

# DeKalb County Strategic Economic Development Plan

Town Hall #2  
October 24, 2018

# Agenda

Why Are We Here?

Final Community Survey Results

Analysis Review – Demographics, Jobs, Wages, Housing, Real Estate

Attracting Firms – DeKalb's Business Environment & Quality of Life

Target Industries & Employment Centers

# Why Are We Here?

- **REMINDER – Goals of this Effort**
  - Establish baseline understanding of DeKalb's economy and market
  - Evaluate DeKalb's employment centers for potential new economic development
  - Provide a fresh take on Target Industries for 2019-2024
  - Recommend economic development initiatives for 2019-2024 (keep doing / stop doing / start doing...)
- **Review Analysis Findings**
  - DeKalb's demographic, business, quality of life and real estate conditions
  - Proposed target industries & employment centers
- **Moderate Conversation Around the SEDP's Goals**
- **Next Steps**
  - Infrastructure analysis
  - Potential development site assessments
  - Small business opportunities (with completed business survey)
  - Action plan (Jan 2019)

# Community Survey Results

# Community Survey

**223** responses

**97%** self-identified as DeKalb residents

**34%** said they work in DeKalb County.

## “What does economic development mean to you?”

		Votes
1	Attracting new businesses to the county	<b>116</b>
2	Helping existing businesses to stay and grow	<b>97</b>
3	Mixed-use environments where someone can live, work & recreate	<b>79</b>
4	Improving the overall business climate	<b>77</b>
5	New capital investments to enhance the county’s appearance	<b>56</b>

*Sources: SEDP 2018 Survey; RKG Associates.*

# Community Survey

## “How would you prioritize economic development goals?”

With 1 being “lowest priority” and 10 being “highest priority”

	Average Rating
1 Strengthen the county’s fiscal health	8.2
2 Plan and manage the county’s future growth	8.1
3 Improve perceptions and realities of public safety	7.8
4 Amenities for improved quality of life	7.7
5 Business growth opportunities that take advantage of a diverse population	7.7

*Sources: SEDP 2018 Survey; RKG Associates.*

# Community Survey

## “What are DeKalb’s top economic development assets?”

		Votes
1	Location within Metro Atlanta	127
2	Demographic, cultural, and lifestyle diversity	99
3	Medical facilities and hospitals	73
4	Its municipalities (i.e. Decatur, Stone Mountain, Dunwoody, Clarkston, etc.)	66
5	Public transportation (i.e. MARTA)	63

*Sources: SEDP 2018 Survey; RKG Associates.*

# Community Survey

**“What are DeKalb’s top economic development challenges?”**

	Votes
1 Primary & secondary education system	111
2 Traffic	100
3 Public transportation (i.e. MARTA)	80
4 Programs to keep and attract businesses	79
5 Reputation for business relations	61
6 Access to water and capacity of wastewater removal	54

*Sources: SEDP 2018 Survey; RKG Associates.*



# Analysis Review

# Analysis Review Demographics

- DeKalb County’s population is growing, but at a slower rate than our peer counties.

Total Population Growth, 2010–2016			
	2010	2016	% Growth
DeKalb	691,893	723,902	+ 4.6%
Cobb	688,078	728,388	+ 5.9%
Fulton	920,581	996,757	+ 8.3%
Gwinnett	805,321	874,242	+ 8.6%
Georgia	9,687,653	10,099,320	+ 4.2%

Sources: US Census, Census 2010 and American Community Survey 2016 5-year Estimates; RKG Associates.

# Analysis Review Demographics

- DeKalb County’s population is growing, but at a slower rate than our peer counties.
- The county remains extraordinarily diverse, but has lost Hispanic/Latino population since 2010.

## Population Growth by Race/Ethnicity

	2010	2016	% Growth
DeKalb Total	691,893	723,902	+ 5%
Black	370,963	388,222	+ 5%
White	203,395	211,311	+ 4%
Hispanic/Latino	67,824	63,173	- 7%
Asian	35,173	42,912	+ 22%
Mixed-Race & All Other	14,583	18,284	+ 26%

Sources: US Census, Census 2010 and American Community Survey 2016 5-year Estimates; RKG Associates.

# Analysis Review Demographics

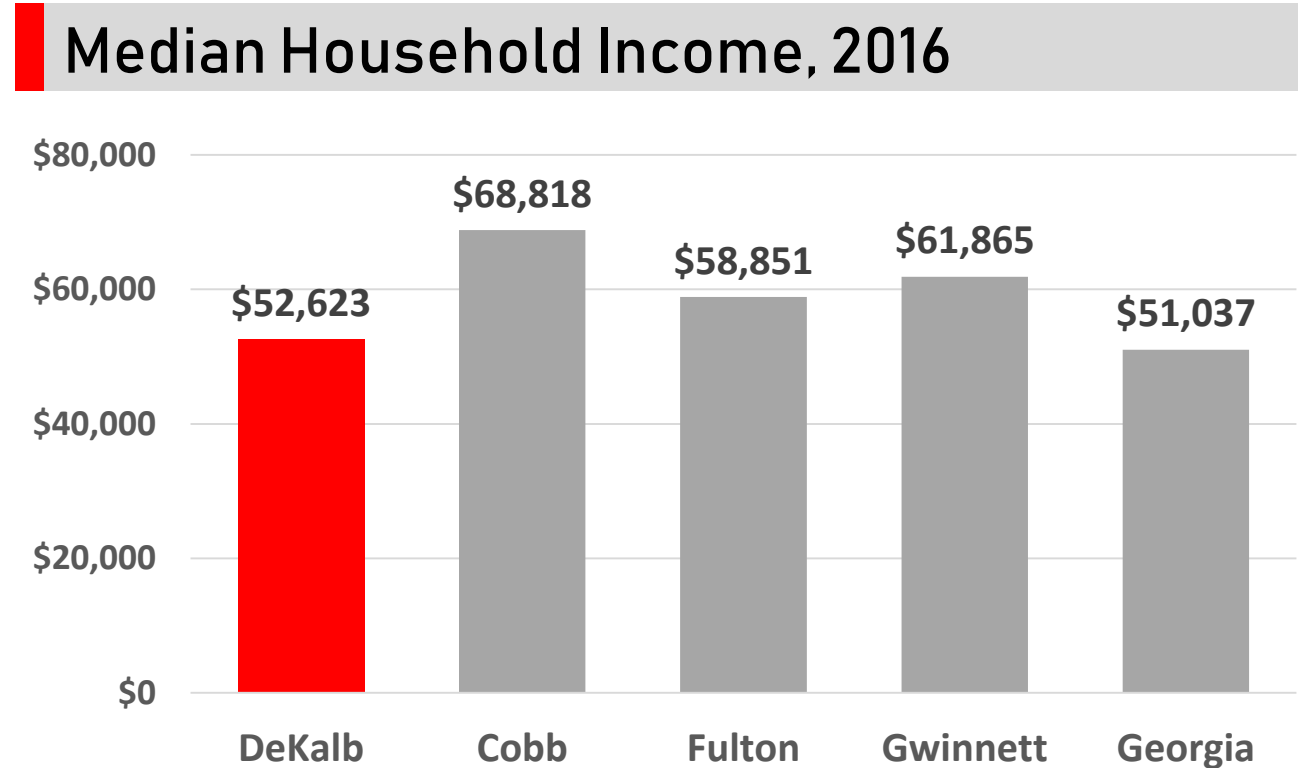
- DeKalb County’s population is growing, but at a slower rate than our peer counties.
- The county remains extraordinarily diverse, but has lost Hispanic/Latino population since 2010.
- Educational attainment has accelerated; DeKalb’s population proportion with a Bachelor’s degree or more has grown faster than its peers since 2010.

Population with at least a Bachelor’s Degree			
	2010	2016	Growth
DeKalb	38.5%	41.7%	+3.3%
Cobb	44.2%	45.0%	+0.7%
Fulton	47.5%	49.8%	+2.3%
Gwinnett	34.5%	34.9%	+0.5%
Georgia	27.4%	29.4%	+2.0%

Sources: US Census, Census 2010 and American Community Survey 2016 5-year Estimates; RKG Associates.

# Analysis Review Demographics

- DeKalb County's population is growing, but at a slower rate than our peer counties.
- The county remains extraordinarily diverse, but has lost Hispanic/Latino population since 2010.
- Educational attainment has accelerated; DeKalb's population proportion with a Bachelor's degree or more has grown faster than its peers since 2010.
- Household incomes remain lower in DeKalb than in peer counties, despite modest nominal growth since 2010



Sources: US Census, American Community Survey 2016 5-year Estimates; RKG Associates.

# Analysis Review Jobs

- DeKalb has a low unemployment rate of 4.8%, but job growth has been at half the rate of its neighbors since 2010.

Employment Growth Rate			
	2010 Jobs	2016 Jobs	% Growth
DeKalb	243,800	260,900	+ 7.0%
Cobb	279,000	318,000	+ 14.0%
Fulton	635,100	729,300	+ 14.8%
Gwinnett	265,900	306,700	+ 15.3%
Georgia	3,191,200	3,553,100	+ 11.3%

Sources: US Bureau of Labor Statistics, RKG Associates

# Analysis Review Jobs

- DeKalb has a low unemployment rate of 4.8%, but job growth has been at half the rate of its neighbors since 2010.
- Baby Boomers are staying in the workforce longer, skewing job growth towards the older population

## Jobs & Job Growth Rate by Age Group

DeKalb County, 2010-2016

Age Group	2010 Jobs	2016 Jobs	% Growth
14-18	2,244	2,812	25%
19-21	7,928	8,027	1%
22-24	10,871	11,796	9%
25-34	54,648	57,440	5%
35-44	63,287	61,696	-3%
45-54	59,994	63,055	5%
55-64	35,822	43,168	21%
65+	8,985	12,871	43%
All Ages	243,782	260,864	7%

Sources: US Bureau of Labor Statistics; RKG Associates.

# Analysis Review Jobs

- DeKalb has a low unemployment rate of 4.8%, but job growth has been at half the rate of its neighbors since 2010.
- Baby Boomers are staying in the workforce longer, skewing job growth towards the older population
- Healthcare is DeKalb’s largest employment sector – it’s grown by 22% since 2010.

## Largest Employment Sectors, 2016

DeKalb County  
2-Digit NAICS code super-sectors with over 500 jobs in 2016

	2010 Jobs	2016 Jobs	% Growth
Healthcare & Social Assistance	33,300	40,600	+22%
Retail Trade	29,200	33,000	+13%
Educational Services	30,300	31,500	+4%
Accommodation & Food Services	16,906	19,429	+15%
Administrative, Support, & Waste Services	16,300	18,300	+13%

Sources: US Bureau of Labor Statistics, RKG Associates. 2-Digit NAICS Codes.



# Analysis Review Housing

- Despite high-profile projects, housing production has not kept up with demand or with neighboring counties.

## Housing Units & Growth, 2010–2016

	2010	2016	% Growth
DeKalb	301,996	307,255	+2%
Cobb	283,198	293,084	+4%
Fulton	430,124	449,933	+5%
Gwinnett	286,599	298,844	+4%
Georgia	4,020,736	4,156,518	+3%

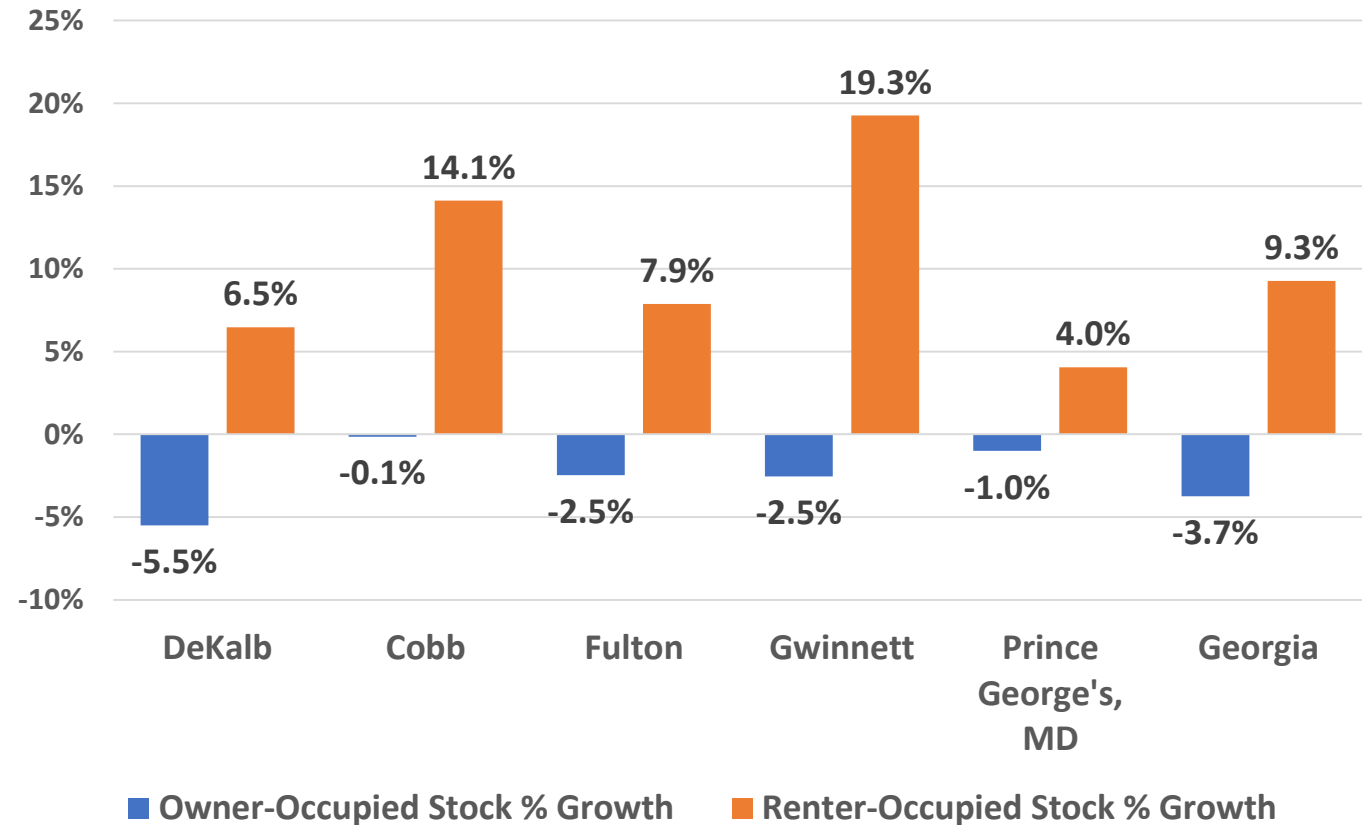
Sources: US Census American Community Survey, 2016 5-Year Estimates; RKG Associates.

# Analysis Review Housing

- Despite high-profile projects, housing production has not kept up with demand or with neighboring counties.
- Rental units are playing a growing role, with rental conversions occurring throughout the region.

## Growth in Housing Stock by Tenure

2010-2016



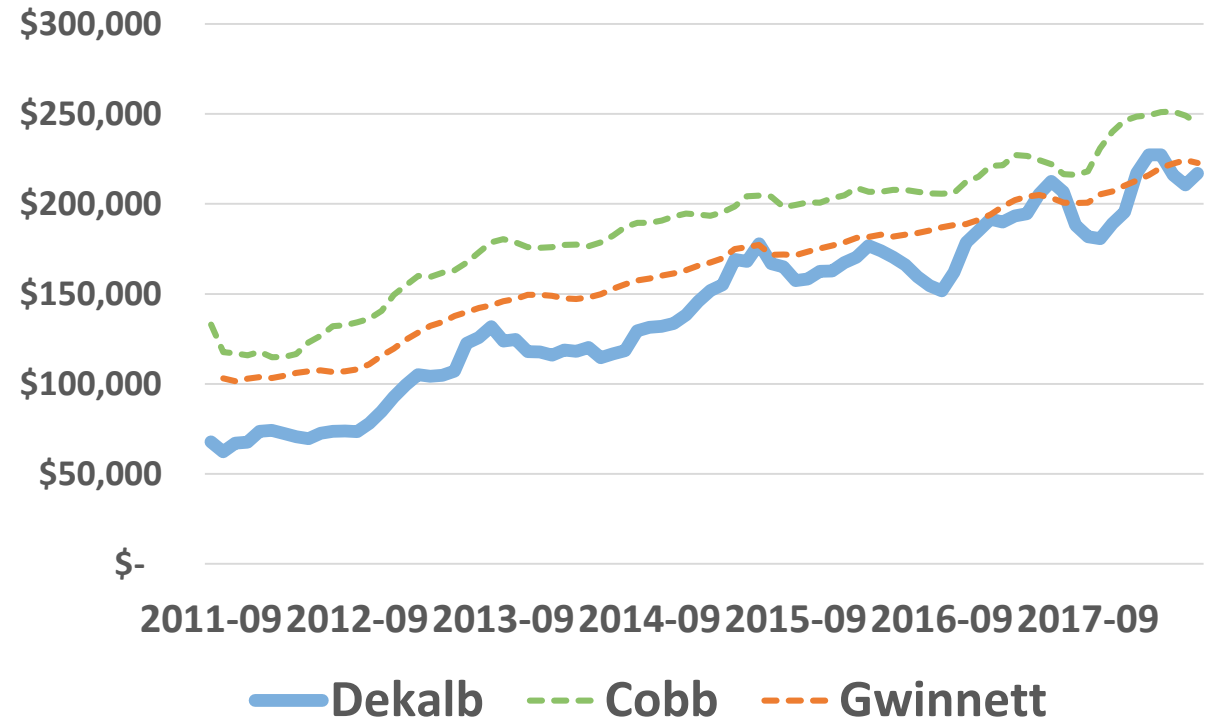
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# Analysis Review Housing

- Despite high-profile projects, housing production has not kept up with demand or with neighboring counties.
- Rental units are playing a growing role, with rental conversions occurring throughout the region.
- Home sale prices are on the rise, but are still affordable relative to other counties (and especially other US metros).

## Median Home Sale Price

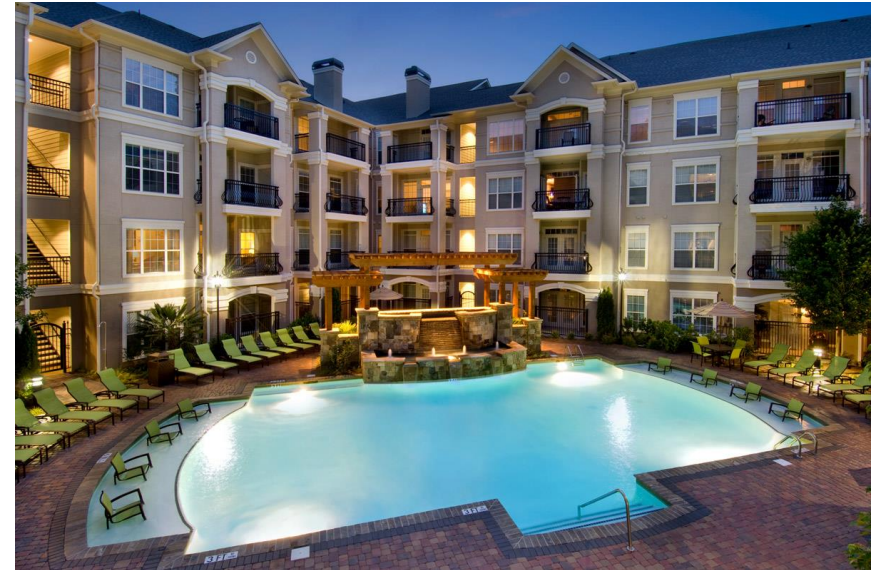
All home types, seasonally-adjusted



Sources: US Census, American Community Survey 2016 5-year Estimates; RKG Associates.

# Analysis Review Housing

- Despite high-profile projects, housing production has not kept up with demand or with neighboring counties.
- Rental units are playing a growing role, with rental conversions occurring throughout the region.
- Home sale prices are on the rise, but are still affordable relative to other counties (and especially other US metros).
- **New multi-family development is creating real estate similar in value per square foot to traditional single-family homes.**



Top: Town Brookhaven; Bottom: Dunwoody

# Analysis Review

## Real Estate & Land Use

- DeKalb is a low-density county, but with significant variation by city.

**Highest Density**  
Brookhaven



**Lowest Density**  
Stonecrest



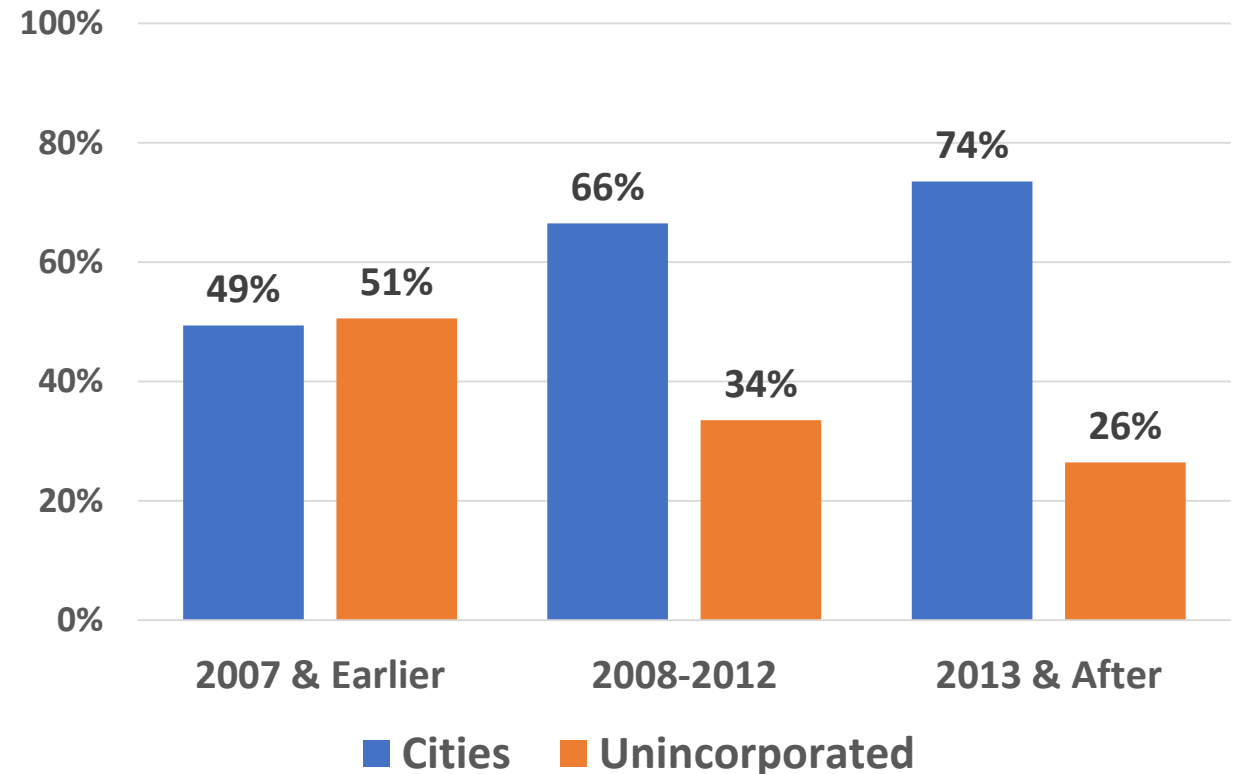
# Analysis Review

## Real Estate & Land Use

- DeKalb is a low-density county, but with significant variation by city.
- Construction value and square footage is increasingly concentrating in DeKalb's cities.

### Share of Built Square Footage

DeKalb cities vs. unincorporated areas



Top: Town Brookhaven; Bottom: Dunwoody



# Analysis Review Real Estate & Land Use

- DeKalb is a low-density county, but with significant variation by city.
- Construction value and square footage is increasingly concentrating in DeKalb's cities.
- Commercial development has played an increased role since 2013.



Top: State Farm building; Bottom: 1410-1438 NE Dresden Dr.

# Analysis Review

## Real Estate & Land Use

- DeKalb is a low-density county, but with significant variation by city.
- Construction value and square footage is increasingly concentrating in DeKalb's cities.
- Commercial development has played an increased role since 2013.
- **The office market is strong for new or refurbished Class A office product in certain areas, with competitive rents.**



2 Ravinia Dr.: Listed for \$28.50/SF/yr  
Source: Loopnet



# Analysis Review Real Estate & Land Use

- DeKalb is a low-density county, but with significant variation by city.
- Construction value and square footage is increasingly concentrating in DeKalb's cities.
- Commercial development has played an increased role since 2013.
- The office market is strong for new or refurbished Class A product in certain areas, with competitive rents.
- The industrial market has low vacancy but very little new construction.



4538 Hugh Howell Road: Listed for \$2,240,000 (\$80/SF)  
Source: Loopnet



6700 Tribble St.: Listed for \$1,975,000 (39/SF).  
Source: Loopnet

# Attracting Firms

## DeKalb's Quality of Life

- Schools and safety are generally improving – but issues of trust and perception still linger. Educational achievement is highly imbalanced throughout the county.

High School Graduation Rate			
	2012	2017	Growth
DeKalb Schools	57%	74%	+ 17%
Decatur City Schools	90%	96%	+ 6%
Atlanta City Schools	51%	77%	+ 26%
Atlanta Maynard Jackson HS	56%	77%	+21%
Cobb Schools	76%	84%	+ 8%
Fulton Schools	71%	87%	+ 16%
Gwinnett Schools	71%	81%	+ 10%
Sources: The Georgia Governor's Office of Student Achievement, 4-Year Cohort Graduation Rates; RKG Associates.			

# Attracting Firms DeKalb's Quality of Life

- Schools and safety are generally improving – but issues of trust and perception still linger. Educational achievement is highly imbalanced throughout the county.
- Healthcare, secondary education, and a burgeoning arts & cultural scene are strong draws for prospective employers.



# Employment Centers + Target Industries



# Employment Centers

## Primary Employment Centers

Perimeter Center

PDK Airport Cluster

Northlake

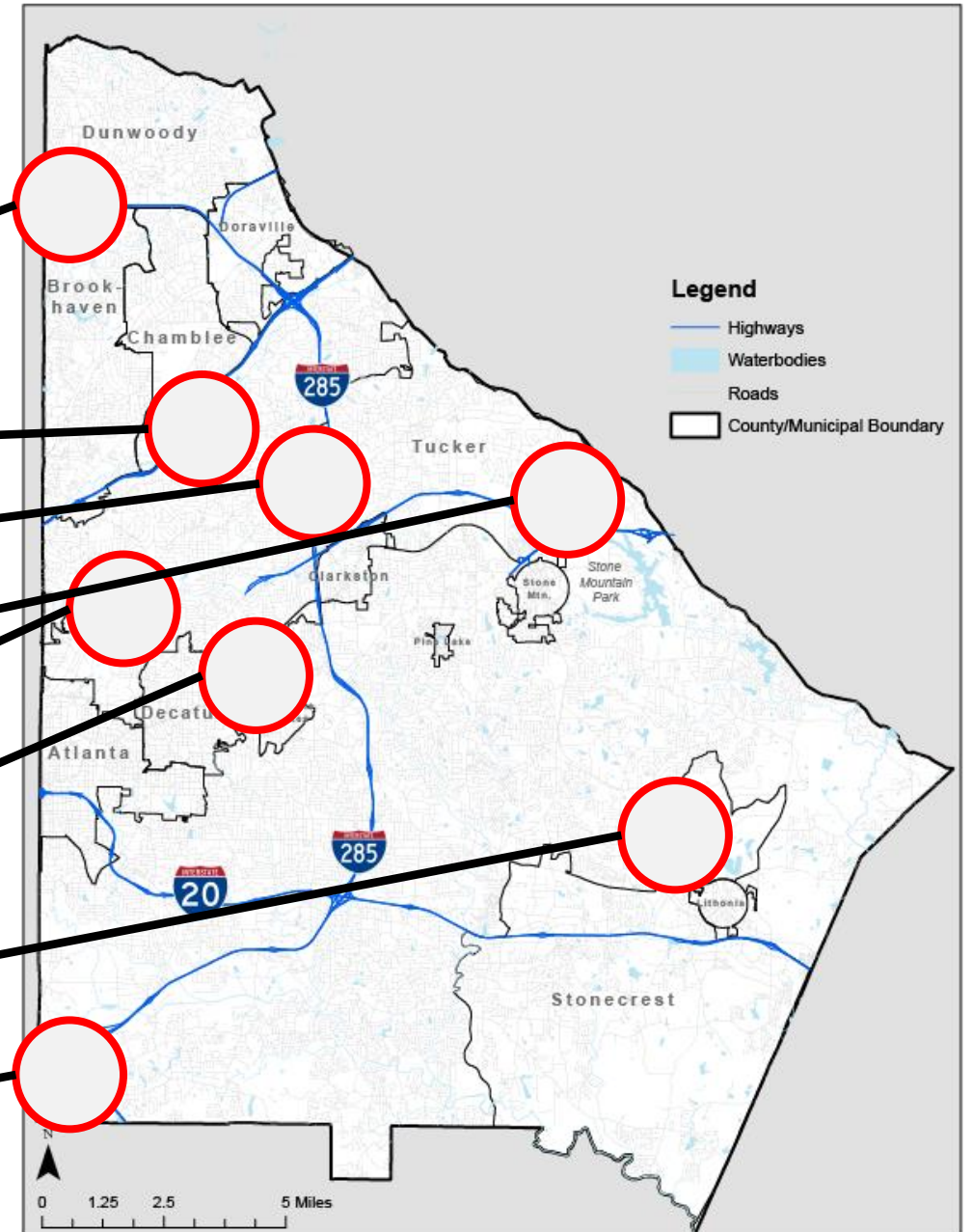
Tucker Summit CID

Emory / CDC

Medline / Scottdale

Lithonia Cluster

Bouldercrest Logistics Ctr



# Employment Centers

## Mixed Employment Centers

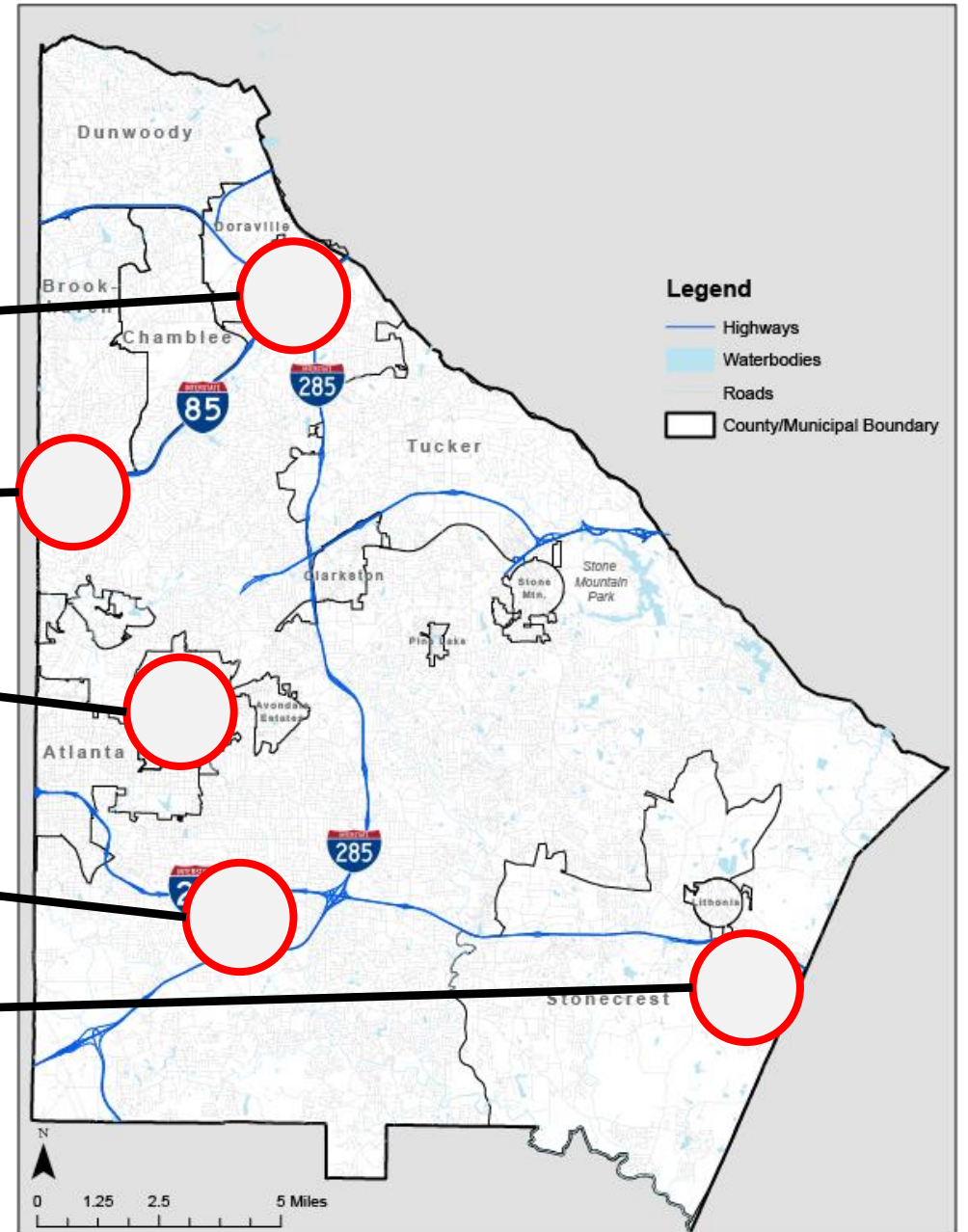
I-85 and I-285 Cluster

Druid Hills / Briarcliff

Downtown Decatur

South DeKalb Cluster

Stonecrest



# Target Industries

## Proposed 2019 SEDP Target Industries:

- Health Care & Life Sciences
- Corporate Operations & Pro. Services
- Advanced Manufacturing
- Logistics & Distribution

+ “Emerging Cluster”

Film, Arts & Culture

# Target Industries

## Healthcare & Life Sciences

Perimeter Center

PDK Airport Cluster

I-85 & I-285 Cluster

Northlake

Tucker Summit CID

Emory / CDC

Medline / Scottdale

Lithonia Cluster

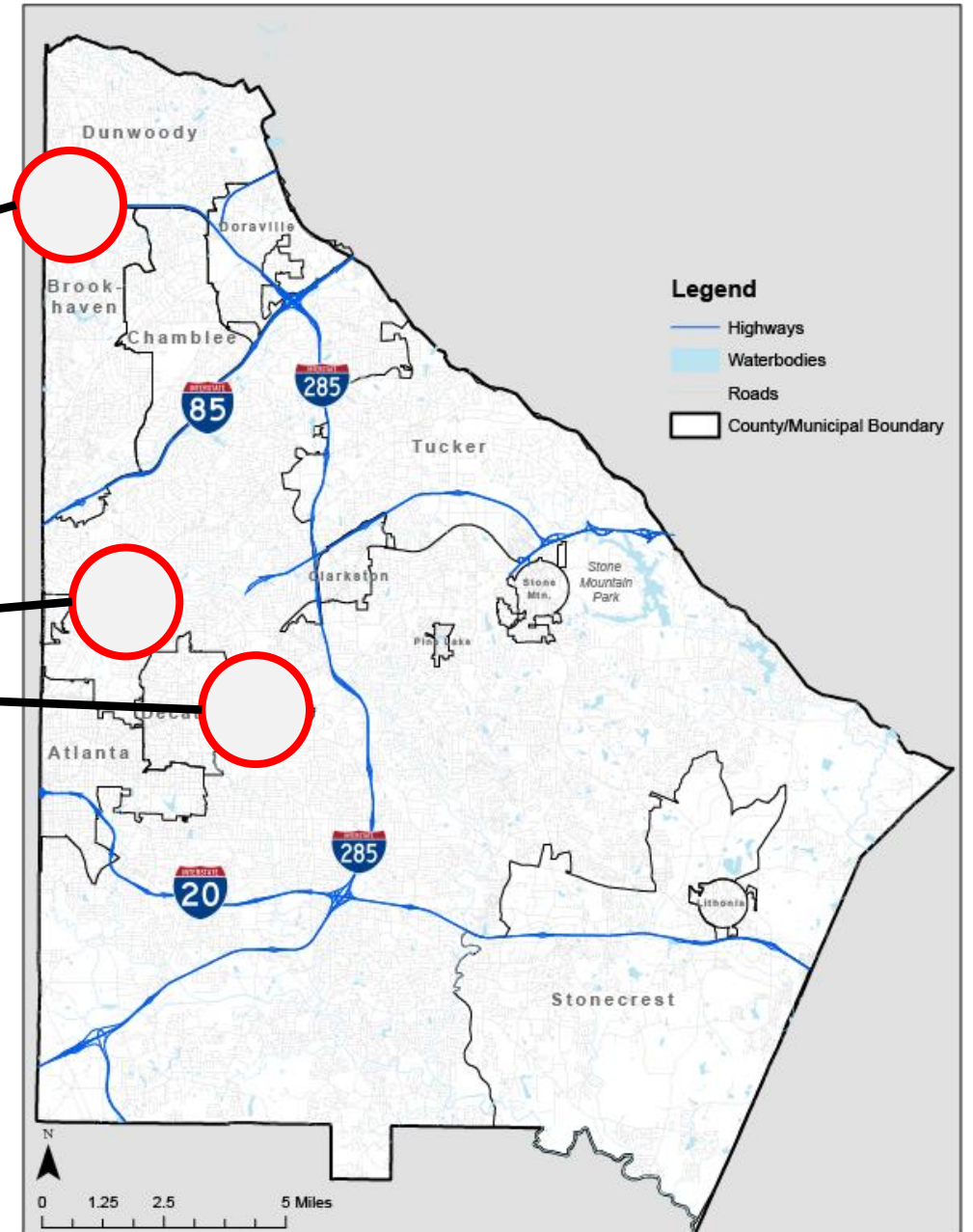
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Druid Hills / Briarcliff

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Stonecrest

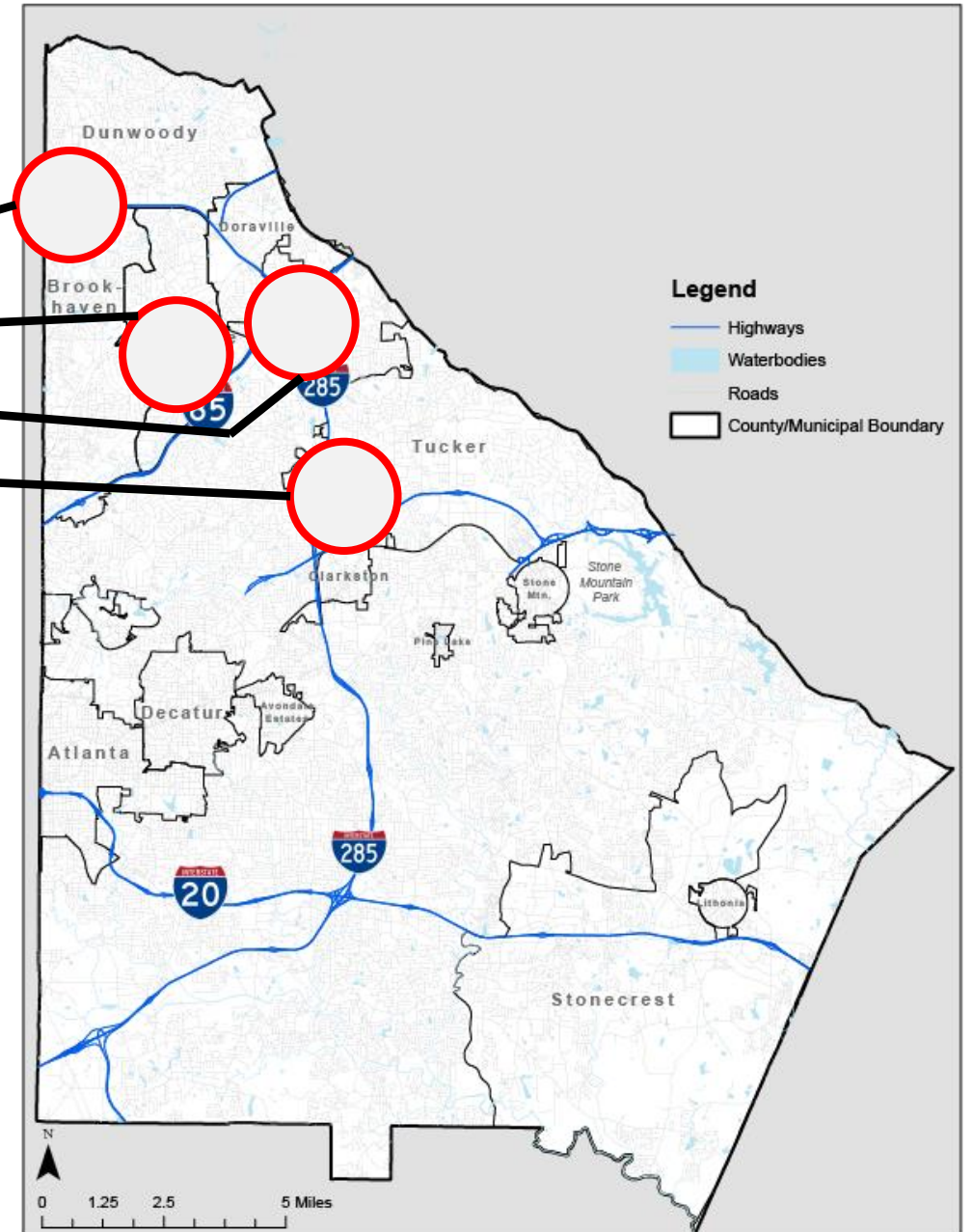




# Target Industries

Corporate  
Operations &  
Professional  
Services

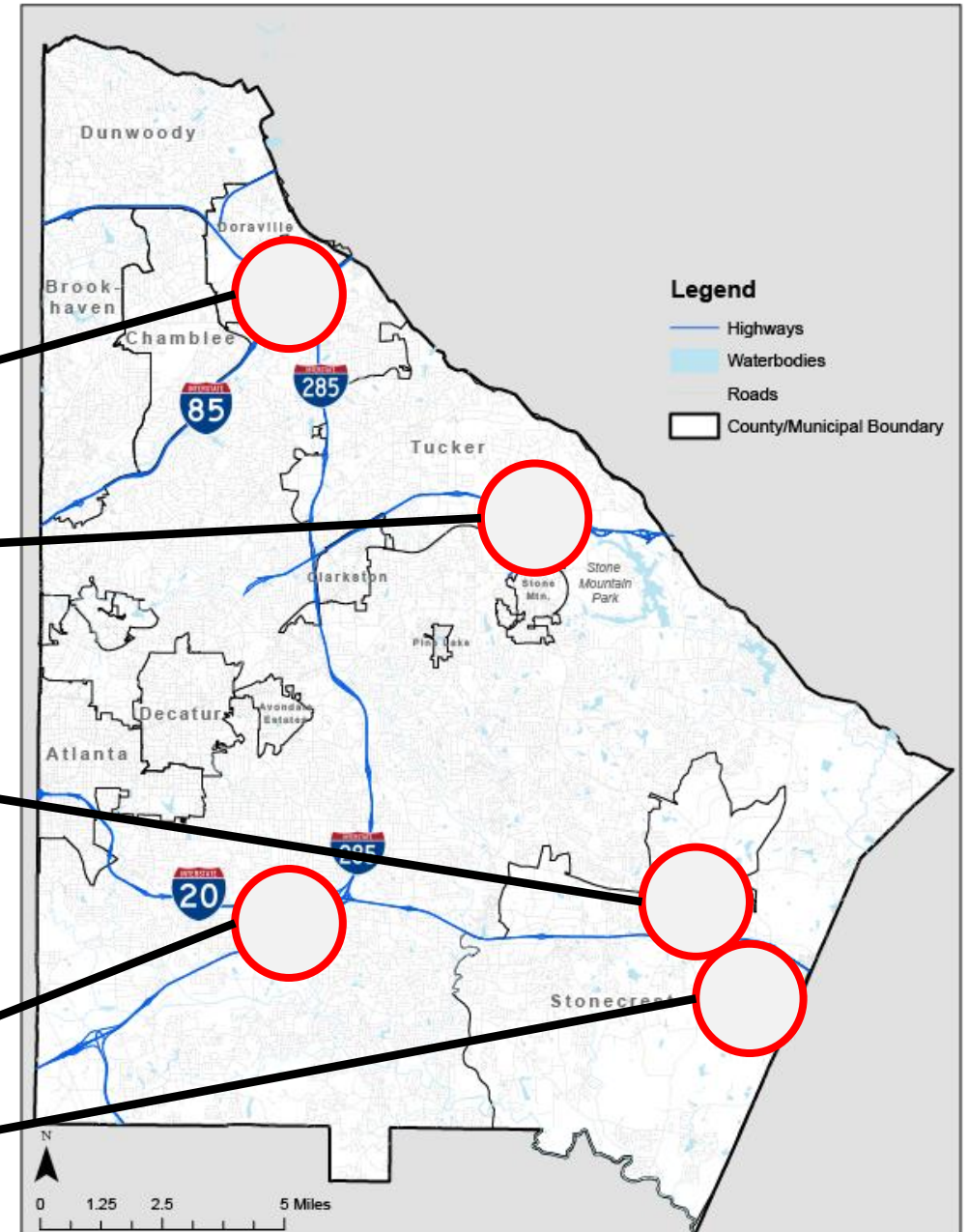
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# Target Industries

## Advanced Manufacturing

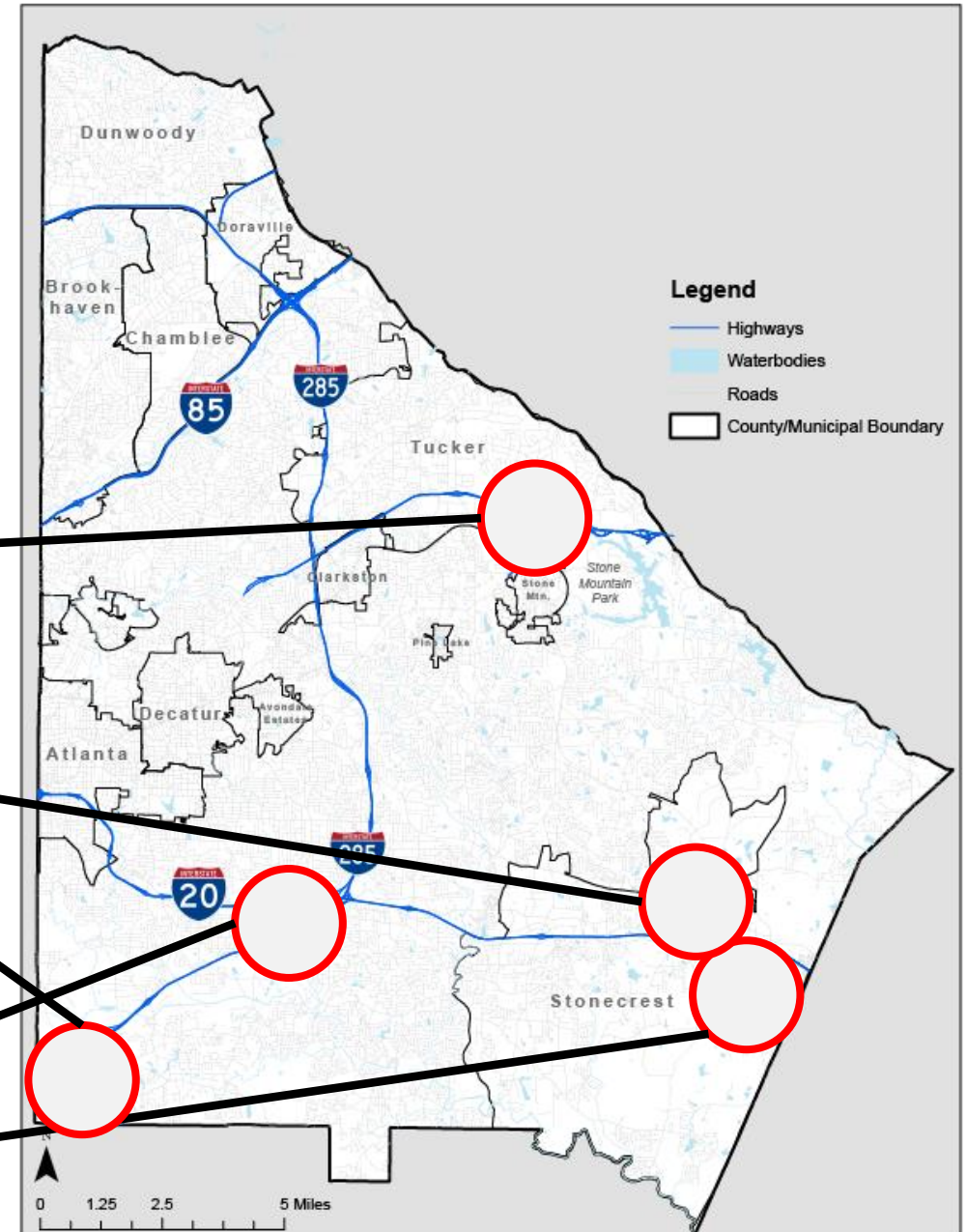
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# Target Industries

## Logistics & Distribution

- Perimeter Center
- PDK Airport Cluster
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# Next Steps

- Final Town Hall Meeting – November 14
  - Small business opportunities
  - International business development opportunities
  - Infrastructure Assessment
  - Refined Target Industry Analysis
- Business Survey - ongoing
- Action Plan – delivered end of January