

# DEVELOPMENT OPPORTUNITY REPORT— GWINNETT PLACE BY THE NUMBERS



**Bleakly**AdvisoryGroup

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# BY THE NUMBERS--GWINNETT PLACE OPPORTUNITY REPORT

This report looks at the people of the Gwinnett Place area.

This includes the people who are here right now:

- The people who live here;
- The people who work here;
- The people who shop and eat here; and
- The people who come here for entertainment and other purposes.

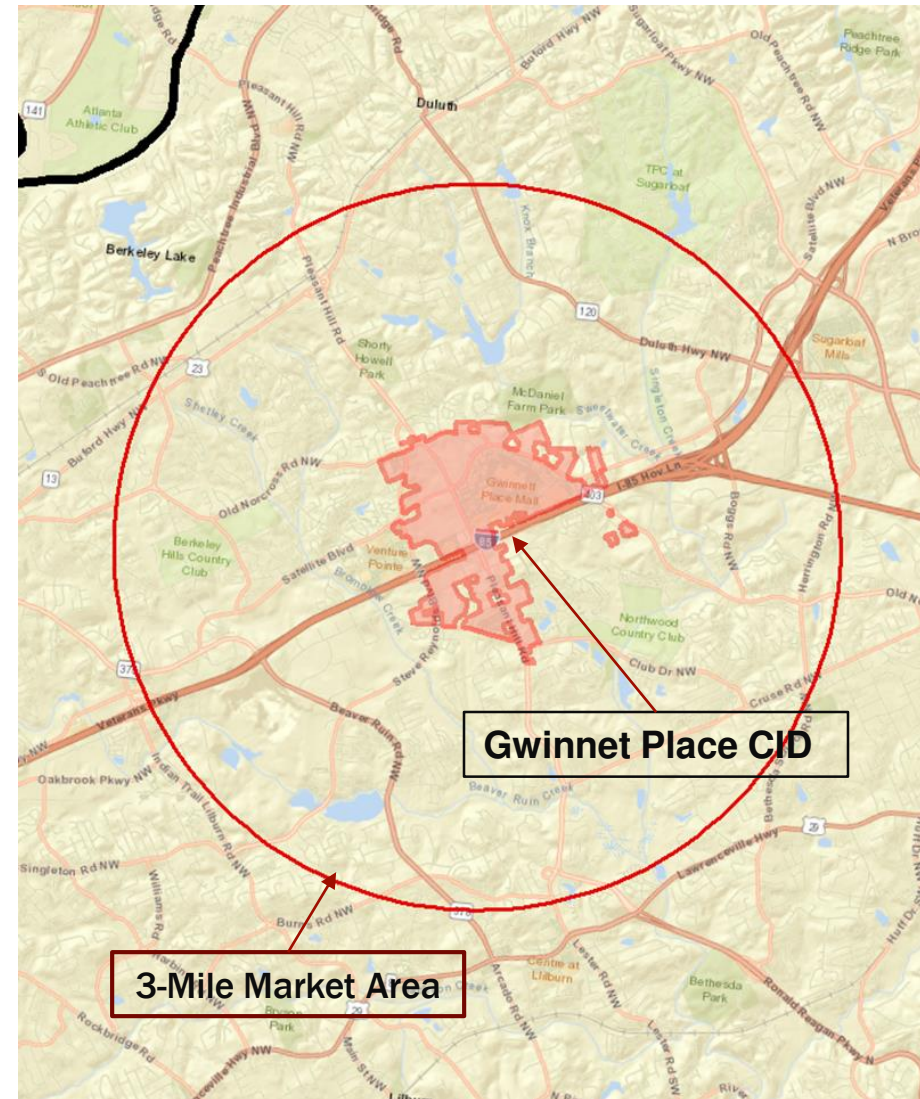
We also look at the people who aren't here now, but who might be here one, three, five, or ten years into the future:

These people represent the Gwinnett Place Area's **opportunity**.

These are the people who will be tomorrow's community members, residents, customers, visitors, restaurant patrons, and voters.

These are the people who will live in the area's homes, shop in the area's stores, play at the area's parks, eat at the area's restaurants, see movies and concerts in the area's theaters, and who will be the heart of the Gwinnett Place Area's community for years to come.

The Gwinnett Place area includes the Gwinnett Place CID, shown in pink, and the three mile market area. We also refer to a broader ten mile market area for certain statistics.

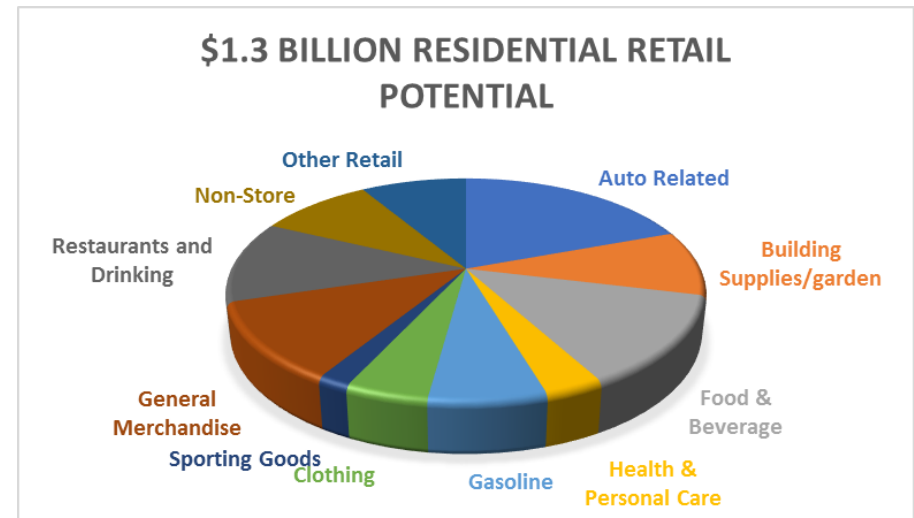


# WHO LIVES HERE.....

Gwinnett County is its own massive market within the 6 million+ Atlanta region.

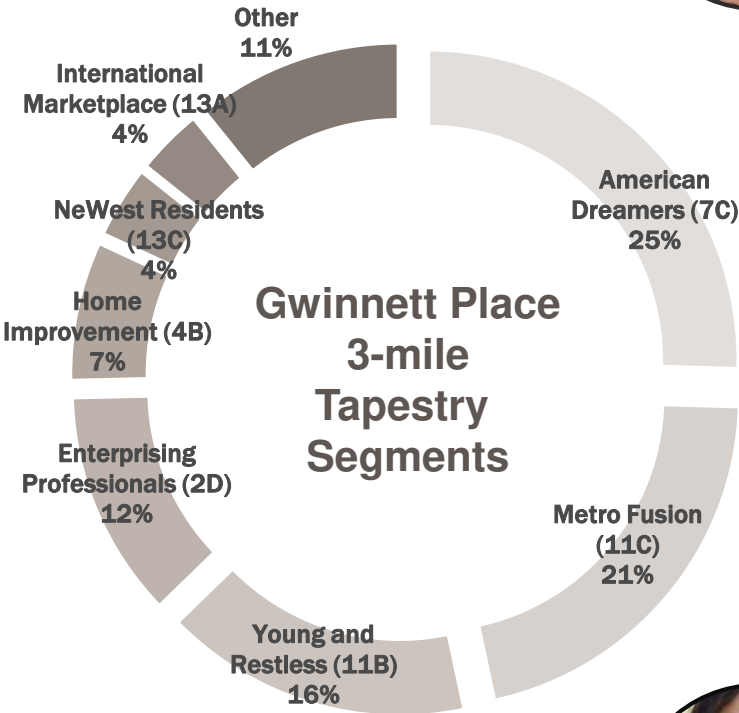
- **923,000 Gwinnett residents**--on its way to 1 million by 2025.
- **16,900 new county residents** last year-- 22% of all metro growth.
- **96,000 residents in 34,000 households in the Gwinnett Place market area.**
  - **34,000 new residents since 2000**
  - **7,000 more residents by 2022**
- **Millennials and Gen-Xer's Rule**—81% millennials and Gen-Xers--Households are young and in the early years of their earning potential, with modest but growing incomes. There is also a significant presence of more affluent households.
- **28,000 households under 45 earning \$50,000+ in market area**—215,000 households under 45 earning \$50,000+ in ten miles.
- **Highly Diverse**— The Gwinnett Place market area is highly diverse area in terms of race, language and culture within one of the nation's most diverse counties.

- **Small Households & Few Children**— 58% of market area households have no children present and 52% of households are one or two people.
- **34.5**--median age
- **2.8** Average household size
- **57%/43%**--ratio of renters to owners in market area
- **\$1.3 billion in retail expenditures** by GP market area households annually



# ESRI TAPESTRY SEGMENTATION

Gwinnett Place is dominated by attractive market segments



## Ethnic Enclaves: American Dreamers (25%)

- Family-centric and diverse.
- Most are married couples with children of all ages or single parents; multigenerational homes are common
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room
- Median Age: 31.8 Median Household Income: \$48,000



## Midtown Singles: Metro Fusion (21%)

- Millennials on the move—single, diverse, urban
- Seek affordable rents in apartment buildings
- Over 60% of homes are multifamily in the urban periphery.
- A hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives.
- Median Age: 28.8 Median Household Income: \$33,000



## Midtown Singles : Young and Restless (16%)

- Primarily single-person households
- Highly mobile market, beginning careers and changing addresses frequently
- Labor force participation rate is exceptionally high
- Median Age: 29.4 Median Household Income: \$36,000



## Upscale Avenues: Enterprising Professionals (12%)

- Well educated and climbing the ladder in STEM occupations.
- They change jobs often ,live in condos, town homes, or apartments; many rent..
- Diverse, with Asians making up over one-fifth of the population.
- Make over one and a half times more income than the US median, supplementing their income with high-risk investments.
- Median Age: 34.8, Median Household Income: \$77,000

Source: Esri, Inc.

For more information see:  
[www.esri.com/library/fliers/pdfs/tapestry\\_segmentation.pdf](http://www.esri.com/library/fliers/pdfs/tapestry_segmentation.pdf)

# GP IS RICH IN THE SEGMENTS DEVELOPERS AND RETAILERS WANT....

## Lifemode Groups:

The Gwinnett Place Area's (3-mile) households are dominated by four of the most attractive "Lifemode Groups" for walkable, mixed use development:

- Upscale Avenues
- Midtown Singles
- Next Wave
- Ethnic Enclaves

These groups are in the market area already and are the building blocks for creating a more mixed use future for GP.

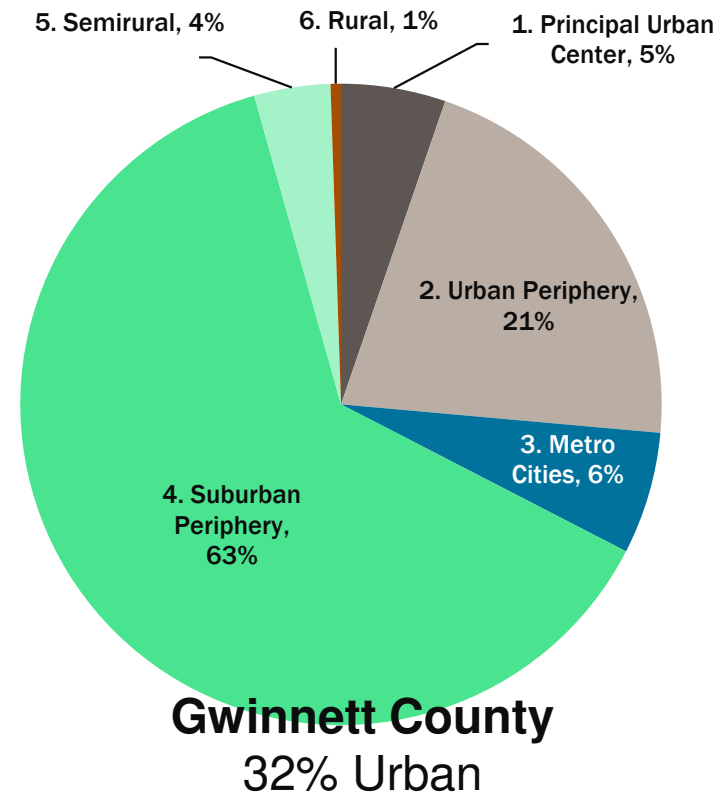
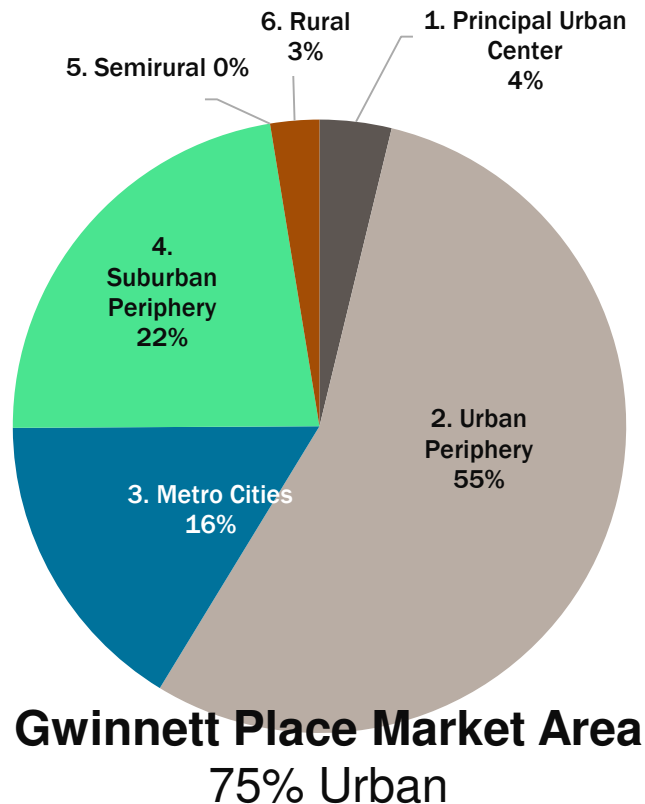


For more information see:  
[www.esri.com/library/fliers/pdfs/tapestry\\_segmentation.pdf](http://www.esri.com/library/fliers/pdfs/tapestry_segmentation.pdf)

# GP'S HOUSEHOLDS WANT WALKABLE, MIXED USE LIFESTYLES...

**Urbanization Groups:** The Gwinnett Place Area's households are focused on "urban" lifestyles compared to Gwinnett as a whole.

- 75% of the market area's households are in the three most urban categories, compared to just 32% of Gwinnett County households.
- Households in the Gwinnett Place area are much more likely to lead urban lifestyles and prefer urban-style amenities.



# WHO WORKS HERE...

- **57,000** employees work within 3-miles of Gwinnett Place.
- **Millennials and Gen-Xers predominate in the workforce—81% are 21-54 years old.**
- **49% of workers** have a four year degree or more.
- **48% of workers** earn \$40,000 or more annually.
- **\$136,800,000 in local retail spending potential by employees annually.**
- Only 19% of area workers are in retail—the employment base of GP is broad encompassing many industries.
- The market area's employment base is broad and diversified well beyond retail:
  - 12% in administration and support;
  - 12% in real estate, finance and insurance; and
  - 10% in professional, scientific and management.
- **93% of employees commute in** to work from outside GP market area.
  - 40% come from Gwinnett County outside the market area;
  - 27% come from core Atlanta Metro counties (Cobb, Fulton, & DeKalb);
  - 11% from other nearby counties (Forsyth, Hall, Barrow, Cherokee);
  - 22% are from farther away;
  - 7% of area workers already live in the market area.
  - **5,700 additional units of housing demand** if just 10% of GP workers decided to live where they work.



# GP WORKERS LIKE TO SHOP....

- From an internet survey of GP employees we learned:
- **96% drive to their jobs** in GP;
- 60% do some or a great deal of retailing on their way home from work;
- **58% purchase one or more meals** near their workplace each week; and
- **22% go for a meal, drinks or entertainment after work at least once each week.** 43% of these occasions are with workmates
- Employee's top reasons for shopping in GP are for:
  - Eating at a sit-down restaurant: 31%
  - Eating at a fast food restaurant: 24%
  - Clothing for school: 19%
  - Shopping for household items or electronics: 18%
  - Shopping for food/groceries: 18%

- **61% enjoy GP's international flavor**
- Employee's favorite things about GP:
  - Food & cuisine
  - Diversity and international flavor
  - Convenience
  - Presence of Korean & Asian culture & cuisine





# GWINNETT'S CONSUMER BASE KNOWS GP....

- Gwinnett Place is a unique market area with a large daytime and resident population base, a segment of which has attractive incomes, strong millennial and Gen X presence, a very attractive broader market area with lots of disposable income, very limited competition for younger, affluent households, looking for a more urban lifestyle with few competitive outlets in the marketplace.
- In addition to the residents and workers in the Gwinnett Place area today, the opportunity for the future is capturing the demand for a vibrant mixed use commercial district that exists in the broader market area.
- There are an additional 256,000 households located three to ten miles out from the Gwinnett Place area who could be attracted to eat, shop and be entertained in the area.
- While these households have lots of other housing and retailing options, they provide potential demand for a unique walkable mixed use environment in Gwinnett Place.
- Mixed-use activity centers like Woodstock, Avalon, Atlantic Station, Town Brookhaven, Camp Creek Marketplace all draw their demand from a 10+ mile trade area.
- Millennials in these outer rings are particularly of interest in the future of Gwinnett Place area. The millennials have few local for a walkable urban lifestyle anywhere else in the trade area.
- While competition is coming from the town centers being created in Lawrenceville, Norcross, Duluth and Suwanee, as well as the new mixed-use activity center proposed in the Gwinnett Center/Sugarloaf area, the pool of Gwinnett household seeking a walkable urban lifestyle has hardly be scratched.
- *The opportunities are bright in Gwinnett Place to create a unique live, play, entertain and enjoy developments that can appeal to all of Gwinnett County.*

