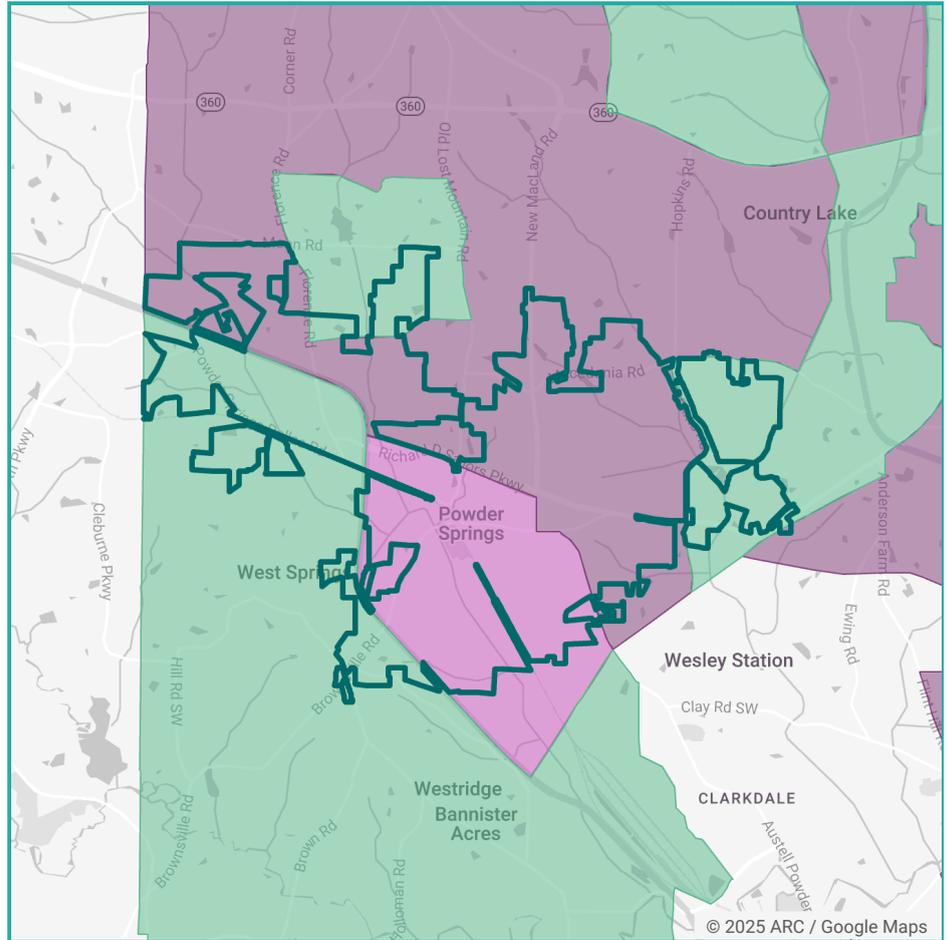




- **43% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**
- **30% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- **27% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**



### TOP SUBMARKET(S) BY PERCENTAGE

#### 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](#)

#### 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
- Support smaller homes and ownership opportunities

#### 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

- Connect property owners with resources
- 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)	\$300,500
Change in Median Home Sale Price (2019-24)	+43%
Home Sale Price Per Sq Ft (2024)	\$196.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+68%
Median Building Area of Home Sales (2024)	1,578 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 Powder Springs City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/powder-springs/) (https://metroatlhousing.org/cities/powder-springs/)
- [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)