Triad Housing Hangout: Community Conversations on Regional Housing Needs

For the August Triad Housing Hangout we will hear from April Albritton, Chief of Staff of the City of Greensboro. She will be presenting information on the "Road to 10,000," Greensboro's city-led initiative to add 10,000 new housing units by 2030, streamlining permitting, engaging the community, and expanding options across price points.

Wed Aug 13, 12–1 PM | Sparq Coworking Space, Innovation Quarter, Winston-Salem

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INNOVATIVE RESEARCH
INSIGHTS

Lessons from the Past, Directions for the Future: Affordable Housing in WS

Thursday, August 14 · 9 - 10am EDT

Winston-Salem and Forsyth County have seen decades of study, planning, and public conversation about affordable housing—but what have we learned, and where do we go from here?
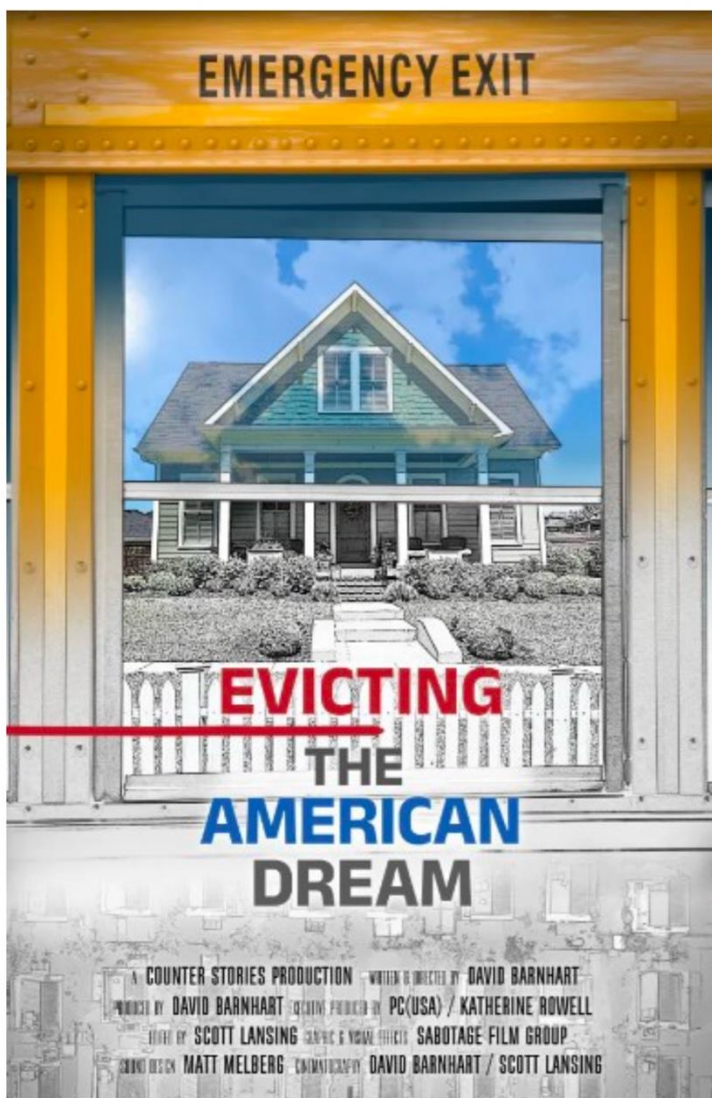
This one-hour virtual event offers a clear, engaging synthesis of housing needs assessments, comprehensive plans, and policy reports from the last decade. By drawing out recurring themes and recommendations, we'll highlight patterns in housing affordability, displacement risk, neighborhood change, and potential solutions.

The presentation will be followed by a live panel of local experts and community leaders who will reflect on the findings, share their perspectives, and invite attendees into a meaningful dialogue during a brief Q&A.

Panelists: Paula McCoy, Andrea Kurtz, Algenon Cash

Presenter & Host: Stephen Sills

EMERGENCY EXIT

EVICTING THE AMERICAN DREAM

A COUNTER STORIES PRODUCTION · WRITTEN & DIRECTED BY DAVID BARNHART
PRODUCED BY DAVID BARNHART · EXECUTIVE PRODUCER PC(USA) / KATHERINE ROWELL
EDITED BY SCOTT LANSING · GRAPHICS & VISUAL EFFECTS SABOTAGE FILM GROUP
SOUND DESIGN MATT MELBERG · CINEMATOGRAPHY DAVID BARNHART / SCOTT LANSING

Often when we hear the words 'homelessness' and eviction, there is a dominant narrative that says, "There is nothing we can do to prevent this from happening." This film seeks to reframe, humanize, and transform how the wider public understands eviction and homelessness in ways in which this is preventable.

Summer Documentary Series

Sunday, August 17, 4:00 p.m.

Fellowship Hall, Highland Presbyterian Church

Special Screening of

Evicting the American Dream

Panel conversation following will feature:

Ruth Cole Burcaw, Executive Director,

City With Dwellings

Alexandria Hicks, Executive Director,

Next Step Ministries;

Stephen Sills, Affiliate Researcher,

UNCG Center for Housing

and Community Studies

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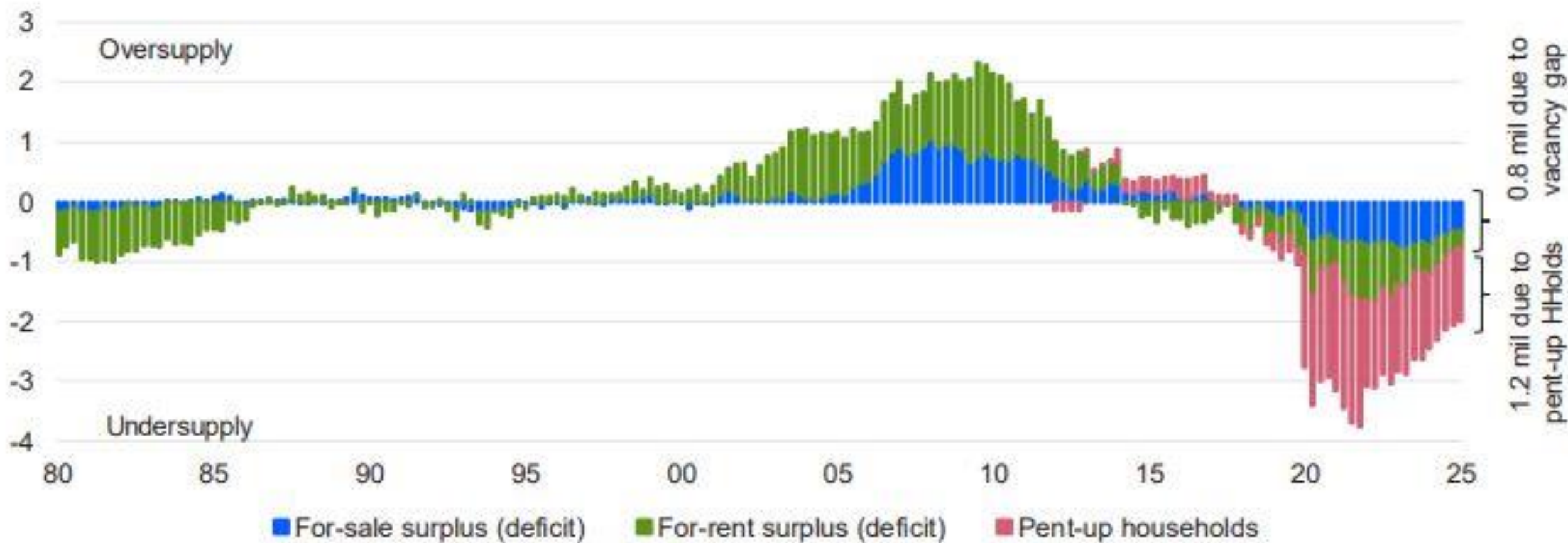
Wed Sep 10, 12–1 PM | Sparq Coworking Space, Innovation Quarter, Winston-Salem

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INSTITUTE COMMUNITY DEVELOPMENT INITIATIVE

Chart 1: A Housing Deficit of 2 Million Homes

Over/undersupply of housing units, mil

https://www.urban.org/research/publication/bringing-housing-shortage-sharper-focus

Road to 10,000

- Wednesday, August 12th, 2025

- April M. Albritton

- Community Partnerships Development Officer

Road to 10,000

With the tremendous growth in our region and the urgent need for increased housing availability across all income levels, now is the time to pursue an ambitious goal of creating 10,000 new housing units.

This initiative aims to foster a vibrant, inclusive, and sustainable community by ensuring access to diverse housing options that support economic growth, attract new talent, and strengthen neighborhoods.

By proactively addressing housing demands, we will create the infrastructure necessary to support the region's anticipated growth, ensuring families, professionals, and businesses can thrive.

Through strategic partnerships, thoughtful planning, and a shared commitment to innovation, we will meet the housing needs of current and future residents, while enhancing the quality of life for all.

Core Pillars

Current City Programs and Policies

- Permit streamlining
- Zoning policies
- City-owned land and property inventory
- Infrastructure ready land developments

Core Pillars

Community

- **Diversity of Housing Stock**

- **Mixed-Use Neighborhoods**

- **Job Creation**

- **Mitigate Displacement**

- **Priority Investment Areas**

- **Housing Attainable For All**

Core Pillars

Public-Private Partnerships

- **Strategies For Achieving 10,000 Homes**
- **Cooperative Planning**
- **Financing Strategies**
- **Incentive Strategies**
- **Small Business Growth**

Implementation

Develop a Comprehensive Housing Action Plan:

- Evaluate existing housing policies, funding and strategies for alignment
- Explore best practices employed in other cities
- Establish clear milestones and timelines to reach the 10,000-unit target

Implementation

Engage Stakeholders:

- Launch our Housing Task Force as Economic developers of our community
- Launch public engagement initiatives to gather input and understand community priorities.
- Establishing our Community Roadshows to gain valuable input from Greensboro residents.

Implementation

Policy and Program Implementation:

- Develop policy recommendations for City Council consideration in areas of zoning reforms, density bonuses, incentives, among others.

- Present streamline permitting efforts and explore additional enhancements for priority developments.

Implementation

Launch Public-Private Partnerships:

- Identify and prioritize City-owned properties for development partnerships.
- Establish a working group to oversee coordination and ensure execution between the City and private developers.

Implementation

Track and Report Progress:

- Implement transparent metrics to monitor unit production and community impact.
- Utilize a real-time dashboard to inform community members of progress

Implementation

Utilizing State/Federal Lobbying Efforts

- Take advantage of the bipartisan bill championed by Sen Tillis and Scott Road to Housing Act of 2025
- Focus on Infill and Missing Middle Housing
- Reducing Regulatory Burden
- Transit Oriented Development
- Risk Preparedness

Down Payment Assistance

Housing Connect GSO: Homebuyer Assistance Program is a source of financial assistance for low-and moderate income homebuyers. We have expanded the capacity for this program.

Assistance Amounts: Up to $25,000 with a $5,000 bonus if the home is purchased in a designated reinvestment or redevelopment area.

Who qualifies: First time homebuyers, public service heroes, households with a median income below 120%.

TRC and Plan Review Process
What to Expect?

- We recognize this is an applicant's first interaction with the city
- It takes approximately 2 weeks for review
- We provide 45-minute virtual meetings with applicants
- Applicants are provided sketch plan comments
- Applicants are provided TRC contact list
- Informational process to make doing business in the city easier
- Anyone can look up the review status of plans online with the plan review map:
- https://experience.arcgis.com/experience/26e07d2198d54d9998b0015179e4c456b

Success Metrics

Units Built: Total number of housing units completed toward the 10,000-unit goal.

Permitting Efficiency: Reduction in average time for permit approvals.

Private Investment Leveraged: Total private-sector funding secured for housing projects.

Job Creation: Number of construction and long-term jobs generated.

Housing Affordability: Ensuring diverse housing options accessible to residents across all income levels.

Community Examples

Atlanta, Georgia

City of Atlanta has set a goal to create or preserve 20,000 housing units by 2030 to accommodate the city's population growth and address housing affordability challenges.

The initiative includes a focus on increasing housing density, promoting mixed-income developments, and streamlining the development process to encourage more housing construction in the city.

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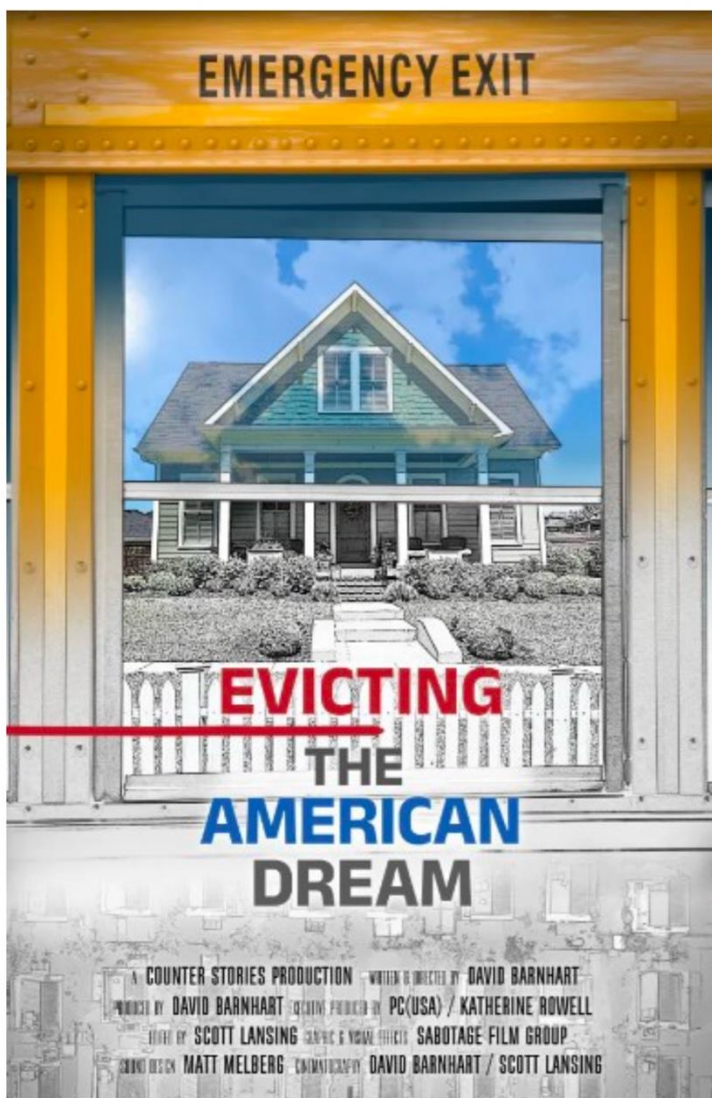
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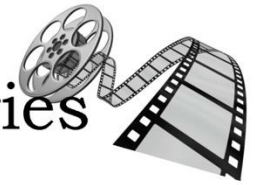
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