



**IMAGINE
WAKE**

Housing a Growing Economy 



Digital Press Kit

About Imagine Wake



“By tackling the barriers that impact housing, as well as affordability, we will be better poised to accommodate continued population growth”

Paul Kane
CEO, HBA Raleigh-Wake

At the core of nearly every major issue affecting Wake County today is the continued population growth. By tackling the barriers that impact housing, as well as affordability, we will be better poised to accommodate continued population growth.

Imagine Wake is an initiative developed by the Home Builders Association of Raleigh-Wake County. Its purpose is to bring together residents, policymakers, regulators and industry experts in open dialogue to discuss solutions on how to address current and future housing needs.

While other groups are working to address individual issues as they pertain to specific communities, the lack of a comprehensive discussion and approach, in itself, becomes a barrier for the home building community in effectively and efficiently executing the proposals.

Imagine Wake brings together leaders from across the county in the same room to engage in dialogue. Combined with community outreach efforts to everyday residents, we will be able to look at the successes of the past, incorporate the best practices of today, and cast a vision for the future as a road map for involved cities and towns.

What is Imagine Wake?

Imagine Wake collaborates with business and community leaders to respond to the housing demands of our growing population.

What kind of housing issues are there?

- Housing affordability
- Availability of housing supply at all price points to meet demand
- Land use
- Public policy through regulatory reform

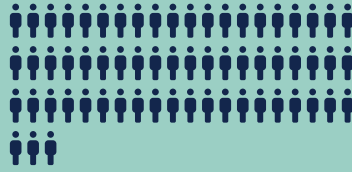
Why is HBA Raleigh-Wake leading the charge?

Wake County population growth will continue to outpace the current housing supply. The home building industry, like the transportation and education systems, responds to the growth.

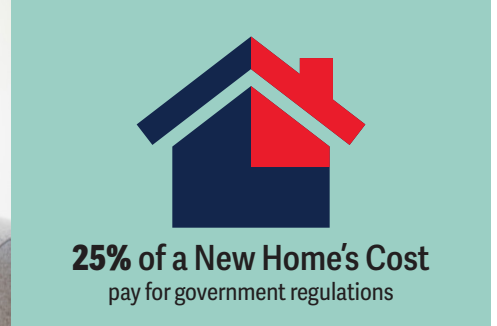
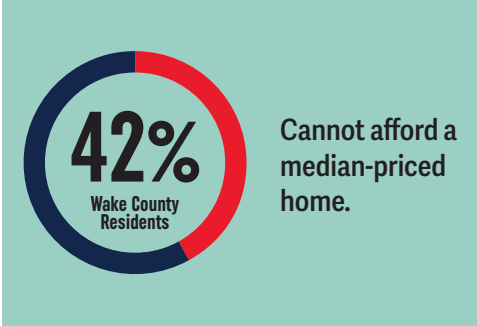
We recognize that it will take a collaboration of business and community leaders, regulators and elected officials working together to impact our shared vision for the future.

By tackling the barriers that impact housing, as well as affordability, we will be better poised to accommodate continued population growth.

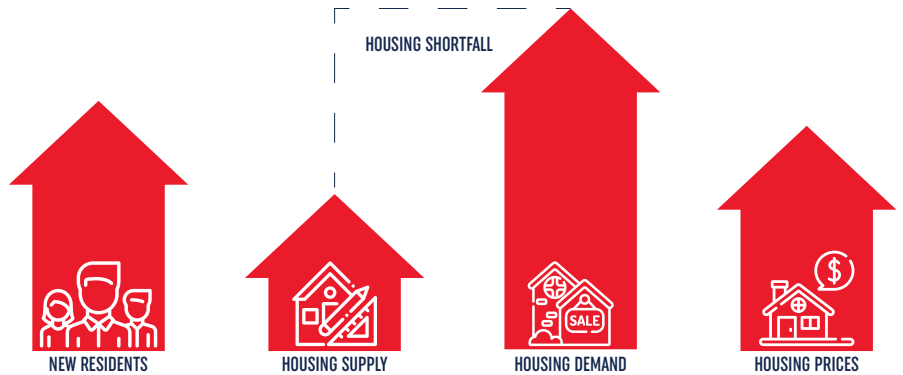
Housing Facts



Wake County Grows by
63 People EVERY DAY!



Even though construction continues during the pandemic, Wake County still has a shortfall of housing as we welcome new residents every day.



More Housing Facts

At the core of nearly every major issue affecting Wake County today is the continued population growth

- 🏠 Population growth affects traffic, schools and public services. It also affects housing affordability as demand surpasses supply.*
- 🏠 Only about 58% of the population in Wake County can afford to buy a median-priced home***
- 🏠 It is projected that by 2030, Wake County will grow 19.7% or by 218,453 people **
- 🏠 On average, regulations imposed by government account for nearly 25% of the price of a new home****
- 🏠 The same number of homes are being built now as 20 years ago when the county's population was 40% less than today.***
- 🏠 Rental rates have increased 35% over the past 5 years ***

* McKinsey Global Institute, Housing affordability: A supply-side tool kit for cities (<https://www.mckinsey.com/featured-insights/future-of-cities/housing-affordability-a-supply-side-tool-kit-for-cities>)
 ** NC Office of Budget & Management, Projected Population Change in North Carolina Counties: 2020-2030(https://files.nc.gov/ncosbm/demog/countygrowth_2030.html)
 *** Zonda Metro Study, Dec. 2019 (https://www.hbawake.com/uploads/8/4/4/0/84408288/metrostudy__amanda_hoyle_.pdf)
 **** NAHB, Government Regulation in the Price of a New Home(<https://www.nahbclassic.org/generic.aspx?genericContentID=250611>)

Home Building: An Essential Service



Why is Construction and Home Building an “Essential Infrastructure Business?”

The Department of Homeland Security (DHS) has designated construction of single-family and multifamily housing as an “Essential Infrastructure Business.”

Working on a new, unfinished home site occurs primarily outdoors and does not involve going onto a location occupied by residents or a public location, and there is minimal (if any) physical or transactional contact with customers compared to other customer/client relationships.

However HBA, NCHBA and NAHB are still stressing the importance for all on the jobsite to maintain proper compliance related to Coronavirus Guidelines by both the CDC and Construction Industry Safety Coalition (CISC).

A large majority, if not all land development and residential construction job tasks fall within the Occupational Safety and Health Administration’s (OSHA) Lower Exposure Risk jobs.

It is essential that communities have access to those who build and maintain homes including contractors, plumbing, residential property management, rental housing operators, roofing, electrical, HVAC systems, waste/wastewater treatment plants and power generations.

- Home construction and associated industries, should be designated as ‘essential’ because it is necessary to maintain, repair, sanitize, etc for both safety and economic security.

In addition, construction and housing are designated as ‘essential’ because they are vital to the economy.

“Construction of single-family and multifamily housing is essential to the economy... As housing goes, so goes the economy,” said NAHB Chairman Dean Mon.

- “Housing is a major engine of the economy. If the construction industry and its supply chain are disrupted, it creates a domino effect leading to dire negative economic repercussions for an already-burdened economy.”

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Available Assets



Imagine Wake Logos



Horizontal Logo - Color



Horizontal Logo - Greyscale



Vertical Logo - Color



Vertical Logo - Greyscale

Download logos at
ImagineWake.com

Imagine Wake Brochure

Imagine Wake Website & Video



[ImagineWake.com](https://www.imaginewake.com)



Imagine Wake video available on website

- Planning for Growth
- Improving Affordability
- Expanding Housing Options



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Contact



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