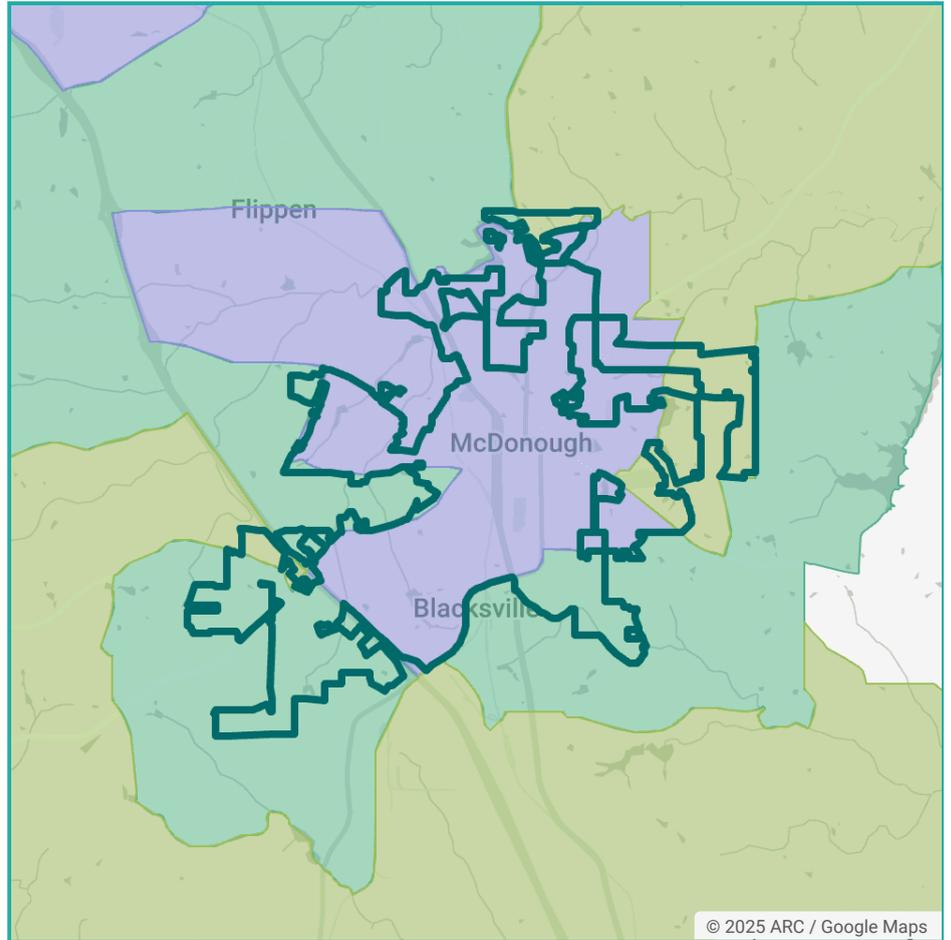




- 64% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS
- 24% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS
- 12% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL



TOP SUBMARKET(S) BY PERCENTAGE

Submarket 8: Below-Median Priced Suburban Employment Corridors & Town Centers

Lower-priced moderately-sized suburban homes in neighborhoods mostly consisting of homeowners, albeit with an increasing proportion of renters.

- High proportion of investor-owned properties (along with 7 & 9)
- Mostly owners, albeit with highest proportion of renters among suburban and rural submarkets
- Mix of SF and MF housing units
- Lowest median household incomes among suburban and rural submarkets
- Highest proportion of households with no vehicle among suburban and rural submarkets
- Low proportion of cost-burdened renters (along with 7)



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

[DATA EXPLORER](#)

Submarket 7: Below-Median Priced Suburban Neighborhoods

Lower-priced suburban neighborhoods with both single-family owners and a large, rapidly-increasing number of single-family renters.

- High proportion of investor-owned properties (along with 8 & 9)
- Mostly owners
- Mostly SF housing units
- Low proportion of cost-burdened renters (along with 8)



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

- Form committees and work groups for housing
- Support local leaders through regional programs

Preserve Affordable Supply

- Address blight
- Create preservation programs and partnerships

Promote Housing Stability

- Establish housing stability policies and programs
- Reduce evictions and homelessness

Reduce Housing & Transportation Costs

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

CITY SNAPSHOT

Median Home Sale Price (2024)	\$310,000
Change in Median Home Sale Price (2019-24)	+56%
Home Sale Price Per Sq Ft (2024)	\$146.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+60%
Median Building Area of Home Sales (2024)	2,079 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 McDonough City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/mcdonough/) (https://metroatlhousing.org/cities/mcdonough/)
- [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)