Gwinnett Place Area

Economic Study Update

November 19, 2026

Prepared by HIGHLAND INSIGHT

Introduction



Introduction

About This Report

This report inventories and assesses the economic assets of the Gwinnett Place area, establishing a current baseline of demographics, employment, real estate, and public revenues to inform planning and investment decisions.

Building on the ***Gwinnett Place Area Economic Analysis 2023***, we re-apply the same analytical framework to three years of data — revealing where the area has gained ground, where it has stalled, and what the baseline looks like going forward.

Table of Contents

2 **Introduction**

5 **Executive Summary**

13 **Public Revenues and Net Fiscal Impact**

26 **Economic Impacts**

29 **Baseline**

30 Baseline: Demographics

38 Baseline: Employment

46 Baseline: Real Estate

64 Baseline: Development Incentives

66 **Activity Area Analysis**

80 **Data Appendix**

Introduction

Gwinnett Place Area Context

The Gwinnett Place CID

The Gwinnett Place Community Improvement District (CID) was established in 2005 as a self-taxing district focused on enhancing infrastructure, accessibility, mobility, beauty, safety, and overall economic vitality in the Gwinnett Place area.

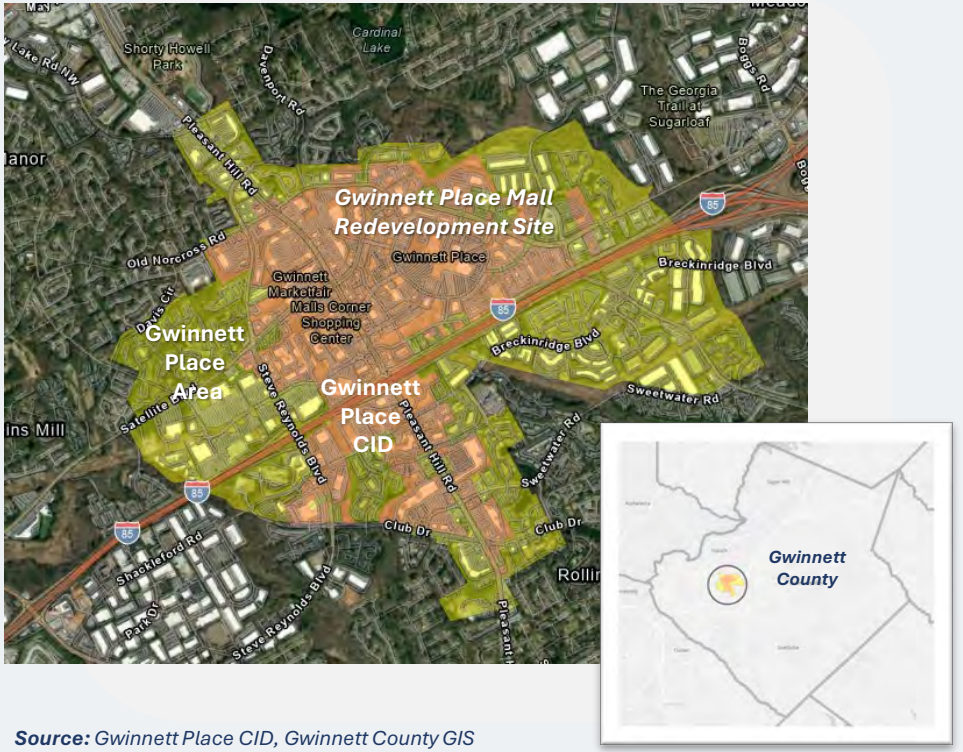
Formed through a partnership of commercial property owners, the CID was created to address the evolving needs of the economic engine of Gwinnett County.

The Gwinnett Place Area

For the purposes of this study, the Gwinnett Place area encompasses the Gwinnett Place CID, along with the surrounding commercial and residential properties that are functionally connected to the district and contribute to its broader economic ecosystem. This broader geography includes properties that are not currently CID members, including adjacent multiramily communities.

This geography has been used in two previous Gwinnett Place economic studies.

The map to the right distinguishes the two geographies: the Gwinnett Place CID is shown in orange, while the larger Gwinnett Place study area is shown in yellow.



Source: *Gwinnett Place CID, Gwinnett County GIS*

Executive Summary

Key Statistics Highlighting the Gwinnett Place Area's Economic Strengths

Executive Summary

Summary of Public Revenues

Economic activity occurring in the Gwinnett Place area generated **$254 million in public revenues** in 2025:

- **$59.3 million to Gwinnett County;**
- **$42.5 million to Gwinnett County Schools;**
- **$2.6 million to Gwinnett Place CID;**
- **$3.9 million to Gwinnett cities;**
- **$4.5 million to the Gwinnett Place TAD;**
- **$141 million to the State of Georgia.**

Source: *Detailed sourcing available in body of report and appendix; analysis prepared by Highland Insight, LLC.*

SEVEN PUBLIC REVENUE SOURCES

Property Taxes	Retail Sales Taxes	Excise Taxes	Lodging Taxes & Fees	Business Taxes & Fees	Income Taxes	Vehicle Taxes
$53.7M	$93.6M	$2.6M	$5.1M	$7.0M	$61.3M	$30.3M

$254M
Total Revenue

ALLOCATED ACROSS SIX RECIPIENTS

Gwinnett County	Gwinnett Schools	Gwinnett Place CID	Gwinnett Cities	Gwinnett Place TAD	State of Georgia
$59.3M	$42.5M	$2.6M	$3.9M	$4.5M	$141M

Executive Summary

Summary of Net Fiscal Impact

In 2025 Gwinnett Place area generated about twice as much revenue for Gwinnett County and Gwinnett County Public Schools as it costs them to provide services to the area.

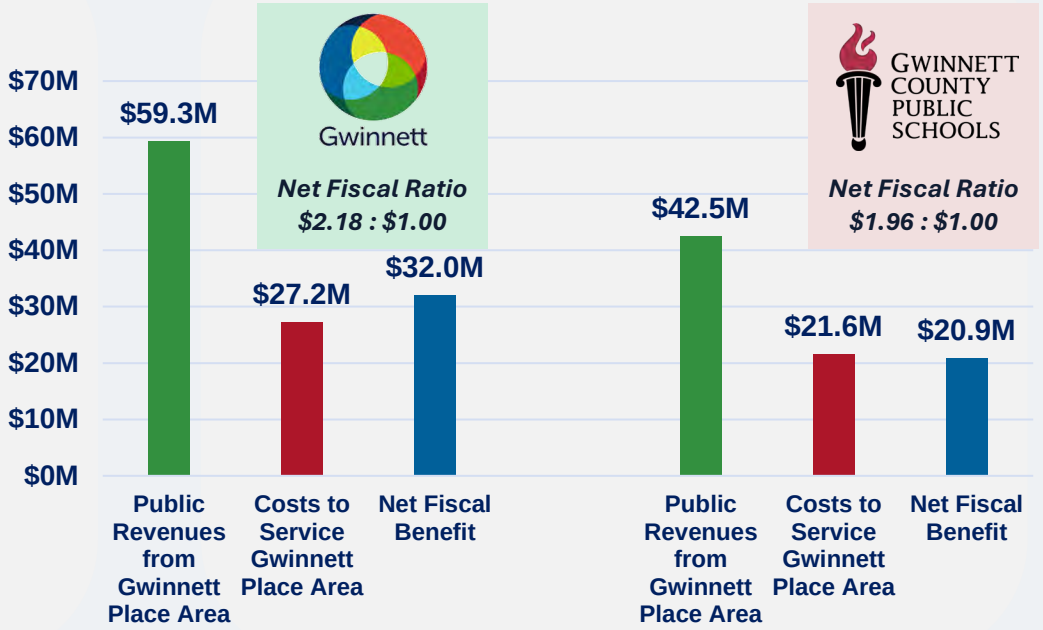
Gwinnett County:

- **$2.18** in public revenue for every $1.00 in service costs
- **$32.0 million** net fiscal benefit in 2025

Gwinnett County Public Schools:

- **$1.96** in public revenue for every $1.00 in service costs
- **$20.9 million** net fiscal benefit in 2025

Summary of Revenues, Service Costs, and Net Fiscal Benefits of the Gwinnett Place Area



Source: *Gwinnett Financial Services, Monthly Financial Status Report for the period ended Dec. 31, 2025; Gwinnett County Board of Education, Adopted Budget FY2025; Esri, Inc.; Highland Insight*

Executive Summary

Direct Economic Impacts from the Gwinnett Place Area

Gwinnett Place area businesses generate direct spending that creates additional economic activity throughout Gwinnett County and Georgia.

Gwinnett Place Area Direct Impacts	
Total Output	$9.2 Billion
Jobs Supported	29,055

Source: BEA RIMS II, Table 2.5 Total Multipliers — Industry Aggregations; Region: Gwinnett County, Georgia (Type II); Series: 2017 U.S. Benchmark I-O Data and 2022 Regional Data; based on Claritas, Inc., Business Profiles for Gwinnett Place area 2026; Highland Insight.

See data appendix for detailed economic impacts table.

Total Economic Impacts Attributable to Gwinnett Place Area Economic Activity

(Direct + Indirect + Induced)

Gwinnett County	State of Georgia
Total Output	Total Output
$14.4 Billion	$18.5 Billion
Jobs Supported	Jobs Supported
45,711	63,303





The Gwinnett Place Area Generates $18.5 Billion in Statewide Economic Output Supporting More Than 63,000 Georgia Jobs

Executive Summary

JOBS

29,055 jobs

across 2,098 businesses

SALES AND EARNINGS

$8.4B in sales of products and services in 2025

$2.2B in total labor earnings in 2025

SHARE OF COUNTY JOBS

7%

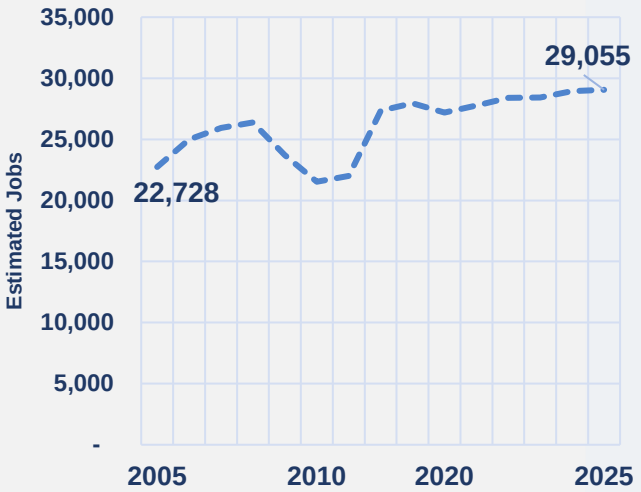
of all jobs in Gwinnett County

WORKFORCE

1.3M

workers living within 20 miles

Gwinnett Place Area Employment, All Jobs



Source: *Claritas, Inc.; U.S. Census; Highland Insight. Sector shares compared with the Gwinnett County baseline.*

Source: *U.S. Census Longitudinal Employer-Household Dynamics, 2002-2023; Highland Insight; Claritas, Inc., Business Profiles for Gwinnett Place area 2026; Georgia Dept. of Labor.*

Executive Summary

COMMERCIAL SPACE

21M SF

across the Gwinnett Place area

RETAIL SPACE

8.7M SF

41% of the Gwinnett Place area's total retail inventory

MULTIFAMILY UNITS

4,651 units

In 15 communities; 5% of Gwinnett County's multifamily inventory

Property Type	Existing SF	% of Total	Existing Buildings	Existing Res. Units
Office	2,864,754	14%	77	-
Retail	8,662,391	41%	284	-
Industrial	1,790,683	8%	16	-
Flex	996,742	5%	18	-
Multifamily	4,669,286	22%	15	4,651
Specialty	631,300	3%	12	-
Hospitality	1,430,667	7%	21	-
Health Care	103,000	<1%	1	-
Total	**21,148,823**		**444**	**4,651**

Source: *CoStar, Inc.; Cushman & Wakefield; Highland Insight.*

Executive Summary

APPRAISED VALUE

$3.5B

real property value in the Gwinnett Place area

ASSESSED / TAXABLE

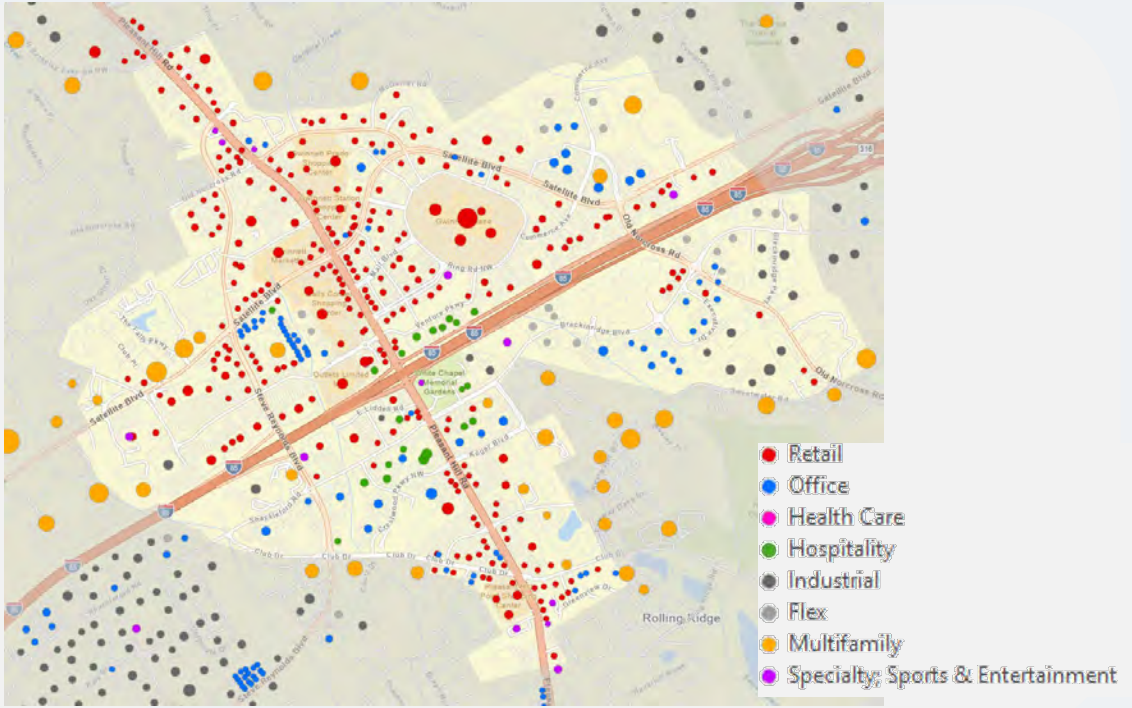
$1.4B

tax digest value in the Gwinnett Place area

PERSONAL PROPERTY DIGEST

$169M

in additional commercial personal property tax digest



Source: *Gwinnett County Tax Assessor; Gwinnett County Finance Dept.; Highland Insight.*

Executive Summary

Demographics: Residents & Community

RESIDENTS

~12,000

residents in the Gwinnett Place area

HOUSEHOLDS

5,190

households inside the Gwinnett Place area

SHARE OF COUNTY

1.2%

of Gwinnett County's population

MEDIAN AGE

34.0 vs. 36.7 for Gwinnett County

Just 11% are over 65, vs. 13% for Gwinnett

HOUSING TENURE

7 out of 8 households are renters

compared to 1 out of 3 for Gwinnett

HOUSING TYPE

76% Live in large multifamily communities, compared with 21% for Gwinnett County

MEDIAN HOUSEHOLD INCOME

$51,000

compared to $88,000 for Gwinnett

EDUCATION

30% are enrolled in school

similar to Gwinnett at 29%

EDUCATIONAL ATTAINMENT

43% have a college degree

2-year, bachelor's, or advanced

Source: *Esri; Highland Insight.*

Public Revenues and Fiscal Assessment

The Gwinnett Place area is not only a center of business activity; it is also a significant source of public revenue. The analysis examines seven major tax and revenue streams generated within the area and traces how those revenues are distributed among six public recipients. For 2025, the combined contribution is estimated at **$254 million**, benefiting jurisdictions ranging from Gwinnett County and its school system to the State of Georgia.

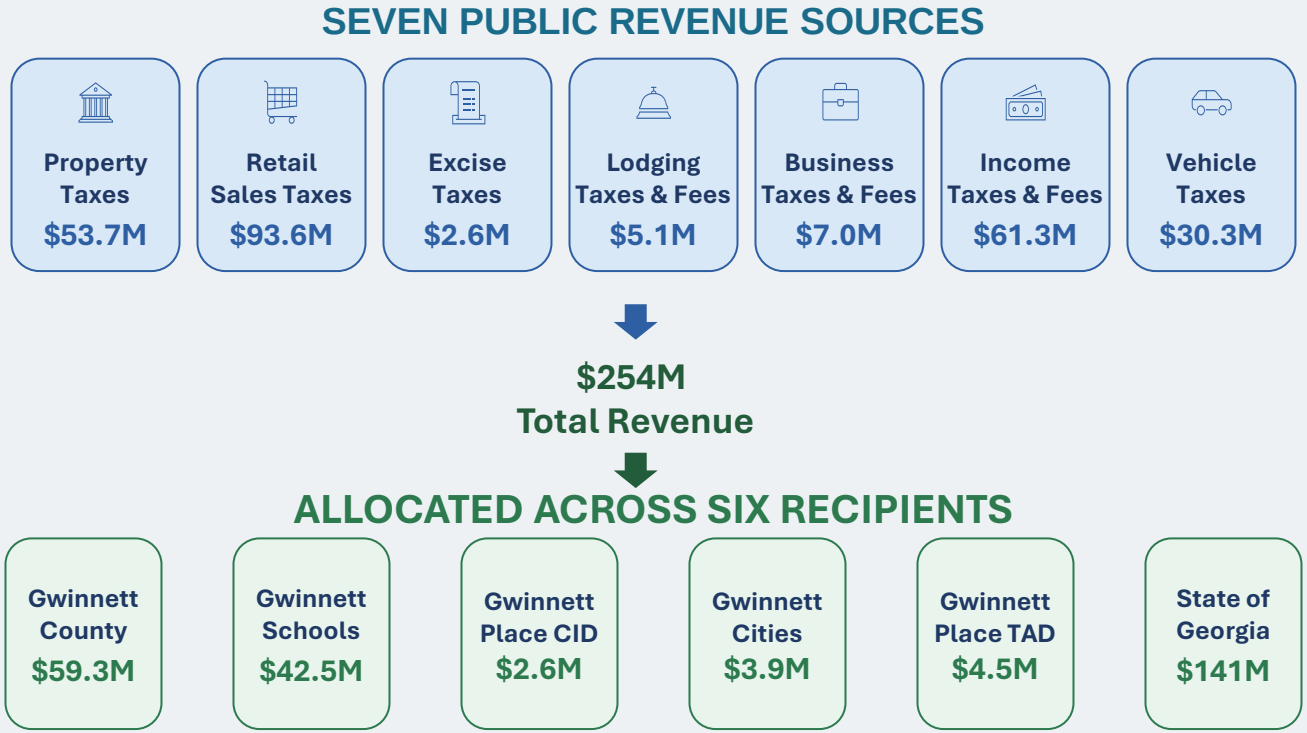
Public Revenues

Public Revenues Summary Graphic

Summary of Public Revenues

Economic activity occurring in the Gwinnett Place area generated **$254 million in public revenues** in 2025:

- **$59.3 million to Gwinnett County;**
- **$42.5 million to Gwinnett County Schools;**
- **$2.6 million to Gwinnett Place CID;**
- **$3.9 million to Gwinnett cities;**
- **$4.5 million to the Gwinnett Place TAD;**
- **$141 million to the State of Georgia.**



Source: *Detailed sourcing available in body of report and appendix; analysis prepared by Highland Insight, LLC.*

Public Revenues

Public Revenues Summary Table

Details for each revenue source can be found on the pages that follow.

Table of Public Revenues Generated in 2025 by Economic Activity in the Gwinnett Place Area

Showing Source of Revenues and Recipient of Revenues

Public Revenues Generated in the Gwinnett Place Area	Gwinnett County	Gwinnett Schools	Gwinnett Place CID	Gwinnett Cities	Gwinnett Place TAD	State of Georgia	Total Revenues
Property Taxes	$19.1M	$27.3M	$2.6M	$160K	$4.5M	$0	**$53.7M**
Sales Tax From Retail	$12.3M	$15.2M	$0	$3.7M	$0	$62.4M	**$93.6M**
Excise Taxes	$892K	$0	$0	$0	$0	$1.7M	**$2.6M**
Hotel Motel Taxes and Fees	$2.8M	$0	$0	$0	$0	$2.3M	**$5.1M**
Business License and Tax	$6.9M	$0	$0	$0	$0	$126K	**$7.0M**
Income Taxes	$0	$0	$0	$0	$0	$61.3M	**$61.3M**
Motor Vehicle Taxes	$17.4M	$0	$0	$0	$0	$13.0M	**$30.3M**
Total	**$59.3M**	**$42.5M**	**$2.6M**	**$3.9M**	**$4.5M**	**$141M**	**$254M**

Source: *Multiple sources; see following pages for detailed sources by revenue category. All categories indicate revenues accrued, which is not necessarily the amount that was actually collected or distributed.*

Public Revenues by Source

Property Taxes Overview

Property tax is generated based on the assessed value of land and buildings (generally 40% of appraised value in Georgia), as well as the assessed value of personal property (which generally only applies to commercial properties). These taxes are levied by multiple overlapping jurisdictions (county, city, school system, and CID), each with its own millage rate supporting general operations or a dedicated special purpose.

The Gwinnett Place area includes $3.5 billion (appraised) of real property, with an assessed (taxable) value of $1.4 billion.

In addition to that real property value, the Gwinnett Place area's commercial properties contain an estimated $169 million in taxable personal property*.

Property Taxes by Jurisdiction

In 2025, Gwinnett Place area properties generated $53.7 million in local property taxes.

This revenue went to:

- $27.3 million to Gwinnett County Schools;
- $19.1 million to Gwinnett County;
- $4.5 million to the Gwinnett Place Tax Allocation District (TAD);
- $2.6 million to the Gwinnett Place CID;
- $160K in municipal property taxes.

Source: *Gwinnett County Tax Assessor; Gwinnett County Finance Dept.; Georgia DOR; Highland Insight.*

**Personal property includes furniture, fixtures, computers, machinery, production equipment, merchandise inventory, and other non-real-estate property.*

Public Revenues by Source

Sales Taxes Overview

Sales tax is collected by cities, counties, and the State of Georgia as a small percentage of the total spent on qualifying products and services.

Businesses in the Gwinnett Place area sold an estimated $2.1 billion in retail sales in 2025, of which approximately $1.5 billion was subject to state and local retail sales taxes, including goods, services, and lodging.

These Gwinnett Place area retail sales generated $93.6 million in retail sales taxes.

Sales Taxes by Jurisdiction

This revenue went to:

- $15.2 million to Gwinnett County Schools;
- $12.3 million to Gwinnett County;
- $3.7 million to Gwinnett cities;
- $62.4 million to the State of Georgia.

Source: *Claritas, Inc.; CoStar, Inc.; Gwinnett County Tax Assessor; Georgia DOR; Highland Insight.*

Taxable retail sales exclude categories that are not subject to certain state or local sales taxes, including motor vehicles and groceries.

Public Revenues by Source

Income Taxes and Vehicle Taxes

Income Taxes

All Georgia residents pay a share of their earned wages in state income taxes.

The Gwinnett Place area's 29,055 employees earned an estimated $2.2 billion in wages in 2025.

Approximately 98% of those workers are Georgia residents.

That income earned in the **Gwinnett Place area generated $61.3 million in State of Georgia income taxes.**

Source: *Claritas, Inc. (jobs by sector); BLS (average wage by sector); U.S. Census (in-state workers); Georgia DOR (tax rates & standard deduction).*

Note: Income tax estimates assume a 4.99% tax rate, single filing, and a $16,000 standard deduction per worker.

Vehicle Taxes (TAVT)

Car and truck sales are taxed based on the value of the vehicle sold, with the tax split between the county where the vehicle is registered and the state.

The Gwinnett Place area is one of the region's largest auto sales clusters, with 29 new and used auto dealership properties, representing 39% of Gwinnett County's total dealerships. These dealerships sold an estimated $545 million in vehicles in 2025.

Those vehicle sales generated **$30.3 million in TAVT (Title Ad Valorem Tax) revenue**:

- $17.4 million to Gwinnett County;
- $13.0 million to the State of Georgia.

Source: *Claritas, Inc. (retail auto sales); Georgia DOR (TAVT rate & allocation, O.C.G.A. § 48-5C-1 / GA DOR TAVT FAQ); NADA (share of new and used dealer sales that are vehicles (TAVT) vs. parts and service (taxable retail sales)).*

Note: TAVT estimates assume that 70% of area vehicle sales are titled in Gwinnett and 97% are titled in Georgia.

Public Revenues by Source

Gwinnett Place Area Lodging Inventory

Hotels and motels generate a variety of lodging taxes, fees, and sales taxes based on room-nights and revenue generated.

The Gwinnett Place area is home to 21 hotels and motels with 2,379 rooms.

In 2025, these hotels collectively hosted 530,000 room-nights and generated an estimated $34.9 million in lodging revenue.

These hotels also generated an additional estimated $2.3 million in other taxable sales and revenue.

That activity generated city, county, and state taxes and fees.

Hotel Motel Taxes and Fees

The Gwinnett Place area's hotels and motels generated estimated local and state hotel motel taxes and fees of $5.1 million in 2025:

- $2.8 million to Gwinnett County;
- $2.3 million to the State of Georgia.

Source: *CoStar, Inc.; Gwinnett County GIS; City of Norcross; Gwinnett County Finance Dept.; Georgia DOR; Highland Insight.*

Note: Assumes a $5/night state room fee, 7% Gwinnett room tax, and 8% Norcross room tax. Peachtree Corners lodging taxes go to Gwinnett under an IGA. Average 2025 occupancy 61%. Average room rate $56–$103 depending on class, based on the CoStar local hospitality market report.

Public Revenues by Source

Business Taxes and Excise Taxes

Business Taxes

The Gwinnett Place area is home to 2,100 businesses, which generated an estimated $8.4 billion in sales of goods and services in 2025.

Those businesses paid an **estimated $7.0 million in business license registration fees and occupational taxes:**

- $6.9 million to Gwinnett County;
- $126,000 to the State of Georgia.

Source: *Claritas, Inc.; Esri, U.S. Census; Georgia Secretary of State; Gwinnett County; City of Norcross; City of Peachtree Corners.*

Excise Taxes

Stores, restaurants, and bars in the Gwinnett Place area sold an estimated $29.7 million of alcoholic beverages and $1.5 million in tobacco products.

Local and state excise taxes on those sales generated $2.6 million in 2025:

- $892,000 to Gwinnett County;
- $1.7 million to the State of Georgia.

Source: *Claritas, Inc.; Georgia Accounting Office Annual Comprehensive Financial Report 2025; Highland Insight.*

Note: Excise taxes are estimated proportionally based on the share of qualifying goods sold locally vs. total 2025 state excise taxes.

Net Fiscal Impact Assessment

Overview of Fiscal Impacts: Revenues

As one of unincorporated Gwinnett County's primary business districts, the Gwinnett Place area generates significantly more in public revenues to Gwinnett County and Gwinnett County Public Schools than it demands in service costs from those jurisdictions.

Public revenues from taxes (property, sales, excise, hotel, income, and motor vehicle/TAVT) and fees (hotel and business license) totaled **$254 million** across all jurisdictions in 2025, of which:

- **$59.3 million went to Gwinnett County**
- **$42.5 million went to Gwinnett County Public Schools**

The following pages estimate the costs that both jurisdictions spend to serve the residents, businesses, amenities, and infrastructure of the Gwinnett Place area.

Public Revenues to Gwinnett County and Gwinnett County Public Schools from the Gwinnett Place Area

Public Revenues Generated in the Gwinnett Place Area	Gwinnett County	Gwinnett County Public Schools
Property Taxes	$19.1M	$27.3M
Sales Tax From Retail	$12.3M	$15.2M
Excise Taxes	$892K	$0
Hotel Motel Taxes and Fees	$2.8M	$0
Business License and Tax	$6.9M	$0
Income Taxes	$0	$0
Motor Vehicle Taxes	$17.4M	$0
Total	**$59.3M**	**$42.5M**

Source: *Detailed sourcing available in body of report and appendix; analysis prepared by Highland Insight, LLC.*

Net Fiscal Impact Assessment

Fiscal Impact Methodology

The following pages estimate the cost to Gwinnett County and Gwinnett County Public Schools of providing public services to the residents, businesses, amenities and infrastructure of the Gwinnett Place area.

Gwinnett County Net Fiscal Impacts

- Gwinnett County's local service costs are allocated between residential and commercial uses with the proportional valuation method, which splits costs by each use's share of the County's tax digest. The model then estimates the cost to serve the Gwinnett Place area based on the area's share of the County's population (1.2%) and business activity (6.3% of companies and 7.5% of workers).
- Those service costs are then compared against the public revenues that economic activity in the Gwinnett Place area generates for Gwinnett County. The result is the **net fiscal impact**.

Gwinnett County Public Schools Net Fiscal Impacts

- The school system analysis is simpler. The local share of 2025 district-wide revenues (from property and sales taxes) is allocated to expenditures and divided by enrollment to determine the local cost per enrollee.
- That cost per enrollee is then multiplied by the estimated number of school-age children in the Gwinnett Place area who attend public school.
- Those service costs are then compared against the public revenues that economic activity in the Gwinnett Place area generates for Gwinnett County Public Schools. The result is the **net fiscal impact**.

Net Fiscal Impact Assessment

Gwinnett County Government

Gwinnett County Government Net Fiscal Impact

In 2025, Gwinnett County Government budgeted $1.1 billion in expenditures for six service categories that rely on local revenue from taxes and fees. Of that, $939 million (84%) came from local taxes and permits, excluding user fees and enterprise funds.

Based on the proportional valuation method, County services for the Gwinnett Place area **cost $27.2 million**.

In the same year, the Gwinnett Place area **generated $59.3 million** in tax and fee revenue for Gwinnett County.

This represents $2.18 in County revenue for every $1.00 in service cost, a **net surplus of $32.0 million.**

Gwinnett County Expenses	2025 Total Appropriations	Amount funded from Local Taxes & Fees	Residential Allocation	Business Allocation	Service Costs for Gwinnett Place Area
General Fund	$585.3M	$531.4M	70%	29%	$14.9M
Fire & EMS	$202.2M	$181.4M	66%	33%	$5.5M
Development & Enforcement	$22.6M	$13.7M	66%	33%	$0.4M
Recreation	$67.6M	$58.9M	66%	33%	$1.8M
Police	$219.0M	$139.2M	66%	33%	$4.2M
Economic Development	$16.3M	$14.0M	66%	33%	$0.4M
Total	**$1,113M**	**$939M**			**$27.2M**

Revenues to Gwinnett County from the Gwinnett Place Area	Property Taxes	Other Taxes & Fees	Total 2025 Est. Revenue
General Fund	$8.8M	$40.2M	$49.0M
Fire & EMS	$4.1M	$0.0M	$4.1M
Development & Enforcement	$0.5M	$0.0M	$0.5M
Recreation	$1.3M	$0.0M	$1.3M
Police	$4.0M	$0.0M	$4.0M
Economic Development	$0.4M	$0.0M	$0.4M
Total Revenue	**$19.1M**	**$40.2M**	**$59.3M**

Gwinnett

Surplus:
$32.0M
Net Fiscal Ratio
2.18

Source: *Gwinnett Financial Services, Monthly Financial Status Report for the period ended December 31, 2025, pp. 12–13; Highland Insight, Detailed allocations and methodology are in the Data Appendix.*

Net Fiscal Impact Assessment

Gwinnett County Public Schools

Gwinnett County Public Schools Net Fiscal Impact

In 2025, Gwinnett County Public Schools (GCPS) budgeted $3.2 billion to educate more than 182,000 students. About half (50.5%) of GCPS revenue comes from local sources, primarily property taxes and other local sources, particularly the Education Special Purpose Local Option Sales Tax (ESPLOST).

The Gwinnett Place area had an estimated 2,463 school-age children attending public schools in 2025, **costing GCPS approximately $21.6 million**.

In the same year, **the Gwinnett Place area contributed $42.5 million to GCPS** through property taxes and ESPLOST.

That is **$1.96 in GCPS revenue for every $1.00 in education cost**, a **net surplus of $20.9 million.**

Gwinnett County Public Schools Expenditures 2025	Gwinnett County Public Schools	Gwinnett Place Area Allocation
Total Operating Expenditures 2025	$3.2B	
Allocation of Expenditures to Local Funds	$1.6B	
Total Enrollment 2025	182,707	2,463
Local Expenditures/student 2025	$8,782	$8,782
Estimated Gwinnett Place Area School Expenditures		**$21.6M**

Revenues to Gwinnett County Public Schools from Gwinnett Place Area 2025	Total Countywide Revenues	Revenues from Gwinnett Place Area
Local Taxes	$1.2B	$27.3M
Other Local Sources	$0.4B	$15.2M
State Funding	$1.3B	
Federal Funding	$0.2B	
Total Revenue	**$3.1B**	
% Local Taxes and Other Local Sources	50.5%	
Total Revenue from Gwinnett Place Area		**$42.5M**

GWINNETT COUNTY PUBLIC SCHOOLS

Surplus:
$20.9M
Net Fiscal Ratio
1.96

Source: *Gwinnett County Board of Education, Adopted Budget FY2025 (July 1, 2024 – June 30, 2025), pp. 13, 34; Esri, Inc.; Highland Insight*

Net Fiscal Impact Assessment

Summary of Net Fiscal Impact

In 2025 Gwinnett Place area generated about twice as much revenue for Gwinnett County and Gwinnett County Public Schools as it costs them to provide services to the area.

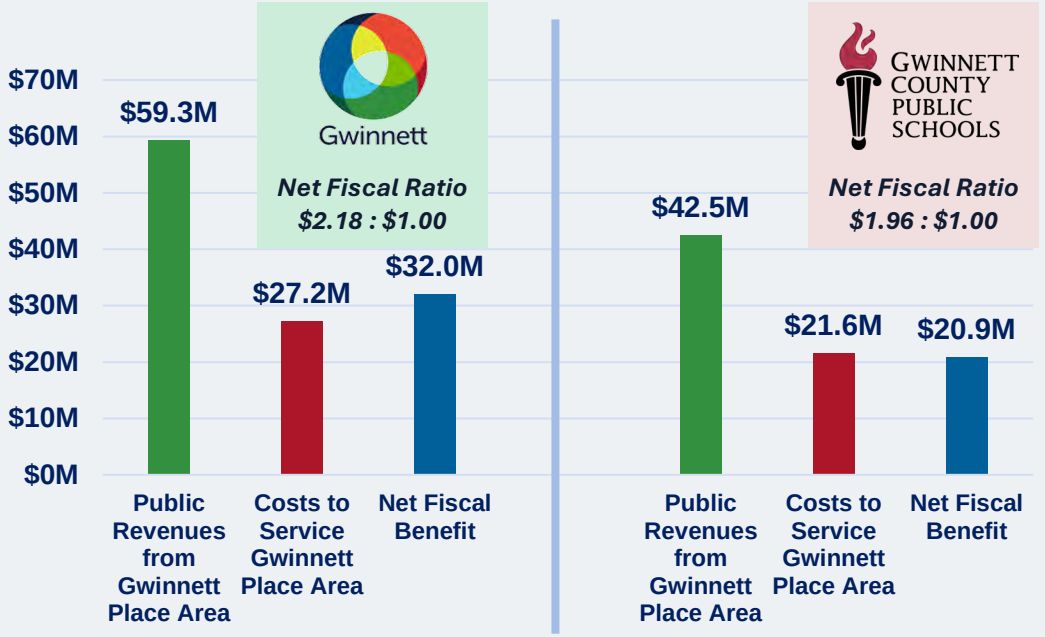
Gwinnett County:

- **$2.18** in public revenue for every $1.00 in service costs
- **$32.0 million** net fiscal benefit in 2025

Gwinnett County Public Schools:

- **$1.96** in public revenue for every $1.00 in service costs
- **$20.9 million** net fiscal benefit in 2025

Summary of Revenues, Service Costs, and Net Fiscal Benefits of the Gwinnett Place Area



Source: *Gwinnett Financial Services, Monthly Financial Status Report for the period ended Dec. 31, 2025; Gwinnett County Board of Education, Adopted Budget FY2025; Esri, Inc.; Highland Insight*

Economic Impacts

The economic significance of the Gwinnett Place area extends well beyond the activity occurring within the district itself. The following two pages trace how local business activity ripples through the broader economy—from the businesses and employees located in the area to the additional economic activity generated throughout Georgia. Together, these effects amount to an estimated $18.5 billion in statewide economic output and support more than 63,000 Georgia jobs.

Economic Impacts

Overview of Economic Impacts and Gwinnett Place Area Direct Impacts

Overview of Economic Impacts

Economic impact analysis measures how business activity affects a local economy. A business or industry creates direct impacts through the jobs it provides, the wages it pays, and the goods and services it sells.

Those direct impacts ripple through the economy in two additional ways. Indirect impacts occur when local businesses purchase goods and services from suppliers and contractors. Induced impacts occur when workers spend their earnings on housing, food, healthcare, entertainment, and other everyday purchases, creating additional business activity and jobs.

Together, these direct, indirect, and induced effects estimate the total economic contribution of an industry, project, or development to the local, county, or state economy.

Direct Impacts in the Gwinnett Place Area

The Gwinnett Place area has nearly 2,100 companies with over 29,000 workers, which produce direct economic impacts that reverberate across the County and State.

This economic activity produces **direct economic impacts** in the form of **Output** (*the total value of goods and services produced*), **Jobs**, and **Earnings** *(wages and benefits)*.

Gwinnett Place Area Direct Impacts	
Total Output	**$9.2 Billion**
Jobs Supported	**29,055**
Labor Earnings	**$2.2 Billion**

Source: *Claritas, Inc., Business Profiles for Gwinnett Place area 2026; U.S. Census Longitudinal Employer-Household Dynamics; Highland Insight*

Economic Impacts

Gwinnett Place Area Total Economic Impacts Across Gwinnett County and Georgia

Direct Economic Impacts from the Gwinnett Place Area

Gwinnett Place area businesses generate direct spending that creates additional economic activity throughout Gwinnett County and Georgia.

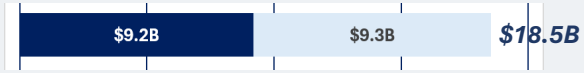
Gwinnett Place Area Direct Impacts	
Total Output	$9.2 Billion
Jobs Supported	29,055

Total Economic Impacts Attributable to Gwinnett Place Area Economic Activity

(Direct + Indirect + Induced)

Gwinnett County	State of Georgia
Total Output	Total Output
$14.4 Billion	$18.5 Billion
Jobs Supported	Jobs Supported
45,711	63,303





The Gwinnett Place Area Generates $18.5 Billion in Statewide Economic Output, Supporting More Than 63,000 Georgia Jobs

Source: *BEA RIMS II, Table 2.5 Total Multipliers — Industry Aggregations; Region: Gwinnett County, Georgia (Type II); Series: 2017 U.S. Benchmark I-O Data and 2022 Regional Data; based on Claritas, Inc., Business Profiles for Gwinnett Place area 2026; Highland Insight.*

See data appendix for detailed economic impacts table.

Baseline Analysis

Understanding the Gwinnett Place area begins with a clear picture of the people, businesses, and real estate that make up the area today. This section brings together key measures of demographics, employment, retail activity, and the area's real estate inventory and market trends. These findings provide the underlying context for the fiscal and economic analyses that follow.

Baseline: Demographics

Population, Households, and Age

Population and Households

The Gwinnett Place area has nearly 12,000 residents in 5,190 households, representing roughly 1.2% of Gwinnett County's population.

Age

The Gwinnett Place area skews younger, with a median age of 34.0 versus 36.7 for Gwinnett County.

Residents under 35 make up 52% of the Gwinnett Place area population, above the county's 48%.

Seniors aged 65+ account for 11% of the Gwinnett Place area's residents, slightly below the county's 13% share.

	Gwinnett Place Area		Gwinnett County
Population and Households	Number	% of Gwinnett County	Number
Total Population 2025	11,927	1.2%	1,020,513
Total Households 2025	5,190	1.5%	341,765
Average Household Size	2.30		2.99

	Gwinnett Place Area	Gwinnett County
Age	%	%
Median Age 2025	34.0	36.7
Age 0-19	25%	26%
Age 20-34	27%	22%
Age 35-64	37%	39%
Age 65+	11%	13%

Source: *Esri, Highland Insight*

Baseline: Demographics

Household Income

The Gwinnett Place area's median household income ($50,905) runs 42% below Gwinnett County's median of $88,110.

- The income gap holds at the individual level, with per capita income of $27,506 versus $38,084 countywide.
- About 31% of the Gwinnett Place area's households earn under $35K, roughly double the county's 15% share.
- Only 13% of the Gwinnett Place area's households reach the $100K+ bracket, compared with 44% across Gwinnett County.
- In total, 49% of the Gwinnett Place area's households earn under $50K versus 25% countywide, marking it a lower-income, more affordable submarket.
- Much of the gap reflects how the Gwinnett Place area is drawn: the boundary takes in apartments and other multifamily rentals, which typically house lower-income households, and leaves out the surrounding single-family neighborhoods.

	Gwinnett Place Area		Gwinnett County	
Income	**Number**	**%**	**Number**	**%**
Median Household Income	$50,905		$88,110	
Average Household Income	$64,373		$113,622	
Per Capita Income	$27,506		$38,084	
HHs <$35K	1,591	31%	52,489	15%
HHs $35 – $50K	951	18%	33,420	10%
HHs $50 – $100K	1,971	38%	105,212	31%
HHs $100K+	677	13%	150,644	44%
Total HHs	5,190	100%	**341,765**	**100%**

Source: *Esri, Highland Insight*

Baseline: Demographics

Housing

Multifamily housing (apartments and condos) dominates Gwinnett Place area housing at 76% of units, versus just 21% countywide.

Gwinnett Place area households are thus about 2.5 times as likely to rent as households countywide.

Single-family detached homes account for only 11% of Gwinnett Place area units, compared with the 71% share across Gwinnett County.

Large multifamily buildings of 50+ units are nearly five times as prevalent in the Gwinnett Place area (20% of units) as in the county (4%).

	Gwinnett Place Area		Gwinnett County	
Housing Tenure (Esri 2025)	**Number**	**%**	**Number**	**%**
Owner-Occupied Housing Units	726	14%	226,413	66%
Renter-Occupied Housing Units	4,464	86%	115,352	34%
Total Occupied Housing Units	**5,190**	**100%**	**341,765**	**100%**

Housing Units by Type	Gwinnett Place Area	Gwinnett County
Single-family Detached	11%	71%
Single-family Attached (Townhome)	12%	7%
Multifamily (Apartment or Condo)	76%	21%
Small Multifamily (2 – 9 Units)	21%	7%
Midsize Multifamily (10 – 49 Units)	34%	10%
Large Multifamily (50+ Units)	20%	4%
Mobile Home	0%	1%
RV, Van, Boat etc.	0%	0%

Source: *Esri (from U.S. Census American Community Survey), Highland Insight*

Baseline: Demographics

Household Composition

The Gwinnett Place area has smaller households than the County as a whole, with fewer children and fewer seniors, which points to a working-age population.

- **Fewer households with children:** 35% vs. 40% countywide;
- **Fewer households with seniors:** 15% vs. 23% countywide;
- **More one-person households:** 40%, 1.9 times the countywide 21%;
- **Fewer two-person households:** 20% vs. 29%; three-person even at 19%;
- **Fewer large households:** 7% have five or more people, half the countywide 14%.

Household Characteristics	Gwinnett Place Area	Gwinnett County
Households with Children		
One or more people under 18 years	35%	40%
No people under 18 years	65%	60%
Households with Residents 65+		
One or more people 65+	15%	23%
No people 65+	85%	77%
Household Size		
1-Person	40%	21%
2-Person	20%	29%
3-Person	19%	19%
4-Person	13%	17%
5+ Person	7%	14%

Source: *Esri (from U.S. Census Bureau, American Community Survey); Highland Insight*

Baseline: Demographics

Language

The Gwinnett Place area is one of the county's most multilingual places: 53% of residents speak a language other than English at home, versus 37% countywide.

Spanish leads at 34% of residents against 20% countywide, and Asian and Pacific Island languages reach 13% against 8%.

83% of residents speak English well or very well, making most of this population bilingual, offering a workforce and customer base with international reach.

	Gwinnett Place Area	Gwinnett County
Population share by Language Spoken	%	%
Speak only English	47%	63%
Speak Spanish	34%	20%
Speak other Indo-European languages	3%	6%
Speak Asian and Pacific Island languages	13%	8%
Speak other languages	3%	3%
Speak English "very well" or "well"	83%	91%
Speak English "not well"	12%	6%
Speak English "not at all"	5%	2%

Source: *Esri, Highland Insight*

Baseline: Demographics

Place of Birth and Citizenship Status

Place of Birth and Citizenship Status

The Gwinnett Place area has 5,636 foreign-born residents, 2.0% of the County's foreign-born population.

- **The Gwinnett Place area is home to more foreign-born residents:** 44% of the area's population vs. 28% countywide
- **The Gwinnett Place area is home to more non-citizens:** 32% vs. 14% countywide, more than twice the County's share
- **The Gwinnett Place area is home to more residents born in Latin America:** 27% vs. 14%, nearly double the countywide share

Place of Birth by Nativity and Citizenship Status	Gwinnett Place Area	Gwinnett County
Born in the United States	**56%**	**72%**
Born in Georgia	30%	37%
Born in another U.S. state	24%	32%
Born in a U.S. territory or abroad to U.S. parents	2%	2%
Foreign-born	**44%**	**28%**
Naturalized U.S. citizen	12%	14%
Not a U.S. citizen	32%	14%
Foreign-Born Origin		
Europe	1%	2%
Asia	12%	10%
Africa	5%	3%
Oceania	0%	0%
Latin America	27%	14%
Northern America	0%	<1%

Source: *U.S. Census Bureau, ACS 2024 5-Year Estimates, Table B05002. Gwinnett Place area approximated by Census Tracts 502.15, 502.29 and 505.42.*

Baseline: Demographics

Region and Country of Birth For Foreign-Born Residents

Region and Country of Birth For Foreign-Born Residents

The Gwinnett Place area's top three countries of origin account for 56% of its foreign-born residents; the county's top three account for 29%.

- Venezuela is home of the most foreign-born Gwinnett Place area residents: 26% of the area's foreign-born residents versus 4.7% countywide (5.6x). South America as a whole accounts for 31% of the area versus 11% of the county.
- Central America, led by Mexico, accounts for 22% of the area's foreign-born residents, versus 27% countywide.
- East Asia, primarily Korea and China, accounts for 18% of the area's foreign-born residents, versus 12% countywide.

Percentage of Foreign–Born Population by Region or Country of Birth.

Top 10 Countries of Birth	Gwinnett Place Area	Gwinnett County
1. Venezuela	26.1%	4.7%
2. Mexico	19.0%	15.4%
3. Korea	10.7%	7.0%
4. Nigeria	8.5%	3.1%
5. China	7.7%	4.9%
6. Colombia	4.4%	3.3%
7. Jamaica	4.3%	3.9%
8. India	3.7%	5.8%
9. Honduras	2.1%	2.6%
10. Vietnam	1.6%	6.6%

Place of Birth	Gwinnett Place Area	Gwinnett County
Northern Europe	0%	1%
Western Europe	0%	1%
Southern Europe	-	0%
Eastern Europe	1%	3%
Eastern Asia	18%	12%
South Central Asia	4%	10%
South Eastern Asia	4%	10%
Western Asia	-	2%
Eastern Africa	2%	4%
Middle Africa	-	0%
Northern Africa	-	1%
Southern Africa	-	0%
Western Africa	9%	6%
Australia & NZ	0%	0%
Oceania, other	-	0%
Caribbean	7%	11%
Central America	22%	27%
South America	31%	11%
Northern America	-	1%
Not classified	1%	0%

Source: *US Census American Community Survey B05002 & B05006 5-year estimates detailed Tables 2024. Gwinnett Place area approximated by Tracts 502.15,502.29 and 505.42.*

Baseline: Demographics

School Attendance

30% of the Gwinnett Place area's population is currently in school, similar to rates countywide.

Education and School Enrollment	Gwinnett Place Area		Gwinnett County	
	%	% in Public Schools	%	% in Public Schools
Enrolled in school	30%	92%	29%	87%
Pre-K – 12th Grade	22%	96%	23%	89%
Undergraduate	4%	92%	5%	84%
Graduate or Professional	4%	76%	2%	54%
Not enrolled in school	70%		71%	

Source: *Esri, Highland Insight*

Educational Attainment

More than one in three Gwinnett Place area residents holds a bachelor's or advanced degree (34%), and roughly 87% have completed high school or beyond.

	Gwinnett Place Area		Gwinnett County	
Educational Attainment (25+)	Estimate	%	Estimate	%
Less than High School	1,045	13%	76,820	12%
HS Diploma or GED	2,264	29%	144,511	23%
Some College	1,217	15%	106,595	17%
2-Year Degree	730	9%	57,944	9%
Bachelor's Degree	1,631	21%	158,987	25%
Advanced Degree	1,055	13%	87,806	14%

Source: *Esri, Highland Insight*

Baseline: Employment

Employment Over Time

The Gwinnett Place area has added jobs over the past 20 years, but the pace of employment growth has been measured. The study area supported **22,728 jobs in 2005**, compared with **29,055 in 2025**, reflecting the characteristics of a mature employment center undergoing structural changes in its industrial and logistics sectors.

Several factors help explain this pattern. Manufacturing, distribution, and freight operations have become increasingly productive through automation, technology, and more efficient facilities, allowing businesses to handle greater volumes without proportional increases in employment. Newer distribution facilities also tend to generate fewer jobs per square foot than the industrial properties they have replaced.

Employment trends have also been shaped by two major disruptions: the **Great Recession of 2008** and the **COVID-19 pandemic**, both of which affected manufacturing, transportation, and supply-chain activity. More recently, a decline in film and television production has limited growth in another sector that had previously contributed to employment along the corridor.

Taken together, these forces have produced relatively modest net employment growth rather than a sustained expansion. Even so, the Gwinnett Place area continues to function as a major employment center within the broader Metro Atlanta economy.



Source: *U.S. Census Longitudinal Employer-Household Dynamics 2002-2023; Highland Insight; Claritas, Inc., Business Profiles for Gwinnett Place area 2026; Georgia Dept. of Labor.*

Baseline: Employment

Employment by NAICS Sector

Employment by Sector

The Gwinnett Place area supports **29,055 jobs across 2,098 firms**, and employment is concentrated in consumer-facing sectors rather than spread evenly.

The top four sectors are:

- **Retail Trade** 27.2% (7,915 jobs);
- **Accommodation & Food Services** 16.7% (4,865);
- **Professional, Scientific & Technical Services** 9.5% (2,774);
- **Health Care & Social Assistance** 7.7% (2,241).

Together, these four sectors represent 61% of all jobs in the Gwinnett Place area.

The Gwinnett Place area holds **7% of all Gwinnett County jobs.** Area sector shares above that baseline include:

- **Retail Trade** 14.5% of Gwinnett's jobs in this sector;
- **Accommodation & Food Services** 12.6% % of Gwinnett's jobs in this sector;
- **Real Estate, Rental & Leasing** 12.1% % of Gwinnett's jobs in this sector;
- **Professional, Scientific & Technical** 8.9% % of Gwinnett's jobs in this sector.

Gwinnett Place Area Employment Sector by NAICS Codes, 2026	Number of Firms	Est. Employees	% of Total	Share of Gwinnett
Agriculture, Forestry, Fishing & Hunting (11)	0	0	0.0%	0.0%
Mining (21)	0	0	0.0%	0.0%
Utilities (22)	0	0	0.0%	0.0%
Construction (23)	48	435	1.5%	1.8%
Manufacturing (31-33)	62	2,082	7.2%	7.3%
Wholesale Trade (42)	38	1,093	3.8%	4.9%
Retail Trade (44-45)	262	7,915	27.2%	14.5%
Transportation & Warehousing (48-49)	29	240	0.8%	2.3%
Information (51)	53	708	2.4%	7.2%
Finance & Insurance (52)	190	1,262	4.3%	8.5%
Real Estate, Rental & Leasing (53)	75	1,332	4.6%	12.1%
Professional, Scientific & Tech Services (54)	231	2,774	9.5%	8.9%
Management of Companies (55)	4	31	0.1%	13.1%
Administrative, Support & Waste Mgmt (56)	62	969	3.3%	5.4%
Educational Services (61)	29	973	3.3%	3.0%
Health Care & Social Assistance (62)	457	2,241	7.7%	5.0%
Arts, Entertainment & Recreation (71)	19	120	0.4%	2.1%
Accommodation & Food Services (72)	241	4,865	16.7%	12.6%
Other Services Except Public Admin (81)	199	1,895	6.5%	7.9%
Public Administration (92)	7	107	0.4%	0.7%
Unclassified Establishments (99)	92	13	0.0%	3.2%
Total	**2,098**	**29,055**	**100%**	**7%**

Source: *Claritas, Inc., Business Profiles for Gwinnett Place area 2026; U.S. Census Longitudinal Employer-Household Dynamics; Highland Insight*

Baseline: Employment

Employment by NAICS Sector with Wages, Sales and Earnings

Employment, Wages and Earnings

The Gwinnett Place area brings together nearly **2,100 businesses and more than 29,000 jobs**, making it one of Metro Atlanta's significant concentrations of employment.

In 2025, businesses across the area generated an estimated **$8.4 billion in sales and $2.2 billion in labor earnings**, underscoring the scale of its economic activity.

Source: *Claritas, Inc.; BLS; Highland Insight. Earnings were estimated by multiplying employment by average wages and applying a 1.3 factor to reflect total employee compensation, consistent with U.S. Bureau of Labor Statistics data.*

Sector	Companies	Employment	Sales from this location	2025 Earnings
Agriculture, Forestry, Fishing & Hunting (11)	0	0	0	0
Mining (21)	0	0	0	0
Utilities (22)	0	0	0	0
Construction (23)	48	435	$148.1M	$47.1M
Manufacturing (31-33)	62	2,082	$416.1M	$215.2M
Wholesale Trade (42)	38	1,093	$1,765.4M	$131.1M
Retail Trade (44-45)	262	7,915	$3,461.1M	$451.1M
Transportation & Warehousing (48-49)	29	240	$51.6M	$19.9M
Information (51)	53	708	$312.0M	$108.6M
Finance & Insurance (52)	190	1,262	$459.5M	$153.3M
Real Estate, Rental & Leasing (53)	75	1,332	$202.0M	$128.0M
Professional, Scientific & Tech Services (54)	231	2,774	$362.7M	$377.5M
Management of Companies (55)	4	31	$24.4M	$4.9M
Administrative, Support & Waste Mgmt (56)	62	969	$136.3M	$67.3M
Educational Services (61)	29	973	$28.4M	$59.9M
Health Care & Social Assistance (62)	457	2,241	$415.9M	$161.9M
Arts, Entertainment & Recreation (71)	19	120	$10.5M	$4.7M
Accommodation & Food Services (72)	241	4,865	$347.2M	$163.1M
Other Services Except Public Admin (81)	199	1,895	$228.8M	$137.1M
Public Administration (92)	7	107	$3.2M	$8.6M
Unclassified Establishments (99)	92	13	$1.1M	$1.0M
Grand Total	**2,098**	**29,055**	**$8.4B**	**$2.2B**

Baseline: Employment

Workforce

The Gwinnett Place area draws from a substantial and diverse labor pool that extends well beyond the district itself. More than **5,000 employed residents** live within the study area, while nearly **1.3 million workers** live within 20 miles, providing businesses with broad access to a skilled regional workforce.

Gwinnett Place Area Workforce by NAICS Codes	Gwinnett Place Area		Living Within 20 Miles	
	Workforce	%	Workforce	%
Agriculture, forestry, fishing and hunting	5	0%	1,289	0%
Mining, quarrying, and oil and gas extraction	1	0%	561	0%
Construction	3	0%	3,324	0%
Manufacturing	231	5%	49,166	4%
Wholesale trade	319	6%	65,053	5%
Retail trade	334	7%	72,857	6%
Transportation and warehousing	663	13%	125,732	10%
Utilities	285	6%	65,291	5%
Information	172	3%	63,708	5%
Finance and insurance	246	5%	74,166	6%
Real estate and rental and leasing	83	2%	26,750	2%
Professional, scientific, and technical services	450	9%	137,718	11%
Management of companies and enterprises	113	2%	36,954	3%
Administrative/Support/Waste Mgmt. services	507	10%	104,442	8%
Educational services	243	5%	97,638	8%
Health care and social assistance	606	12%	160,248	13%
Arts, entertainment, and recreation	53	1%	19,219	1%
Accommodation and food services	520	10%	109,780	9%
Other services, except public administration	116	2%	32,221	3%
Public administration	113	2%	35,591	3%
Total	**5,063**	**100%**	**1,281,709**	**100%**

Source: *U.S. Census Longitudinal Employer-Household Dynamics; Esri, Highland Insight*

Baseline: Employment

Commuting Mode and Time

The commuting patterns of Gwinnett Place area residents reflect a strong reliance on automobiles, but also a notable level of carpooling. 72% drive alone, while 13% carpool—more than twice the rate for Gwinnett County overall.

Transit accounts for less than 1% of commutes, compared with 3.5% nationally, and 9% of workers' households do not have access to a vehicle.

Bicycle commuting is virtually nonexistent in both the Gwinnett Place area and Gwinnett County.

Despite the area's regional employment role, residents generally have shorter commutes than the typical Gwinnett County commuter.

Travel Time to Work	Gwinnett Place Area %	Gwinnett County %
0 – 30 Minutes	53%	47%
30 – 60 Minutes	43%	37%
60+ minutes	4%	16%

	Gwinnett Place Area		Gwinnett County	
Commuting Method & Vehicles	**Estimate**	**%**	**Estimate**	**%**
Means of Transportation to Work (Age 16+)				
Drove alone	4,316	72%	323,089	69%
Carpooled	769	13%	53,589	11%
Public Transit	11	0.2%	2,769	0.6%
Taxicab	22	0.4%	2,357	0.5%
Motorcycle	-	0.0%	115	0.0%
Bicycle	45	0.8%	354	0.1%
Walked	25	0.4%	3,446	0.7%
Other means	113	1.9%	5,055	1.1%
Worked at home	672	11.3%	77,412	16%
Vehicles Available				
No vehicle available	464	9%	11,012	3%
1 vehicle available	2,836	55%	95,647	30%
2+ Vehicles Available	1,853	36%	216,193	67%

Source: *Esri, U.S. Census ACS 2023; Highland Insight*

Baseline: Employment

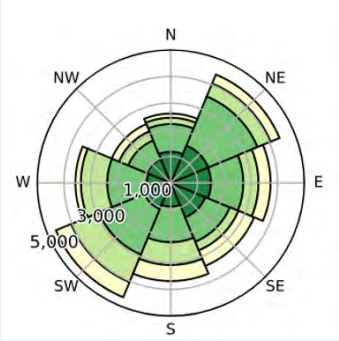
Commuting Patterns

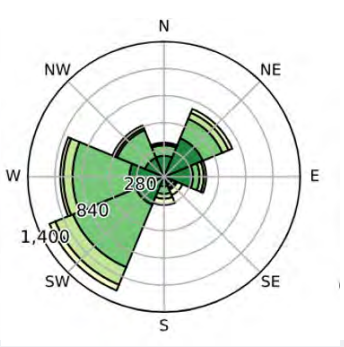
- 99% of area workers commute into the Gwinnett Place area from elsewhere.
- 94% of working area residents commute to jobs outside the Gwinnett Place area.
- 6% of working area residents also live in the Gwinnett Place area.
- 33% of Gwinnett Place area workers live within 10 miles of their workplace.

Where do people who work in the Gwinnett Place Area Live?		Where do working people who live in the Gwinnett Place Area Work?	
Gwinnett County	39%	Gwinnett County	40%
Fulton County	10%	Fulton County	22%
DeKalb County	10%	DeKalb County	12%
Cobb County	5%	Cobb County	6%
Forsyth County	4%	Forsyth County	3%
Hall County	3%	Hall County	2%
Cherokee County	2%	Clayton County	1%
Barrow County	2%	Jackson County	1%
Clayton County	2%	Cherokee County	1%
Walton County	2%	Henry County	1%
All Other Locations	21%	All Other Locations	11%

	How far do people who work in Gwinnett Place commute in?	How far do working people who live in Gwinnett Place commute out?
Less than 10 miles	33%	41%
10 to 24 miles	38%	42%
25 to 50 miles	18%	10%
Greater than 50 miles	12%	7%

Where people who work in the Gwinnett Place area commute from:	Where working people who live in the Gwinnett Place area commute to:





Source: U.S. Census Longitudinal Employer-Household Dynamics, Highland Insight

Baseline: Employment

Workers and Labor Force Demographics

The Gwinnett Place area's workers (those who work in the area) and its labor force (working people who reside in the area) share a closely matched demographic profile.

Both groups also closely reflect Gwinnett County's workers and working residents in age, educational attainment and race, making the area representative of the County as a whole.

Demographic Characteristics	Gwinnett Place Area Workers	Gwinnett Place Area Working Residents	Gwinnett County Workers	Gwinnett County Working residents
Age				
Age 29 or younger	21%	28%	23%	23%
Age 30 to 54	56%	52%	54%	54%
Age 55 or older	24%	20%	23%	23%
Educational attainment				
Less than high school	14%	15%	12%	12%
High school or equivalent, no college	22%	19%	20%	19%
Some college or Associate degree	24%	20%	23%	22%
Bachelor's degree or advanced degree	20%	18%	22%	24%
Not available (aged <29)	21%	28%	23%	23%
Race				
White Alone	54%	48%	58%	50%
Black or African American Alone	33%	37%	30%	34%
American Indian or Alaska Native Alone	1%	1%	0%	0%
Asian Alone	10%	12%	10%	13%
Native Hawaiian or Other Pacific Islander Alone	0%	0%	0%	0%
Two or More Race Groups	2%	2%	2%	2%

Source: *U.S. Census Longitudinal Employer-Household Dynamics, Highland Insight*

Baseline: Retail Sales

Retail Sales

Businesses in the Gwinnett Place area recorded roughly **$2.1 billion in retail sales** during 2025.

Households living inside the area supplied just **$285 million** of it. Shoppers from elsewhere in the region account for the rest, a spending pattern that highlights the Gwinnett Place area's role as a regional shopping destination.

Gwinnett Place Area Retail Demand and Supply (2025 total sales)	**Demand:** Estimated annual spending by trade area residents for a retail category, regardless of where purchases are made.	**Supply:** Estimated annual sales by businesses in the trade area for a retail category, including spending by residents and visitors.
Motor Vehicle and Parts Dealers	$61M	$616M
Building Material and Garden Equipment and Supplies Dealers	$16M	$80M
Food and Beverage Retailers	$36M	$131M
Furniture, Home Furnishings, Electronics, and Appliance Retailers	$12M	$75M
General Merchandise Retailers	$49M	$851M
Health and Personal Care Retailers	$25M	$34M
Gasoline Stations and Fuel Dealers	$24M	$63M
Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	$15M	$38M
Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers	$14M	$50M
Food Services and Drinking Places	$34M	$130M
Total Retail Trade Including Food and Drink (NAICS 44, 45 and 722)	**$285M**	**$2.1B**

Source: *Claritas Inc.; U.S. Census Bureau; U.S. Bureau of Labor Statistics; Data Axle; Highland Insight. Totals may not sum due to rounding.*

Baseline: Real Estate Inventory and Trends

Commercial Real Estate by Type

The Gwinnett Place area contains over 21 million SF of commercial space in 444 buildings.

41% of that space is retail, representing 23% of Gwinnett County's total retail space.

Property Type	Existing SF	% of total	Existing Buildings	Existing Res. Units
Office	2,864,754	14%	77	-
Retail	8,662,391	41%	284	-
Industrial	1,790,683	8%	16	-
Flex	996,742	5%	18	-
Multifamily	4,669,286	22%	15	4,651
Specialty	631,300	3%	12	-
Hospitality	1,430,667	7%	21	-
Health Care	103,000	0%	1	-
Sports & Entertainment	-		-	-
Total	**21,148,823**		**444**	**4,651**

Source: *CoStar, Inc.; Cushman & Wakefield; Highland Insight*

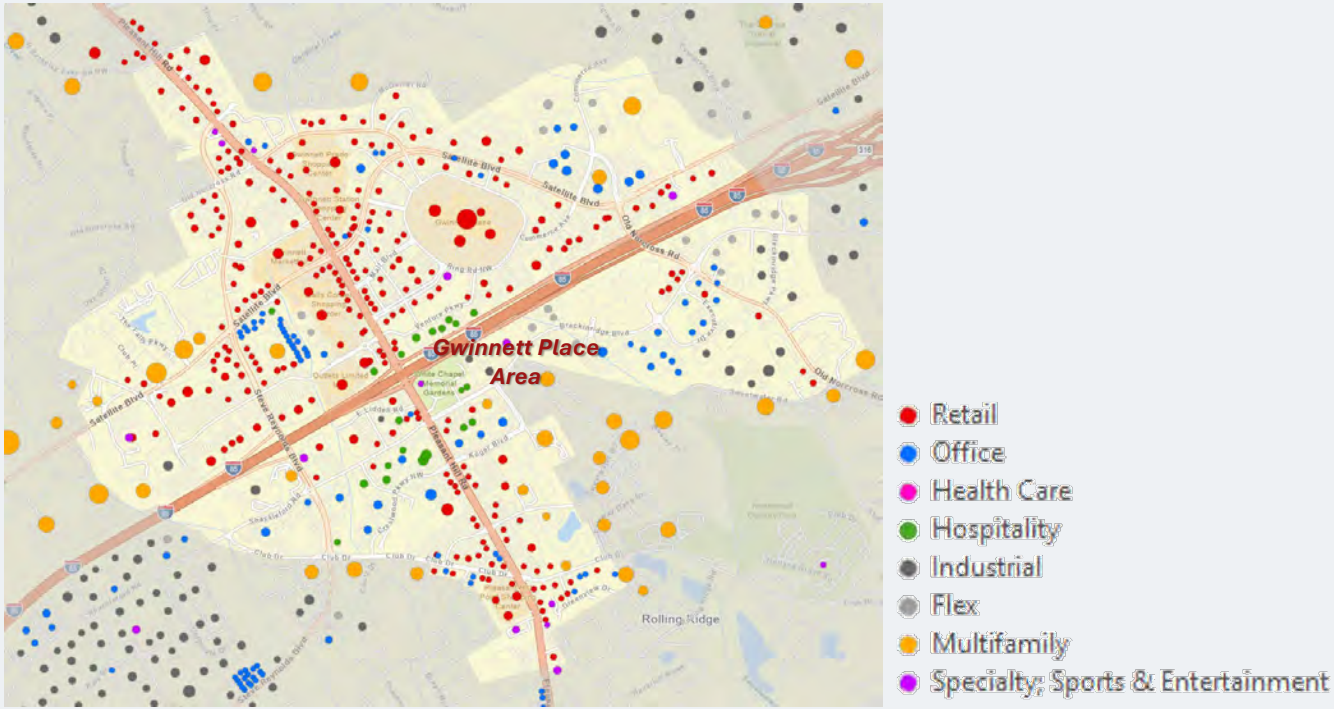
Baseline: Real Estate Inventory and Trends

Map of Commercial Space: All Types

This map depicts the location and size of commercial buildings in and around the Gwinnett Place area.

Symbol size represents building square footage, while color indicates the building's primary use.

Together, these symbols visually illustrate the spatial distribution and clustering of the district's major commercial land uses.



Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

Baseline: Real Estate Inventory and Trends

Industrial and Flex Buildings in the Gwinnett Place Area

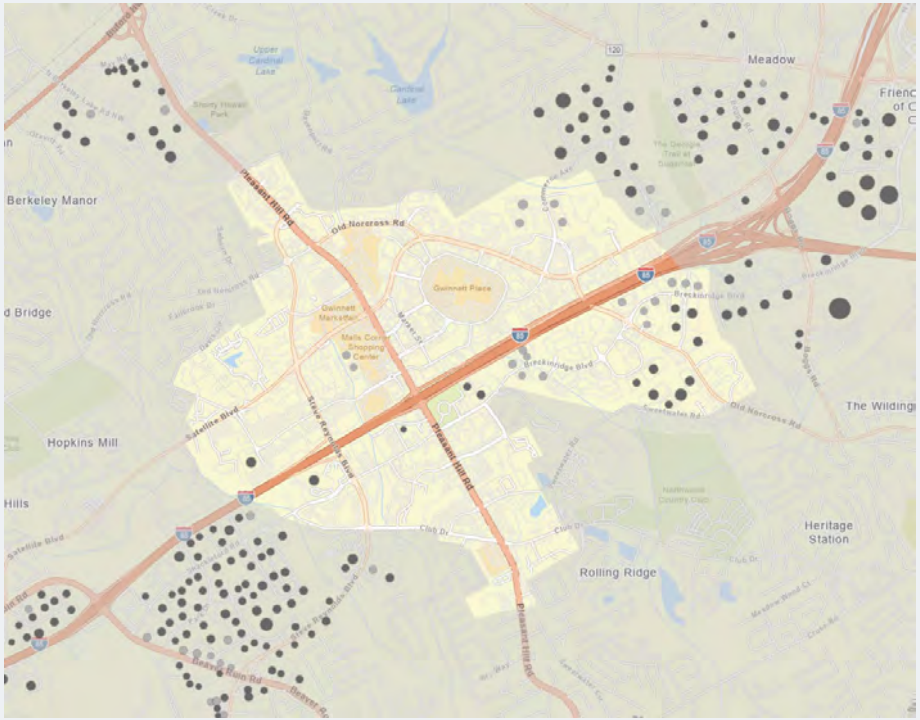
The Gwinnett Place area has:

Industrial Space:

- 16 industrial buildings with 1.8 million SF of space.
- Currently 1 industrial building with 7,500 SF is planned or under construction.

Flex Space:

- 18 flex buildings with 1.0 million SF of space.
- No flex space is planned or under construction.



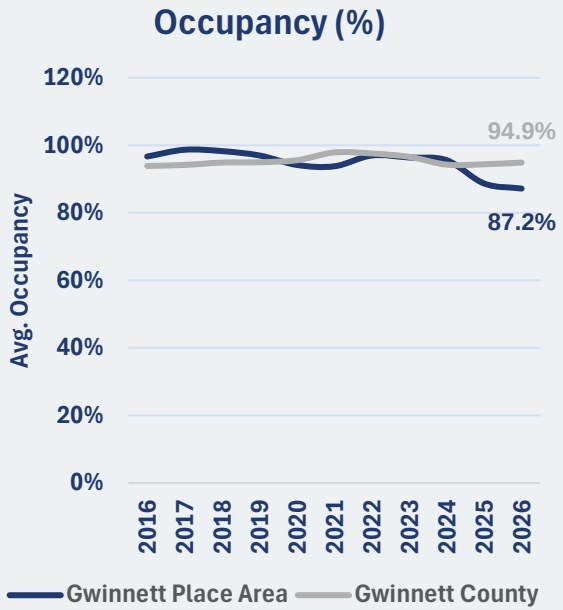
Distribution of Industrial and Flex Space in and around the Gwinnett Place Area.

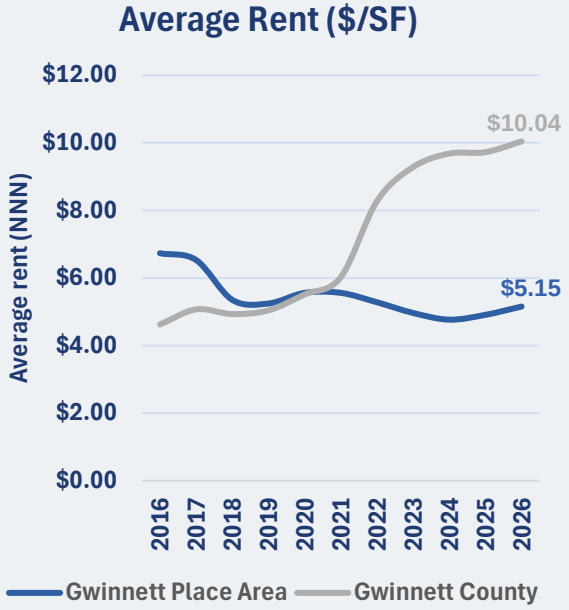
Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

Baseline: Real Estate Inventory and Trends

Industrial Space

- The Gwinnett Place area has 1.8 million SF of industrial space.
- This represents 1% of Gwinnett County's 134.8 million SF of industrial space.
- The area has added no new industrial space over the last 10 years.
- The area's industrial inventory currently has an occupancy rate of 87%, just below the countywide occupancy rate.
- Over the last decade, the Gwinnett Place area has averaged -1,812 SF of annual industrial absorption.
- The average rent/SF of Gwinnett Place area's industrial space is $5.63, well below Gwinnett County's average.



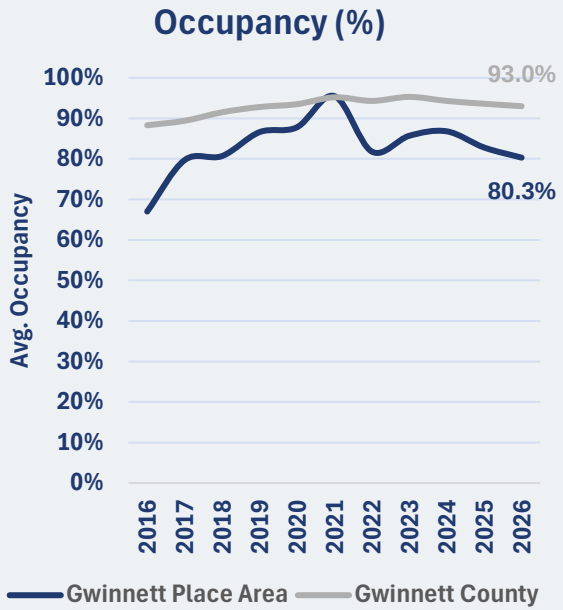


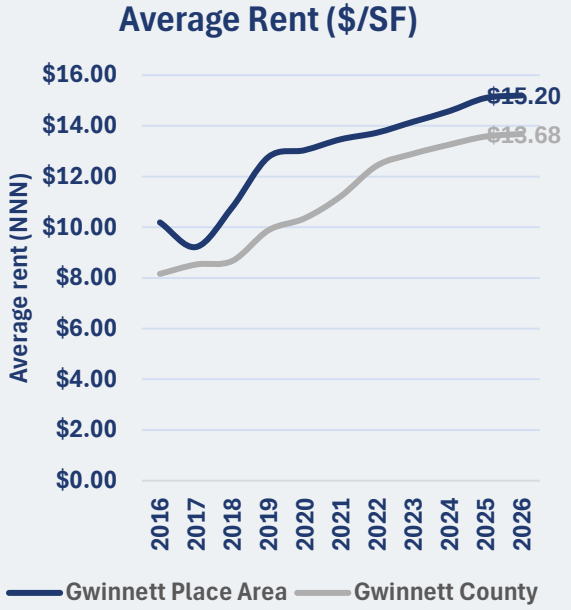
Source: *CoStar, Inc.; Highland Insight*

Baseline: Real Estate Inventory and Trends

Flex Space

- The Gwinnett Place area has 1.0 million SF of flex space.
- This represents 6% of Gwinnett County's 16.3 million SF of flex space.
- The area has added no flex space over the last 10 years.
- The area's flex inventory currently has an occupancy rate of 80%, well below the countywide occupancy rate.
- Over the last decade, the Gwinnett Place area has averaged 22,649 SF of annual flex absorption.
- The average rent/SF of the Gwinnett Place area's flex space is $15.20, well above Gwinnett County's average.





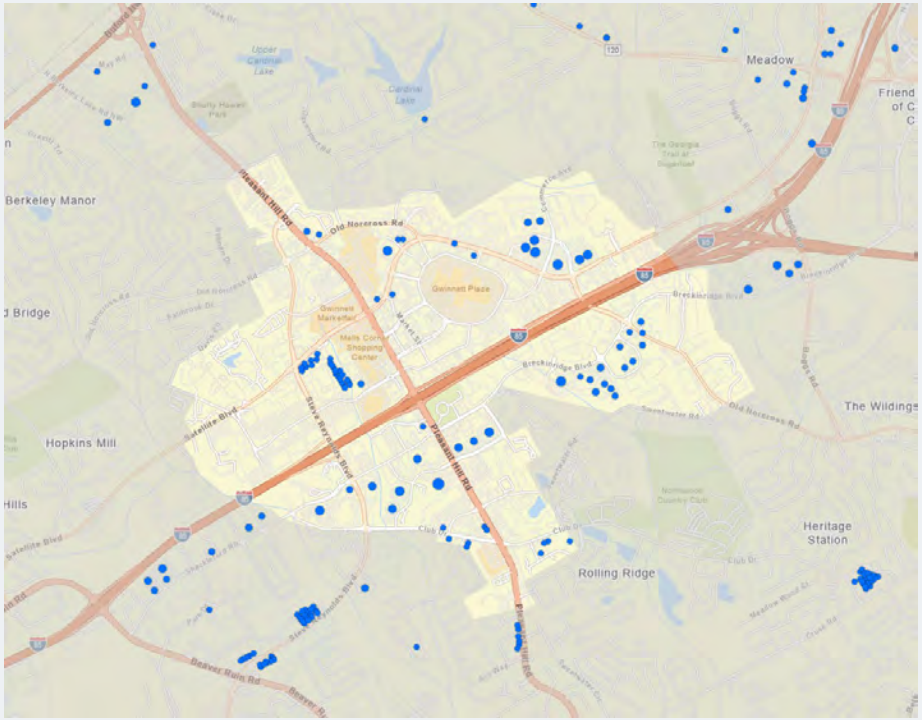
Source: CoStar, Inc.; Highland Insight

Baseline: Real Estate Inventory and Trends

Office Buildings in the Gwinnett Place Area

The Gwinnett Place area has:

- 77 office buildings with 2.9 million SF of space.
- 1.5 million SF of Class A office space, which is 32% of Gwinnett's Class A office Inventory.
- Currently no office buildings are planned or under construction.
- One office building is currently being demolished and replaced with multifamily residential.



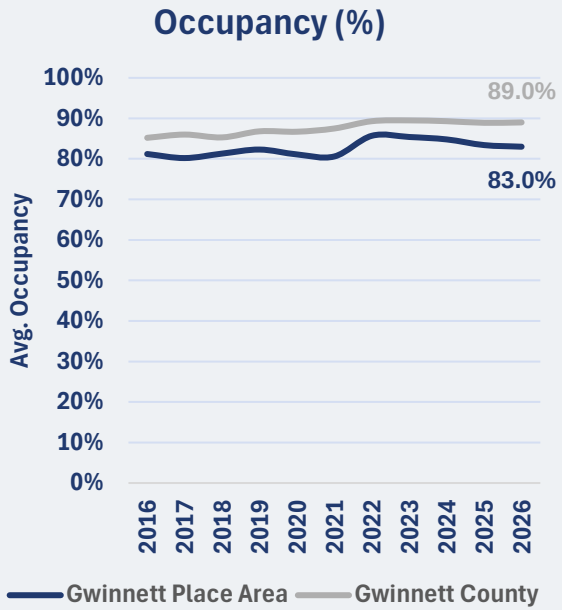
Distribution of Office Buildings in and around the Gwinnett Place Area.

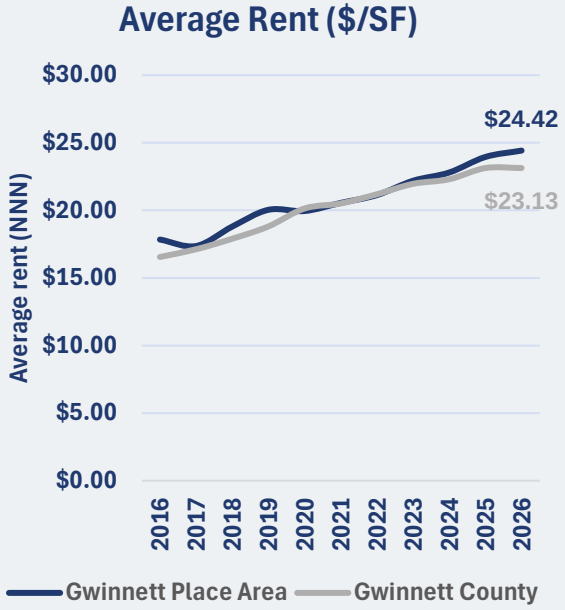
Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data,*

Baseline: Real Estate Inventory and Trends

Office Space

- The Gwinnett Place area has 2.9 million SF of office space.
- This represents 9% of Gwinnett County's 32.3 million SF of office space.
- The area has added no new office space in the last ten years, and one building of 100,000 SF is currently being demolished.
- The area's office inventory currently has an occupancy rate of 83%, just below the countywide occupancy rate.
- Over the last decade, the Gwinnett Place area has averaged 9,259 SF of annual office absorption.
- The average rent/SF of the Gwinnett Place area's office space is $24.42, just above Gwinnett County's average.





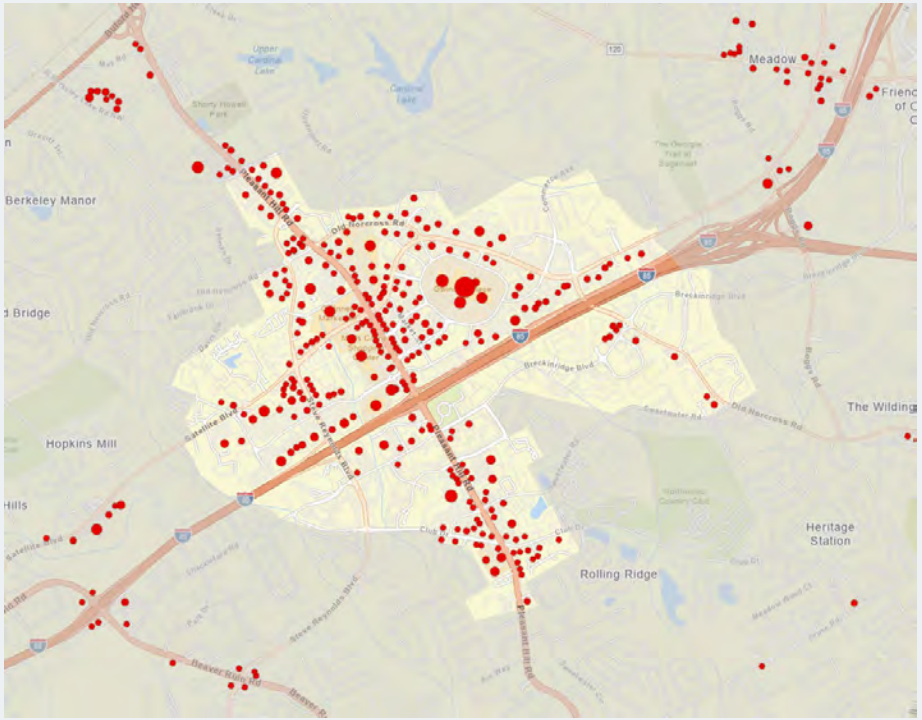
Source: *CoStar, Inc.; Highland Insight*

Baseline: Real Estate Inventory and Trends

Retail Buildings in the Gwinnett Place Area

The Gwinnett Place area has:

- 284 retail buildings with 8.7 million SF of space.
- Currently 2 retail buildings with 18,250 SF of space are planned or under construction.



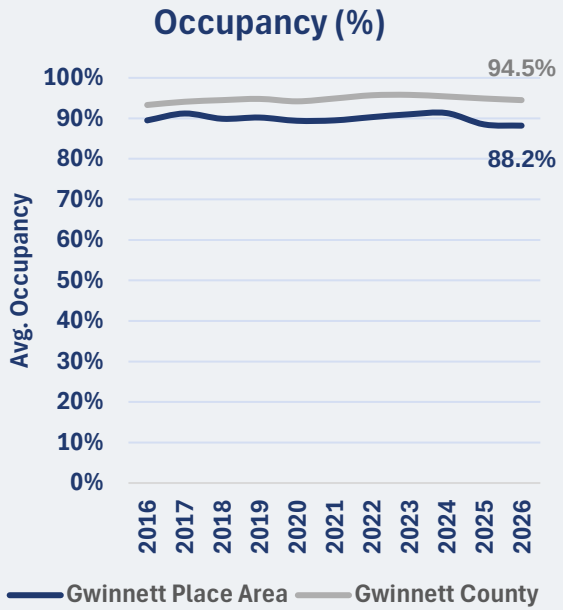
Distribution of Retail Buildings in and around the Gwinnett Place Area.

Source: CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data

Baseline: Real Estate Inventory and Trends

Retail Space

- The Gwinnett Place area has 8.7 million SF of retail space.
- This represents 14% of Gwinnett County's 62.2 million SF of retail space.
- The area has added an average of 10,000 SF of retail annually since 2020.
- The area's retail inventory currently has an occupancy rate of 88%, just below the countywide occupancy rate.
- Over the last decade, the Gwinnett Place area has averaged -5,806 SF of annual retail absorption.
- The average rent/SF of the Gwinnett Place area's retail space is $16.53, well below Gwinnett County's average.





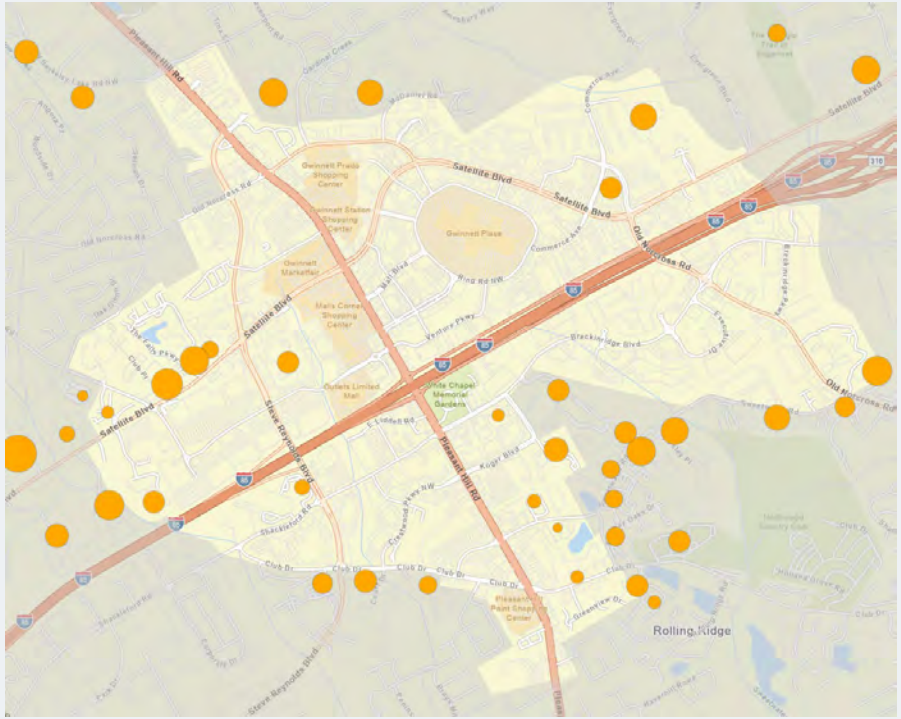
Source: *CoStar, Inc.; Highland Insight*

Baseline: Real Estate Inventory and Trends

Multifamily Buildings in the Gwinnett Place Area

The Gwinnett Place area has:

- 15 multifamily buildings with 4,651 units in 4.7 million SF of space.
- Currently 1 multifamily building with 355 units in 355,000 SF is planned or under construction.



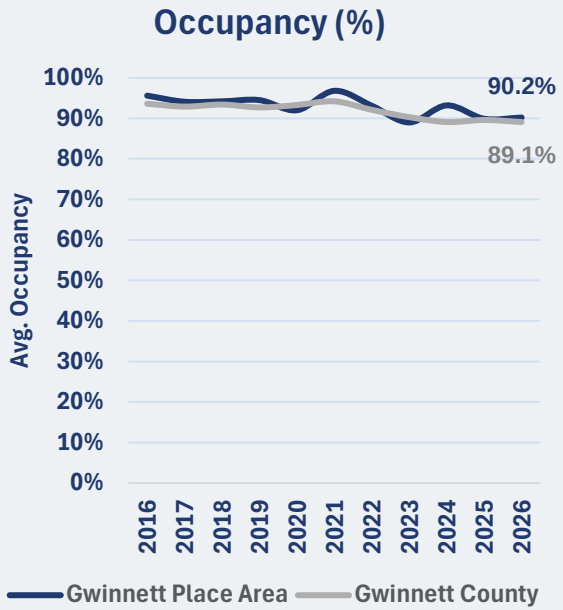
Distribution of Multifamily Buildings in and around the Gwinnett Place Area.

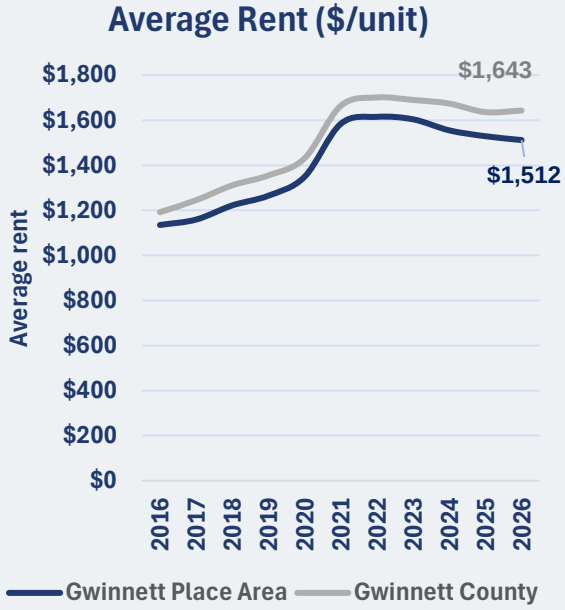
Source: CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data

Baseline: Real Estate Inventory and Trends

Multifamily Trends

- The Gwinnett Place area has 4,651 multifamily units.
- This represents 5% of Gwinnett County's multifamily units.
- The area has added an average of 150 multifamily units annually since 2020.
- The area's multifamily inventory currently has an occupancy rate of 90%, similar to the countywide occupancy rate.





Source: *CoStar, Inc.; Highland Insight*

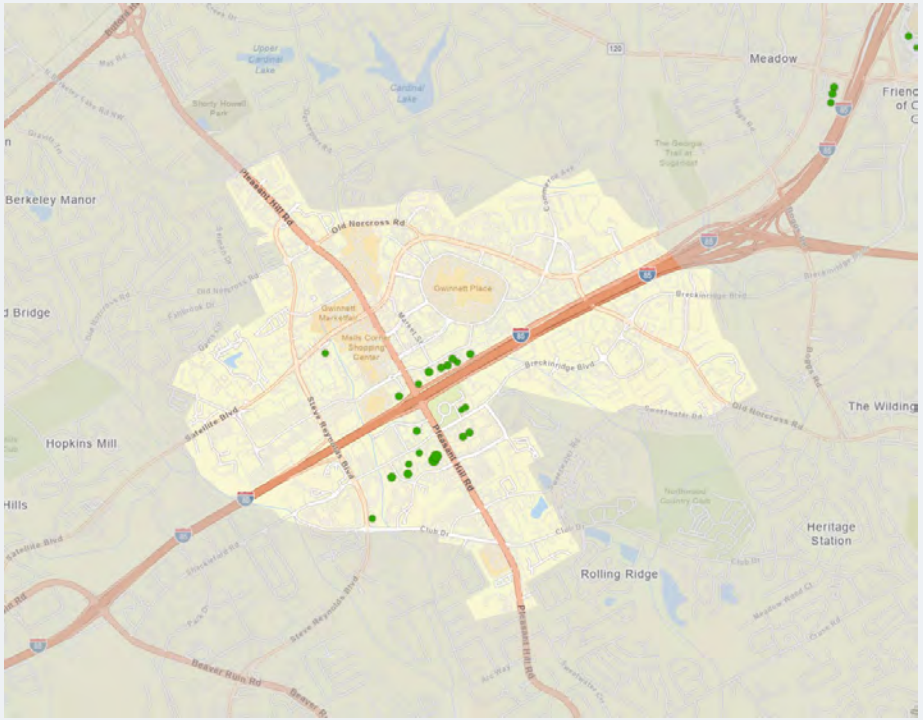
Baseline: Real Estate Inventory and Trends

Hospitality (Hotel & Motel)

Hospitality (Hotel & Motel) Buildings in the Gwinnett Place Area

The Gwinnett Place area has:

- 21 hospitality properties (hotels and motels) with 1.4 million SF of space.
- Just one hotel has been built in the area since 2003 (Fairfield Inn & Suites, 2013).
- A new LivSmart by Hilton extended-stay hotel with 103 rooms is planned for 1843 Pleasant Hill Road.



Distribution of Hospitality Buildings (Hotels and Motels) in and around the Gwinnett Place Area.

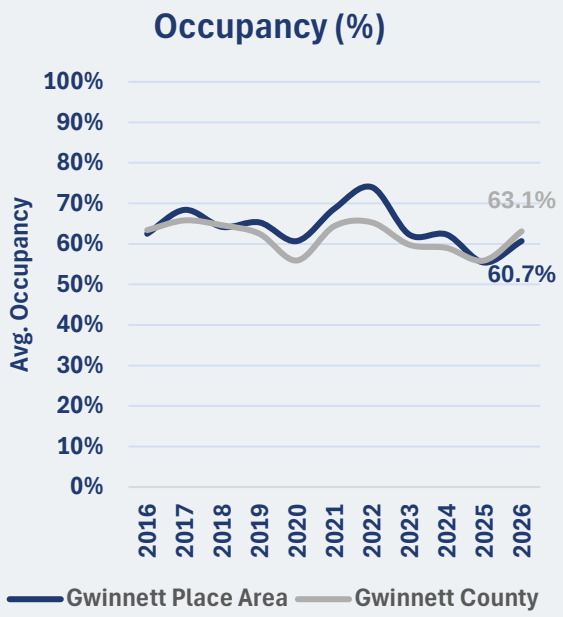
Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

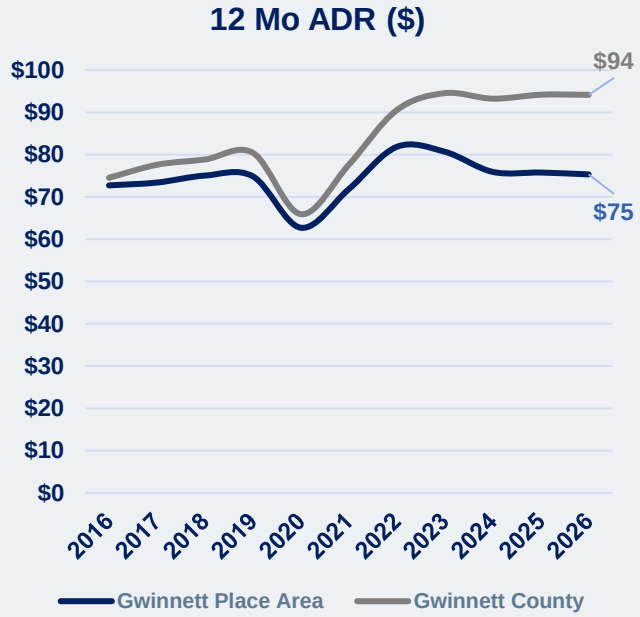
Baseline: Real Estate Inventory and Trends

Hospitality (Hotel & Motel)

Hospitality Space

- The Gwinnett Place area has 2,379 hotel and motel rooms in 21 properties.
- This represents 20% of Gwinnett County's 11,790 rooms.
- The area's hotels and motels currently have an average occupancy rate of 61%, just below the countywide average.





Source: *CoStar, Inc.; Highland Insight.*

Baseline: Real Estate Inventory and Trends

Development by Decade

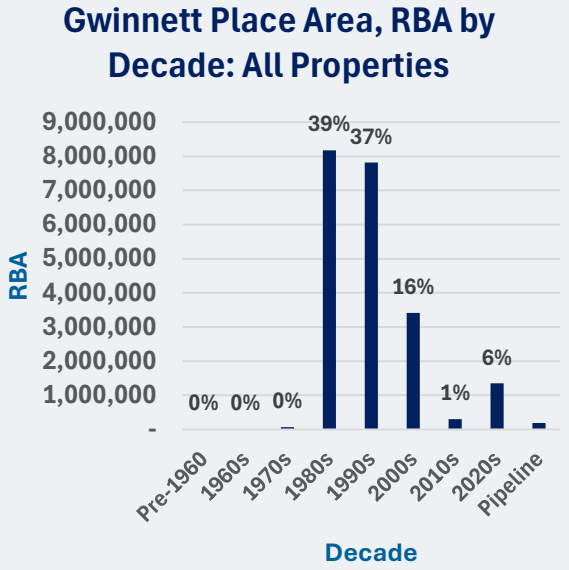
Gwinnett Place Area Development Patterns by Decade

The age of the Gwinnett Place area's commercial inventory is a defining feature of the area. Approximately 76% of its commercial space—about 16.0 million square feet—was built during the 1980s and 1990s. Development slowed considerably thereafter, with just 4.7 million square feet added during the 2000s and 357,000 square feet during the 2010s. 1.3 million SF have been added since 2020.

Much of this inventory is now 30 to 45 years old and was designed around the retail and development patterns of its time: enclosed malls and large-format stores, substantial setbacks, and extensive surface parking designed to accommodate peak shopping periods.

Consumer behavior and retail operations have since evolved toward smaller and more flexible formats, mixed-use environments, and properties that can accommodate online ordering, pickup, fulfillment, and last-mile delivery. As a result, portions of the existing building stock may require renovation, repositioning, or redevelopment to remain competitive with newer development.

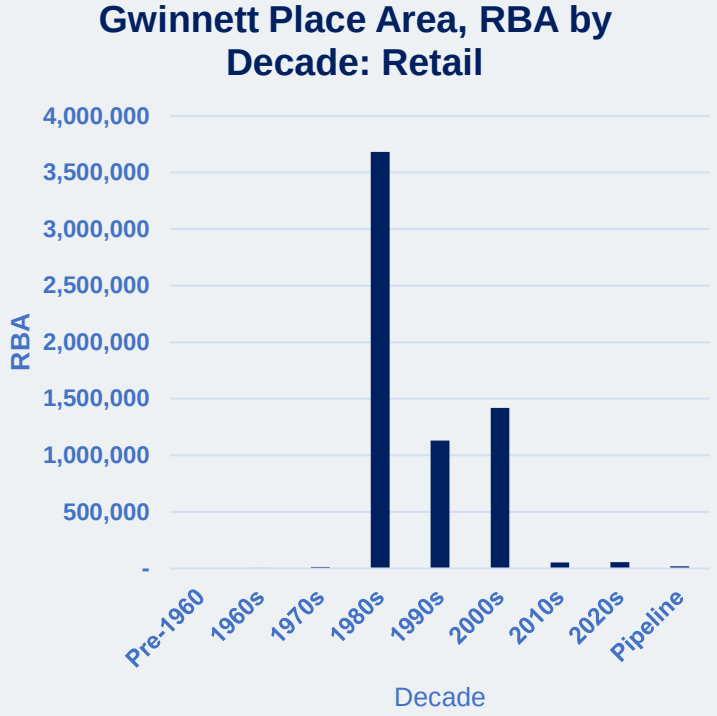
The evolution of Gwinnett Place Mall illustrates this broader transition. Opened in 1984 and closed in 2021, the former mall is now poised for redevelopment—reflecting both the challenges associated with an aging commercial inventory and the opportunity to transform well-located properties for a new generation of uses.

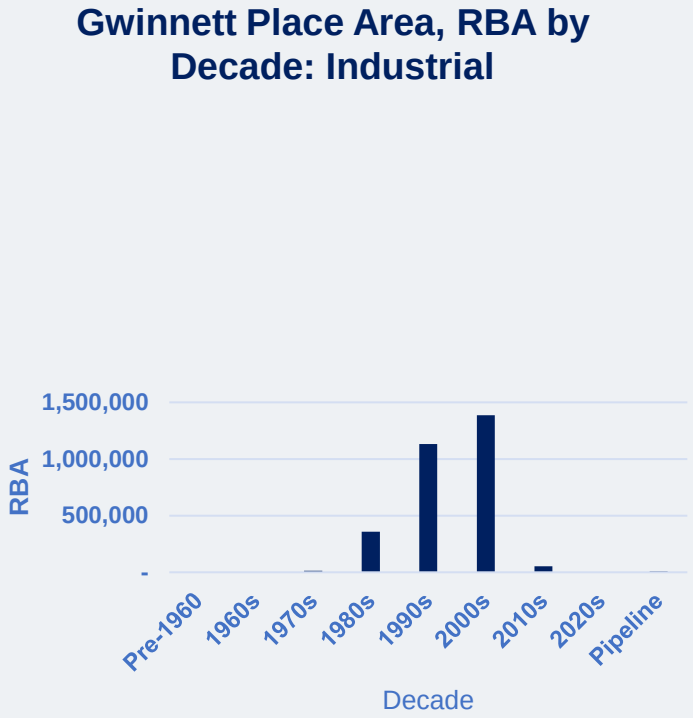


Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

Development Patterns Over Time

Development by Decade Charts by Property Type



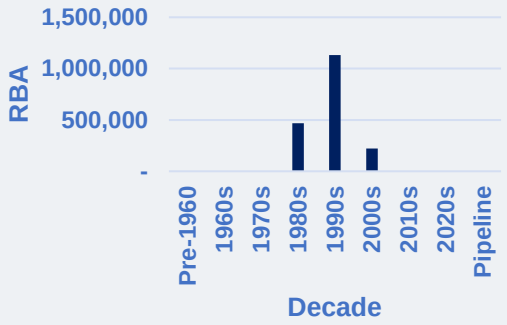


Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

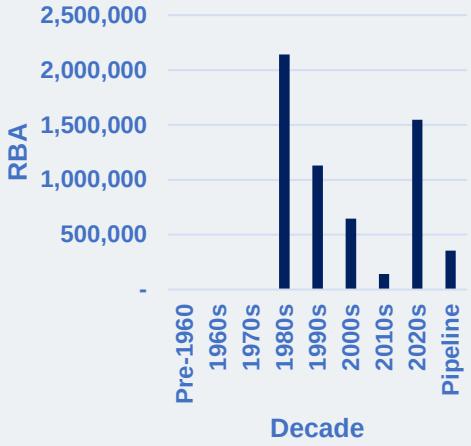
Development Patterns Over Time

Development by Decade Charts by Property Type

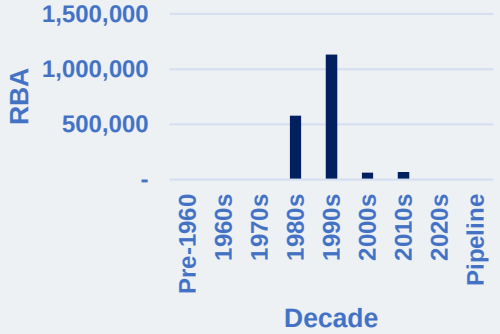
Gwinnett Place Area, RBA by Decade: Flex



Gwinnett Place Area, RBA by Decade: Multifamily



Gwinnett Place Area, RBA by Decade: Hospitality



Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

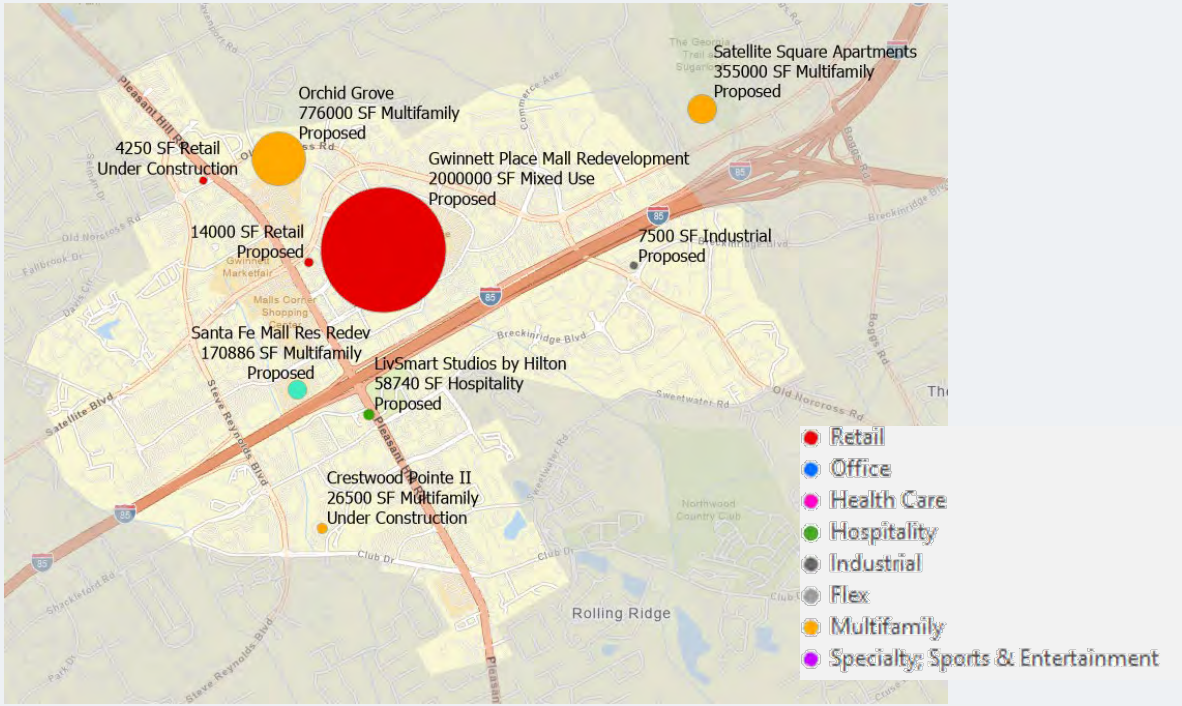
Baseline: Real Estate Inventory and Trends

Map of Pipeline Projects
(Planned, Proposed and Under Construction)

Development Pipeline

This map shows all of the development projects currently under construction, planned or proposed, both in the Gwinnett Place area and nearby.

The redevelopment of the Gwinnett Place Mall is pending, and the County is expected to announce details about the proposed redevelopment soon.



Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

Baseline: Real Estate Inventory and Trends

Pipeline Projects
(Planned, Proposed and Under Construction as of September 2026)

Development Pipeline

Real Estate Pipeline, Gwinnett Place Area (Under Construction, Planned & Proposed Projects)

Address	Status	Year Expected	Name	Size & type
2326 Pleasant Hill Rd.	Under Construction	2026		4,250 SF Retail
2985 Breckinridge Blvd.	Proposed	2029		7,500 SF Industrial
3552 Satellite Blvd.	Proposed	2029		14,000 SF Retail
3885 Crestwood Pky. NW	Under Construction	2028	Crestwood Solis	106,468 SF Multifamily (265 Units)
1843 Pleasant Hill Rd.	Final Planning	2027	LivSmart Studios by Hilton	54,780 SF Hospitality
2100 Pleasant Hill Rd.	RFP	2028	Gwinnett Place Mall Redevelopment	TBD SF Mixed Use
3750 Venture Dr.		2029	Santa Fe Mall Residential Redev.	400 Units Multifamily w/ 10K SF Retail.
2300 Pleasant Hill Rd.	Proposed	TBD	Orchid Grove Mixed Use	Retail, Restaurant, Multifamily, Hotel

Source: *CoStar, Inc.; Highland Insight*

Economic Development Incentives

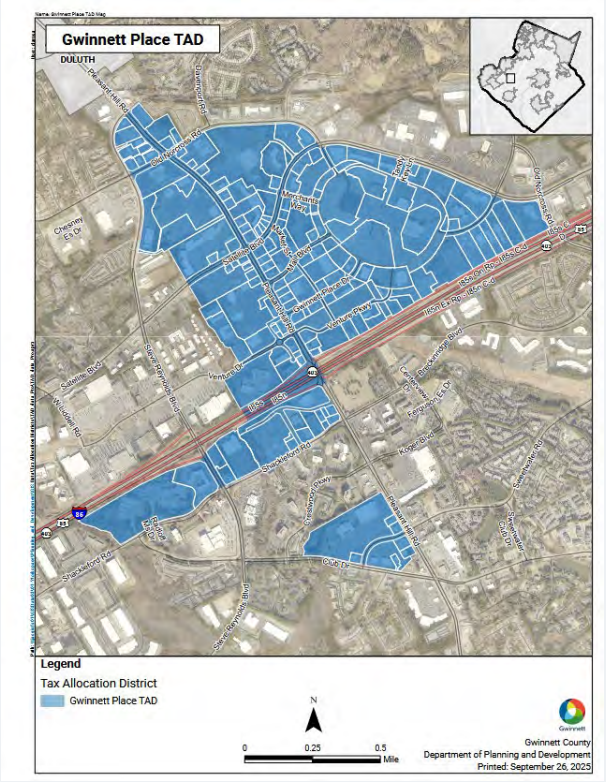
Tax Allocation Districts

Gwinnett Place TADs

The Gwinnett Place area has a signature Tax Allocation District (TAD): Gwinnett County TAD #5, Gwinnett Place. TADs redirect the incremental growth in property tax revenue within a district back into that district, funding capital redevelopment projects such as infrastructure and public improvements.

In 2025, the Gwinnett Place TAD generated over $4.6 million in total revenue.

The Gwinnett Place TAD has a substantial balance of **$15.5 million** as of the end of 2025. These funds can be used as a dedicated capital source for reinvestment, infrastructure, and redevelopment initiatives within the TAD area.



Source: *Map from Gwinnett County; Financial information from Gwinnett County Monthly Financial Report, December 2025; TAD revenue includes property tax revenue as well as investment income.*

Economic Development Incentives

State Opportunity Zone

The Gwinnett Place area also participates in Georgia's State Opportunity Zone program, administered by the Georgia Department of Community Affairs (DCA). In 2024, **21 parcels** within the Gwinnett Place area were designated as a State Opportunity Zone, a status valid through 2033.

The program encourages redevelopment in areas of blight, disinvestment, and poverty by offering the state's highest-tier Job Tax Credit: businesses that create at least two net-new jobs within the zone can receive a $3,500 state tax credit per job, applied first against state income tax liability and then against payroll withholding.

State Opportunity Zone Area Map



Source: *Georgia Department of Community Affairs.*

Activity Area Analysis

Comparison of the Gwinnett Place Area with Other Gwinnett County Activity Areas

How does the Gwinnett Place area compare with other activity areas in the assets, infrastructure, and opportunities that shape their potential?

Activity Area Analysis

Overview

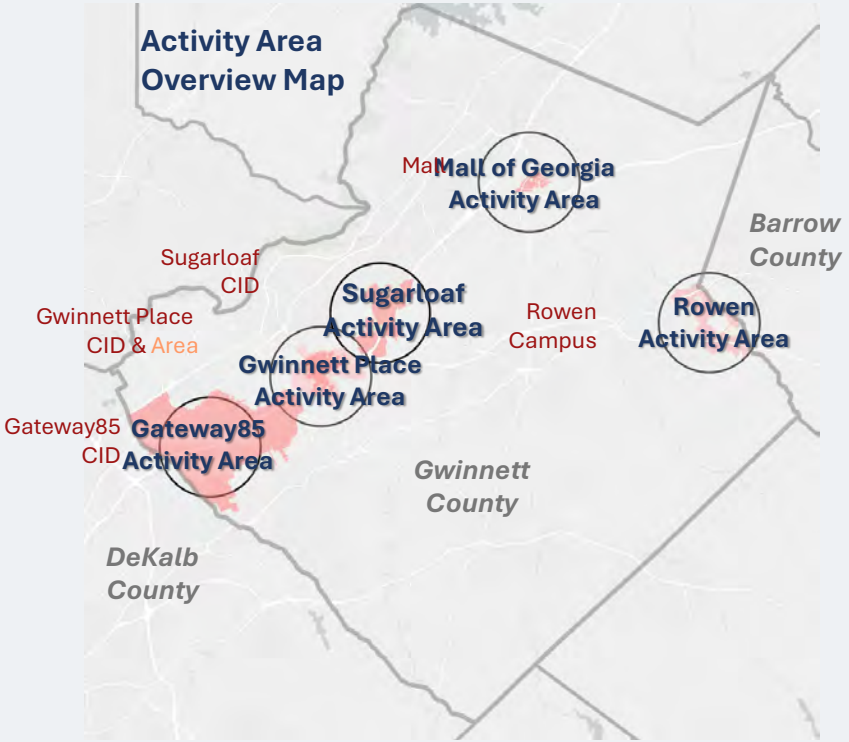
How does the Gwinnett Place area compare with its peers in terms of metrics that define each area's assets, infrastructure and opportunity?

This section uses public mapping and data to compare and contrast five Activity Areas in terms of metrics such as jobs, housing, commercial space, and infrastructure.

To make the comparison fair, each area is considered as a two-mile radius circle from the center-point of the activity area, shown on the map to the right.

Data sources and methodology are detailed on Page 71.

Data and facts presented in this section refer to the 2-mile activity area, and not to the underlying entities.



Note: Much of the analysis in this section is based on Gwinnett County GIS data. Analysis of the Gateway85 and Rowen Activity Areas extend into neighboring counties. This analysis excludes infrastructure, small housing units (<4 units), and retail/restaurant/entertainment space located in DeKalb or Barrow County. Jobs, large housing units, and commercial real estate for these counties, sourced from CoStar, Inc., is included in those Activity Area analyses.

Activity Area Analysis

Gwinnett Place Activity Area

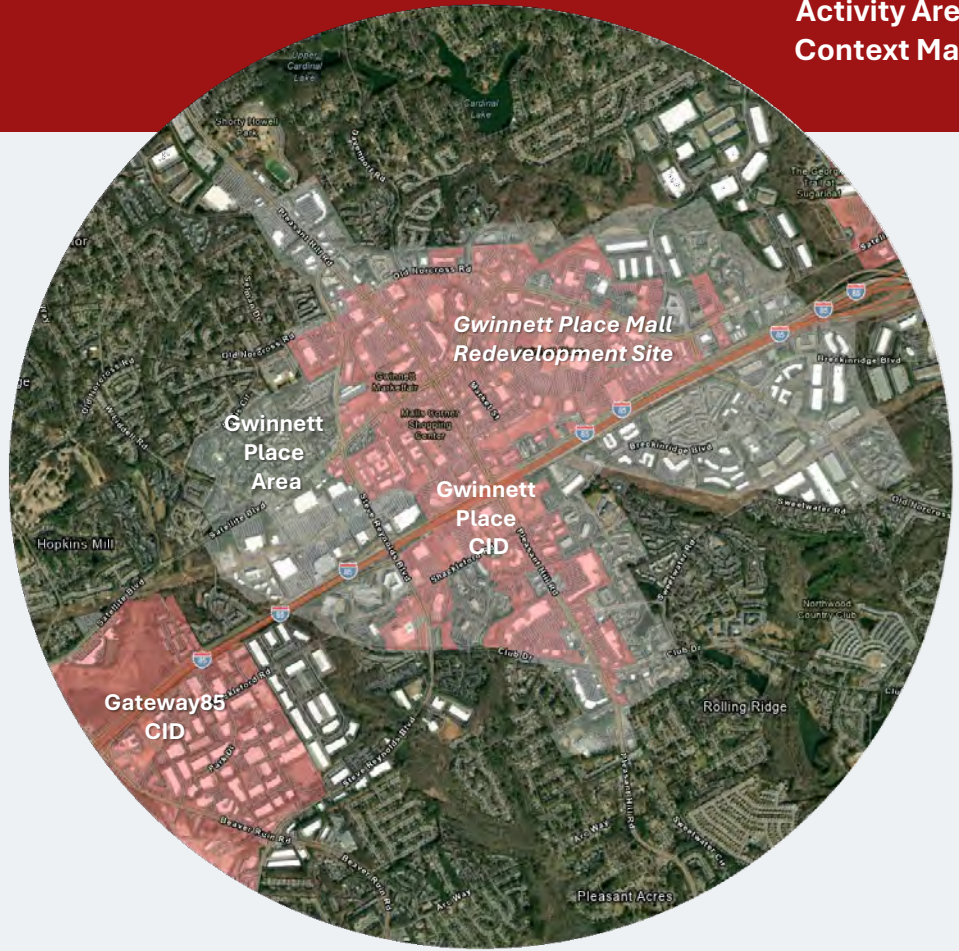
This Activity Area centers on the Gwinnett Place Community Improvement District (CID), a self-taxing commercial district in west-central Gwinnett County.

It encompasses the entire Gwinnett Place CID, the Gwinnett Place area, and adjacent residential and commercial areas.

The focal point of this area is the ongoing redevelopment of the former Gwinnett Place Mall. The Urban Redevelopment Agency of Gwinnett County has acquired the mall and three of mall's five anchor spaces in phases. In 2025 the County launched a national search for a master development partner.

The County's "Global Villages" concept envisions a mixed-use, mixed-income transformation that preserves the area's ethnic diversity while boosting property values and tax revenue, consistent with the 2045 Unified Plan.

Gwinnett Place Activity Area Context Map



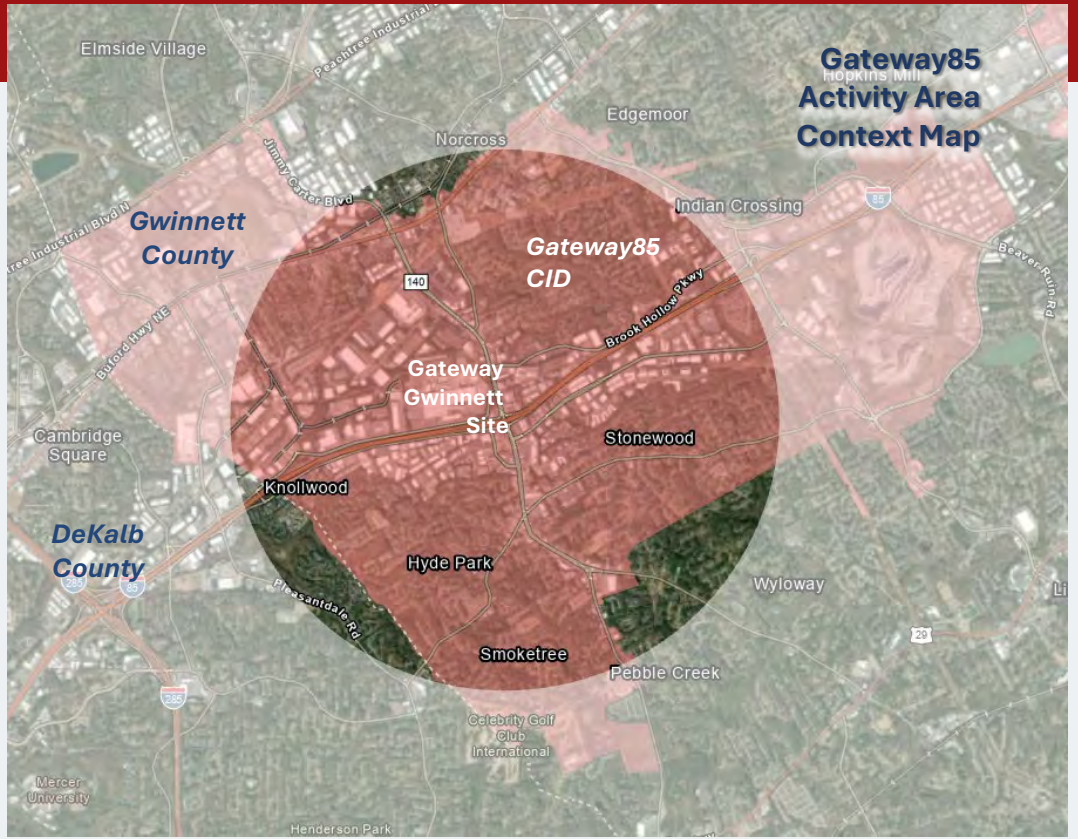
Activity Area Analysis

Gateway85 Activity Area

This activity area is centered on the Gateway85 Community Improvement District, which spans more than 14 square miles along the I-85 corridor in western Gwinnett County and includes over 550 businesses and roughly 47,000 workers; the CID funds infrastructure, mobility, safety, and beautification improvements aimed at repositioning the corridor as an innovation hub.

Within this district, the 106-acre Gateway Gwinnett site along Jimmy Carter Boulevard—acquired from fiber-optic manufacturer Lightera (formerly OFS)—is the subject of another active Gwinnett County RFP seeking mixed-use, higher-density redevelopment.

Gateway85 is Georgia's largest CID. This 2-mile Activity Area sample includes just a portion of the CID.



Activity Area Analysis

Sugarloaf Activity Area

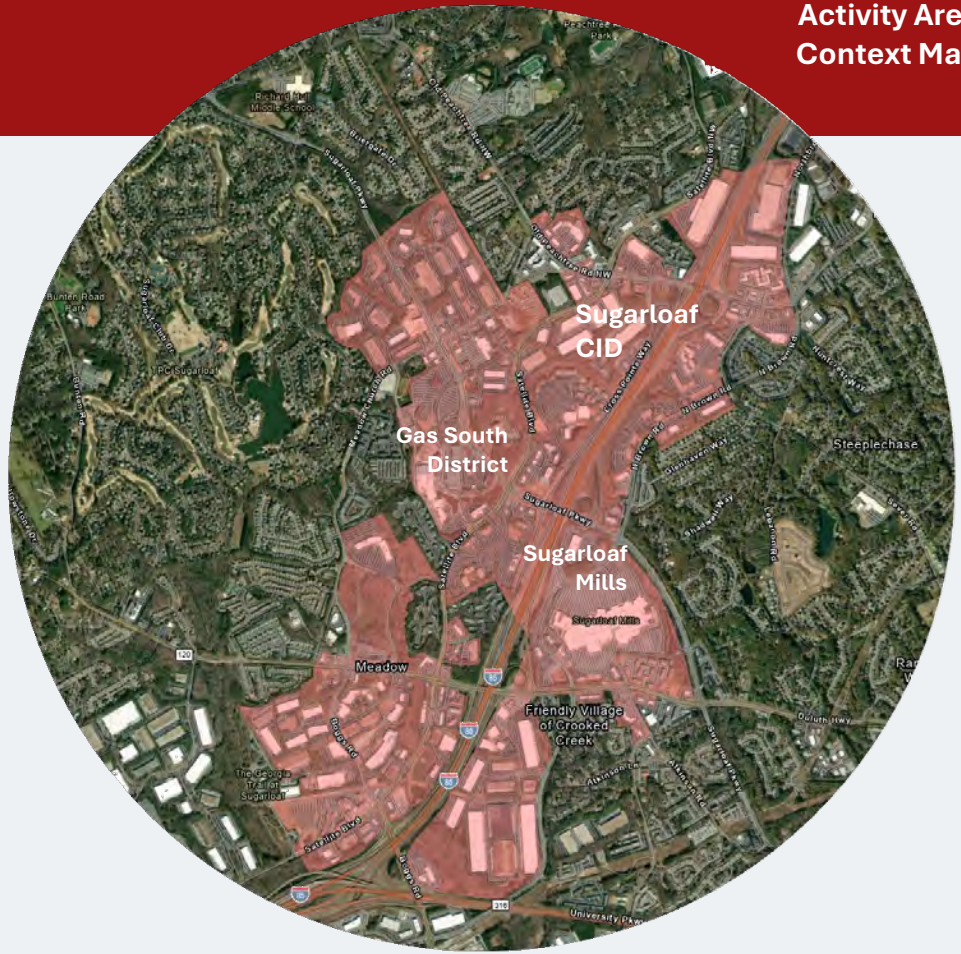
This study area focuses on the Sugarloaf Community Improvement District (CID), a self-taxing commercial district centered at the Sugarloaf Parkway/I-85 interchange in Duluth, and the Gas South District that anchors it.

The Gas South Arena and Convention Center form an entertainment district within the CID's boundaries, drawing conventions, concerts, and sporting events that support the district's broader connectivity, safety, and beautification initiatives.

As one of Gwinnett County's primary event and hospitality hubs, the area illustrates how a purpose-built entertainment venue can anchor surrounding commercial and hotel development.

The area also includes Sugarloaf Mills, a major 1.2-million-square-foot regional shopping and entertainment destination, featuring more than 180 retailers, restaurants, and entertainment venues along Sugarloaf Parkway near I-85.

Sugarloaf Activity Area Context Map



Activity Area Analysis

Mall of Georgia Activity Area

This Activity Area covers the Mall of Georgia, a 1.8-million-square-foot regional shopping center in unincorporated Gwinnett County near Buford that opened in 1999 as the state's largest mall, along with its adjacent retail corridor.

The surrounding business district includes the Mall of Georgia Crossing power center (anchored by big-box retailers such as Target and Best Buy) and a village-style outdoor section with restaurants and an amphitheater, together forming one of Gwinnett County's largest concentrations of retail, dining, and hospitality activity.

The area serves as a useful case for examining how a large-format regional mall shapes surrounding commercial land use and employment.



Mall of Georgia Activity Area Context Map

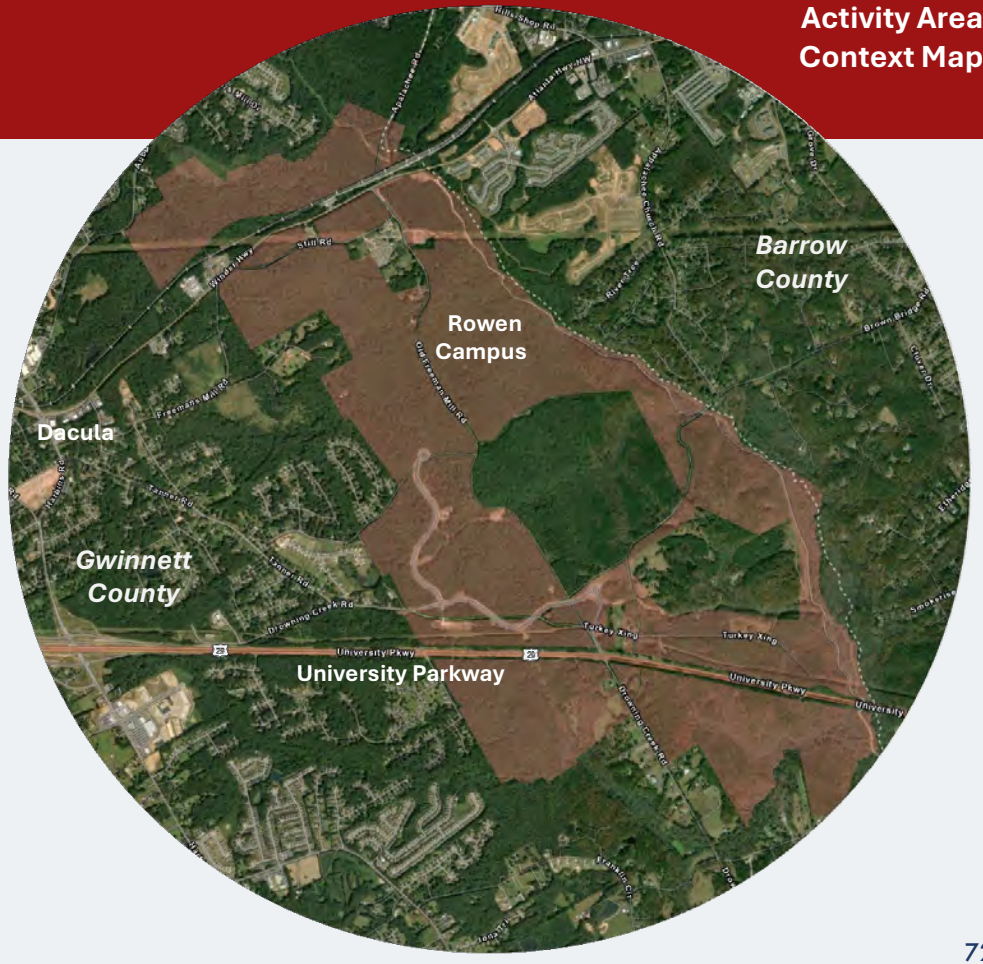
Activity Area Analysis

Rowen Activity Area

This activity area focuses on Gwinnett County's Rowen campus, a 2,000-acre planned "knowledge community" along State Route 316 designed to attract research- and innovation-driven industries in life sciences, agriculture technology, medical devices, and energy.

In 2026, the county announced that UCB, a Belgian biopharmaceutical company, will build a $2 billion, 460,000-square-foot biologics manufacturing facility at Rowen—its first U.S. biologics manufacturing site and the largest single capital investment in county history—expected to create over 330 permanent jobs and roughly $5 billion in total economic impact.

As a public-private development guided by a nonprofit foundation and Gwinnett County, Rowen represents Gwinnett County's strategic bet on economic diversification beyond retail and logistics.



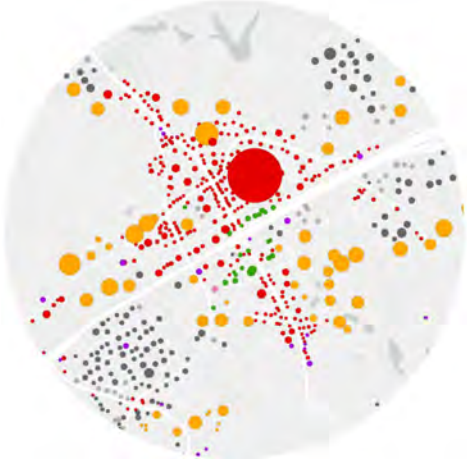
Activity Area Analysis

Commercial Buildings

The Gwinnett Place Activity Area has 42.3M SF of commercial space, the most of all five activity areas.

Activity Area	Total SF of Comm. Space
Gwinnett Place	42.3M
Gateway85	41.9M
Sugarloaf	27.0M
Mall of Georgia	22.4M
Rowen	1.1M

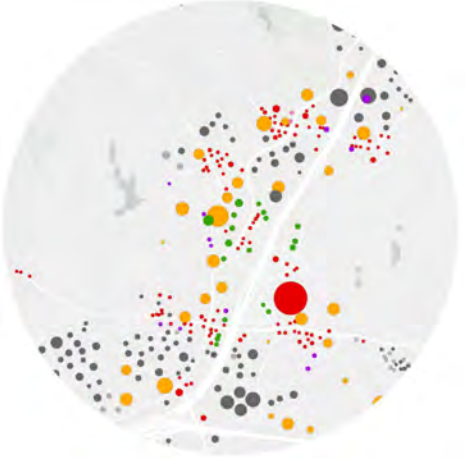
Gwinnett Place Activity Area



Gateway85 Activity Area

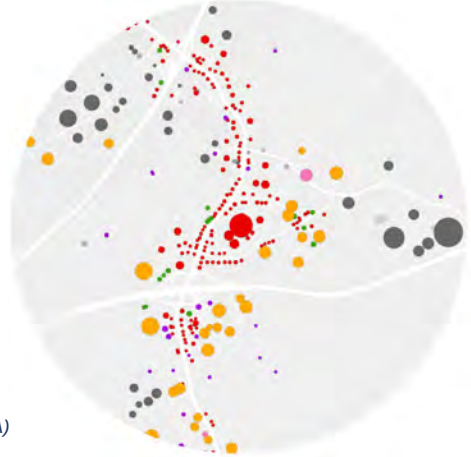


Sugarloaf Activity Area

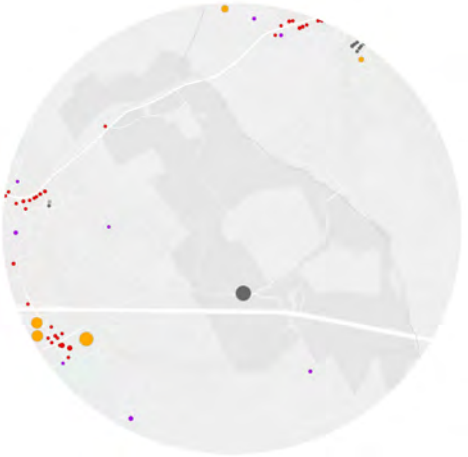


- Retail
- Office
- Health Care
- Hospitality
- Industrial
- Flex
- Multifamily
- Specialty; Sports & Entertainment

Mall of Georgia Activity Area



Rowen Activity Area



Data source is CoStar, Inc., existing buildings, May 2026.
Color coded by primary property type
Dots are sized proportional to Rentable Building Area (RBA)

Activity Area Analysis

Retail, Restaurants & Entertainment

The Gwinnett Place Activity Area has 512 acres of land devoted to retail, restaurant or entertainment uses, the most of all five activity areas.

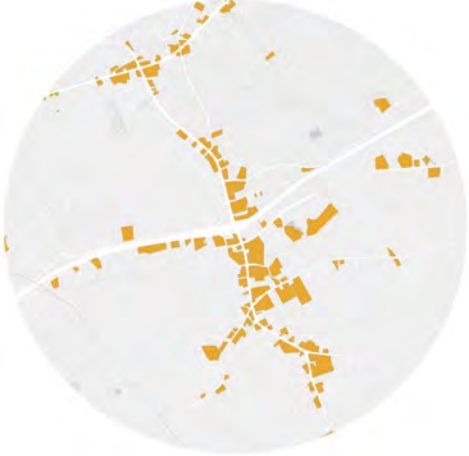
Data Source is Gwinnett County Parcel GIS Land use code descriptions for all categories qualifying as retail, restaurant or entertainment. Excludes auto dealer lots.

Activity Area	Acres of land with Retail, Restaurant or Entertainment Uses
Gwinnett Place	512
Gateway85	311
Sugarloaf	286
Mall of Georgia	453
Rowen	40

Gwinnett Place Activity Area



Gateway85 Activity Area



Sugarloaf Activity Area



Mall of Georgia Activity Area



Rowen Activity Area



Activity Area Analysis

Distribution of Jobs

The Gwinnett Place Activity Area is home to over 45,500 estimated jobs, the most of all five activity areas.

Gwinnett Place Activity Area



Gateway85 Activity Area



Sugarloaf Activity Area



Mall of Georgia Activity Area



Rowen Activity Area



Activity Area	Est. Jobs
Gwinnett Place	45,528
Gateway85	38,727
Sugarloaf	32,077
Mall of Georgia	24,448
Rowen	1,119

Data source is CoStar, Inc., existing buildings, May 2026.
Jobs=RBA x Occupancy rate x jobs per Occupied SF multiplier derived from ITE Trip Generation Manual 11th Edition for each commercial building use type.
Occupied SF per Employee (input assumption): Office, 350; Retail, 450; Health Care, 500; Industrial, 1,000; Flex, 600; Specialty, 700; Multifamily, 9,000; Sports & Entertainment, 450; Hospitality, 1,000.

Activity Area Analysis

Housing Units

The Gwinnett Place Activity Area is home to over 20,500 existing housing units, the most of all five activity areas.

Activity Area	Housing Units
Gwinnett Place	20,541
Gateway85	20,330
Sugarloaf	11,712
Mall of Georgia	10,310
Rowen	2,374

Data Source for single family, townhome, duplex and triplexes is Gwinnett County Parcel GIS Land use code descriptions, with conforming parcels converted to points. Data source for multifamily buildings (>4 units) is CoStar, Inc., existing buildings, May 2026.

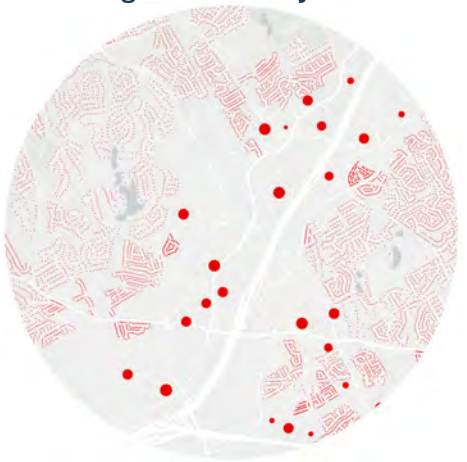
Gwinnett Place Activity Area



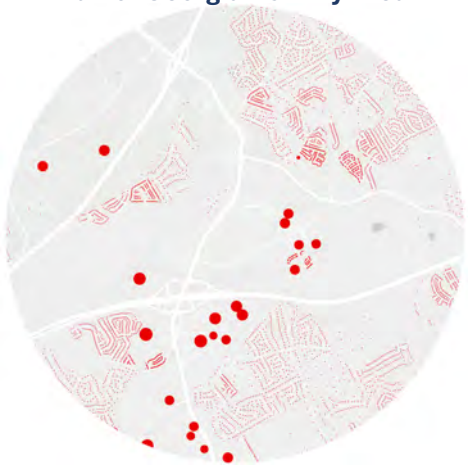
Gateway85 Activity Area



Sugarloaf Activity Area



Mall of Georgia Activity Area



Rowen Activity Area



Activity Area Analysis

Infrastructure

The Gwinnett Place Activity Area is home to a dense network of existing water, sewer and stormwater infrastructure.

Activity Area	Water Main (Miles)	Sewer (Miles)	Stormwater Closed Conduit (Miles)
Gwinnett Place	118	4	137
Gateway85	132	5	99
Sugarloaf	113	10	156
Mall of Georgia	93	9	101
Rowen	41	2	20

Data source is Gwinnett County GIS: Street Centerlines (GIS Shapefile); Sewer Pressurized Main (GIS Shapefile); Water Pressurized Main (GIS Shapefile); Stormwater Closed Conduit (GIS Shapefile).; Line segment lengths calculated by ArcGIS and collated by Activity Area.; Gateway85 and Rowen Activity Area maps and counts include Gwinnett County infrastructure only, and do not include infrastructure in Barrow or DeKalb Counties.

Gwinnett Place Activity Area



Gateway85 Activity Area



Sugarloaf Activity Area



Mall of Georgia Activity Area



Rowen Activity Area



Water Pressurized Main
Sewer Pressurized Main
Stormwater Closed Conduit

Activity Area Analysis

Roads

The Gwinnett Place Activity Area has a dense road network, similar to that of the Gateway85 and Sugarloaf Activity Areas.

Activity Area	Freeway Miles	Arterial Miles	Collector Miles	Local Road Miles	Total Road Miles
Gwinnett Place	22	33	14	81	**151**
Gateway85	11	29	10	101	**151**
Sugarloaf	39	36	12	86	**174**
Mall of Georgia	29	20	14	73	**135**
Rowen	11	3.5	9.3	37	**61**

Data source is Gwinnett County GIS: Street Centerlines (GIS Shapefile).
Line segment lengths calculated by ArcGIS and collated by Activity Area.
Gateway85 and Rowen Activity Area maps and counts include Gwinnett County roads only, and do not include roads in Barrow or DeKalb Counties.

Gwinnett Place Activity Area



Gateway85 Activity Area



Sugarloaf Activity Area



Mall of Georgia Activity Area



Rowen Activity Area



Activity Area Analysis

All Categories, Ranked

Highest values are highlighted in green.

Activity Area	Total SF of Comm. Space	Est. Jobs	Housing Units	Acres of Retail, Restaurant or Entertainment	Water Main (Miles)	Sewer (Miles)	Stormwater Closed Conduit (Miles)	Total Road Miles
Gwinnett Place	**42.3M**	**45,528**	**20,541**	**512**	**118**	4	137	151
Gateway85	41.9M	38,727	**20,330**	**311**	**132**	5	99	151
Sugarloaf	27.0M	32,077	**11,712**	**286**	**113**	**10**	**156**	**174**
Mall of Georgia	22.4M	24,448	10,310	453	93	9	101	135
Rowen	1.1M	1,119	2,374	40	41	2	20	61

Commercial Space (SF) by Type, Ranked

Highest values are highlighted in green.

Activity Area	Retail	Office	Industrial	Flex	Multifamily	Hospitality	Health Care	Specialty	Total SF of Comm. Space
Gwinnett Place	**9.4M**	3.5M	10.0M	1.7M	**15.3M**	**1.4M**	103K	**942K**	**42.3M**
Gateway85	3.2M	1.4M	**21.0M**	**2.7M**	12.4M	591K	-	579K	41.9M
Sugarloaf	3.0M	**4.2M**	10.9M	578K	6.4M	1.3M	87K	517K	27.0M
Mall of Georgia	5.4M	264K	8.3M	142K	6.9M	577K	**437K**	452K	22.4M
Rowen	312K	31K	48K	9K	618K	-	-	118K	1.1M

Appendix:
Data Sources & Methodology Notes
Detailed Data Tables

The analysis throughout this report is grounded in a detailed body of source data, assumptions, and methodology. This section provides the supporting tables, data sources, notes, and methodological details behind the findings presented in the preceding sections.

Data Appendix

Detailed Table of Public Revenues by Source and Recipient

Public Revenues Generated in the Gwinnett Place Area

Public Revenues Generated in the Gwinnett Place Area	Gwinnett County	Gwinnett Schools	CID	Other Gwinnett Munis	TAD	State of Georgia	Total Revenues
Property Taxes	$19,072,257	$27,339,846	$2,573,001	$159,657	$4,516,971	$0	**$53,661,732**
Sales Tax From Retail	$12,283,645	$15,159,602	$0	$3,749,350	$0	$62,385,195	**$93,577,793**
Excise Taxes	$891,931	$0	$0	$0	$0	$1,744,650	**$2,636,582**
Hotel Motel Taxes and Fees	$2,789,751	$0	$0	$0	$0	$2,314,447	**$5,104,198**
Business License and Tax	$6,874,349	$0	$0	$0	$0	$125,880	**$7,000,229**
Income Taxes						$61,279,738	**$61,279,738**
Motor Vehicle Taxes	$17,358,250	$0	$0	$0	$0	$12,951,925	**$30,310,175**
	$59,270,183	**$42,499,448**	**$2,573,001**	**$3,909,007**	**$4,516,971**	**$140,801,835**	**$253,570,445**

Source: *See following page for sources.*

Data Sources for Public Revenue Estimates

Revenue Source	Data Source and Notes
Property Taxes	Gwinnett County Tax Assessor; Gwinnett County Finance Dept.; Georgia DOR; Highland Insight. *Personal property includes furniture, fixtures, computers, machinery, production equipment, merchandise inventory, and other non-real-estate property.
Sales Tax from Retail	Claritas, Inc.; CoStar, Inc.; Gwinnett County Tax Assessor; Georgia DOR; Highland Insight. Taxable retail sales exclude categories that are not subject to state or local sales taxes, including motor vehicles and groceries.
Excise Taxes	Claritas, Inc.; Georgia Technology Authority Annual Comprehensive Financial Report 2025; Highland Insight. Note: Excise taxes are estimated proportionally based on the share of qualifying goods sold locally vs. total 2025 state excise taxes.
Hotel-Motel Taxes and Fees	CoStar, Inc.; Gwinnett County GIS; City of Norcross; Gwinnett County Finance Dept.; Georgia DOR; Highland Insight. Note: Assumes a $5/night state room fee, 7% Gwinnett room tax, and 8% Norcross room tax. Peachtree Corners lodging taxes go to Gwinnett under an IGA. Average 2025 occupancy 61%. Average room rate $56–$103 depending on class, based on the CoStar local hospitality market report.
Business License and Occupational Tax	Claritas, Inc.; Esri, U.S. Census; Georgia Secretary of State; Gwinnett County; City of Norcross; City of Peachtree Corners.
Income Taxes	Claritas, Inc. (jobs by sector); BLS (average wage by sector); U.S. Census (in-state workers); Georgia DOR (tax rates & standard deduction). Note: Income tax estimates assume a 4.99% tax rate, single filing, and a $16,000 standard deduction per worker.
Motor Vehicle Taxes	Claritas, Inc. (retail auto sales); Georgia DOR (TAVT rate & allocation, O.C.G.A. § 48-5C-1 / GA DOR TAVT FAQ); NADA (share of new and used dealer sales that are vehicles (TAVT) vs. parts and service (taxable retail sales)). Note: TAVT estimates assume that 70% of area vehicle sales are titled in Gwinnett and 97% are titled in Georgia.

Data Appendix

Fiscal Impact Methodology

Gwinnett County Fiscal Impact Methodology

Budget line items are allocated to residential and commercial proportions using Proportional Valuation method based on the relative share of each in the County's total tax Digest.

In some cases the allocation is adjusted to reflect how a certain service category may be weighted towards one sector, such as family services or probate court, which are allocated 100% to residential uses.

The Gwinnett Place area holds 1.2% of Gwinnett's residential population, 6.3% of its companies, and 7.5% of its workers. These ratios are used as a foundation to determine the Gwinnett place area's share of total service costs.

Allocation of Property Tax Digest

Digest Category	2025 Digest	% Share
Residential Digest	$51.2B	66%
Commercial and Industrial Digest	$25.4B	33%
Other Digest	$.8B	1%
Total Digest (Before exemptions)	$77.4B	**100%**

Allocation of Gwinnett County Budget Line Items

General Fund Appropriations	Allocation to Residential	Allocation to Business
Assessors' Office	66%	33%
Board of Commissioners	66%	33%
Communications	66%	33%
County Administration	66%	33%
Financial Services	66%	33%
Tax Commissioner	66%	33%
Transportation	66%	33%
Planning and Development	66%	33%
Police Services	66%	33%
Corrections	66%	33%
Sheriff	66%	33%
District Attorney	66%	33%
Solicitor General	66%	33%
Judiciary	66%	33%
Juvenile Court	66%	33%
Child Advocacy & Juvenile Services	100%	0%
Probate Court	100%	0%
Clerk of Court	66%	33%
Voter Registrations & Elections	66%	33%
Support Services	66%	33%
Intergovernmental	66%	33%
Community Services	100%	0%

Other Fund Appropriations	Allocation to Residential	Allocation to Business
Fire & EMS	66%	33%
Development & Enforcement	66%	33%
Recreation	66%	33%
Police	66%	33%
Economic Development	66%	33%

General Fund Appropriations (Cont)	Allocation to Residential	Allocation to Business
Subsidies:	0%	100%
Atlanta Regional Commission	66%	33%
Board of Health	66%	33%
Family and Children Svcs.	100%	0%
Food Insecurity	100%	0%
Gwinnett Coalition0HHS	100%	0%
Gwinnett County Public Library	100%	0%
Forestry	100%	0%
View Point Health	100%	0%
Homelessness Prevention	66%	33%
Healthcare Assistance	100%	0%
Gwinnett Hospital Authority	100%	0%
Partnership Gwinnett	66%	33%
Medical Examiner	100%	0%
Non-Departmental:		
Contingency	66%	33%
Contribution to Capital	66%	33%
Contribution to Local Transit	66%	33%
Contribution to Airport	66%	33%
Pension Reserves	66%	33%
Indigent Defense Reserve	66%	33%
Total Non-Departmental	66%	33%
TOTAL APPROPRIATIONS	70%	29%

Source: *Gwinnett Financial Services, Monthly Financial Status Report for the period ended December 31, 2025, pp. 12–13; Highland Insight,*

Data Appendix

Data Sources and Methodology for Activity Area Analysis

Gwinnett County Open Data Portal

- Property and Tax Table (tax district & land use codes)
- Land Parcels (GIS Shapefile): geolocation of Activity Areas, housing units, retail/restaurant/entertainment, basemap.
- Street Centerlines (GIS Shapefile)
- Sewer Pressurized Main (GIS Shapefile)
- Water Pressurized Main (GIS Shapefile)
- Stormwater Closed Conduit (GIS Shapefile)

ARC Open Data & Mapping Hub 2026

- Community Improvement Districts
- Cities and Counties

Esri, Inc.

- Basemaps and Reference layers

CoStar, Inc.

- Commercial Buildings by type and SF
- Multifamily buildings and unit counts

Methodology Notes

Commercial Buildings

- Data source is CoStar, Inc., existing buildings, May 2026.
- Color coded by primary property type
- Dots are sized proportional to Rentable Building Area (RBA)

Retail, Restaurants & Entertainment

- Data source is Gwinnett County Parcel GIS Land use code descriptions for all categories qualifying as retail, restaurant or entertainment. Excludes auto dealer lots.

Jobs

- Data source is CoStar, Inc., existing buildings, May 2026.
- Jobs=RBA x Occupancy rate x jobs per Occupied SF multiplier derived from ITE Trip Generation Manual 11th Edition for each commercial building use type.
- Occupied SF per Employee (input assumption): Office, 350; Retail, 450; Health Care, 500; Industrial, 1,000; Flex, 600; Specialty, 700; Multifamily, 9,000; Sports & Entertainment, 450; Hospitality, 1,000;

Housing Units

- Data source for single-family, townhome, duplex and triplex units
- is Gwinnett County Parcel GIS Land use code descriptions, with conforming parcels converted to points.
- Data source for multifamily buildings (>4 units) is CoStar, Inc., existing buildings, May 2026.

Infrastructure and Roads

- Data source is Gwinnett County GIS: Street Centerlines (GIS Shapefile); Sewer Pressurized Main (GIS Shapefile); Water Pressurized Main (GIS Shapefile); Stormwater Closed Conduit (GIS Shapefile).
- Line segment lengths calculated by ArcGIS and collated by Activity Area.

Data Appendix

Detailed Table of Total Economic Impacts

Total Economic Impacts

The Gwinnett Place area has a total statewide economic impact of:

- **$18.5 billion in output**
- **63,000+ jobs** supported
- **$4.7 billion** in earnings.

The Gwinnett Place area directly and indirectly supports over **63,000 jobs** statewide, most of which are located in Gwinnett County and neighboring counties.

		Direct Impacts *– The economic activity generated by The Gwinnett Place Area's own spending and operations.*	***Indirect Impacts*** *– The additional economic activity generated as CID-related spending circulates through the Gwinnett County economy ; first through supplier and vendor purchases, and then through the wages those workers spend on goods and services.*	***Total Impact –*** *The combined direct, indirect, and induced impacts, showing the full economic reach of CID activity across the county and state*	***Indirect Impacts*** *– The additional economic activity generated as CID-related spending circulates through the State economy ; first through supplier and vendor purchases, and then through the wages those workers spend on goods and services.*	***Total Impact –*** *The combined direct, indirect, and induced impacts, showing the full economic reach of CID activity across the state*
		Direct Spending From Gwinnett Place Area Activity	**Gwinnett County Impacts**		**State of Georgia Impacts**	
	Metric	**Direct Impacts**	Indirect	**Total**	Indirect	**Total**
Output *– The total dollar value of all goods and services produced as a result of the activity.*	**Output**	**$9.2 Billion**	$5.2 Billion	**$14.4 Billion**	$13.3 billion	**$18.5 Billion**
Earnings *– The wages, salaries, and benefits paid to the workers whose labor produced that output.*	**Earnings**	**$2.2 Billion**	$1.3 Billion	**$3.5 Billion**	$4.6 billion	**$4.7 Billion**
Jobs *– The number of full-time-equivalent jobs supported, directly or indirectly, by that output.*	**Jobs**	**29,055**	16,716	**45,771**	34,248	**63,303**

Source: *BEA RIMS II, Table 2.5 Total Multipliers — Industry Aggregations; Region: Gwinnett County, Georgia (Type II); Series: 2017 U.S. Benchmark I-O Data and 2022 Regional Data; based on Claritas, Inc., Business Profiles for Gwinnett Place area 2026; Highland Insight*

Data Appendix

Detailed Table of Development by Decade

Gwinnett Place Area Development by Property Type by Decade (in SF of commercial space)

Gwinnett Place Area	Office	Retail	Industrial	Flex	Multifamily	Specialty	Hospitality	Health Care	Sports & Entert-ainment	Total
Pre-1960	7,409	-	-	-	-	-	-	-	-	**7,409**
1960s	4,686	4,500	-	-	-	-	-	-	-	**9,186**
1970s	25,575	12,972	14,760	-	-	16,910	-	-	-	**70,217**
1980s	940,240	3,681,310	358,813	467,120	2,141,311	11,741	577,637	-	-	**8,178,172**
1990s	1,130,646	3,436,264	1,126,260	529,622	461,985	308,197	720,284	103,000	-	**7,816,258**
2000s	699,895	1,418,389	290,850	-	647,344	294,452	63,640	-	-	**3,414,570**
2010s	39,000	54,391	-	-	142,960	-	69,106	-	-	**305,457**
2020s	17,303	54,565	-	-	1,275,686	-	-	-	-	**1,347,554**
Pipeline	-	*18,250*	*7,500*	-	*106,468*	-	*54,780*	-	-	*186,998*
Total Existing	**2,864,754**	**8,662,391**	**1,790,683**	**996,742**	**4,669,286**	**631,300**	**1,430,667**	**103,000**	**-**	**21,148,823**

Source: *CoStar, Inc.; Highland Insight; ARC & Gwinnett County GIS data*

About Highland Insight

HIGHLAND INSIGHT
Turning Plans Into Places

Highland Insight helps clients shape stronger, more resilient, and more equitable communities through the strategic integration of planning, real estate, public finance, and urban economics.

The firm partners with public agencies, private developers, nonprofits, and institutional clients to turn complex challenges into clear, actionable strategies grounded in rigorous analysis and practical implementation.

Highland Insight specializes in market analysis, feasibility studies, economic and fiscal impact analysis, tax increment financing, property tax modeling, housing policy, redevelopment strategy, and transit-oriented development.

www.highlandinsight.com Atlanta, GA

Focus Areas

- Real Estate & Market Analysis
  - –Market Analysis for Projects & Plans
  - –Feasibility Studies
- Housing Policy & Community Development
  - –Housing Policy and Analysis
  - –Community Development Finance
- Economic Analysis
  - –Economic Impacts
  - –Urban Economic Planning
  - –Transportation Economics
- Public Finance
  - –Tax Increment Financing Strategy (TADs & TIFS)
  - –CIDs, SSDs & BIDs
  - –Property Tax Modeling & Forecasting
- Land Use & Development Strategy
  - –Development & Implementation Strategy
  - –Tax Increment Financing Strategy
  - –Transit-Oriented Development

HIGHLAND INSIGHT
Turning Plans Into Places

TERMS AND CONDITIONS OF THIS REPORT

1. Scope and Standard of Care: HIGHLAND INSIGHT will perform the services described in this proposal in accordance with generally accepted professional standards applicable to economic and fiscal consulting services. HIGHLAND INSIGHT may rely on information provided by the Client and third-party sources without independent verification unless otherwise agreed in writing.

2. Data, Assumptions, and Forward-Looking Information: The report will be based on data available as of the report date and on estimates, assumptions, and methodologies deemed reasonable by HIGHLAND INSIGHT at that time. The report may include prospective analyses and projections. Such forward-looking statements represent reasonable expectations, not guarantees of future performance. Actual results may differ materially.

HIGHLAND INSIGHT assumes no responsibility for inaccuracies in data supplied by Client or third parties. HIGHLAND INSIGHT has no obligation to update the report after its issuance unless separately engaged in writing.

3. Ownership and Use of Deliverables: All final reports and deliverables prepared under this Agreement shall be the property of Client upon payment in full. HIGHLAND INSIGHT retains ownership of its underlying methodologies, models, templates, and proprietary processes. The report may not be used in connection with any public or private securities offering without HIGHLAND INSIGHT's prior written consent. The report is intended solely for Client's internal planning, communication, and public policy purposes unless otherwise agreed.:

4. Confidentiality: Each party agrees to maintain the confidentiality of non-public information received from the other party and to use such information solely for purposes of this engagement. Confidentiality obligations do not apply to information that is publicly available, independently developed, or required to be disclosed by law.

5. Compensation and Suspension of Work: Client agrees to pay fees as outlined in the proposal. Invoices are due upon receipt. HIGHLAND INSIGHT reserves the right to suspend work upon written notice if invoices remain unpaid beyond thirty (30) days.

6. Termination: Client may terminate this Agreement at any time upon written notice. Client shall pay HIGHLAND INSIGHT for services performed and reimbursable expenses incurred through the effective date of termination. HIGHLAND INSIGHT may terminate the Agreement for material breach or nonpayment following written notice and a reasonable opportunity to cure.

7. Limitation of Liability: To the fullest extent permitted by law, HIGHLAND INSIGHT's total liability arising out of this engagement shall not exceed the total fees paid to HIGHLAND INSIGHT under this Agreement. In no event shall either party be liable for consequential, incidental, special, or punitive damages.

8. Dispute Resolution: The parties shall first attempt to resolve disputes through good-faith negotiations. If unresolved, the parties agree to submit the matter to mediation before initiating litigation. Any legal action shall be brought in a court of competent jurisdiction in the State of Georgia.

9. Independent Contractor: HIGHLAND INSIGHT is an independent contractor. Nothing in this Agreement shall be construed to create a partnership, joint venture, agency, or employment relationship.

10. Assignment: Neither party may assign this Agreement without prior written consent of the other, except in connection with a merger or sale of substantially all assets.

11. Governing Law: This Agreement shall be governed by the laws of the State of Georgia.

12. Entire Agreement and Amendments: This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions. Any amendment must be in writing and signed by both parties.

13. Survival: Provisions relating to confidentiality, limitation of liability, ownership, and dispute resolution shall survive termination of this Agreement.