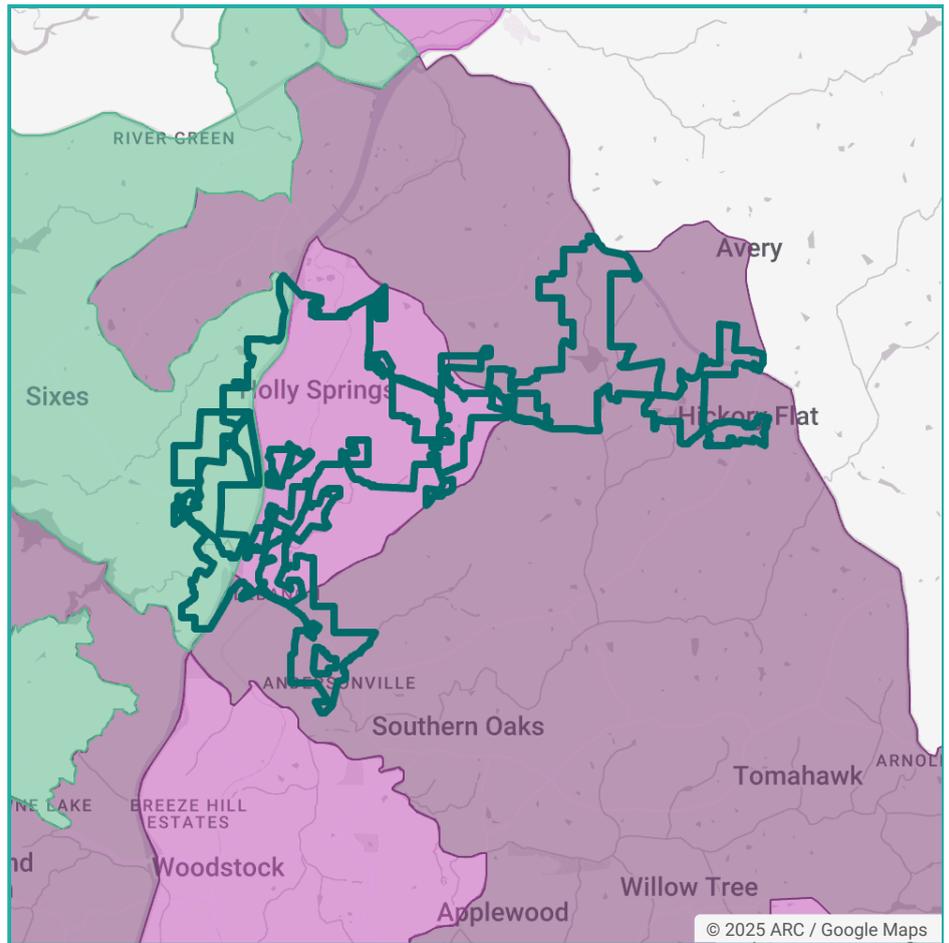




- 41% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS
- 28% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS
- 17% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS
- 14% NOT COVERED BY SUBMARKET



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
- 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

- Increase walkability
- Reduce costs of housing near transit and amenities

CITY SNAPSHOT

Median Home Sale Price (2024)	\$455,000
Change in Median Home Sale Price (2019-24)	+58%
Home Sale Price Per Sq Ft (2024)	\$199.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+74%
Median Building Area of Home Sales (2024)	2,319 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 Holly Springs City on the Metro Atlanta Housing Strategy Toolkit website](https://metroathousing.org/cities/holly-springs/) (https://metroathousing.org/cities/holly-springs/)
- [Explore Housing Strategy Resource](https://metroathousing.org/resources) (https://metroathousing.org/resources)
- [Explore ARC Housing Success Stories](https://atlantaregional.org/what-we-do/housing) (https://atlantaregional.org/what-we-do/housing)