

Turner Field Stadium Neighborhoods

LIVABLE CENTERS INITIATIVE

HOUSING MARKET ANALYSIS BASELINE REPORT

PRESENTED BY:



Bleakly
Advisory Group

JN

INTRODUCTION

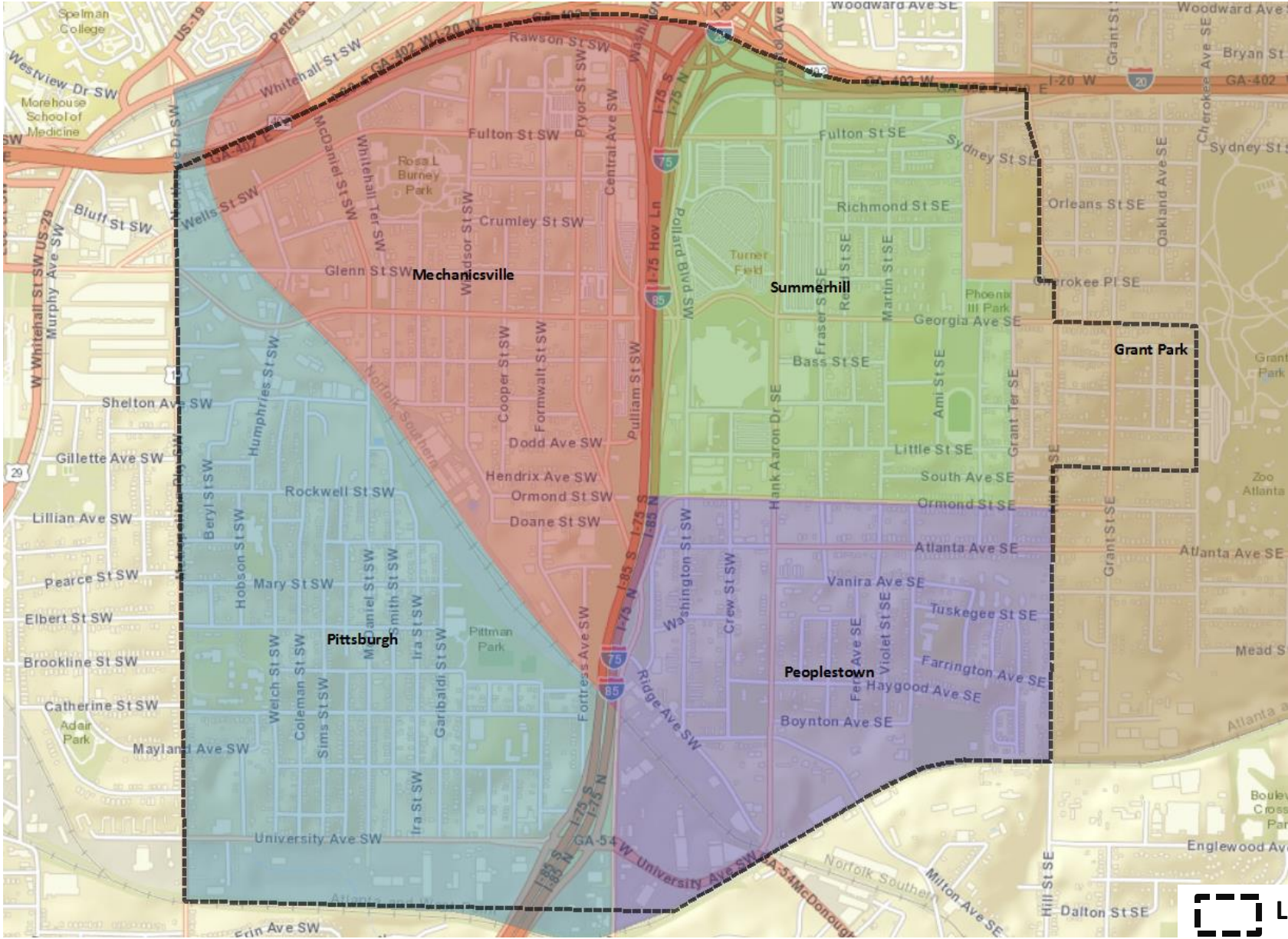
This report provides an inventory and assessment of demographic, economic and housing market trends relevant to historical and future development in the Turner Field Neighborhoods LCI Study Area.

The findings are intended to provide a framework for the LCI consulting team's recommendations regarding land use and development policy.

Baseline Report Contents:

- **Study Area Description**
- **Baseline Report Summary Conclusions**
- **Demographics**
- **Business & Employment**
- **Housing & Residential Real Estate**
- **Data Appendix**

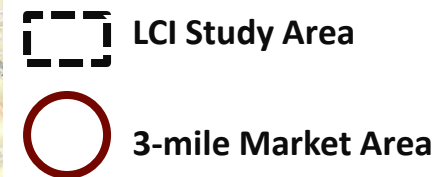
TURNER FIELD LCI STUDY AREA



 LCI Study Area

SITE CONTEXT

- This baseline analysis compares demographic and housing conditions in the LCI Study Area against the background of a larger 3-mile radius market area, the City of Atlanta, and the Atlanta metropolitan area.



BASELINE REPORT SUMMARY CONCLUSIONS

Demographics

- Population and household growth in the Study Area from 2010 to 2015 exceeded that of surrounding areas, as well as the city as a whole, and this trend is projected to continue through 2020.
- The median household income of current Study Area households (\$22,500) is approximately half that of the city of Atlanta overall.
- On average, Study Area residents tend to be younger and more likely to classify as African-American than residents elsewhere in Atlanta.

Employment

- Approximately two-thirds of the workers within the 3-mile market area are age 30-54 and have attained some level of post-secondary education.
- While one-third of workers within the 3-mile market area currently live with 10-minutes from their place of employment, the workers that commute farther distances to Downtown Atlanta are a prime target market for new residences in a redeveloping Study Area.

BASELINE REPORT SUMMARY CONCLUSIONS

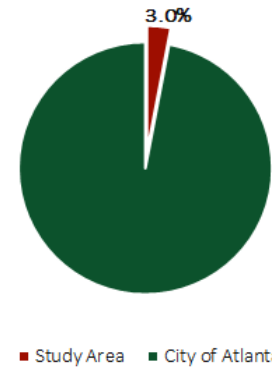
Housing

- Nearly three-fourths (72%) of Study Area households are renters, a higher rate than the 3-mile area, city of Atlanta or metro Atlanta, with half of Study Area residents living in single-family homes.
- Over one-third of the Study Area housing units were built between 2000 and 2009, yet 16% are 75 years or older.
- While the *number* of new home sales decreased in the Study Area over the past five years, the average *sales price* increased significantly.
- Overall average apartment rents in the Study Area lag the larger area on an absolute price per unit and per square foot basis.
- However, rents in the 3-mile radius market area exceed overall region averages, pointing to a potential upside in rents in the Study Area that could be realized with a catalytic redevelopment driving a positive market shift.
- Similarly, evidence in the local for-sale market points to the **potential for continued growth should the Turner Field redevelopment positively impact the area.**

Demographics

TOTAL POPULATION AND HOUSEHOLDS

Study Area's Share of City of Atlanta Population, 2015



- The Study Area is home to an estimated 13,604 residents and 5,693 households according to Nielsen.
- This represents 3% of the overall population and households in the city of Atlanta.

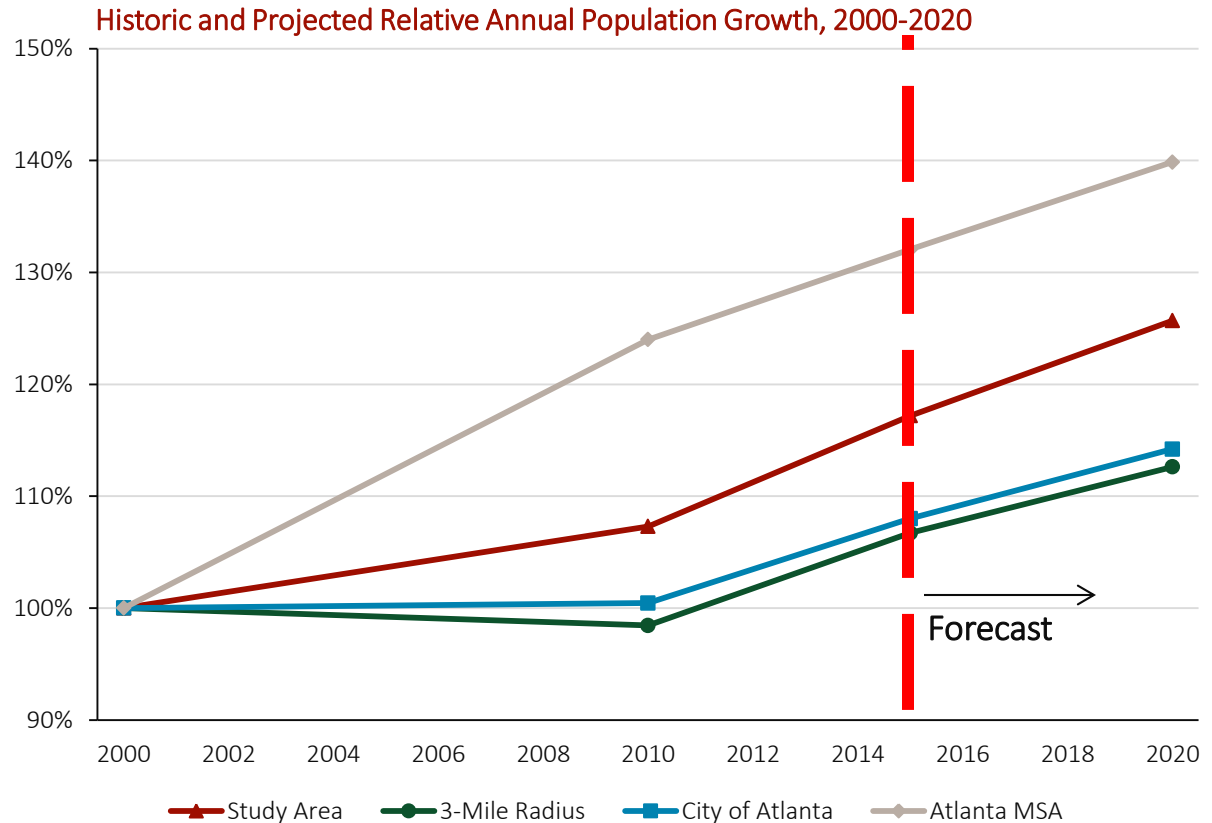
Population and Households, 2000-2020

	Study Area	3-Mile Radius	City of Atlanta	Atlanta MSA
Population				
2000 Census	11,608	135,585	418,156	4,263,447
2010 Census	12,456	133,479	420,003	5,286,728
2015 Estimate	13,604	144,682	451,577	5,629,693
2020 Projection	14,590	152,693	477,556	5,962,664
Households				
2000 Census	4,312	50,863	169,050	1,559,711
2010 Census	5,057	55,938	185,484	1,943,885
2015 Estimate	5,693	62,158	204,281	2,077,048
2020 Projection	6,198	67,318	220,188	2,205,230

Source: Bleakly Advisory Group
based on data from Nielsen

POPULATION GROWTH

- The Study Area's population has grown at a much greater relative rate than has the 3-mile market area and city of Atlanta, but lags the growth in the metro area overall.



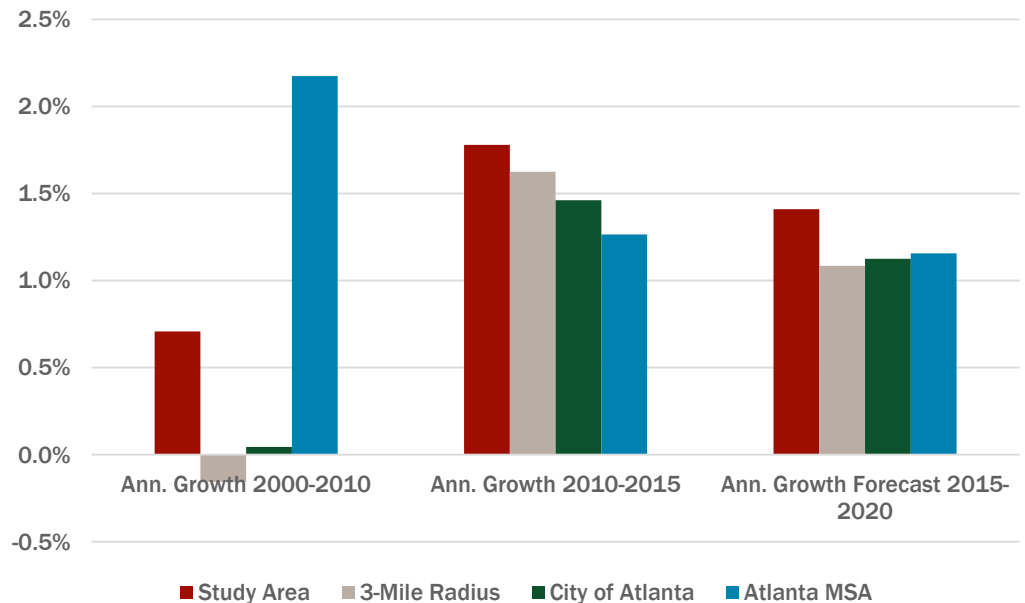
Historical growth normalized at 100% in 2000 to measure relative growth.

*Source: Bleakly Advisory Group
based on data from Nielsen*

POPULATION GROWTH

- According to Nielsen, population growth in the Study Area from 2010 to 2015 exceeded that of surrounding areas, as well as the city as a whole, and is projected to continue this trend through 2020.
 - The 3-mile area's population contracted from 2000 to 2010 while the city of Atlanta experienced slight growth.
 - Nielsen expects the Study Area to add an average of nearly 200 new residents annually (1.4%) through 2020.
- The estimated past growth and forecast future growth in the Study Area bodes well for the local area housing market.

Historic and Projected Annual Population Growth, 2000-2020

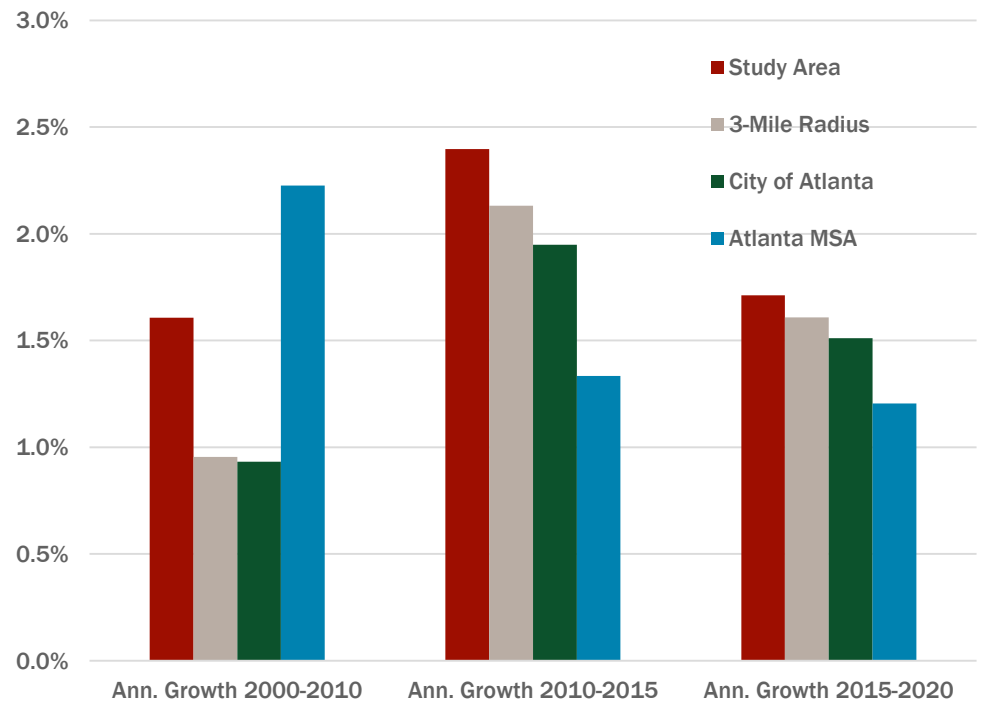


Source: Bleakly Advisory Group
based on data from Nielsen

HOUSEHOLD GROWTH

- Similar to population growth, household growth in the Study Area from 2010 to 2015 also exceeded that of the surrounding areas and is projected to continue this trend through 2020.
- The household growth rate in the Study Area exceeds the population growth rate, pointing to a decline in household size, in terms of number people per household.
 - The reduction in average household size is a trend seen elsewhere in redeveloping urban areas.

Historic and Projected Annual Household Growth, 2000-2020

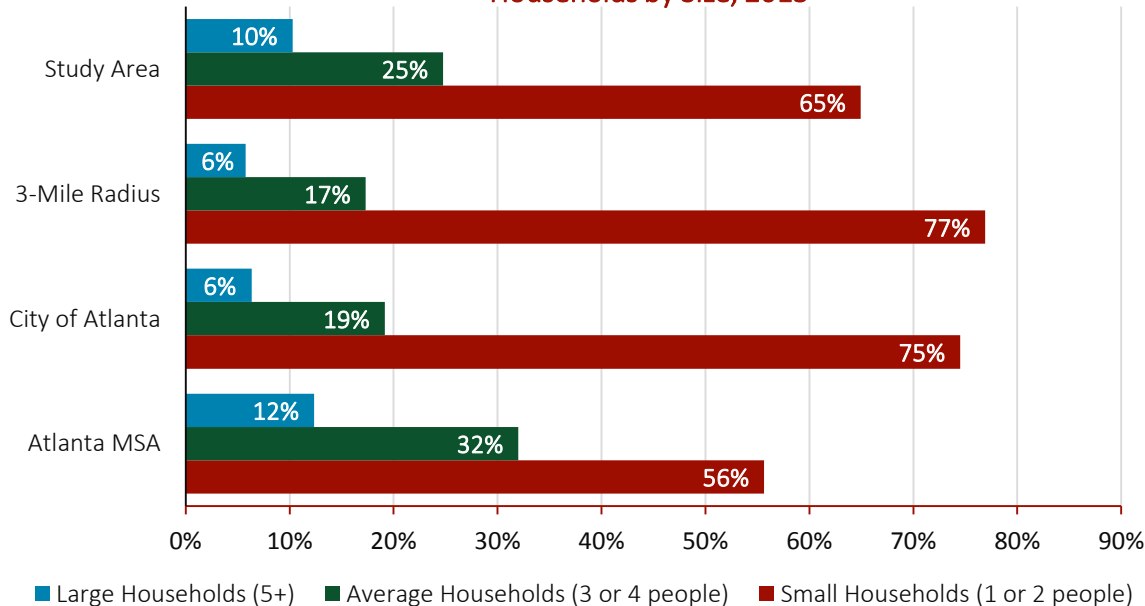


Source: Bleakly Advisory Group
based on data from Nielsen

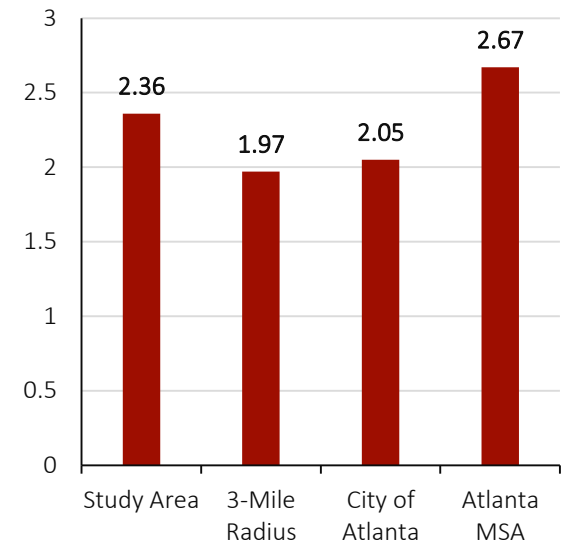
HOUSEHOLD CHARACTERISTICS: SIZE

- While the size of newer households in the Study Area appear to be shrinking over time, current households are larger (i.e., include more residents per household on average) than the larger market area and the city.
- Nevertheless, two-thirds of Study Area households are comprised of 1 or 2 people.
 - While large households are more likely to demand single-family homes, small households without children are more inclined to demand smaller housing types.
 - These differences present the opportunity for a wider range of housing options, thereby potentially expanding the housing market.

Households by Size, 2015



Average Household Size, 2015

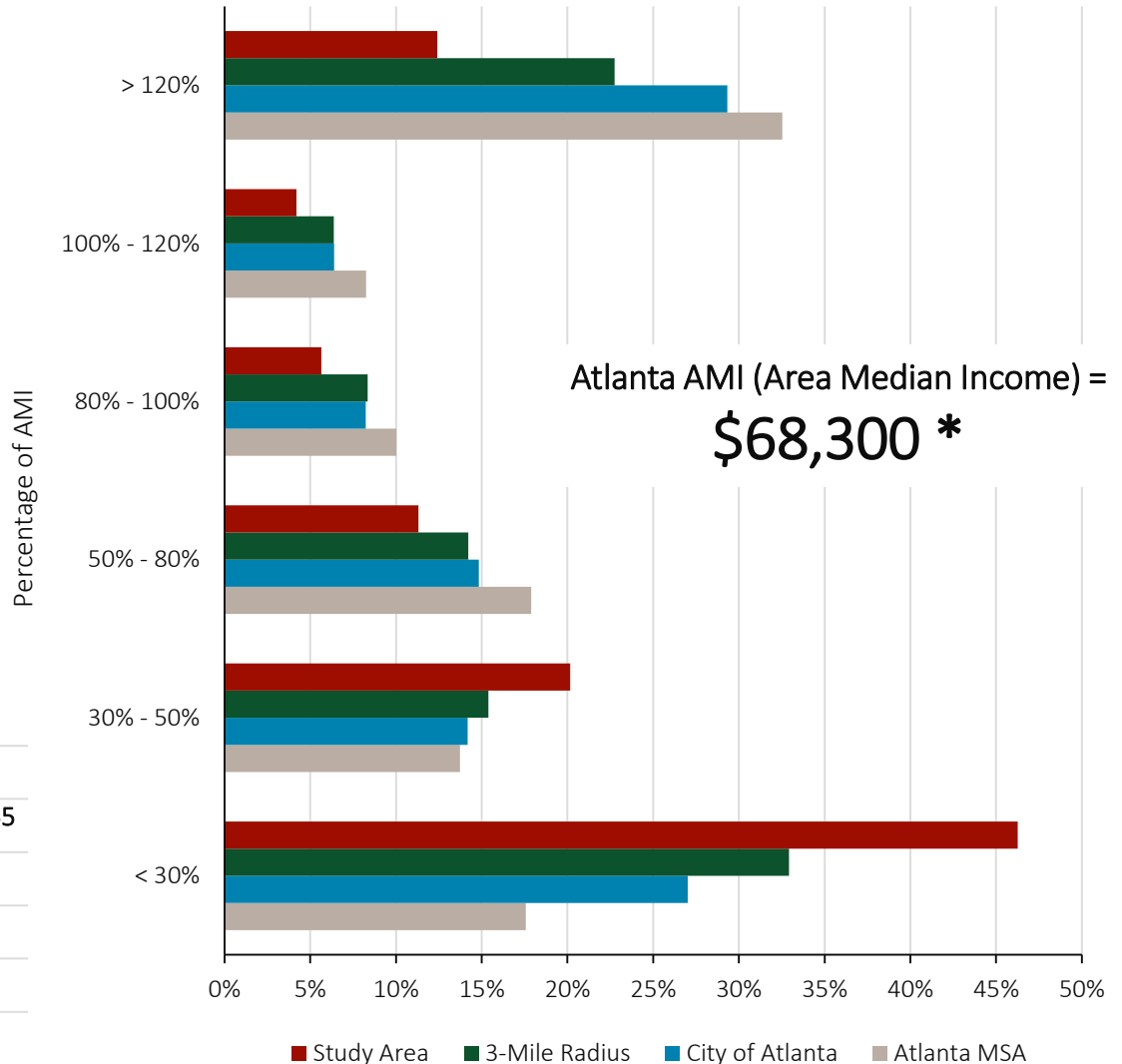
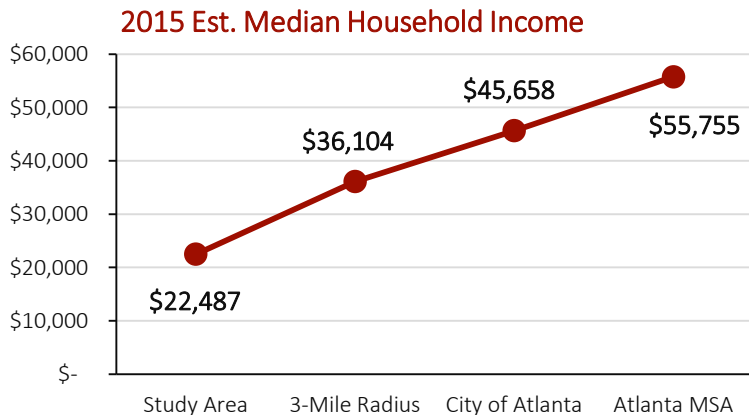


Source: Bleakly Advisory Group based on data from Nielsen

HOUSEHOLD CHARACTERISTICS: INCOME

■ Study Area residents tend to have lower incomes than surrounding areas.

- 46% of Study Area households earn less than \$20,500 (30% AMI) annually.
- Median household income in the Study Area is 62% of the 3-mile area, 49% of the City of Atlanta and 40% of the metro Atlanta median household income.



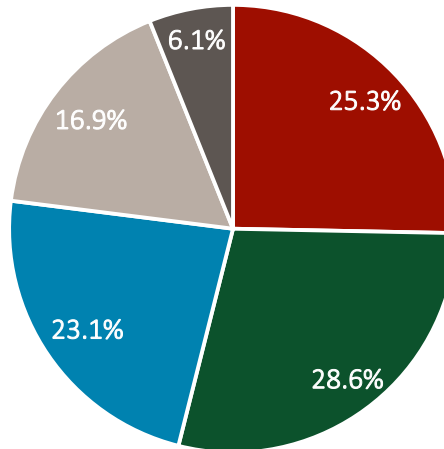
Source: Bleakly Advisory Group based on data from Nielsen
 * As calculated by the U.S. Census

AGE DISTRIBUTION

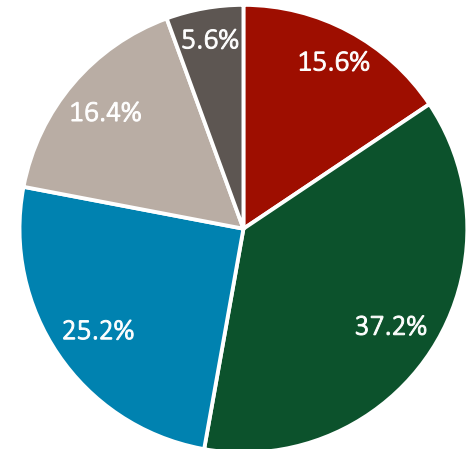
- Study Area residents tend to be younger than those in surrounding areas.
 - More than 50% are Millennials and Digitals.
 - A much higher portion of Study Area residents are Digitals (aged 0-15) than elsewhere in the immediate area and region.

- Median Age:
 - Study Area: 31.7
 - 3-Mile Radius: 32.6
 - City of Atlanta: 34.3
 - Atlanta MSA: 36.1

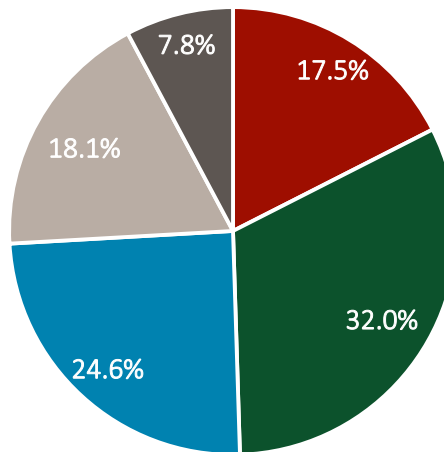
Study Area



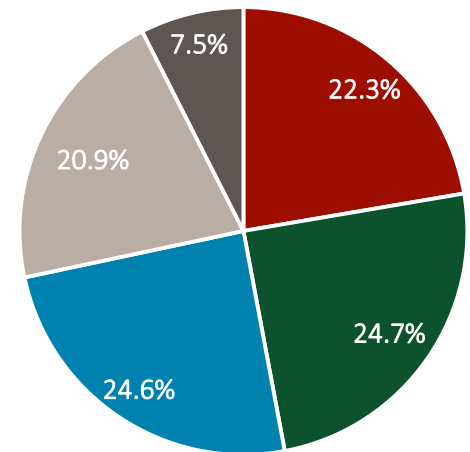
3-Mile Radius



City of Atlanta



Atlanta MSA



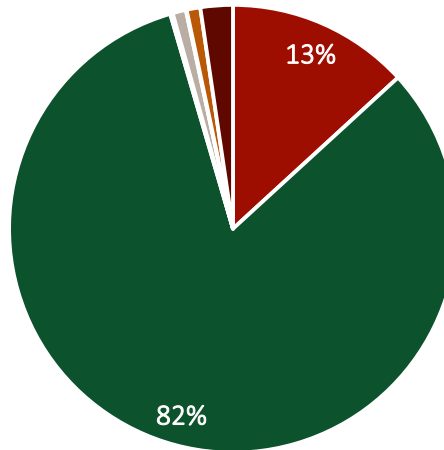
- Digitals (0-15)
- Millennials (16-33)
- Generation X (34-50)
- Boomers (51-69)
- Seniors (70+)

Source: Bleakly Advisory Group
based on data from Nielsen

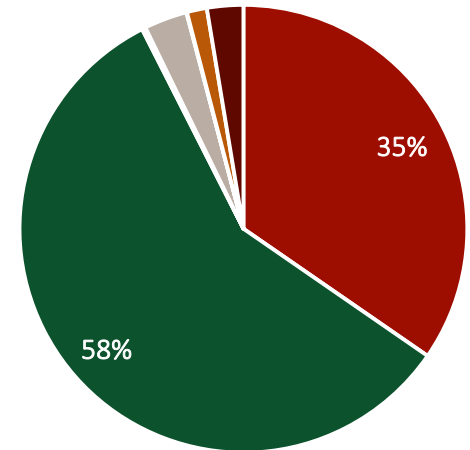
RACE & ETHNICITY

- The Study Area is predominately African American.
 - 82% of the Study Area is African American compared to 58% in the 3-mile area and 51% citywide.
- Whites account for a much smaller portion of the Study Area than in surrounding areas.
 - While only 13% of the Study Area is White, 35% of the 3-mile area, 40% of the City and 54% of Metro Atlanta residents are White.

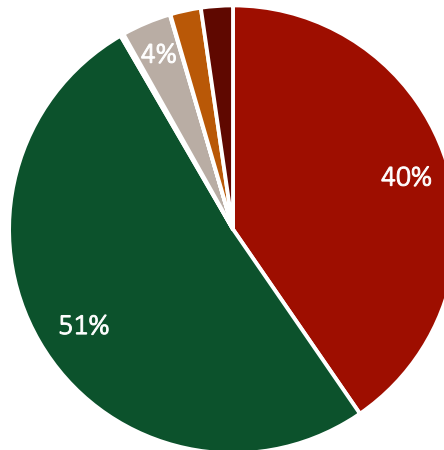
Study Area



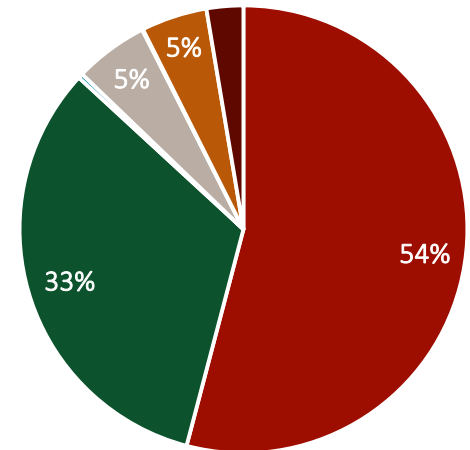
3-Mile Radius



City of Atlanta



Atlanta MSA



Source: Bleakly Advisory Group
based on data from Nielsen

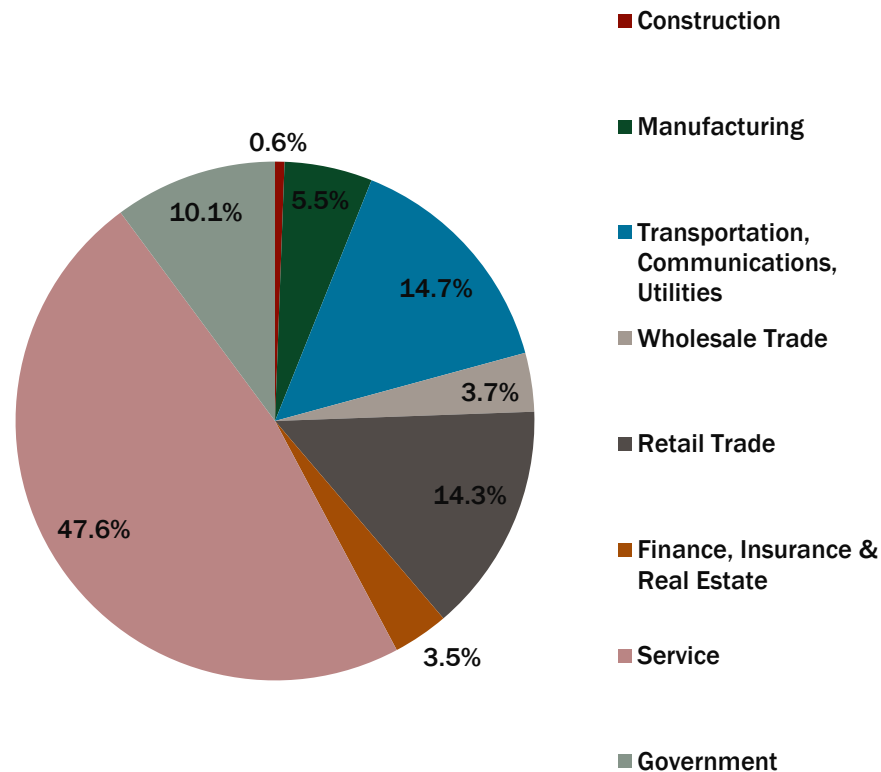
- White Alone
- Amer. Indian and Alaska Native Alone
- Native Hawaiian and Other Pac. Isl. Alone
- Two or More Races
- Black or African American Alone
- Asian Alone
- Some Other Race Alone

Employment

EMPLOYMENT CHARACTERISTICS: STUDY AREA JOB DISTRIBUTION

- According to the Atlanta Regional Commission (ARC) there are approximately **4,069** jobs in the Study Area.
- Thus, the current estimated jobs to household ratio in the Study Area is 1:0.7 (less than one job for each household).
- Currently nearly half (48%) of all jobs in the Study Area are service sector jobs. The vast majority of these jobs are located at Turner Field. These jobs will relocate out of the area when the Braves baseball team also relocates.

Study Area Employment Distribution, 2015



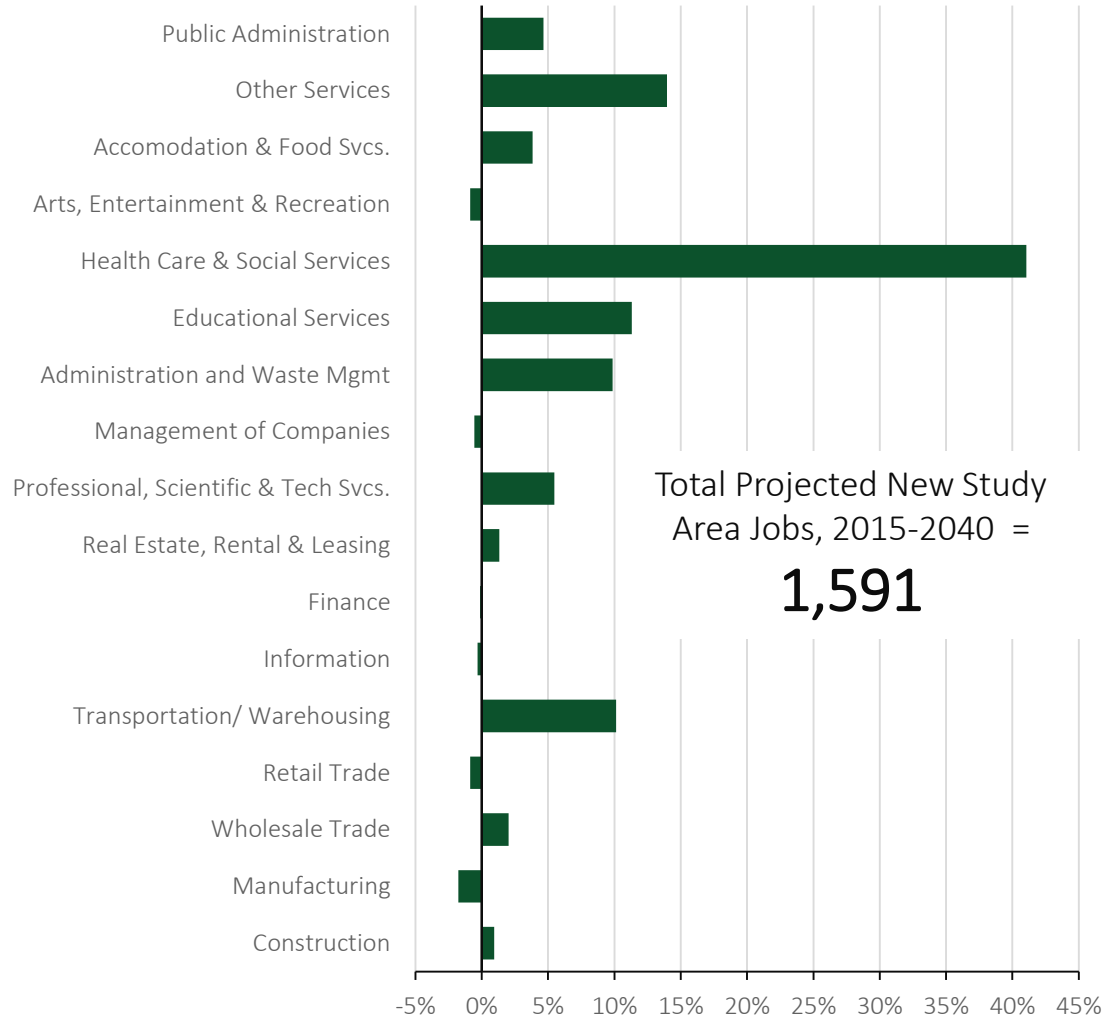
Source: Bleakly Advisory Group based on data from the Atlanta Regional Commission (ARC).

ARC data based on TAZ areas 68, 69, 70, 72, 78, 80, 81, 86, which closely follow Study Area boundaries.

PROJECTED JOB SECTOR GROWTH

- Current ARC projections indicate that over the next 25 years job growth in the Study Area will be driven by **health care and social services**, which are projected to account for over 40% of all job growth in the area.
- **Educational services, administration, transportation/warehousing and other services** are each projected to account for at least 10% of all job growth.
- Given the changes in the area, with the Braves relocating and Georgia State entering, these forecasts may need to be revisited in the future.

Share of Projected Study Area Employment Growth, 2015-2040

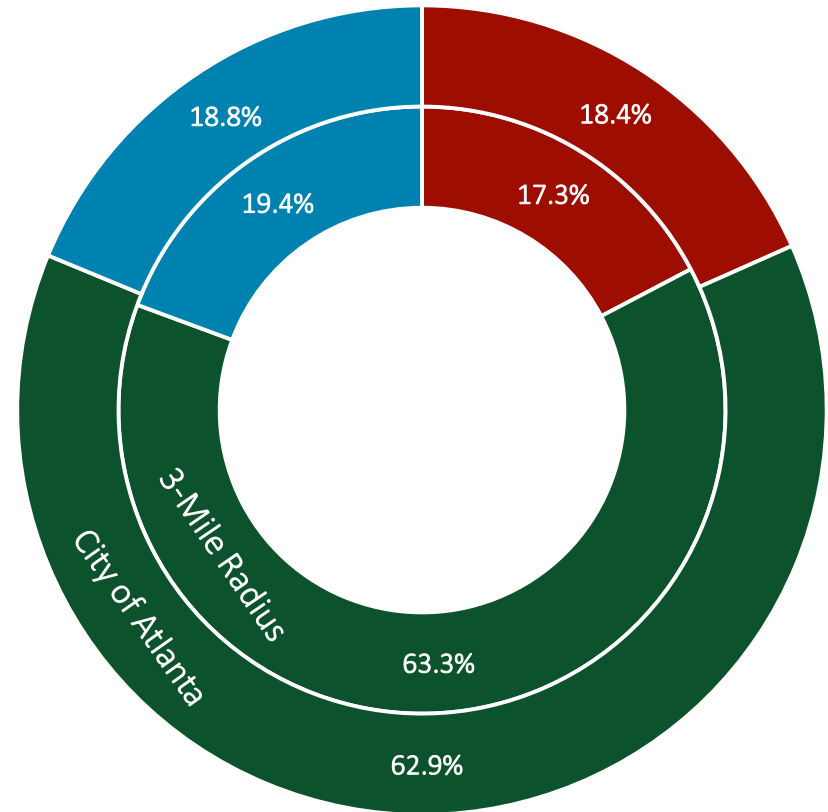


Source: Bleakly Advisory Group based on data from the Atlanta Regional Commission (ARC).

ARC data based on TAZ areas 68, 69, 70, 72, 78, 80, 81, 86, which closely follow Study Area boundaries.

EMPLOYMENT CHARACTERISTICS: JOBS BY WORKER AGE

- Employment characteristics in terms of the age of employees in the 3-mile radius mirror those seen throughout the city of Atlanta.
- Nearly two-thirds (63%) of the workers within the 3-mile market area are age 30-54, according the U.S. Census.

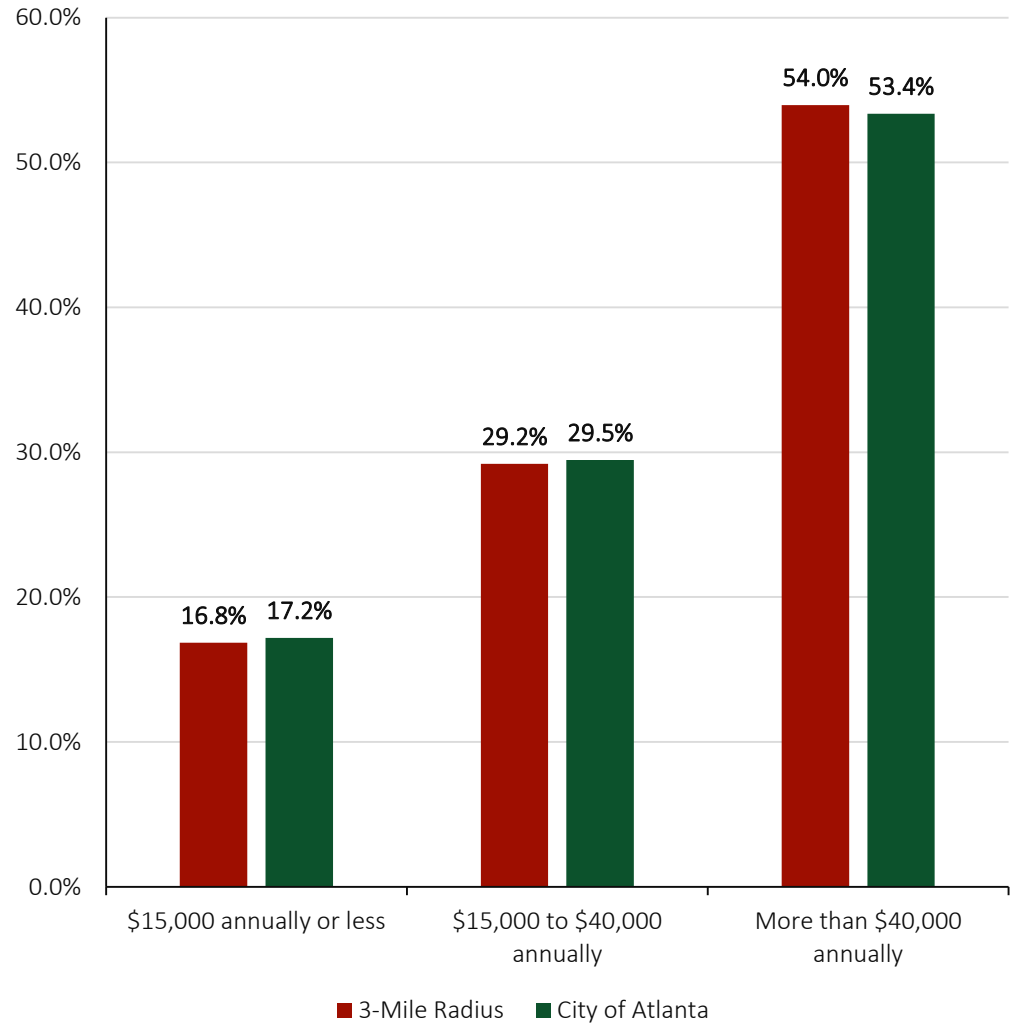


■ Age 29 or younger ■ Age 30 to 54 ■ Age 55 or older

Source: Bleakly Advisory Group based on data from the U.S. Census

EMPLOYMENT CHARACTERISTICS: JOBS BY EARNINGS

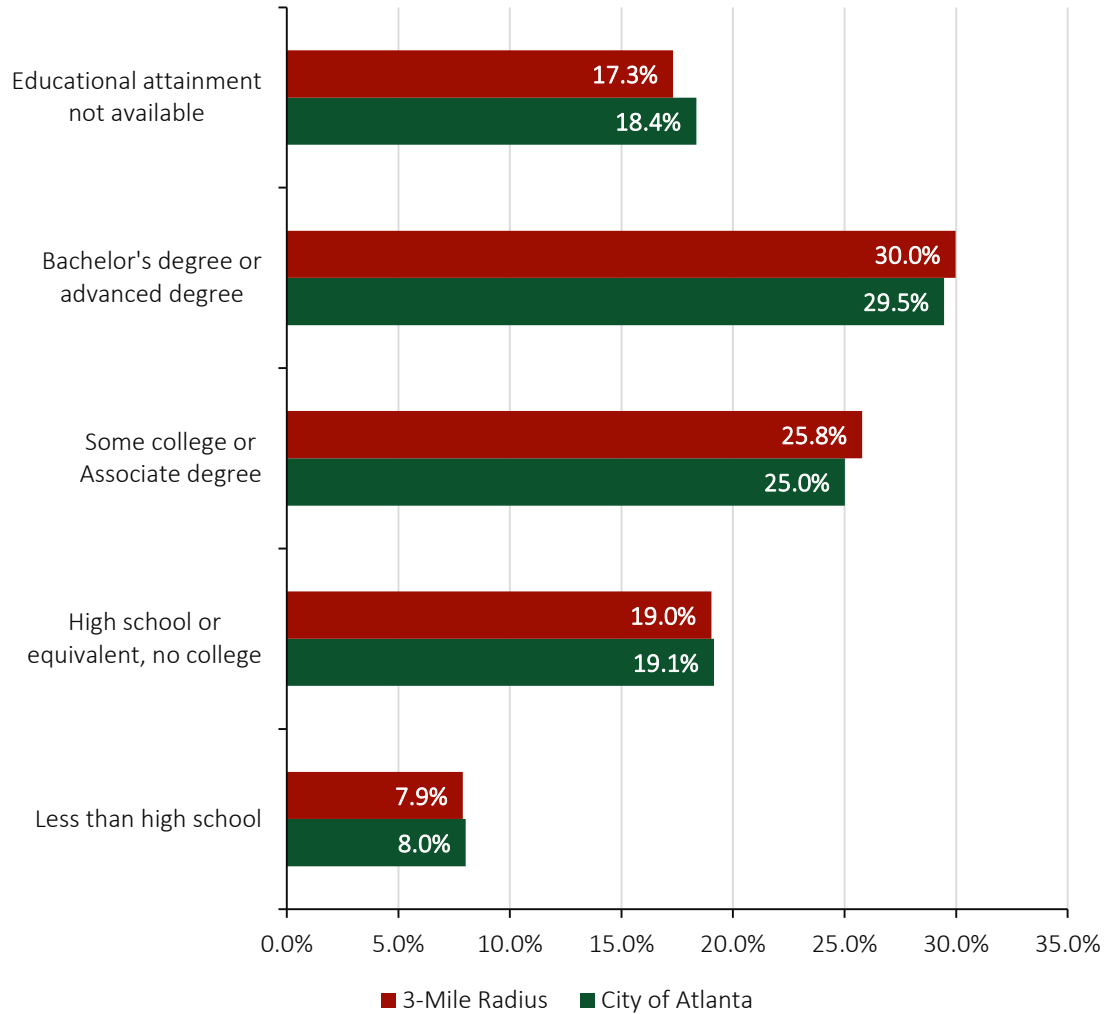
- Over half (54%) of all wage earners within a 3-mile radius of Turner Field earn more than \$40,000 annually.
- This percentage is consistent with wage earners in the city overall.



Source: Bleakly Advisory Group based on data from the U.S. Census

EMPLOYMENT CHARACTERISTICS: JOBS BY EDUCATIONAL ATTAINMENT

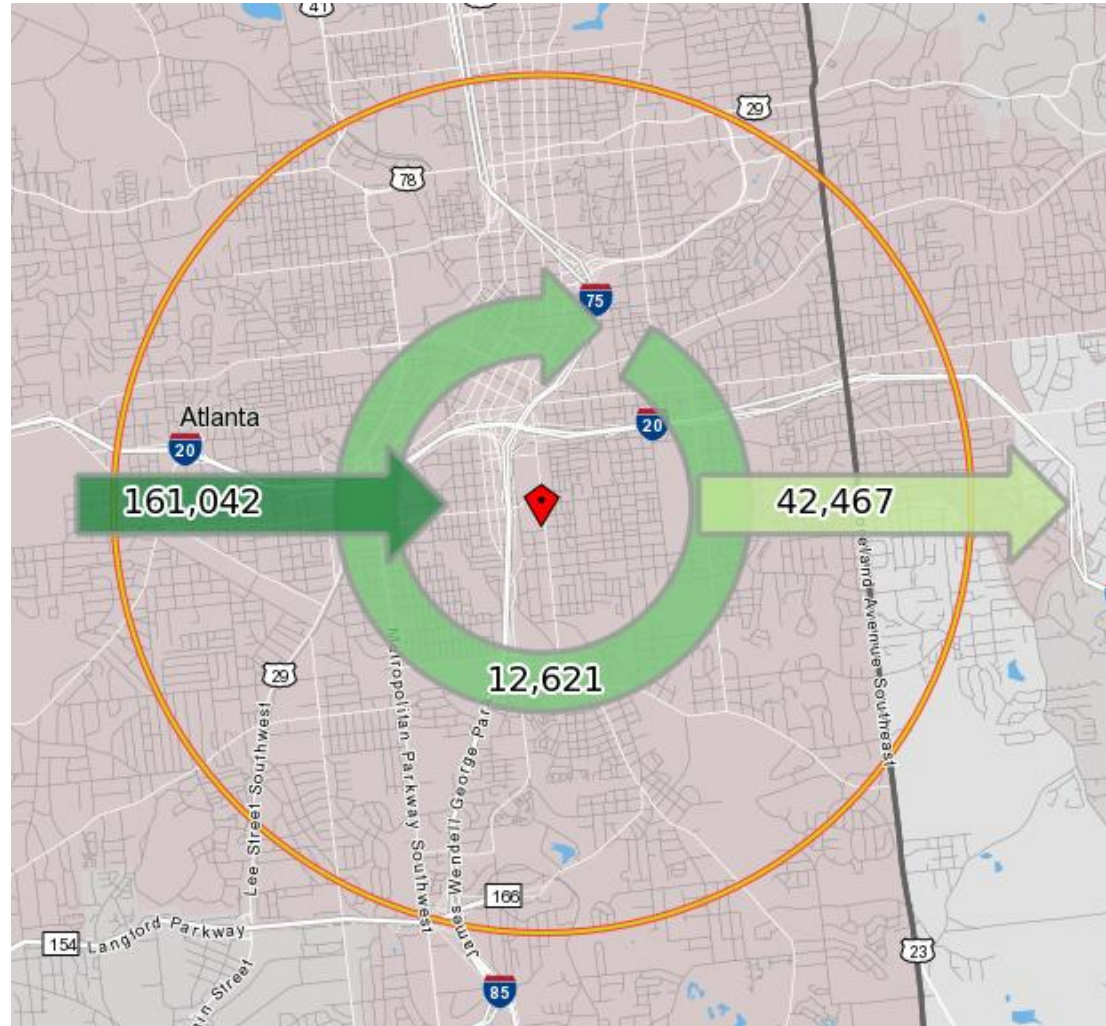
- Nearly a third (30%) of the employees that work within 3 miles of Turner Field hold a bachelor's or advanced degree.
- Coupled with those workers that attended some college, over half of all area workers have attained an education beyond high school.



Source: Bleakly Advisory Group based on data from the U.S. Census

COMMUTING

- Of the 3-mile area's 55,000 working residents about 12,600 (23%) both live and work within 3 miles of Turner Field.
- The approximately 12,600 residents that also work within 3 miles of Turner Field are joined daily by 161,000 workers commuting from outside the 3-mile area, bringing the area's daytime working population to over 173,600.
- The workers that commute to Downtown Atlanta are a prime target market for new residences in a redeveloping Study Area.

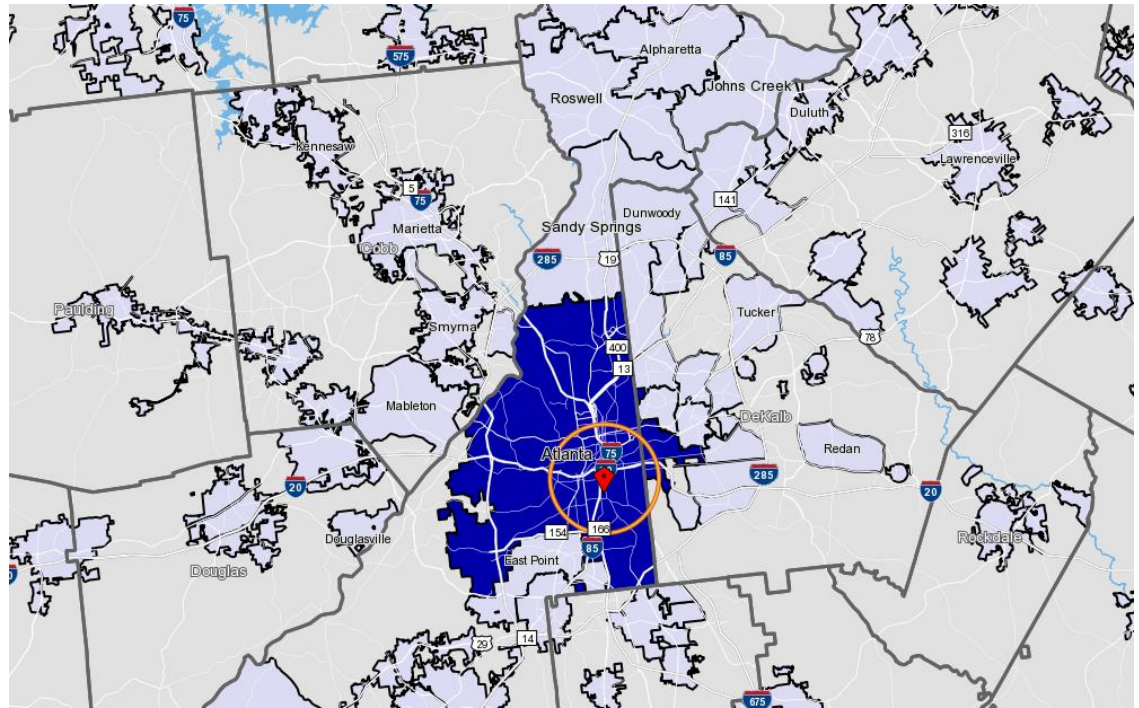


Source: U.S. Census

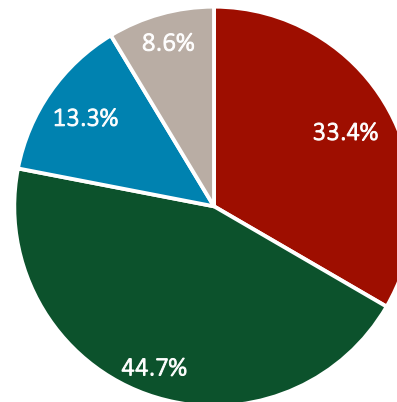
COMMUTING

- One-third of those employed within 3 miles of the Turner Field site live less than 10 miles from their job.

Place of Residence, 3-Mile Area Employees



Distance Traveled Home From Work



Top 5 Locations:
Where Workers Live

City	Share
Atlanta, GA	18.9%
Sandy Springs, GA	2.0%
Smyrna, GA	1.4%
Brookhaven, GA	1.4%
Roswell, GA	1.2%

- Less than 10 miles
- 10 to 24 miles
- 25 to 50 miles
- Greater than 50 miles

Source: U.S. Census

Housing

HOUSING PERMITS

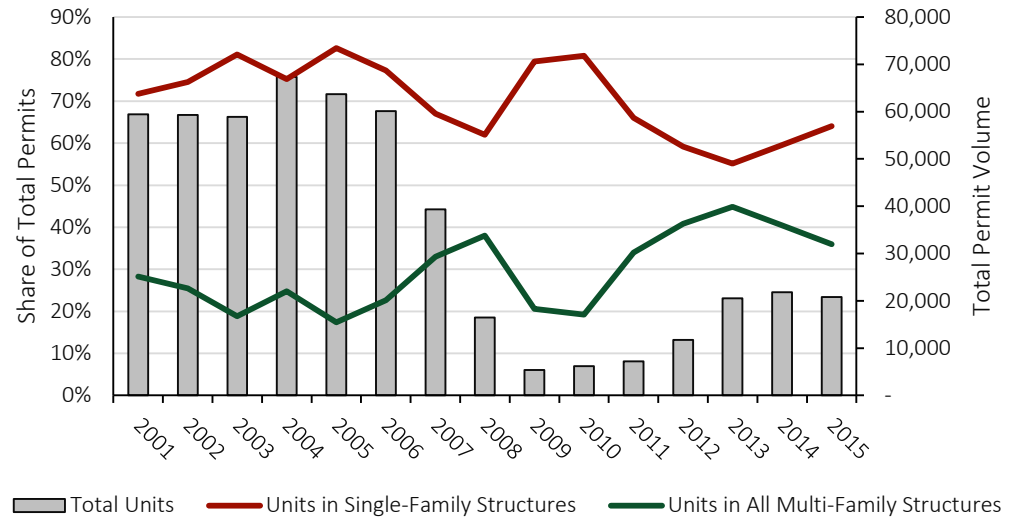
- Housing permits in the city of Atlanta have increasingly consisted of multi-family units.

- Multi-family units accounted for only 69% of permits in 2011 but have increased to 89% of all permits issued in the city.

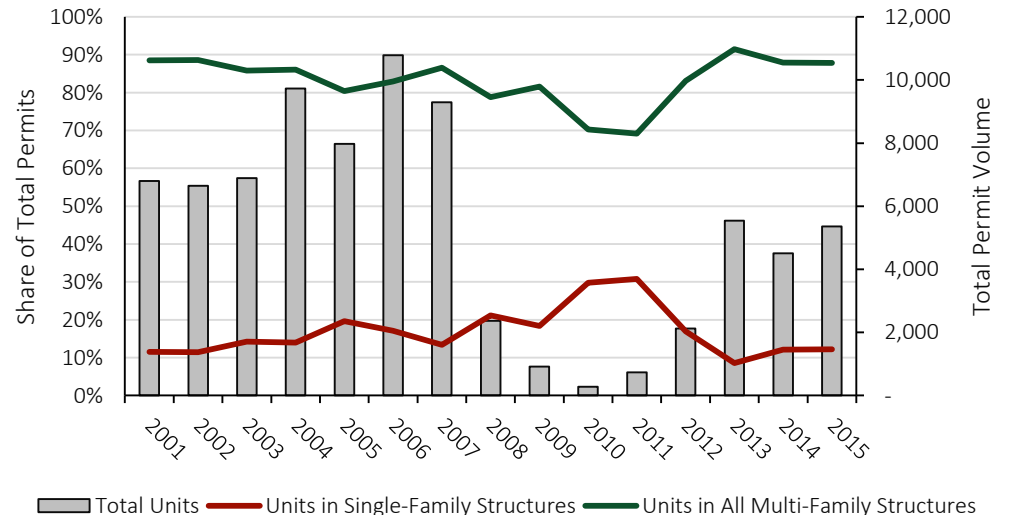
- After reaching a pre-recession high of 10,779 housing unit permits in 2006 the city only issued 279 total permits in 2010.

- 5,361 permits have been issued in 2015, 50% of the 2006 number.

Metro Atlanta



City of Atlanta

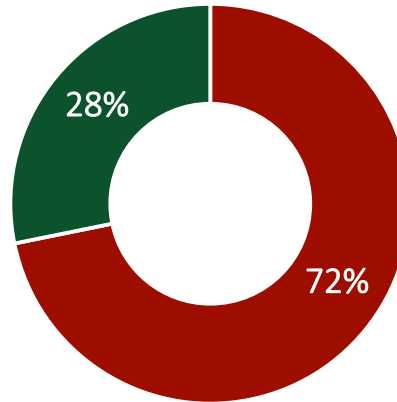


Source: Bleakly Advisory Group based on data from U.S. Census

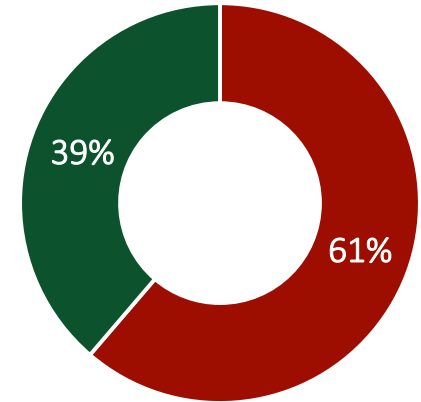
HOUSING TENURE

- Nearly three-fourths (72%) of Study Area households are renters, a higher rate than the 3-mile area, city of Atlanta or metro Atlanta.

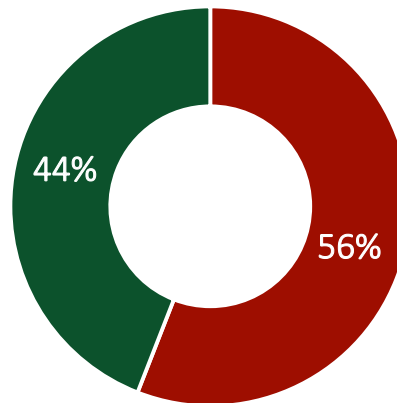
Study Area



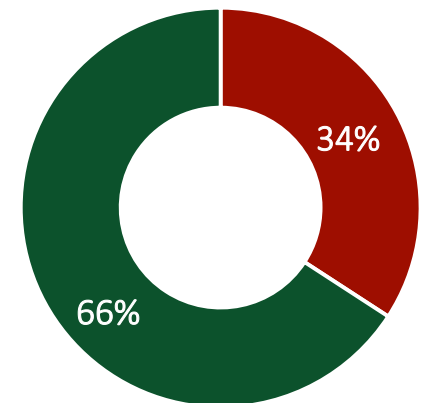
3-Mile Radius



City of Atlanta



Atlanta MSA



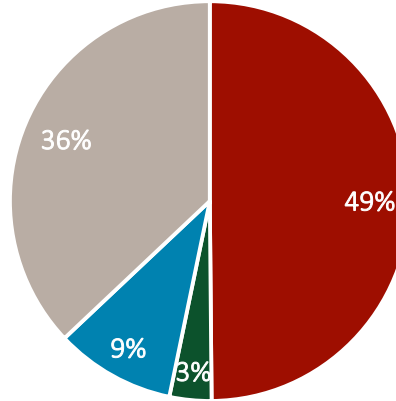
■ % Renters ■ % Owners

Source: Bleakly Advisory Group based on data from Nielsen

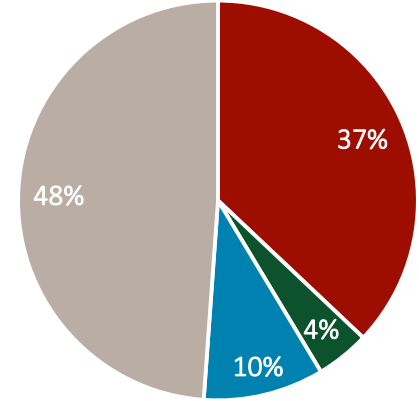
TYPE OF HOUSING

- Nearly half of Study Area residents live in single-family homes compared to 37% and 38% in the 3-mile area and city of Atlanta, respectively.
- There are proportionally fewer townhomes in the Turner Field area than throughout the city of Atlanta.

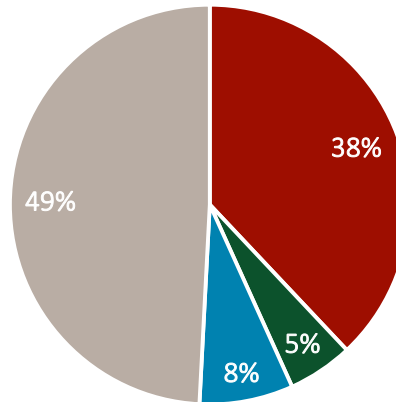
Study Area



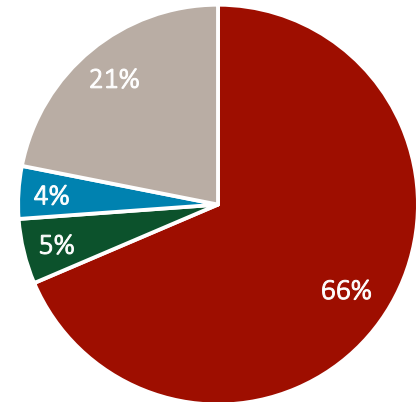
3-Mile Radius



City of Atlanta



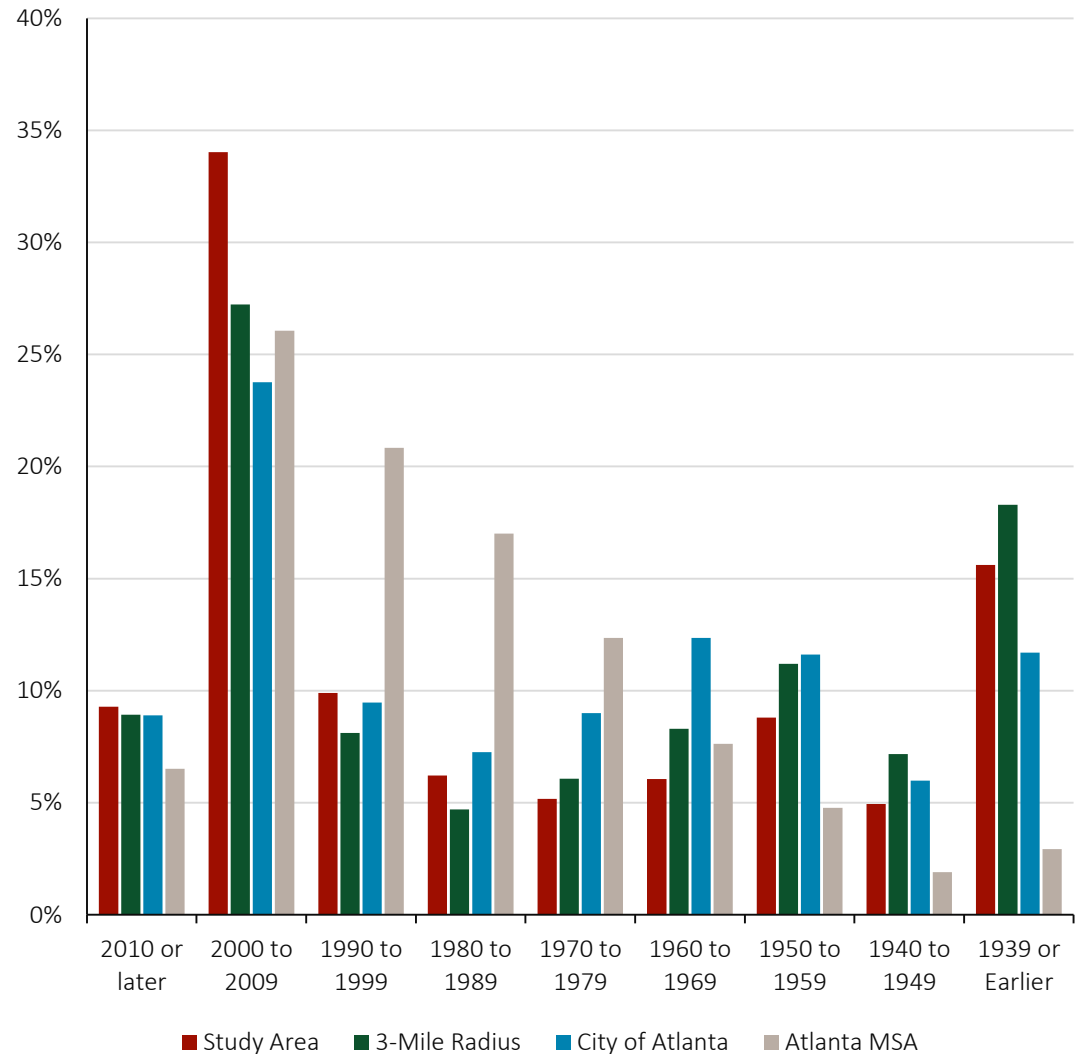
Atlanta MSA



■ 1 Unit Detached (SF) ■ 1 Unit Attached (TH)
■ Small Multi-Family (2-4 Units/Bldg.) ■ Lg Multi-Family (5+ Units/Bldg.)

AGE OF HOUSING

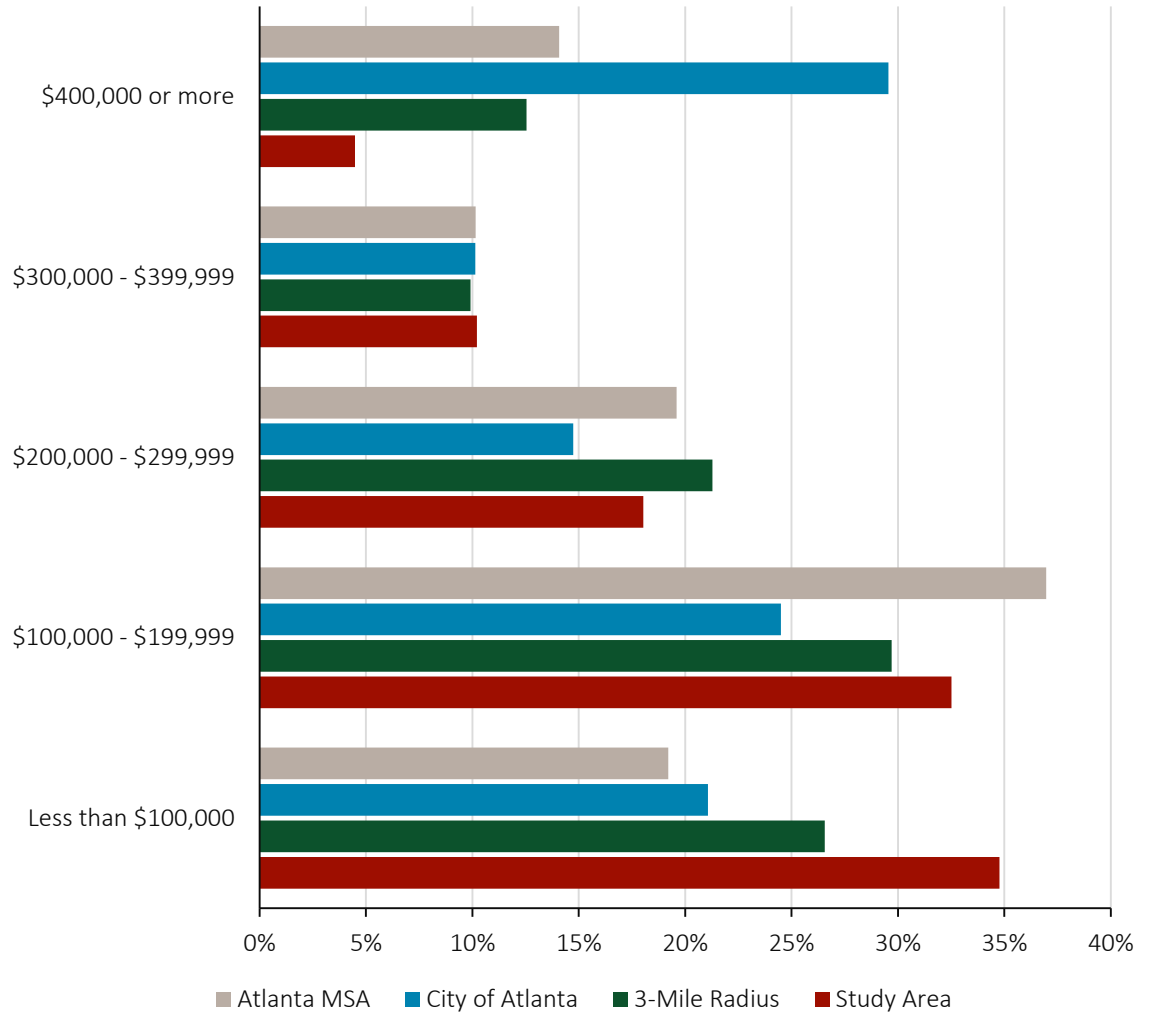
- Of the 7,262 housing units in the Study Area, over one-third of the units were built between 2000 and 2009.
- Of the new units built, approximately half have been apartment units.
- 16% of the housing units in the Study Area are over 75 years old, compared to only 3% of the housing units in the entire Atlanta region.



Source: Bleakly Advisory Group based on data from Nielsen

HOUSING VALUES

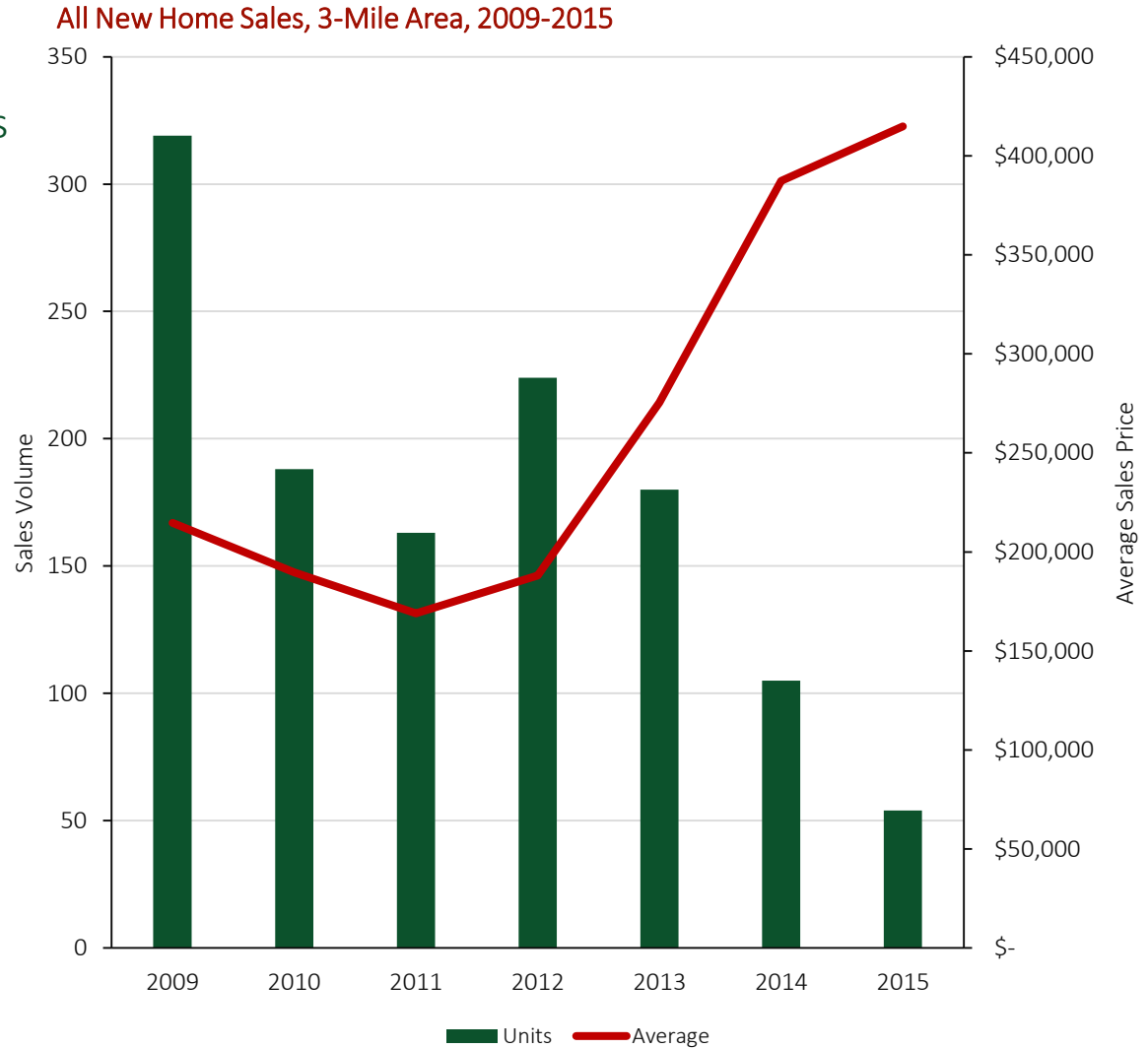
- Housing in the Study area tends to be lower-valued than surrounding areas
 - Two-thirds (67%) of Study Area homes are valued below \$200k, compared to 56% in the 3-mile area and 46% in the city of Atlanta.
- Median Owner Occupied Housing Value
 - Study Area: \$154,699
 - 3-mile Area: \$179,419
 - City of Atlanta: \$230,028
 - Atlanta MSA: \$183,124



Source: Bleakly Advisory Group based on data from Nielsen

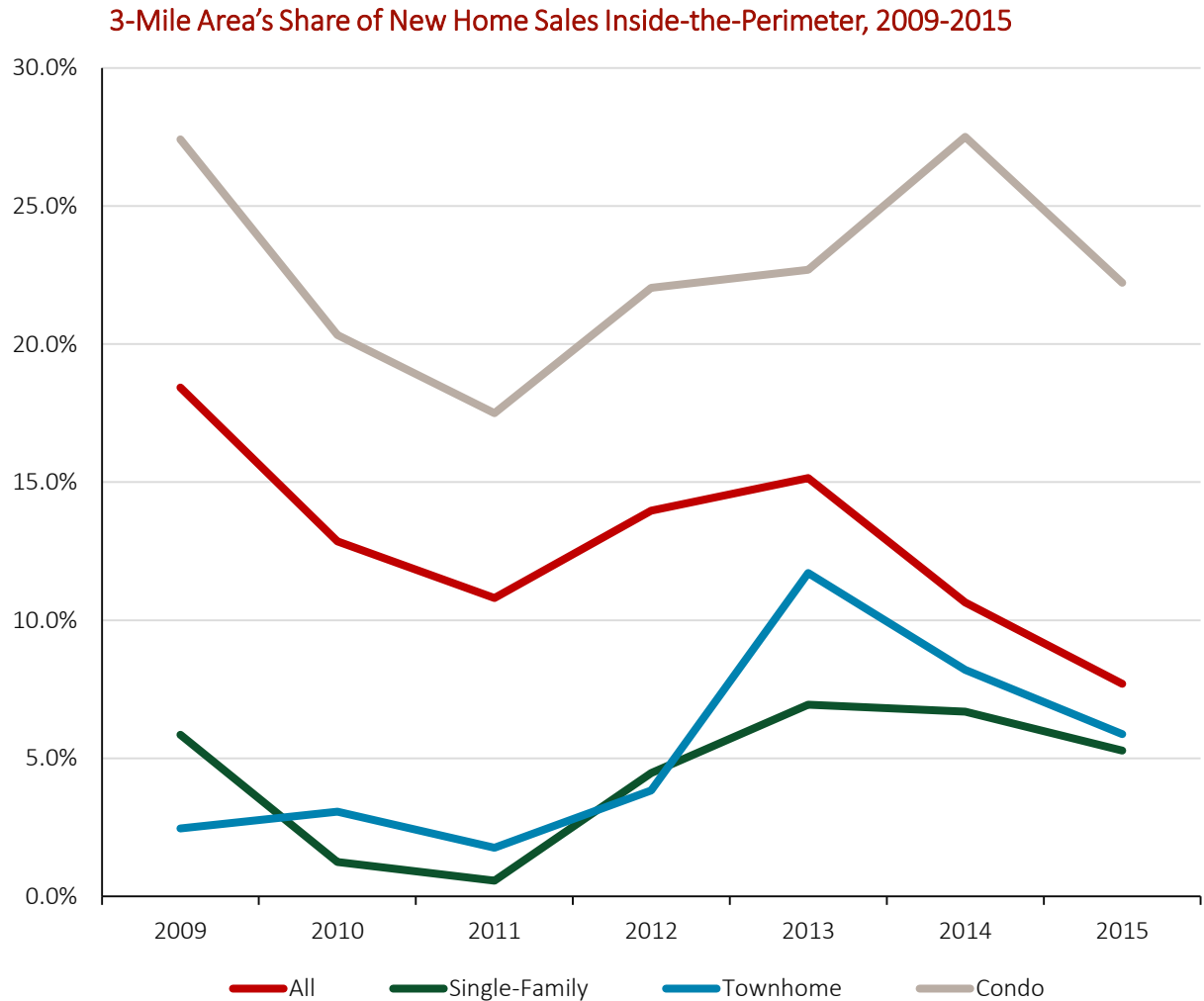
NEW HOME SALES

- The volume of new home sales in the 3-mile area has decreased dramatically since 2009.
 - In 2009 319 new homes sold compared to 54 in 2015, an 83% decline.
- While the number of sales decreased the average sales price increased significantly.
 - Average sales price bottomed-out in 2011 at \$169k and reached its peak in 2015 at \$415k, a 146% increase.



NEW HOME SALES

- The 3-mile market area share of new home sales has dipped recently but currently stands approximately at 2009 levels.
- Single-family new home sales in the 3-mile area currently make up approximately 5% of all inside the Perimeter (ITP) new single-family sales.
- The 3-mile market area has attracted an out-sized proportion of new condominium sales since 2009. Currently 22% of all new condo sales ITP.



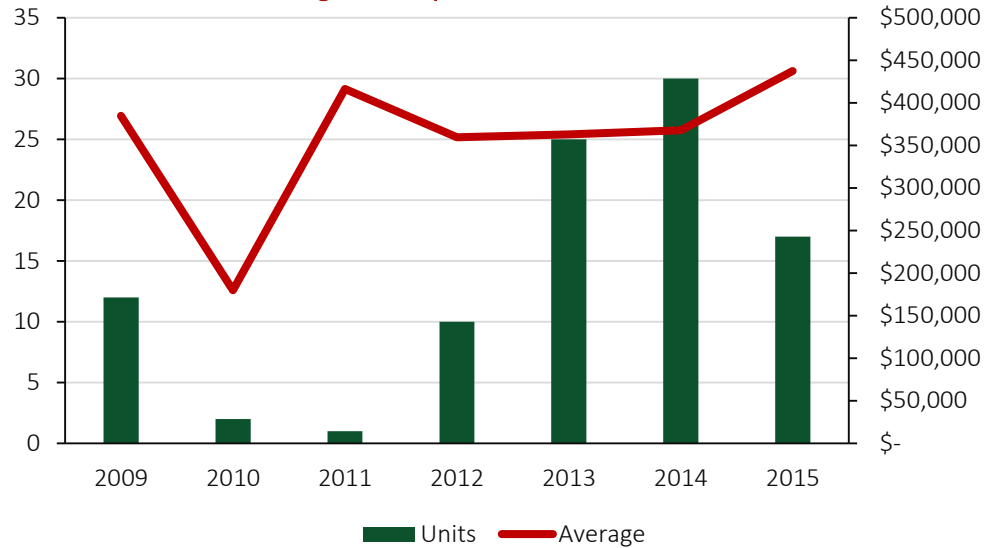
Source: Bleakly Advisory Group based on data from SmartREData

NEW HOME SALES: SINGLE-FAMILY

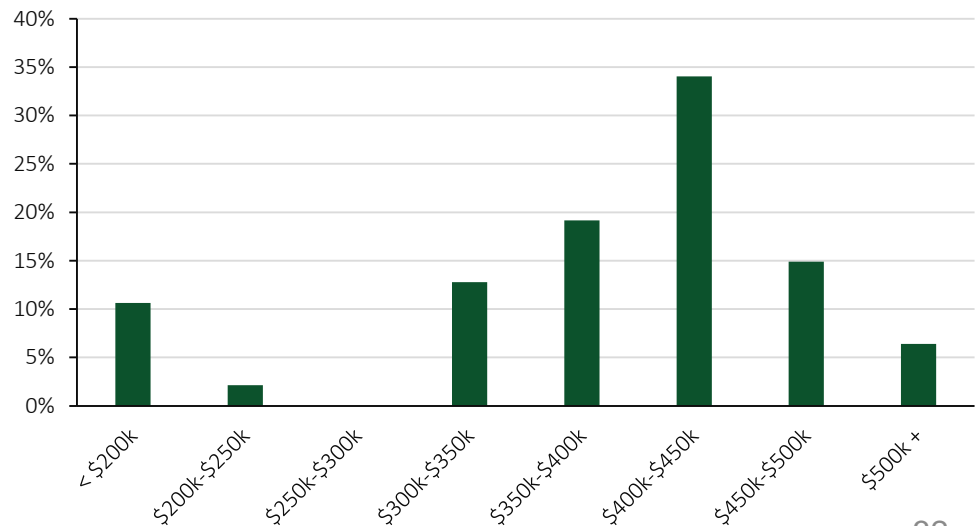
- New single-family homes average sales price in the 3-mile area peaked in 2015 at \$437,000, up from a low of \$180,000 in 2010.
 - Sales volume in the area slowed in 2015 after increasing yearly since 2011.

- Over one-third of new homes sold between \$400k and \$450k in 2014-15.

3-mile Detached Single-Family New Home Sales, 2009-2015

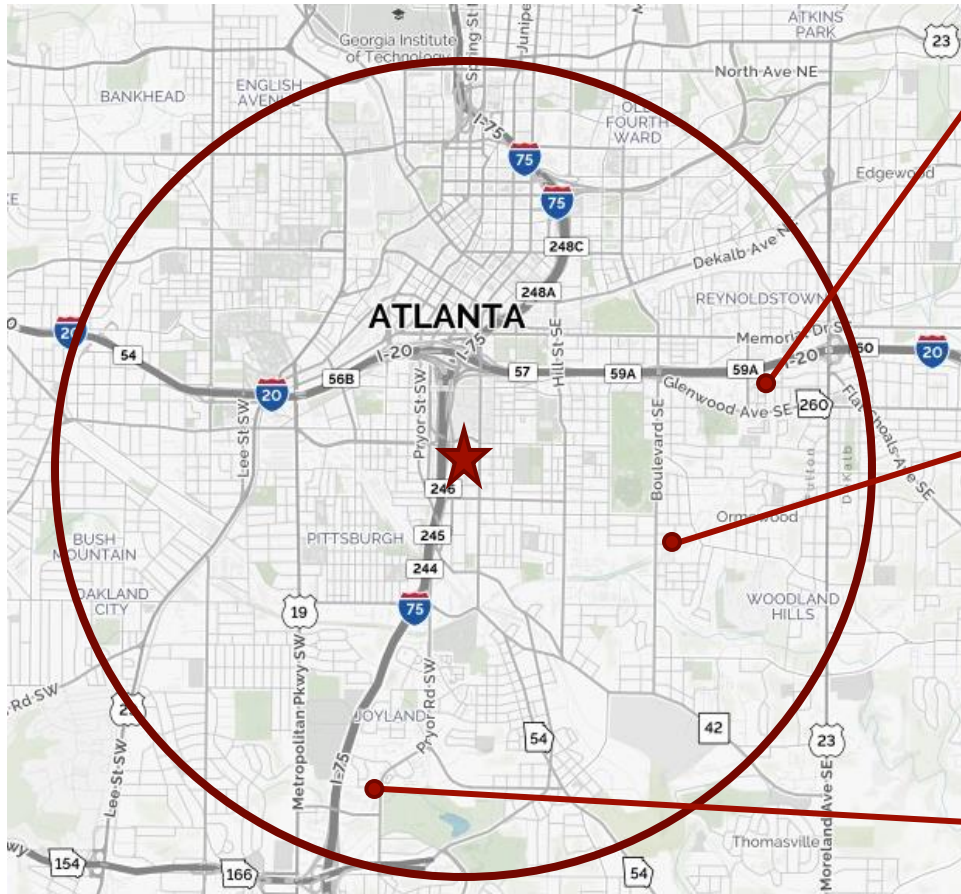


3-mile Detached Single-Family New Home Sales, 2014-2015



NEW HOME SALES: SINGLE-FAMILY

New Single-Family Home Sales Examples, 3-Mile Area, 2009-2015



★ Turner Field



Glenwood Park
 Units: 40
 Market Share: 41%
 Average Sale Price: \$440,064



Mead Crossing
 Units: 13
 Market Share: 13%
 Average Sale Price: \$307,592



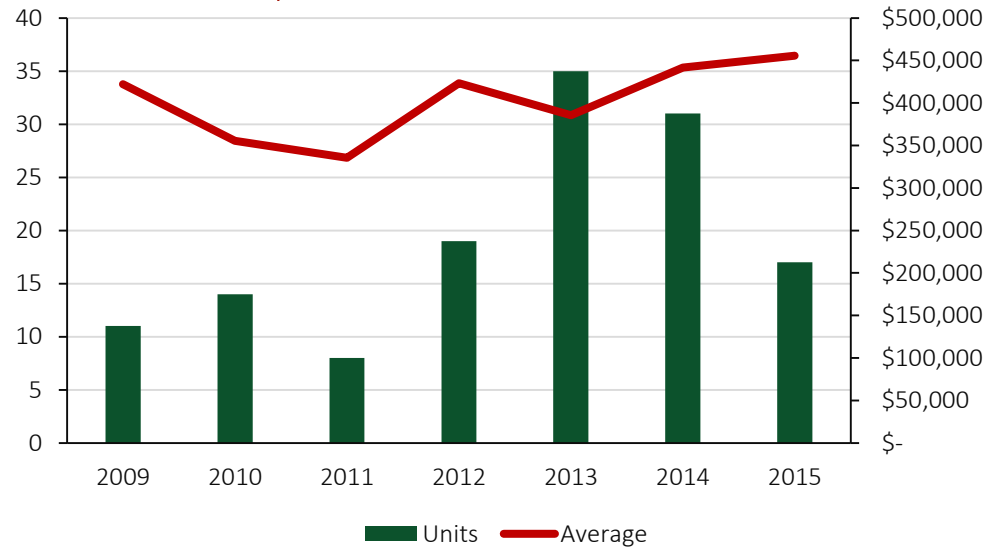
Lakewood Park
 Units: 13
 Market Share: 13%
 Average Sale Price: \$185,182

NEW HOME SALES: TOWNHOMES

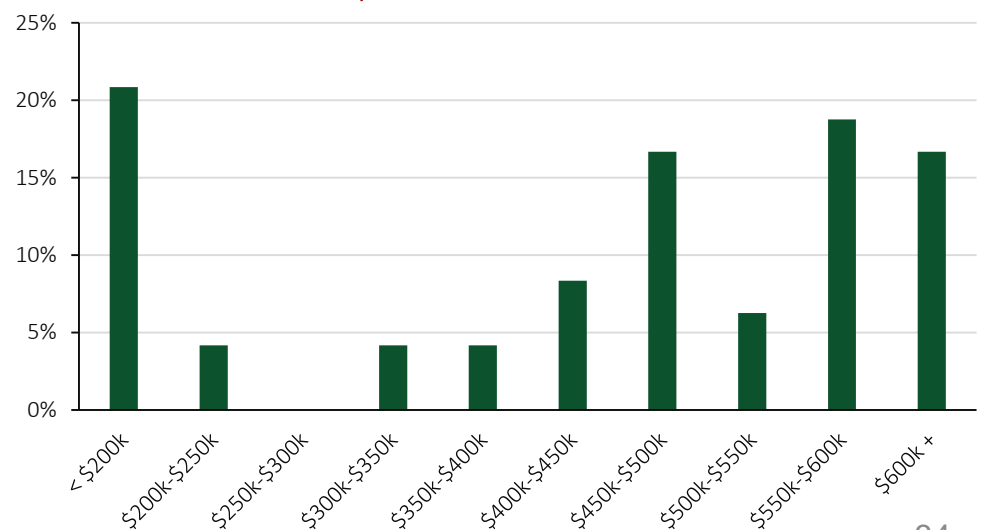
- Townhome sales in the 3-mile area reached their lowest point in 2011 when eight units sold for an average of \$335,600.
 - Sales volume peaked in 2013 at 35 units
 - Average sales price peaked in 2015 at \$455,700

- 2/5 of townhome sales in the area occurred over \$500k while 1/5 of sales were less than \$200k.

Townhome Sales, 2009-2015

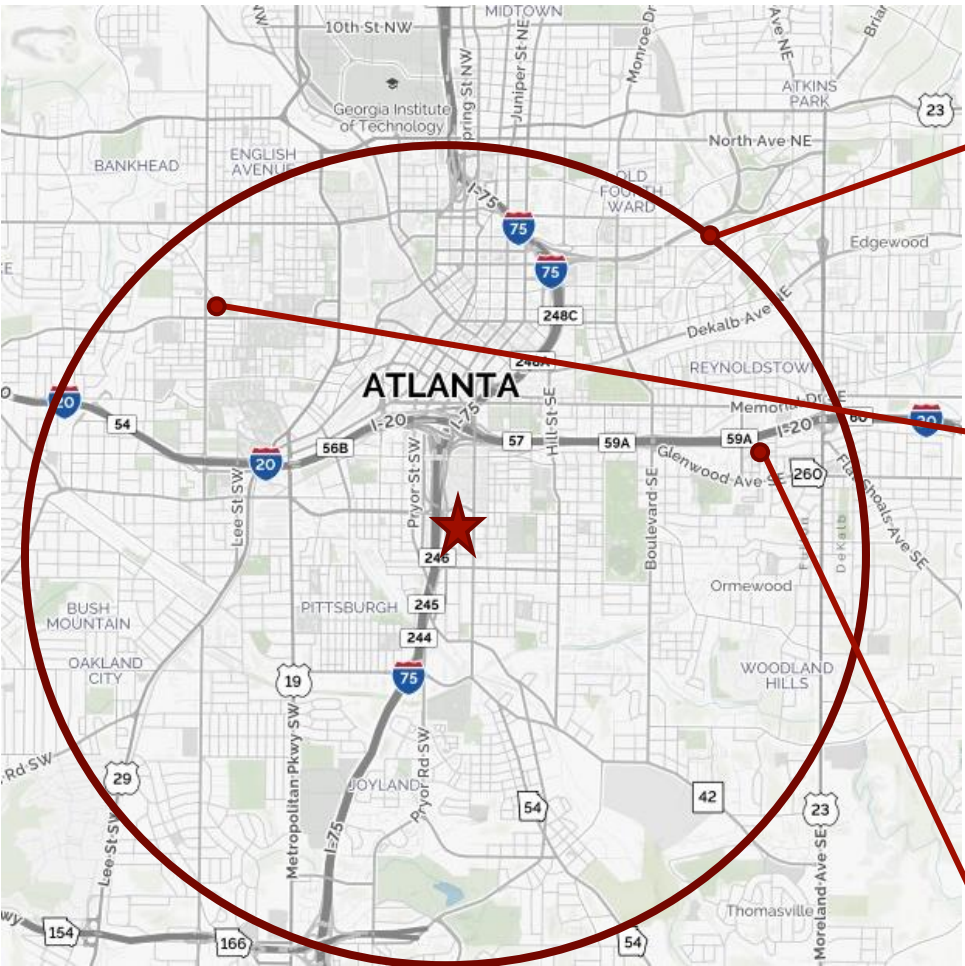


Townhome Home Sales, 2014-2015



NEW HOME SALES: TOWNHOMES

New Townhome Sales Examples, 3-Mile Area, 2009-2015



★ Turner Field



Highland Park
 Units: 38
 Market Share: 28%
 Average Sale Price: \$532,283



Historic Westside Village
 Units: 28
 Market Share: 21%
 Average Sale Price: \$191,272

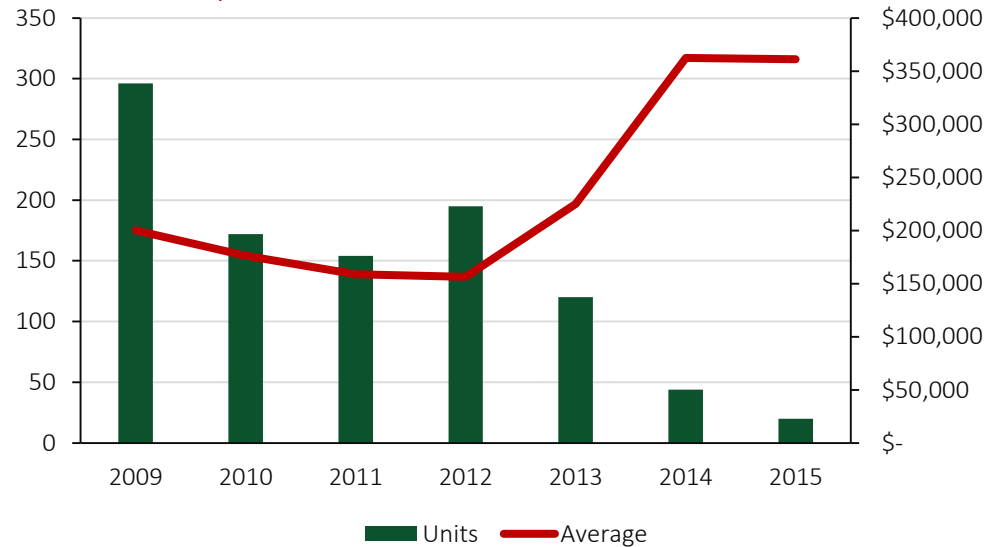


Glenwood Park
 Units: 11
 Market Share: 8%
 Average Sale Price: \$382,838

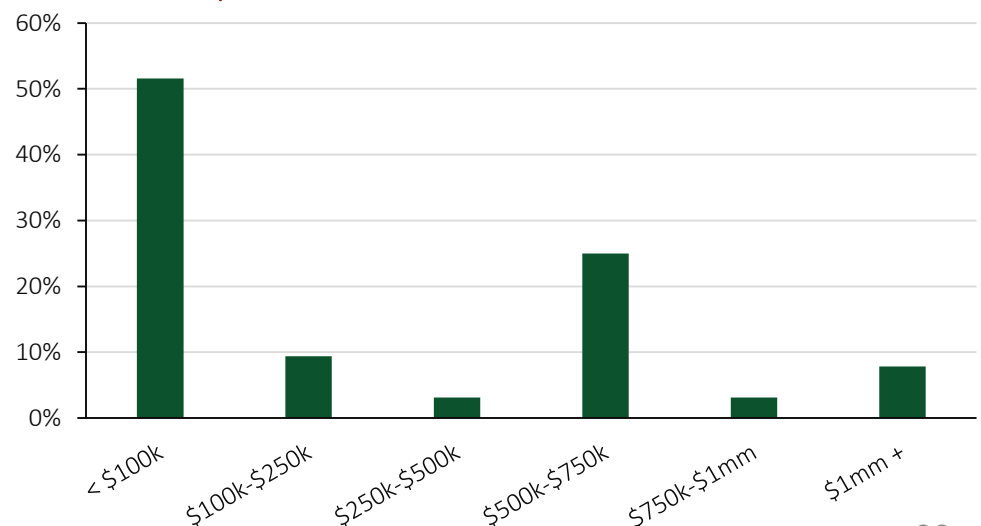
NEW HOME SALES: CONDOMINIUMS

- In the 3-mile area, condominiums have accounted for the vast majority of new home sales, totaling 81% (1,001 units) of the 1,233 total new units sold.
- Over half of condo units since January of 2014 sold for less than \$100k.
- In the region overall, as well as the local area, the condo market has not returned to pre-recession levels.

Condo Sales, 2009-2015

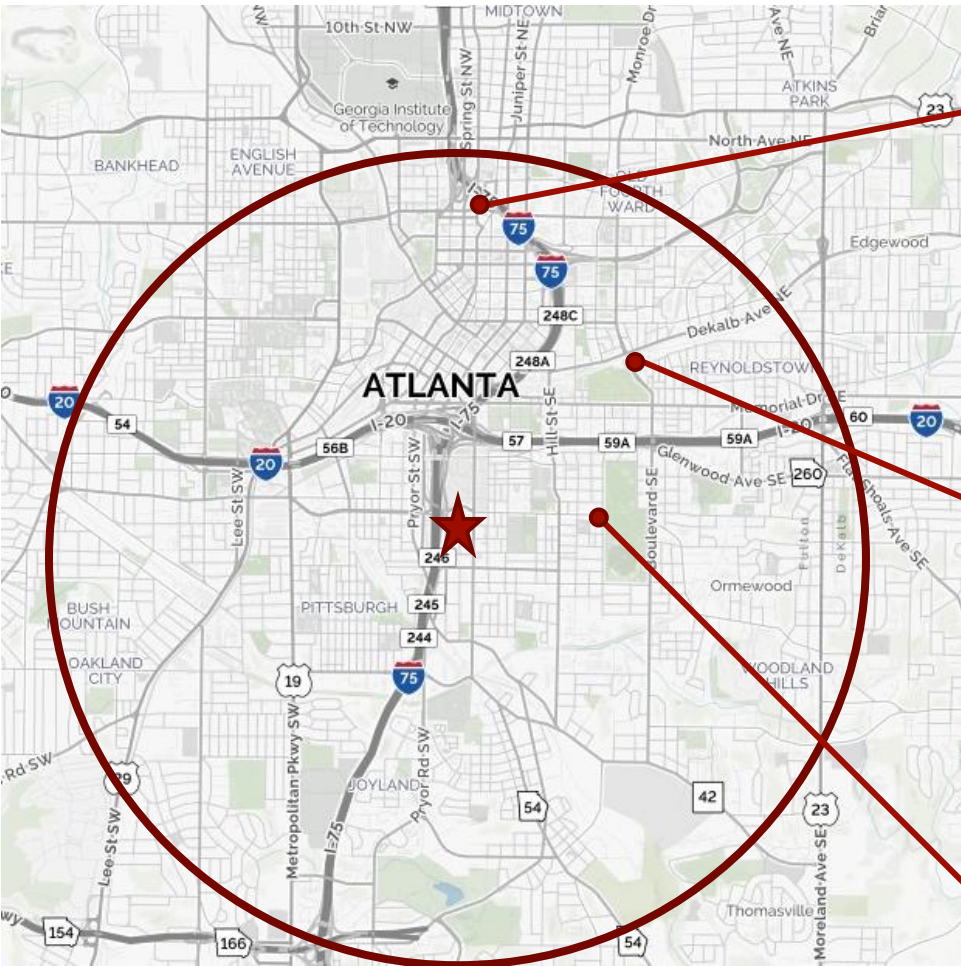


Condo Sales, 2014-2015



NEW HOME SALES: CONDOMINIUMS

New Condo Sales Examples, 3-Mile Area, 2009-2015



★ Turner Field



Twelve Centennial Park
 Units: 201
 Market Share: 20%
 Average Sale Price: \$175,760



Stacks at Fulton Cotton Mill
 Units: 114
 Market Share: 11%
 Average Sale Price: \$199,283



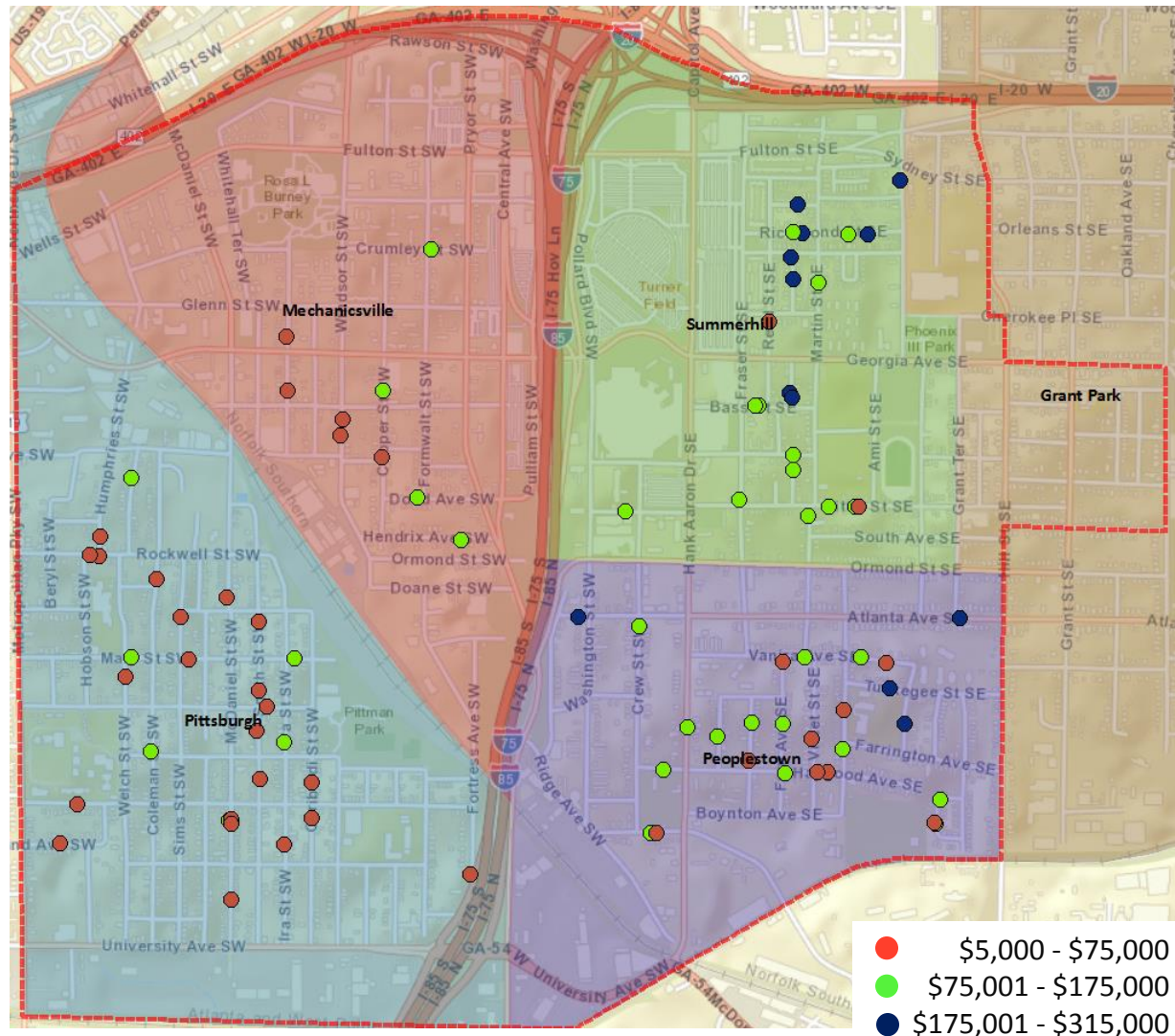
One Grant Park
 Units: 7
 Market Share: 1%
 Average Sale Price: \$244,557

HOME SALES: 2015 REALES

- The highest value single-family resales in 2015 occurred in the Summerhill neighborhood, averaging \$167,500.
- In addition to the 92 single-family home sales in the Study Area in 2015, five attached resale homes sold in 2015 at an average price of \$48k.

Neighborhood	Resales	Average Price	Median Resale Age
Mechanicsville	8	\$52,232	23
Peopletown	25	\$97,829	70
Summerhill	31	\$167,510	16
Pittsburgh	28	\$47,820	12
Total/Average	92	\$102,123	23

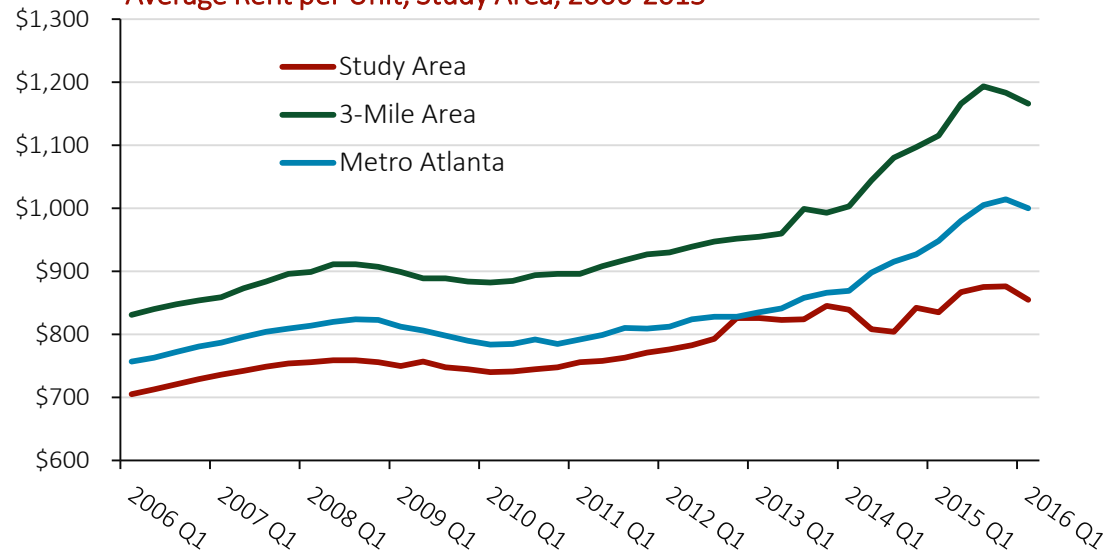
Single-family Resales, LCI Study Area, 2015



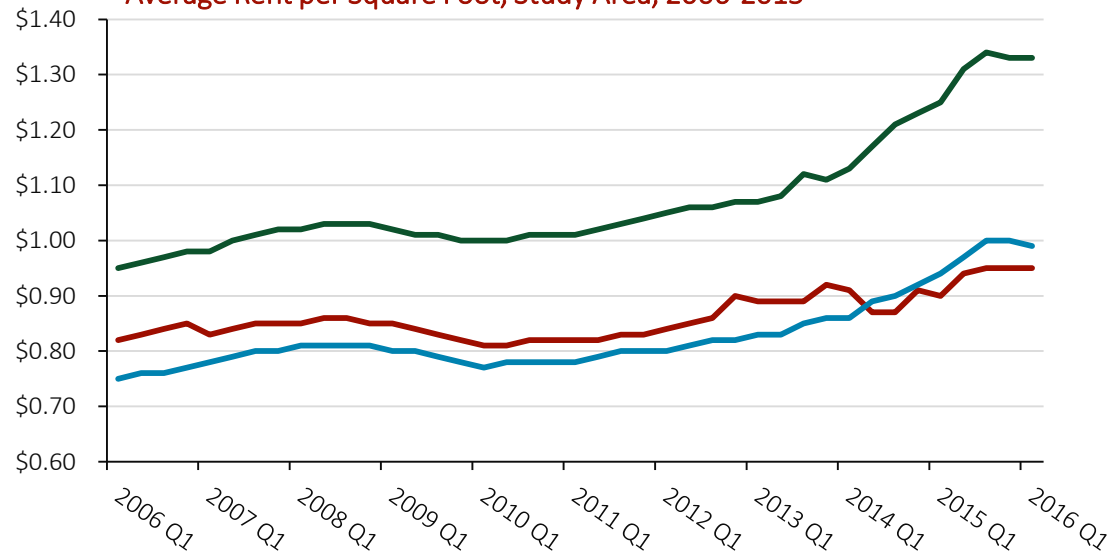
APARTMENT MARKET HISTORY: RENTS

- Overall average apartment rents in the Study Area lag the larger area on an absolute and per square foot basis.
- However, rents in the 3-mile radius market area exceed overall region averages, pointing to a potential upside in rents in the Study Area that could be realized with a catalytic redevelopment driving a positive market shift.

Average Rent per Unit, Study Area, 2006-2015

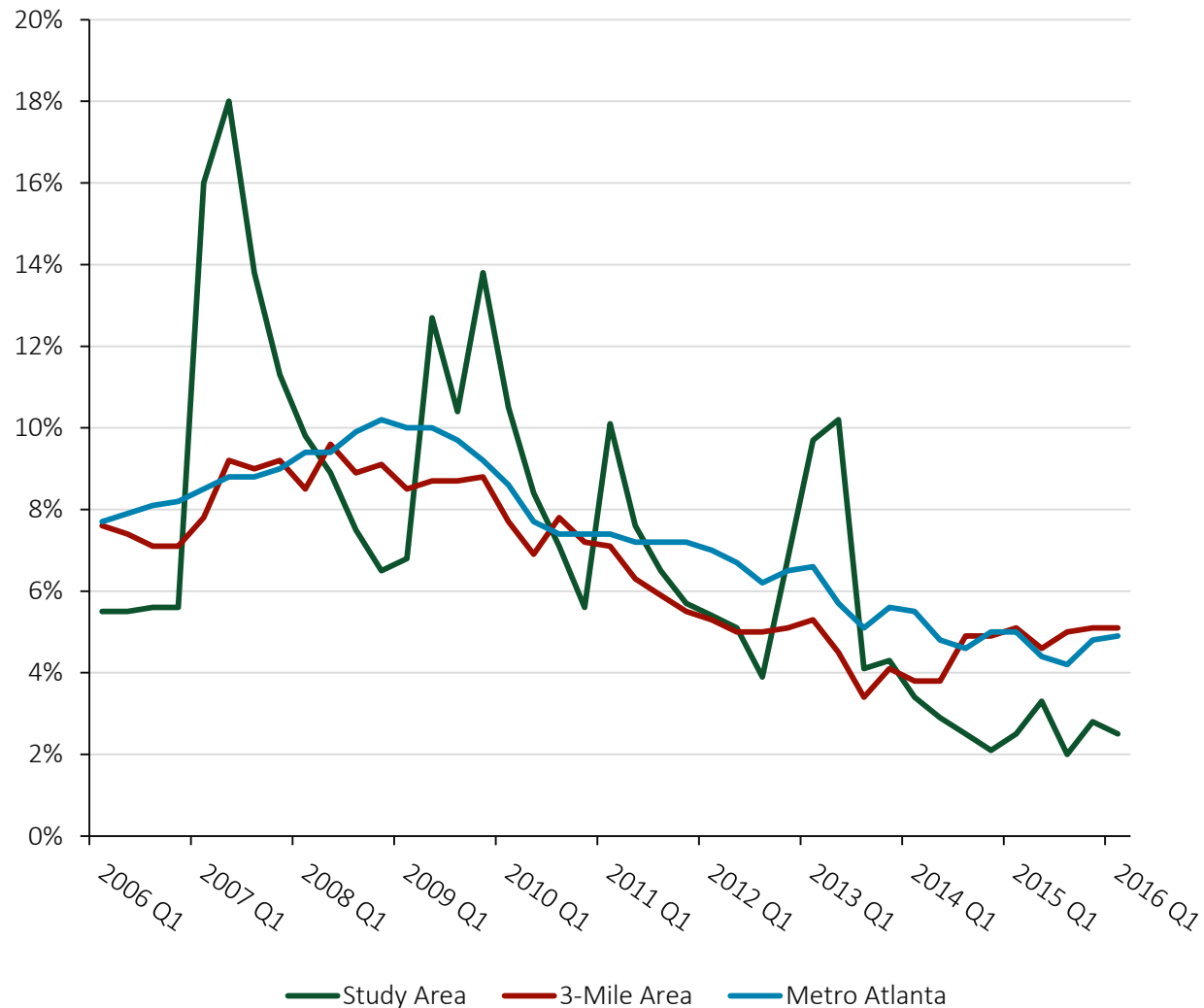


Average Rent per Square Foot, Study Area, 2006-2015



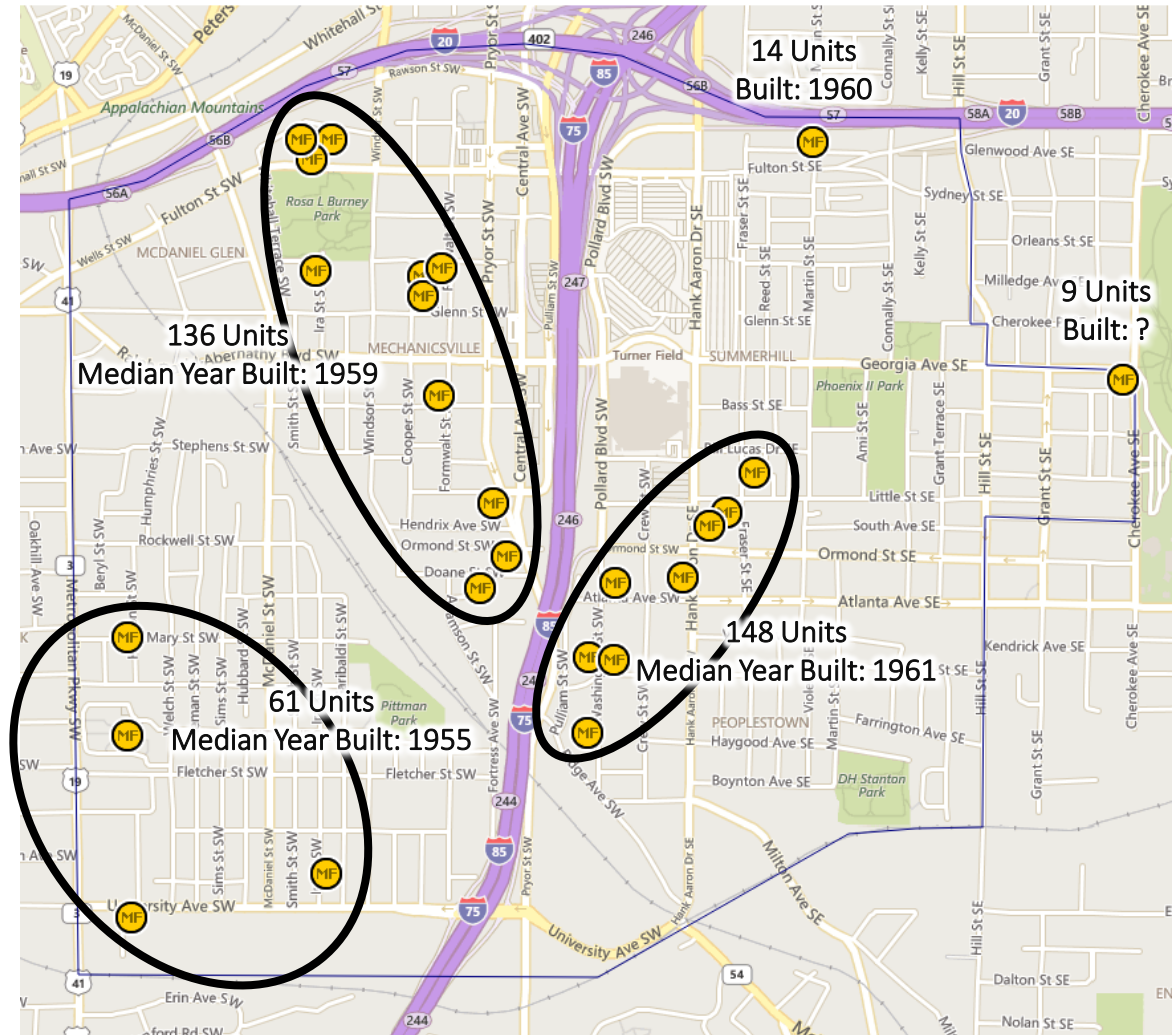
APARTMENT MARKET HISTORY: VACANCY

- The general trend toward increased rental preferences nationwide is also apparent locally.
- Apartment vacancy in the local area and larger region is at or below 5% currently, pointing to a tight market.
- Study Area apartment vacancies levels are now below the levels of the 3-mile market area and the larger region.



APARTMENT MARKET: MARKET RATE

- Market rate apartment buildings in the Study Area tend to be old and small with an average year built of 1960 and average just 15 units per building.
- Most market rate units are located in Mechanicsville or south of Turner Field.

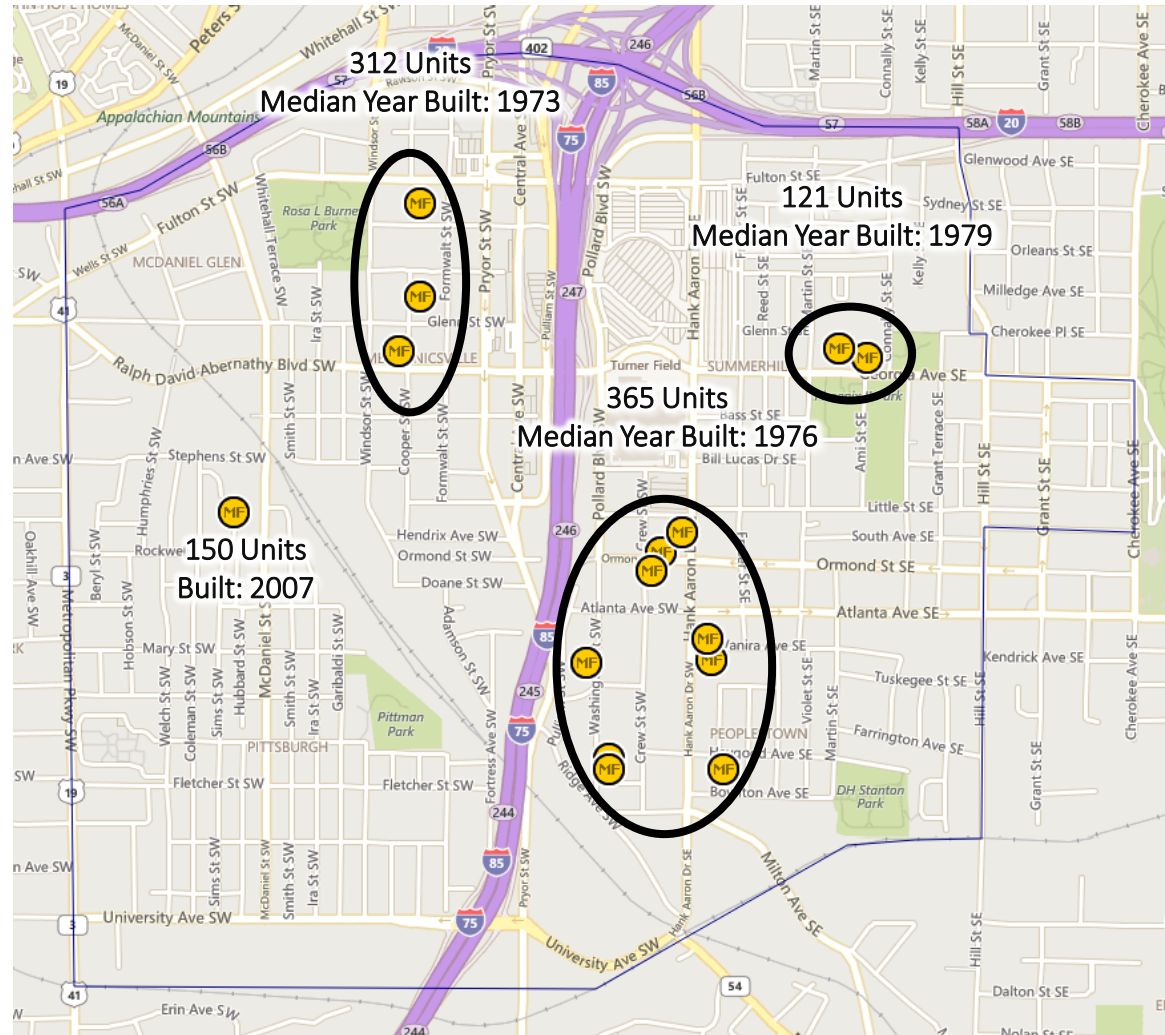


Market Rate

Units	368
Avg. Year Built	1960
Avg. \$/Unit	\$ 799
Avg. \$/SF	\$ 1.06
Avg. Vacancy %	4.0%

APARTMENT MARKET: AFFORDABLE

- Most affordable apartments in the area were built in the 1960's and 1970's in small to medium sized projects.
 - Only two projects contain more than 100 units, both located in Mechanicsville.
- Two projects on Georgia Ave. in Summerhill are owned by the Atlanta Housing Authority.



Affordable

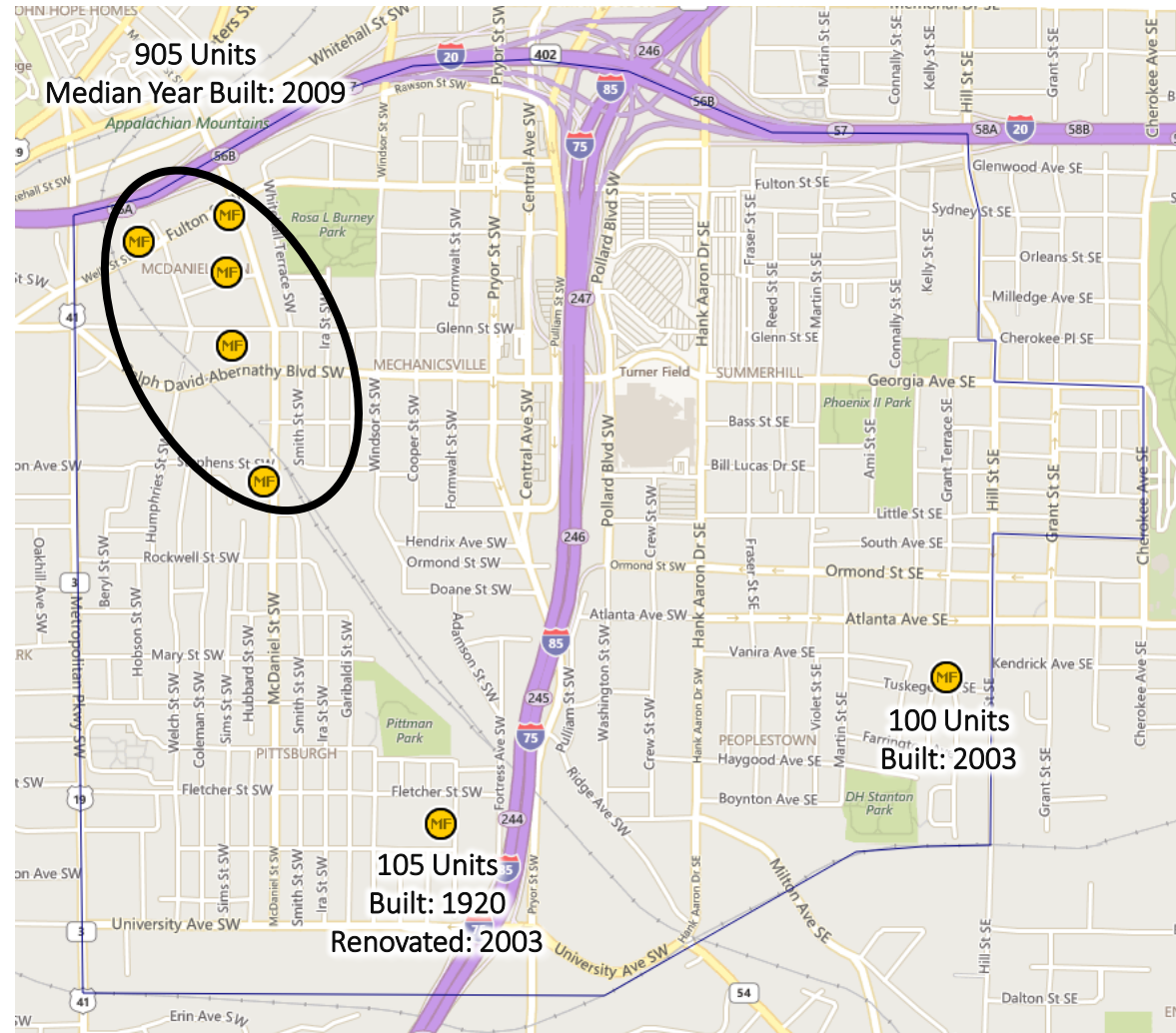
Units	968
Avg. Year Built	1969
Avg. \$/Unit	\$ 841
Avg. \$/SF	\$ 1.06
Avg. Vacancy %	3.4%

APARTMENT MARKET: MIXED INCOME

- There are 905 mixed income apartment units within a half-mile of the Ralph David Abernathy Blvd. & McDaniel St. intersection.
- Mixed income units account for 40% of all units in the area.
- These units tend to be newer and in large apartment complexes.

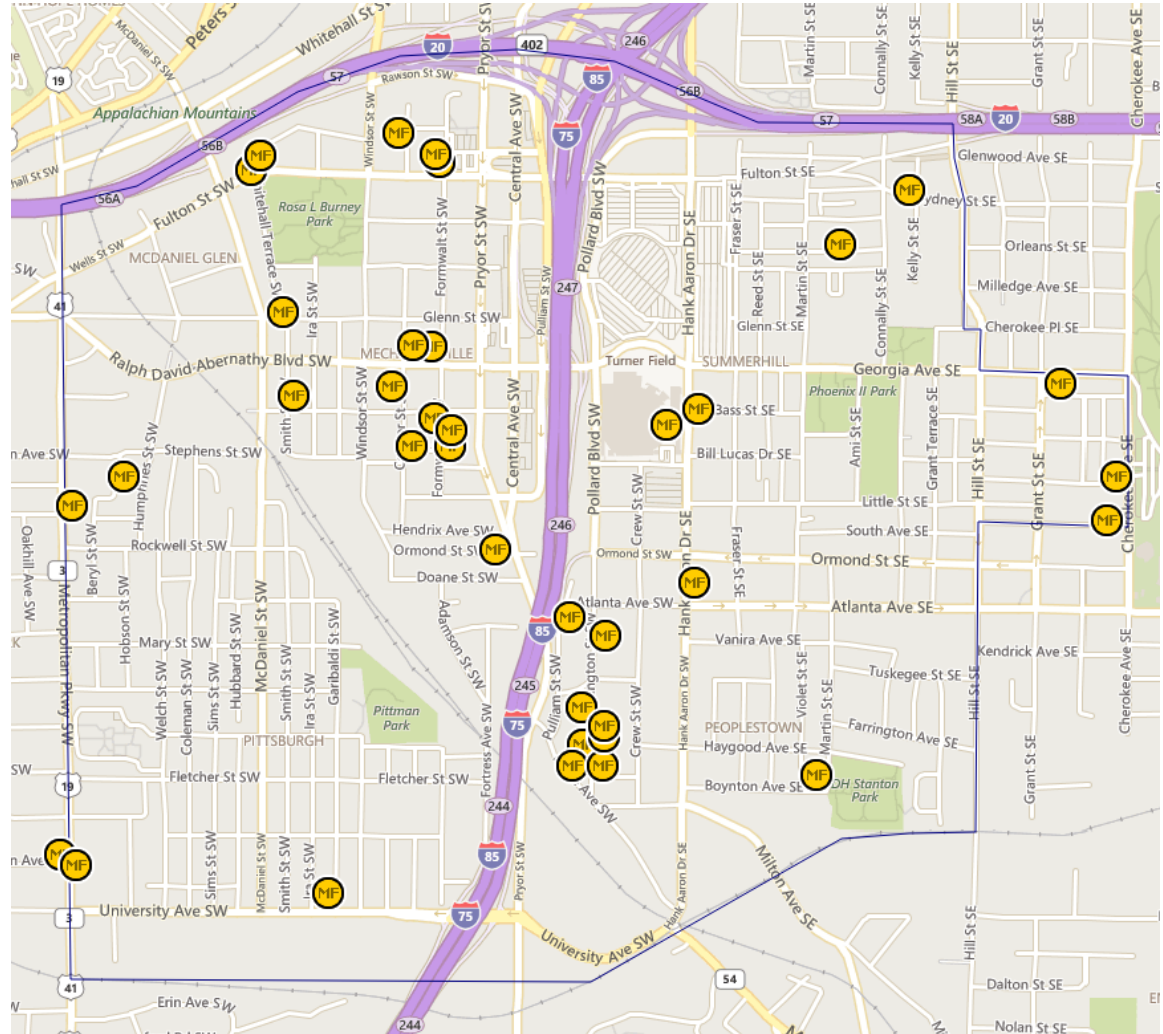
Mixed-Income

Units	1,110
Avg. Year Built	1987
Avg. \$/Unit	\$ 917
Avg. \$/SF	\$ 0.89
Avg. Vacancy %	2.4%



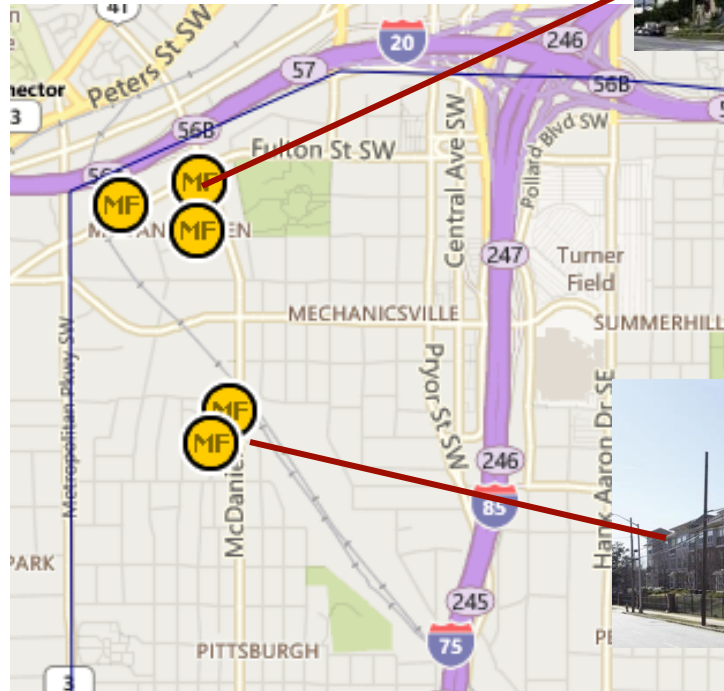
APARTMENT MARKET: OTHER APARTMENTS

- Small apartment buildings, generally from 6 to 12 units
- Generally built in the 1960's and earlier.



APARTMENT MARKET: BUILT 2005-2015

- There are over 900 apartment units built within the past decade in the Study Area.
- All of these units are part of mixed income communities.
- The fact that these newer units rent at under \$1,000/month on average points to the market limitations for new apartments in the area.
- Redevelopment of the Turner Field site could act as a catalyst to drive up market rents.



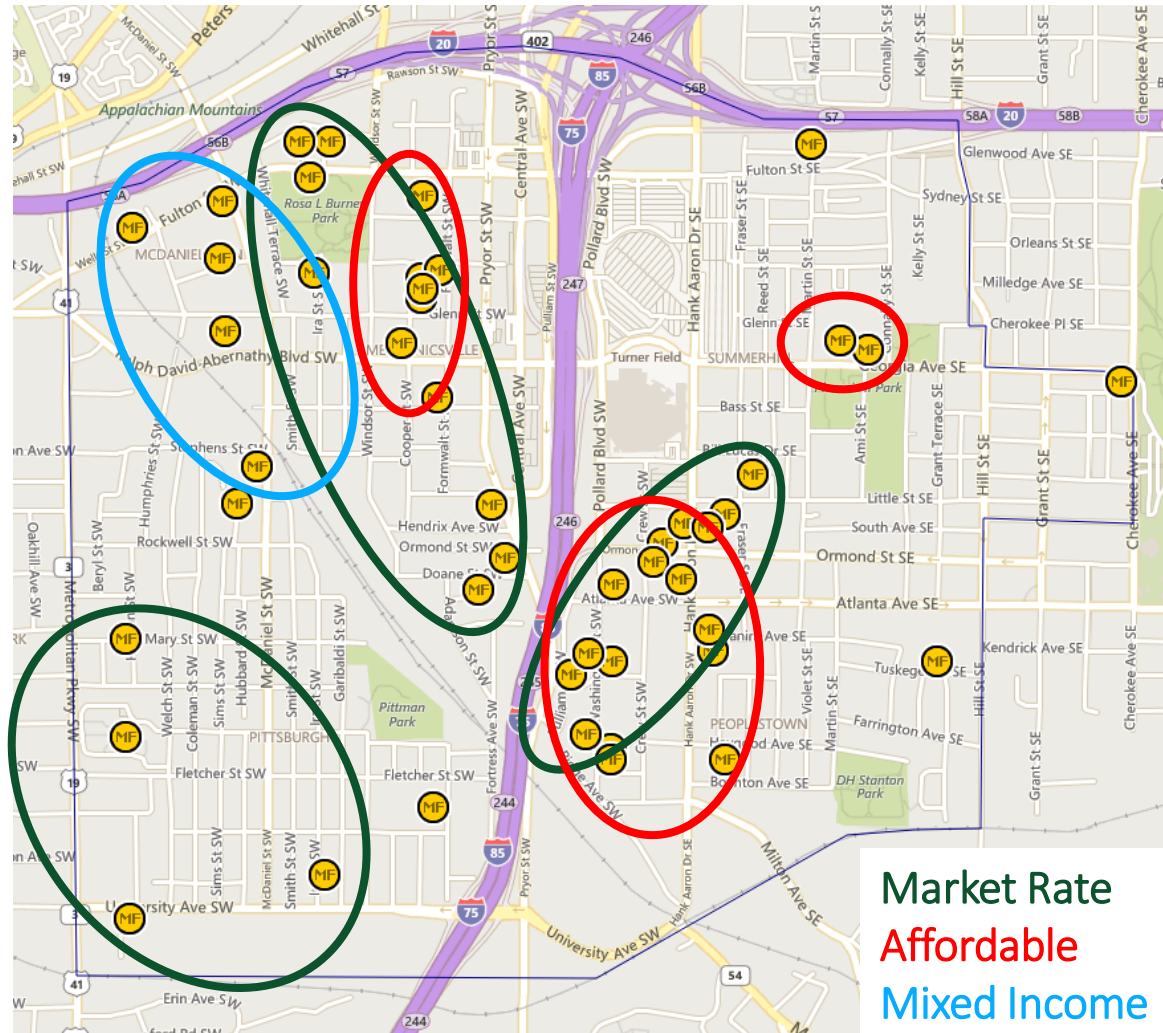
Columbia Mechanicsville
Year Built: 2007-09
Units: 172
Mixed Income & Senior
Average Monthly Rent: \$999
Average Rent/SF: \$0.99



Heritage Station
Year Built: 2007
Units: 220
Mixed Income & Senior
Average Monthly Rent: \$925
Average Rent/SF: \$0.89

APARTMENT MARKET OVERVIEW

- Overall, the 2,771 apartments in the Study Area rent for \$854/month on average.
- These units are currently 97.4% occupied.
- 2015 saw negative absorption of 13 units in the Study Area, according to CoStar.



	Market Rate	Affordable	Mixed-Income
Units	368	968	1,110
Avg. \$/Unit	\$ 799	\$ 841	\$ 917
Avg. \$/SF	\$ 1.06	\$ 1.06	\$ 0.89
Avg. Vacancy %	4.0%	3.4%	2.4%

Market Rate
Affordable
Mixed Income

Data Appendix

HISTORIC AND PROJECTED POPULATION GROWTH

Population 2000-2020	Study Area	3-Mile Radius	City of Atlanta	Atlanta MSA
2000 Census	11,608	135,585	418,156	4,263,447
2010 Census	12,456	133,479	420,003	5,286,728
2015 Estimates	13,604	144,682	451,577	5,629,693
2020 Projection	14,590	152,693	477,556	5,962,664
Ann. Growth 2000-2010	0.7%	-0.2%	0.0%	2.2%
Ann. Growth 2010-2015	1.8%	1.6%	1.5%	1.3%
Ann. Growth 2015-2020	1.4%	1.1%	1.1%	1.2%
Ann. Growth 2000-2015	1.1%	0.4%	0.5%	1.9%

Source: Nielsen

HISTORIC AND PROJECTED HOUSEHOLD GROWTH

Households 2000-2020	Study Area	3-Mile Radius	City of Atlanta	Atlanta MSA
2000 Census	4,312	50,863	169,050	1,559,711
2010 Census	5,057	55,938	185,484	1,943,885
2015 Estimates	5,693	62,158	204,281	2,077,048
2020 Projection	6,198	67,318	220,188	2,205,230
Ann. Growth 2000-2010	1.6%	1.0%	0.9%	2.2%
Ann. Growth 2010-2015	2.4%	2.1%	1.9%	1.3%
Ann. Growth 2015-2020	1.7%	1.6%	1.5%	1.2%
Ann. Growth 2000-2015	1.9%	1.3%	1.3%	1.9%

Source: Nielsen

AGE & GENERATIONAL COHORT

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
Total Population	13,604		144,682		451,577		5,629,693	
Digitals (0-15)	3,444	25.3%	22,578	15.6%	79,088	17.5%	1,256,490	22.3%
Millennials (16-33)	3,892	28.6%	53,828	37.2%	144,461	32.0%	1,391,975	24.7%
Generation X (34-50)	3,139	23.1%	36,446	25.2%	111,069	24.6%	1,386,312	24.6%
Boomers (51-69)	2,303	16.9%	23,776	16.4%	81,782	18.1%	1,174,653	20.9%
Seniors (70+)	826	6.1%	8,056	5.6%	35,181	7.8%	420,337	7.5%
Age 16 and over	10,162	74.7%	122,160	84.4%	372,605	82.5%	4,374,544	77.7%
Age 18 and over	9,757	71.7%	119,366	82.5%	363,181	80.4%	4,210,344	74.8%
Age 21 and over	9,191	67.6%	105,925	73.2%	337,181	74.7%	3,969,342	70.5%
Age 65 and over	1,208	8.9%	11,758	8.1%	49,961	11.1%	615,731	10.9%
2015 Est. Median Age	31.7		32.6		34.3		36.1	

Source: Nielsen

RACE & ETHNICITY

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
Total Population	13,604		144,682		451,577		5,629,693	
White Alone	1,795	13.2%	50,088	34.6%	182,448	40.4%	3,045,155	54.1%
Black or African American Alone	11,193	82.3%	83,775	57.9%	231,305	51.2%	1,844,239	32.8%
Amer. Indian and Alaska Native Alone	25	0.2%	379	0.3%	1,070	0.2%	19,289	0.3%
Asian Alone	131	1.0%	4,503	3.1%	16,187	3.6%	300,240	5.3%
Native Hawaiian and Other Pac. Isl. Alone	7	0.1%	59	0.0%	187	0.0%	3,449	0.1%
Some Other Race Alone	134	1.0%	2,087	1.4%	10,005	2.2%	267,919	4.8%
Two or More Races	318	2.3%	3,791	2.6%	10,375	2.3%	149,402	2.7%

Source: Nielsen

HOUSEHOLD CHARACTERISTICS: SIZE

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
Total Households	5,693		62,158		204,281		2,077,048	
Small Households (1 or 2 people)	3,698	64.9%	47,815	76.9%	152,204	74.5%	1,155,826	55.6%
Average Households (3 or 4 people)	1,410	24.8%	10,762	17.3%	39,113	19.1%	664,672	32.0%
Large Households (5+)	586	10.3%	3,581	5.8%	12,964	6.3%	256,550	12.4%
1-person households	2,229	39.1%	30,506	49.1%	93,946	46.0%	537,864	25.9%
2-person households	1,469	25.8%	17,309	27.8%	58,258	28.5%	617,962	29.8%
3-person households	829	14.6%	6,982	11.2%	23,890	11.7%	359,749	17.3%
4-person households	581	10.2%	3,780	6.1%	15,223	7.5%	304,923	14.7%
5-person households	303	5.3%	1,833	2.9%	7,228	3.5%	149,919	7.2%
6-person households	145	2.6%	1,007	1.6%	3,313	1.6%	64,050	3.1%
7-or-more-person households	138	2.4%	742	1.2%	2,423	1.2%	42,581	2.1%
Average Household Size	2.36		1.97		2.05		2.67	

Source: Nielsen

HOUSEHOLD CHARACTERISTICS: INCOME

% of AMI	Income Range	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
< 30%	< \$20,490	2,634	46.3%	20,461	32.9%	55,199	27.0%	364,872	17.6%
30% - 50%	\$20,490 - \$34,150	1,148	20.2%	9,565	15.4%	28,972	14.2%	285,260	13.7%
50% - 80%	\$34,150 - \$54,640	644	11.3%	8,838	14.2%	30,288	14.8%	371,386	17.9%
80% - 100%	\$54,640 - \$68,300	322	5.7%	5,190	8.3%	16,844	8.2%	208,360	10.0%
100% - 120%	\$68,300 - \$81,960	238	4.2%	3,958	6.4%	13,056	6.4%	171,469	8.3%
> 120%	> \$81,960	707	12.4%	14,145	22.8%	59,922	29.3%	675,701	32.5%
AMI = \$68,300		5,693	100%	62,158	100%	204,281	100%	2,077,048	100%

Source: BAG based on data from Nielsen

EMPLOYMENT CHARACTERISTICS

	2015	2020	2025	2030	2035	2040
Total Employment (Study Area TAZ)	4,069	4,403	4,737	5,026	5,373	5,660
Construction	24	26	31	33	37	39
Manufacturing	223	230	225	216	208	195
Transportation, Communications, Utilities	598	653	689	712	740	754
Wholesale Trade	149	158	164	170	177	181
Retail Trade	583	600	607	614	627	630
Finance, Insurance & Real Estate	141	141	156	155	160	160
Service	1,938	2,172	2,423	2,673	2,953	3,214
Government	413	423	442	453	471	487

Source: Atlanta Regional Commission

EMPLOYMENT CHARACTERISTICS

	3-Mile Radius		City of Atlanta	
	Employees	% of Total	Employees	% of Total
Jobs by Worker Age				
Age 29 or younger	30,074	17.3%	77,252	18.4%
Age 30 to 54	109,958	63.3%	264,716	62.9%
Age 55 or older	33,631	19.4%	78,967	18.8%
Jobs by Earnings				
\$15,000 annually or less	29,251	16.8%	72,330	17.2%
\$15,000 to \$40,000 annually	50,691	29.2%	123,988	29.5%
More than \$40,000 annually	93,721	54.0%	224,617	53.4%
Jobs by Worker Educational Attainment				
Less than high school	13,700	7.9%	33,749	8.0%
High school or equivalent, no college	33,041	19.0%	80,596	19.1%
Some college or Associate degree	44,790	25.8%	105,318	25.0%
Bachelor's degree or advanced degree	52,058	30.0%	124,020	29.5%
Educational attainment not available	30,074	17.3%	77,252	18.4%

Source: Nielsen

HOUSING TENURE

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
2015 Est. Occupied Housing Units by Tenure	5,693		62,158		204,281		2,077,048	
Owner Occupied	1,605	28.2%	24,071	38.7%	90,030	44.1%	1,367,333	65.8%
Renter Occupied	4,088	71.8%	38,087	61.3%	114,251	55.9%	709,715	34.2%

Source: Nielsen

TYPE OF HOUSING

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
1 Unit Detached (SF)	3,537	48.7%	28,268	36.7%	92,105	37.7%	1,536,248	66.5%
1 Unit Attached (TH)	241	3.3%	3,311	4.3%	12,777	5.2%	118,169	5.1%
Small Multi-Family (2-4 Units/Bldg.)	689	9.5%	7,444	9.7%	18,398	7.5%	95,154	4.1%
Lg Multi-Family (5+ Units/Bldg.)	2,628	36.2%	37,282	48.4%	119,262	48.9%	490,569	21.2%

Source: Nielsen

HOUSING VALUES

	Study Area		3-Mile Radius		City of Atlanta		Atlanta MSA	
Total Owner-Occupied Housing Units	1,605		24,071		90,030		1,367,333	
Less than \$100,000	558	34.8%	6,393	26.6%	18,971	21.1%	262,610	19.2%
\$100,000 - \$199,999	522	32.5%	7,148	29.7%	22,059	24.5%	505,380	37.0%
\$200,000 - \$299,999	289	18.0%	5,123	21.3%	13,271	14.7%	267,988	19.6%
\$300,000 - \$399,999	164	10.2%	2,387	9.9%	9,121	10.1%	138,771	10.1%
\$400,000 or more	72	4.5%	3,019	12.5%	26,608	29.6%	192,584	14.1%
Median Owner-Occupied Housing Value	\$ 154,699		\$ 179,419		\$ 230,028		\$ 183,124	

Source: Nielsen