Jackson County

Housing Assessment

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What will we cover today?

1) Three main housing-related issues facing Jackson County
2) Local context & values
3) Potential solutions

Our Housing Context

How is Georgia changing? Why is housing important?

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How is our state changing?

~4 million

People added to GA since 1990

People coming to GA through 2050

Atlanta Region
+1.72 million

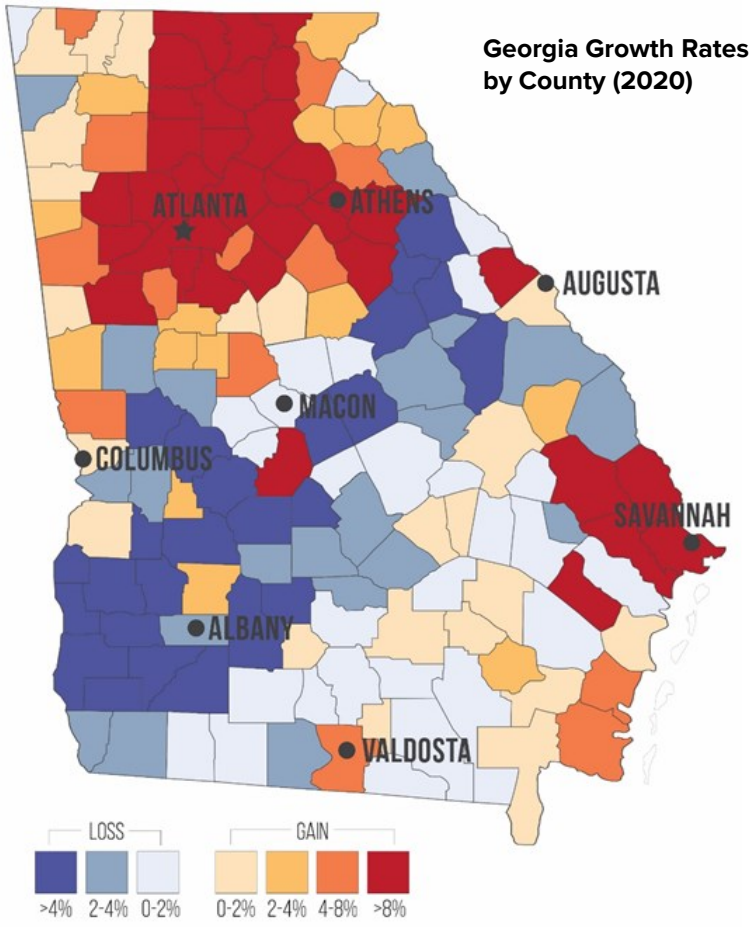
North GA
+750,000

How is our state changing?

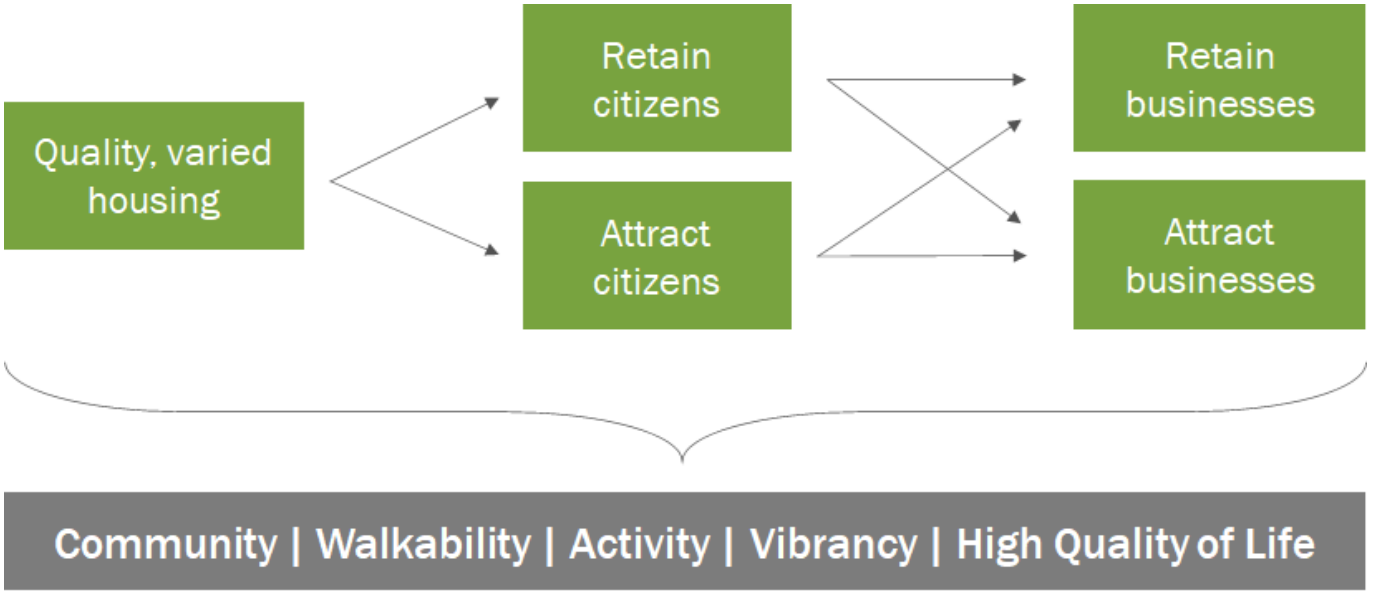
What we need our land to support:

Jobs & employment
Housing & people
Utilities & infrastructure
Ecological services & habitat
Outdoor recreation & natural resources

Intentional and thoughtful decisions about land put our communities in greatest control of their future economic resilience.



Why is housing important? *Competitive Positioning*



Housing Core Values:

1) Housing should ***respond*** to big economic development wins

1) Housing should ***drive*** small economic development growth

1) Housing should ***accommodate*** everyone, from factory floor employees to C-suite executives

Housing Trends

& Current Conditions

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Who does Jackson County serve?

Population Estimates (2020):

- **Jackson County:** 75,907
- **Jefferson**: 13,233
- Braselton: 11,452 (incl. other counties) (2019 data)
- Commerce: 7,387
- Hoschton: 2,666
- Maysville: 1,941 (incl. other counties) (2019 data)
- Arcade: 1,884
- Nicholson: 1,808
- Pendergrass: 1,692
- Talmo: 257

Household Estimates (2019):

- **Jackson County:** 23,166
- **Jefferson:** 3,933
- Braselton: 3,779 (incl. other county shares)
- Commerce: 2,547
- Maysville: 645 (incl. other counties) (2019 data)
- Hoschton: 591
- Arcade: 548
- Nicholson: 523
- Pendergrass: 217
- Talmo: 96

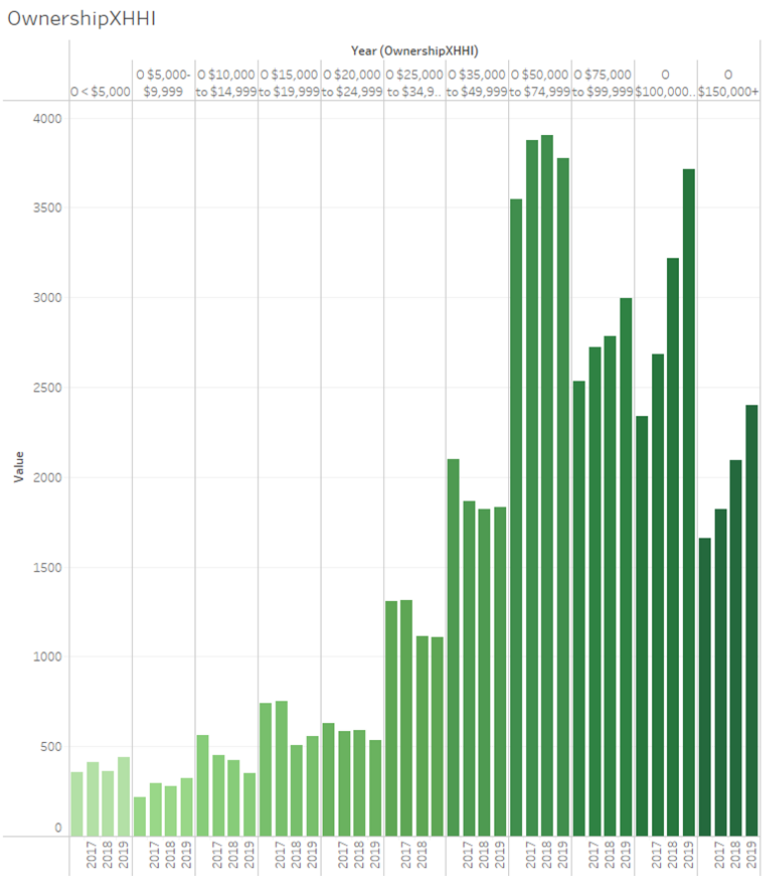
Who will Jackson be?

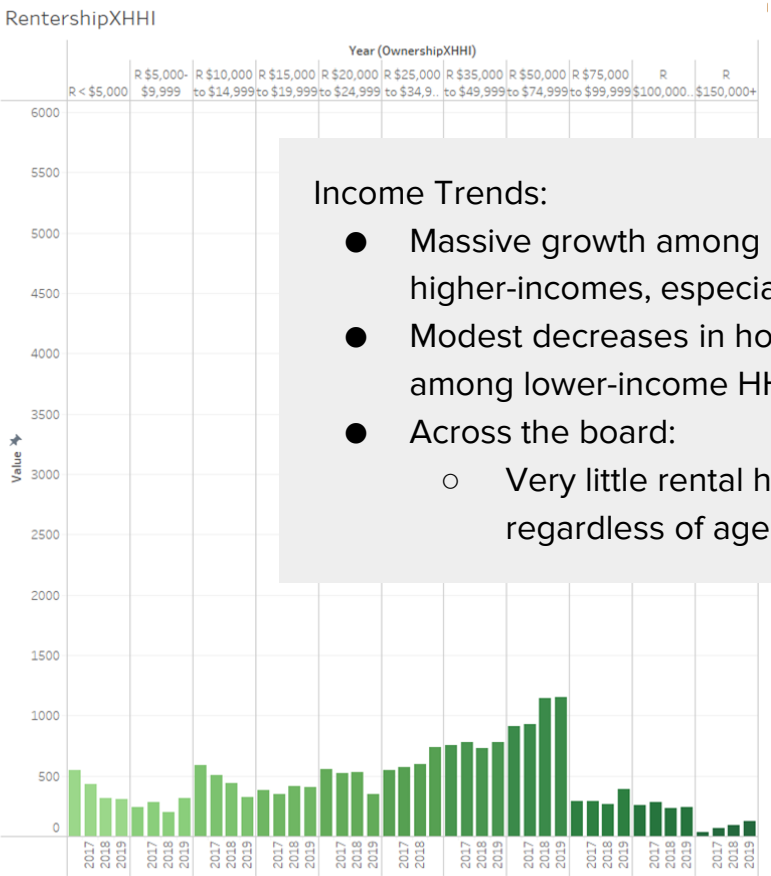
Current Population:
67,885
Projected Population:
120,345 (2050)

Current Households: 23,166
Projected Households:
~47,000

Jackson County wants to be a community in which a household can enjoy a high quality of life no matter their means. In order to achieve this, growth must be accommodated and planned for, not ignored.

Who does Jackson County serve?

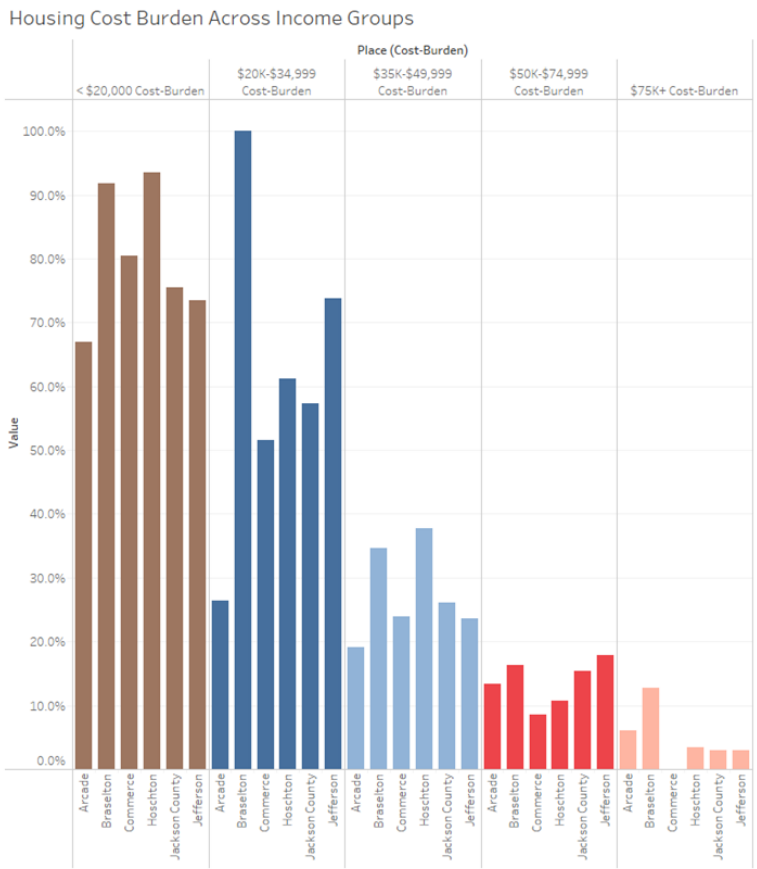


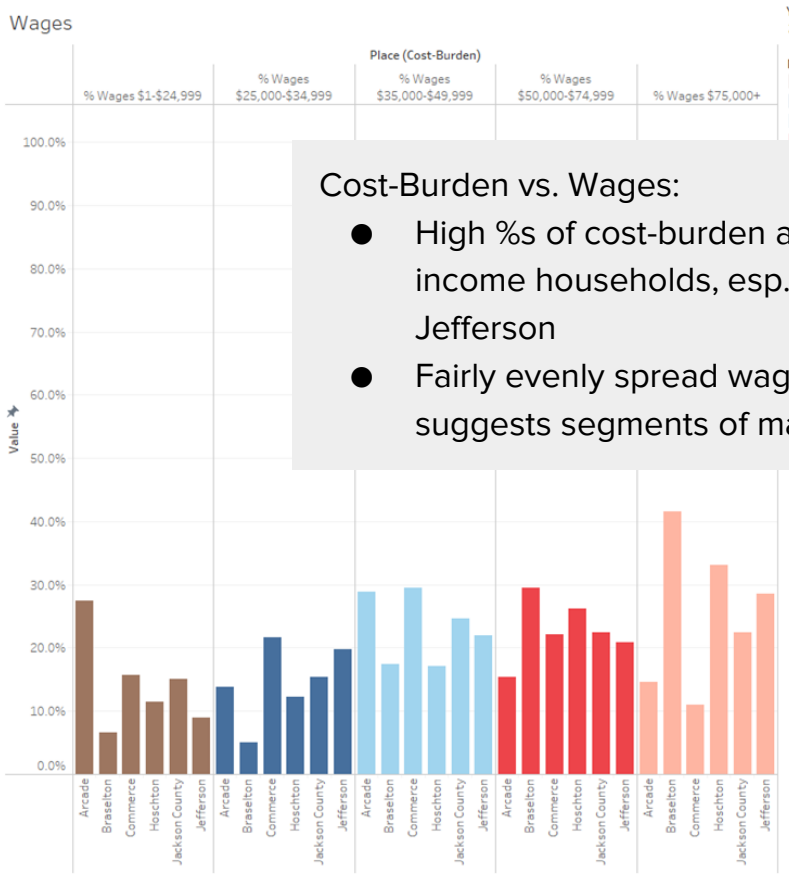


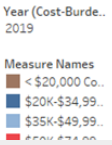
Income Trends:

- Massive growth among homeowners of higher-incomes, especially six figures & up
- Modest decreases in homeownership among lower-income HHs
- Across the board:
  - Very little rental housing stock, regardless of age or income

Who does Jackson County serve?



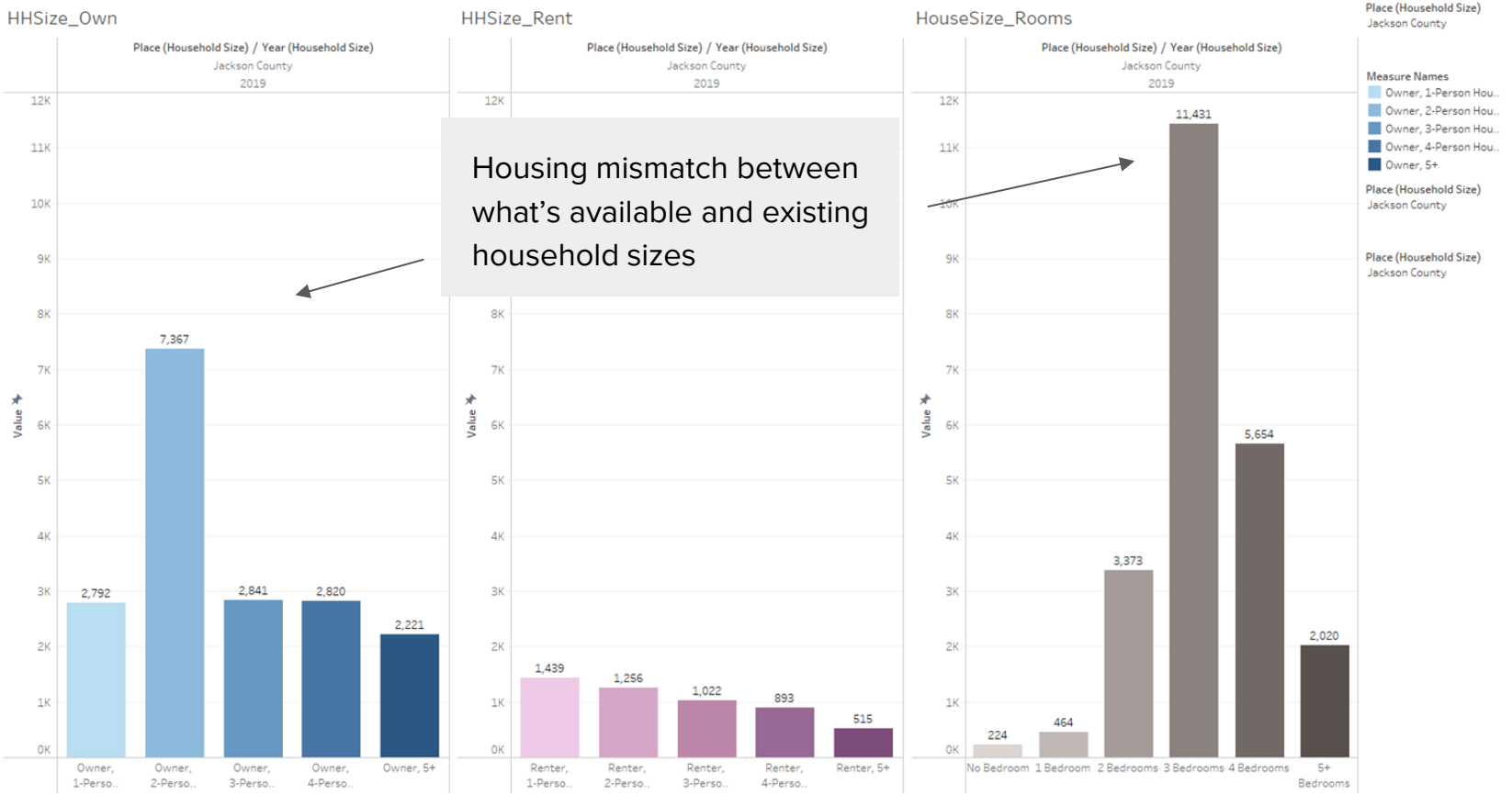




Cost-Burden vs. Wages:

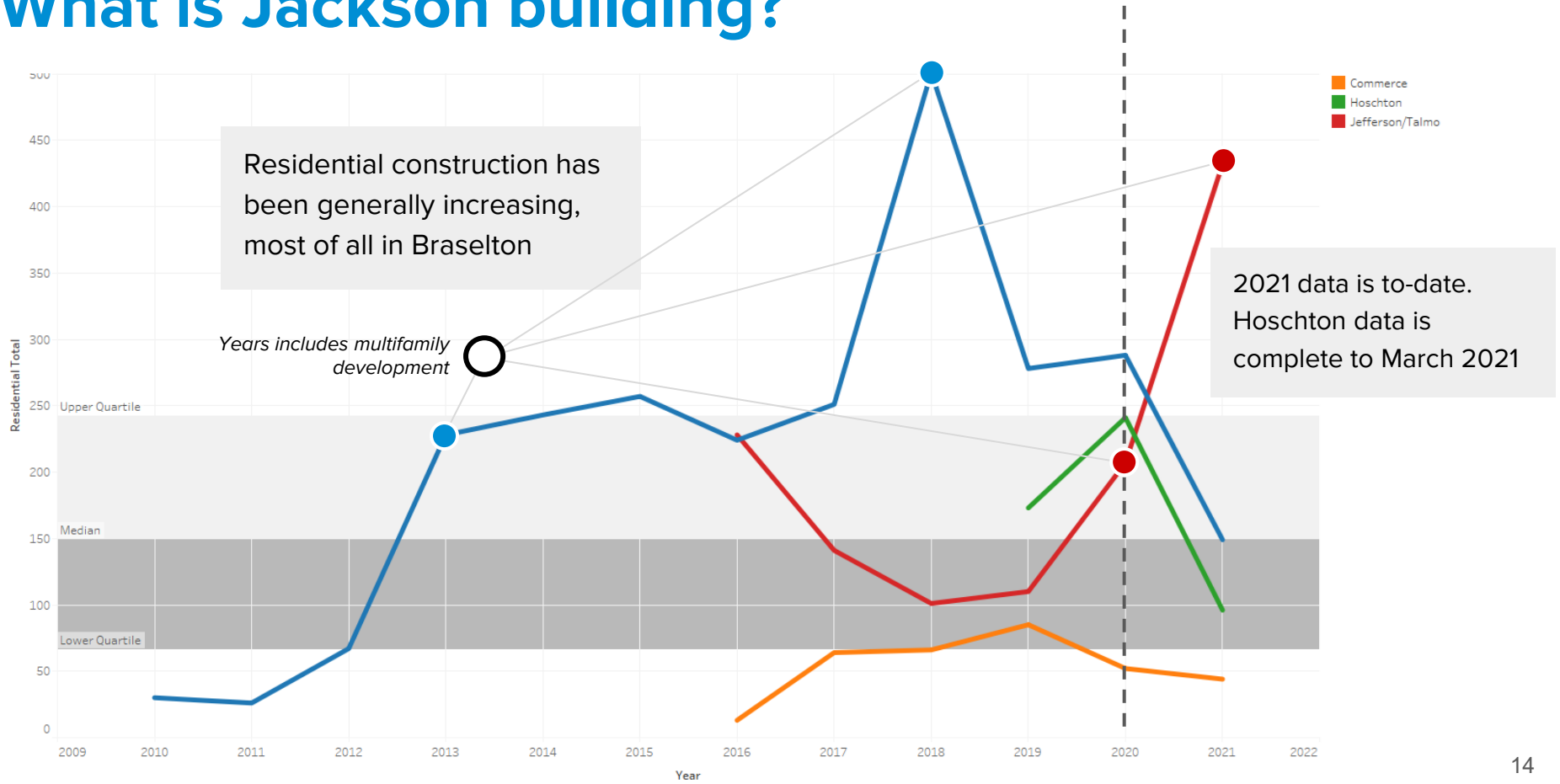
- High %s of cost-burden among lower-income households, esp. in Braselton and Jefferson
- Fairly evenly spread wage distribution suggests segments of market underserved

What housing stock does Jackson have?



Housing mismatch between what's available and existing household sizes

What is Jackson building?



The trend of sum of Residential Total for Year. Colour shows details about Jurisdiction. The view is filtered on Year, which ranges from 2010 to 2021.

What is Jackson building?

A 12-month moratorium on all new residential development in unincorporated Jackson County is in place. Commercial and industrial building permits are not restricted.

This provides Jackson County leaders with an opportunity to create a comprehensive housing strategy that:

- promote varied housing types,
- supports economic development, and
- fosters a tight-knit, vibrant community.

What does all this data mean?

Two main findings:

1. Demographic trends show that Jackson County is adding a large share of higher-income households.
2. Building stock data show that there is significant housing mismatch between the size of homes in Jackson and the households they accommodate.

Gap 1: Rapid Growth in High-Income HHs

A significant amount of wealthier households (HHs) has made Jackson County home in recent years.

When units of appropriate type and price point are not added, higher-earning HHs are able to price out lower-earning HHs, which significantly limits housing choices for lower-earning HHs.

Gap 2: Significant Housing Mismatch

Housing mismatch (n.): the difference between what households want or need from their housing and what is available to rent or own.

Facts:

1. # of smaller units < # of smaller households
2. # of larger units far exceeds # of larger households in most communities

This indicates a lack of appropriate housing options *for people who want them*.

Influencing Outcomes

How do your goals and your policies align?

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Influencing Outcomes - Policy and Results

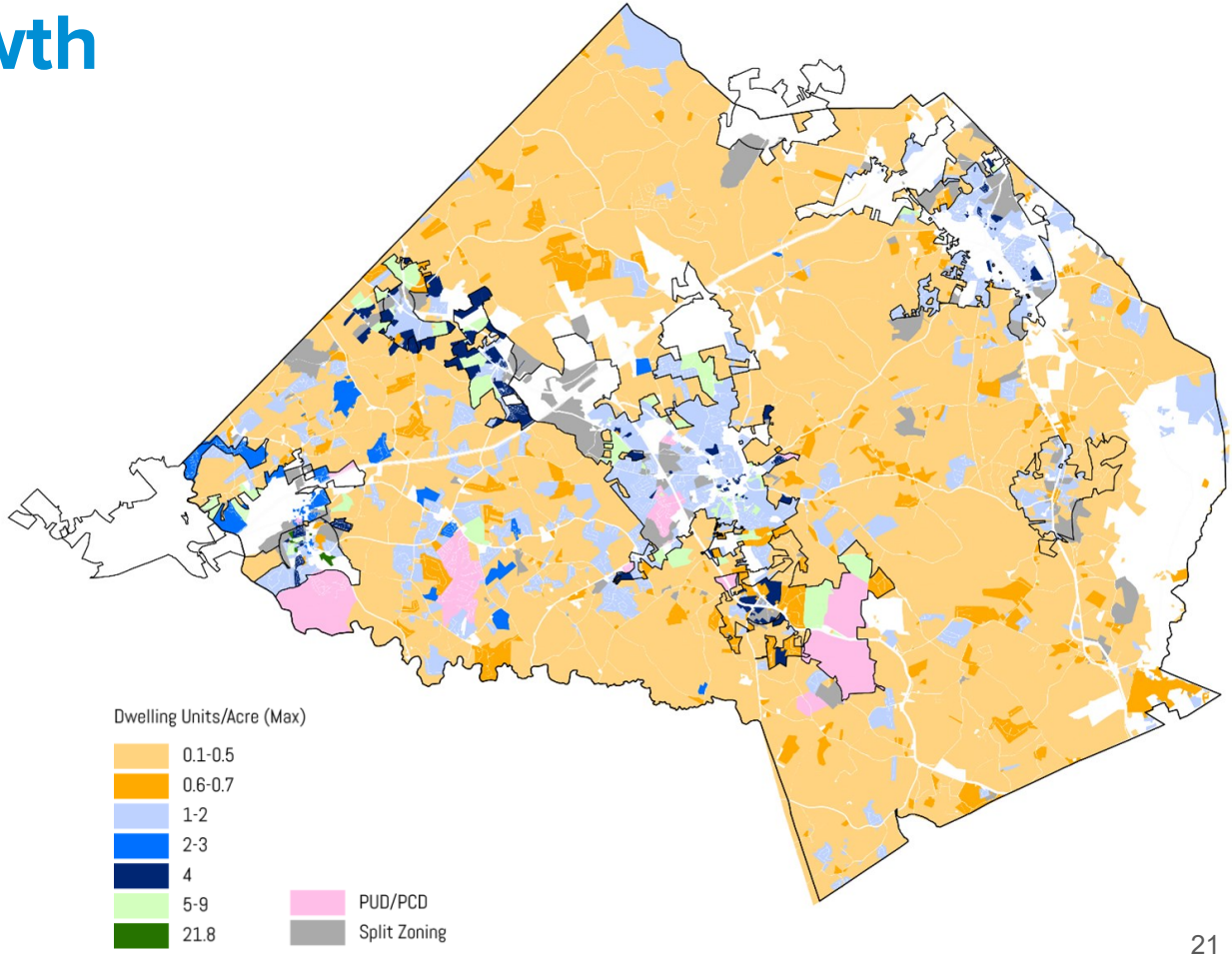
Three Tools:

1) ***Density Regulations*** that channel how much growth can go where
2) ***Housing Type Regulations*** that say where single-family and other types of housing can be built
3) ***Special Districts*** that allow for more unique, out-of-the-box developments

*All of these are elements of **zoning and land use (policy)**, which influence the outcome of the **built environment (results)***

Channeling Growth

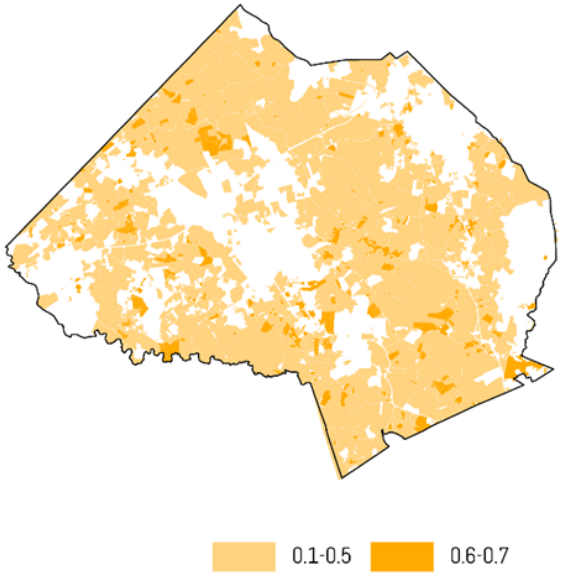
1) Lower-density areas usually in unincorporated lands, higher-density areas usually in municipalities
2) Growth preferably channeled near core areas
3) Allowable densities in Jackson Co. are relatively low



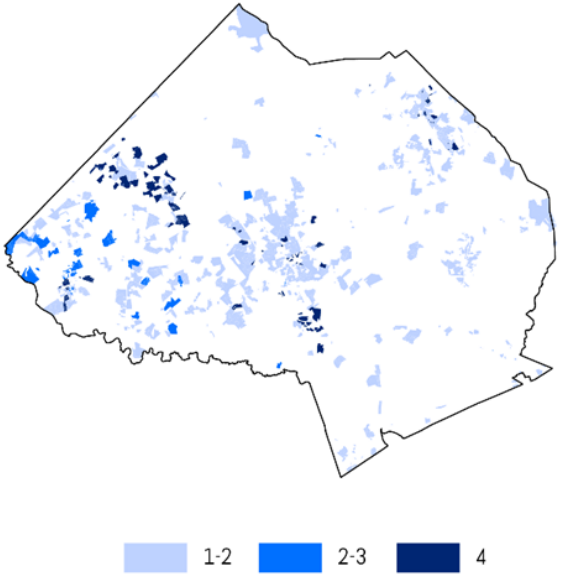
Channeling Growth

1) Higher density zones are more often in incorporated areas, though not always

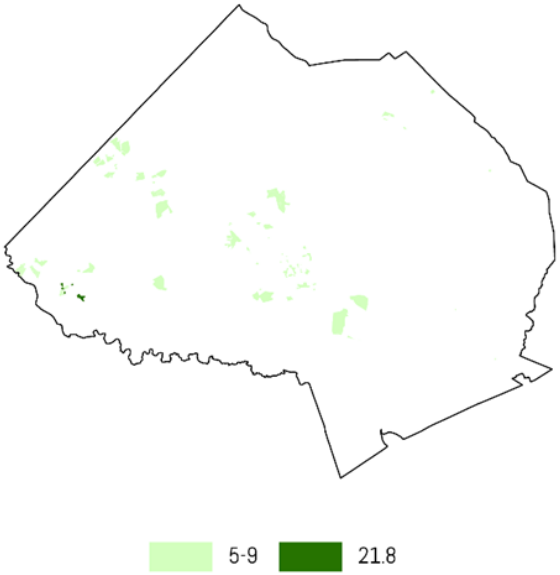
Agricultural-Residential



In-Town Residential



Higher Density Pockets



Promoting Varied Housing Types

1) Housing is better placed in areas with access to amenities, like in or near downtowns. It is logical that the greatest number and concentration of people would pair with well-serviced areas.
2) Some developed multifamily housing is within a half-mile of downtown, as the crow flies.
3) Other developments, including many subdivisions, are “stranded” -- far from other land uses.
4) The multifamily highlighted represents small & medium apartments and duplexes.

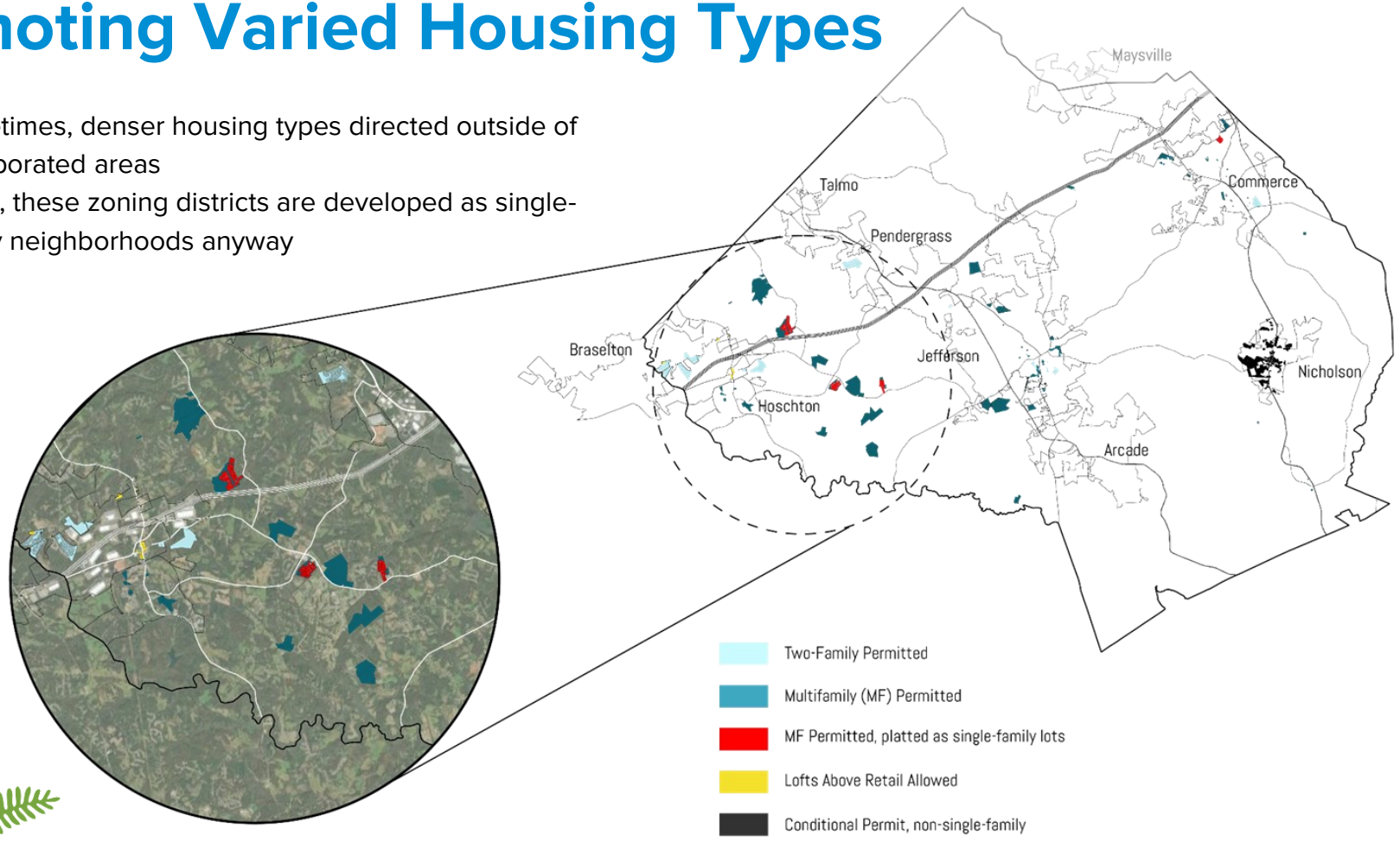
.5 mile radius

1 mile radius

Developed multifamily

Promoting Varied Housing Types

1) Sometimes, denser housing types directed outside of incorporated areas
2) Often, these zoning districts are developed as single-family neighborhoods anyway



Special Districts - PCD & PUD Districts

1) For the most part, PUDs seem to be developed as slightly denser subdivisions
2) Housing types do not vary, although this is not fully confirmed
3) There does not appear to be a mix of land uses and PUD/PCD developed are not multi-faceted communities
4) Land conservation results are questionable
5) PUD/PCD zones are not producing the creative developments that they are meant to facilitate

Smarter Growth - Developing to Conserve

1) More compact development patterns pay off in ***conserved land*** elsewhere
2) Promotes ***vibrant, walkable communities*** and ***supports local economies***
3) Concentrates services, amenities, and residents near existing infrastructure, resulting in ***system-wide efficiencies***
4) Makes for ***stronger, well-defined towns***

Loose ⟷ Compact

Charting a Course

How can Jackson grow sustainably?

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2021

JACKSON COUNTY HOUSING

TOOLKIT

Tools to add housing that reinforces Jackson's economy & character:

1) Pocket neighborhoods / cottage courts ***(pictured right)***
2) Accessory dwelling units (ADUs)
3) Downtown development / infill
4) Conservation community districts
5) Reduction of minimum lot sizes & square footage requirements

Engage the Community

CREATE A COMMUNITY EDUCATION PLAN

VISIT REAL LIFE EXAMPLES

BUILD A PILOT PROJECT