2025

Norcross, GA
Market Analysis

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Bull Realty, Inc.

8/14/2025

MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine an opportunity to convert a 2023 25-unit renovated Personal Care Home facility to a potential Residential Drug Treatment Facility in Norcross, GA (**Atlanta MSA**) 20-mile radius Primary Market Area (PMA), located at **519 Lawrenceville Street NW, Norcross, GA 30071** in Gwinnett County.

The property is zoned O-I by the City of Norcross, GA where the permitted use includes **Intermediate Care Home** by right. State Definition: *Intermediate care home* means a facility which admits residents on medical referral. It maintains the services and facilities for institutional care and has a satisfactory agreement with a physician and dentist who will provide continuing supervision including emergencies. It otherwise complies with the rules and regulations contained in chapter 290-5-9: Intermediate Care Homes (Rules of the Georgia Department of Human Resources).

Chapter 290-5-9 of the Rules of the Georgia Department of Human Resources has been repealed. See link: https://rules.sos.ga.gov/gac/290-5

Zoning Disclaimer: Use as a potential drug treatment facility requires verification from the City of Norcross.

DEFINITION OF TARGET GROUPS

The demand estimates will be based upon the quantity of two potential "target groups" who are likely users of residential substance abuse treatment services. Analysis of these target groups will provide four separate indications of demand for a successful conversion to a residential substance abuse treatment facility. We will then consider each of the two demand indications in deriving our demand conclusions. The target groups are as follows:

TARGET GROUPS

The next target group consists of the "age qualified" population that has adequate insurance for Substance Abuse Treatment. Research firms are now identifying **59.6%** of the population has insurance coverage for Substance Abuse Treatment. There are two primary age groups: **18-24**, and **25-29 years of age**. The focus of the analysis will be **residential substance abuse treatment** by **For-Profit Facilities**.

DEMAND ASSUMPTIONS

To determine the potential need for a substance abuse treatment program in this market, we make four assumptions:

1. The probable extent of the Primary Market Area (PMA) is assumed to be a **20-mile radius** in and around the facility site.

2. In addition to the prospects, we expect to derive from the primary market itself, we will expect the facility to fill approximately **10%** of its beds from clients outside the 20-mile PMA, primarily from the neighboring counties, and beyond. There are three residential Drug Treatment Residential *for-profit* facilities in the PMA totaling **143 licensed beds**.

3. We will make population projections for determining whether there will be sufficient demand.

4. "Qualified Households". We include for consideration any prospects who have insurance coverage - **59.6%** of the population according to the *Kaiser Foundation*.
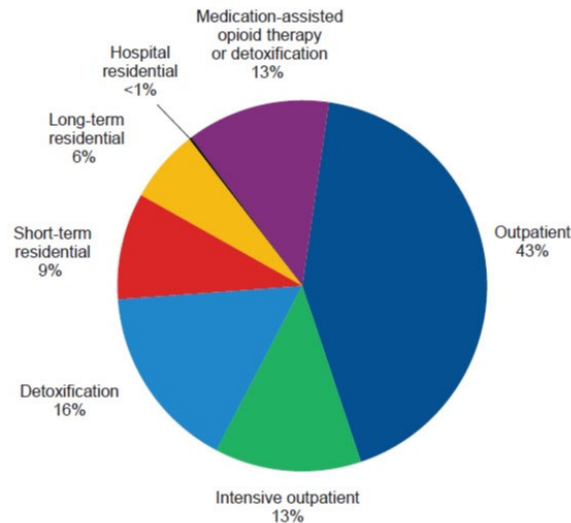
Incidence of Addiction (SAMHSA)	*Treatment (SAMHSA)*
16.7% of persons aged 12 & older	26% Receive Treatment
39% of persons aged 18-24	44% Receive Inpatient Treatment
34% of persons aged 25-29	45% are private pay

Note: According to **The National Center for Drug Abuse Statistics (NCDAS)**, rates range from **$500 to $650** ADR. Short-term LOS which averaged **30-60 days**, and long-term which averaged a LOS of **79 days** (*TEDS Report HHS' Substance Abuse and Mental Health Services Administration*.) According to the same study, the % of all discharges, including outpatient, hospital, or residential was **6% for Long Term** and **9% for short term**.

Figure 13. Type of treatment service at discharge: 2019

SOURCE: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration, Treatment Episode Data Set (TEDS). Data received through 11.03.20.

DEMAND CALCULATION

The Model incorporates all the assumptions presented above to estimate the probable need for substance abuse treatment beds in the Norcross 20-mile radius PMA, today and in 2030. The Model first starts by estimating the number of likely people suffering from drug addiction in the PMA.

The model then factors in the probable draw to yield the total bed need for the Norcross, GA PMA. From the total prospect pool, an average occupancy rate of **80%** is applied, to yield the maximum number of competitive beds in the market within the PMA. After deducting the existing inventory provided by the Georgia Department of Community Health (DCH), we are left with the Unmet Demand for additional substance abuse beds.

There is a total of **143** residential for-profit substance abuse beds within a 20-mile radius PMA with **0** under construction. The model shows an Unmet Demand for residential substance abuse treatment beds will total **7,227** beds today; and total **7,488** beds by 2030.

20-MILE PMA DEMOGRAPHICS

Average HHI	$143,746
Average Net Worth	$1,513,953

Average home values: $552,455

Property is 30 miles from **Hartsfield-Jackson International Airport** in Atlanta, GA.

DISCLAIMER: *While the information is deemed reliable, no warranty is expressed or implied. Any important information to you or another party should be independently confirmed within an applicable due diligence period.*

Residential Drug Treatment Demand

% INSURED   59.600%

2025 Income-Qualified Households

Age	% Addiction	Population	#Draw from Qualified	Total
18-24	39.00%	315,017	73223	73223
25-29	34.0%	255,803	51836	51836
Total		**570,820**	**125,058**	**125,058**

2030 Income-Qualified Households

Age	% Addiction	Population	#Draw from Qualified	Total
18-25	39.00%	318,857	74115	74115
26-29	34.0%	273,717	55466	55466
Total		**592,574**	**129,581**	**129,581**

Demand Calculation

			2023	2029
1.	Calculated Market Potential		125,058	129,581
2.	Estimated Competitive Beds in Market Area **		143	143
3.	Maximum Occupancy in Competitive Beds		80%	80%
4.	Adjusted Competitive Beds		114	114
5.	**Available Prospects in Market Area (Line 1 – Line 4)**		**124,944**	**129,467**
6.	Percent of Added Prospects from Outside the Market Area		0.1	0.1
7.	Prospects from Outside the Market Area (Line 1 * Line 6)		12,494	12,947
8.	**Potential Market Area (Line 5 * Line 7)**		**137,438**	**142,413**

Market Demand Computation

			2023	2029
9.	Total Adjusted Market Potential [Line 8 - Line 4]		137,324	142,299
10.	Estimated Percent of Being Treated		26%	26%
11.	Estimated Percent Inpatient		44%	44%
12.	Estimated Percent Treated by For-Profit		46%	46%
	UNMET DEMAND		**7,227**	**7,488**

References:

* ESRI Demographics Data

** Georgia Department of Community Affairs

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Name	Facility Type	Address	City	State	Zip	County	Bed Capacity
COBB & DOUGLAS COUNTY CSB- APS TANF PROGRAM	DRUG ABUSE TREATMENT CENTER	825 POWDER SPRINGS RD, #1001	MARIETTA	GA	30060	COBB	31
EXTENSION MEN'S CAMPUS, THE	DRUG ABUSE TREATMENT CENTER	1507 CHURCH STREET EXT NW	MARIETTA	GA	30061	COBB	80
EXTENSION WOMEN'S CAMPUS, THE	DRUG ABUSE TREATMENT CENTER	130 HOLIDAY STREET	MARIETTA	GA	30060	COBB	20
GEORGE W HARTMANN CENTER	DRUG ABUSE TREATMENT CENTER	729 LAWRENCE STREET	MARIETTA	GA	30060	COBB	30
BREAKTHRU HOUSE, INC	DRUG ABUSE TREATMENT CENTER	1866 EASTFIELD STREET	DECATUR	GA	30032	DEKALB	18
MARR	DRUG ABUSE TREATMENT CENTER	2801 CLEARVIEW PLACE	DORAVILLE	GA	30340	DEKALB	32
NEWPORT INTEGRATED BEHAVIORAL HEALTHCARE, INC	DRUG ABUSE TREATMENT CENTER	1810 MOSERI ROAD	DECATUR	GA	30032	DEKALB	47
COBB & DOUGLAS COUNTY CSB- ADULT SUBSTANCE ABUSE	DRUG ABUSE TREATMENT CENTER	5905 STEWART PARKWAY	DOUGLASVILLE	GA	30135	DOUGLAS	30
ASCENSA HEALTH - MEN'S RESIDENTIAL	DRUG ABUSE TREATMENT CENTER	95 RENAISSANCE PARKWAY, N.E.	ATLANTA	GA	30308	FULTON	47
HARBOR LIGHT DRUG TREATMENT PROGRAM	DRUG ABUSE TREATMENT CENTER	469 MARIETTA STREET	ATLANTA	GA	30313	FULTON	22
MARY HALL FREEDOM VILLAGE, INC	DRUG ABUSE TREATMENT CENTER	8995 ROSWELL ROAD	SANDY SPRINGS	GA	30350	FULTON	105
PACE, INC - PEOPLE ACCEPTING CHALLENGES EVERYDAY	DRUG ABUSE TREATMENT CENTER	10 GLENLAKE PKWY, STE 130	ATLANTA	GA	30328	FULTON	27
RECOVERY VILLAGE ATLANTA (THE)	DRUG ABUSE TREATMENT CENTER	11725 POINTE PLACE	ALPHARETTA	GA	30076	FULTON	36
MARR	DRUG ABUSE TREATMENT CENTER	275 WEST PIKE ST	LAWRENCEVILLE	GA	30045	GWINNETT	16
THE PROMISES ATLANTA	DRUG ABUSE TREATMENT CENTER	1200 Winder Highway	Dacula	GA	30019	Gwinnett	60

COMPETITIVE 143

RED = NOT-FOR-PROFIT
GREEN - FOR-PROFIT

REFERENCE: Georgia Department of Community Health
RUN: 8/14/2025

519 Lawrenceville St, Norcross, Georgia, 30071 2
519 Lawrenceville St, Norcross, Georgia, 30071
Ring: 20 mile radius

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	3,008,022	3,154,052	3,256,201	102,149	0.64%
Households	1,148,460	1,218,327	1,267,278	48,951	0.79%
Average Household Size	2.57	2.54	2.53	-0.01	-0.08%

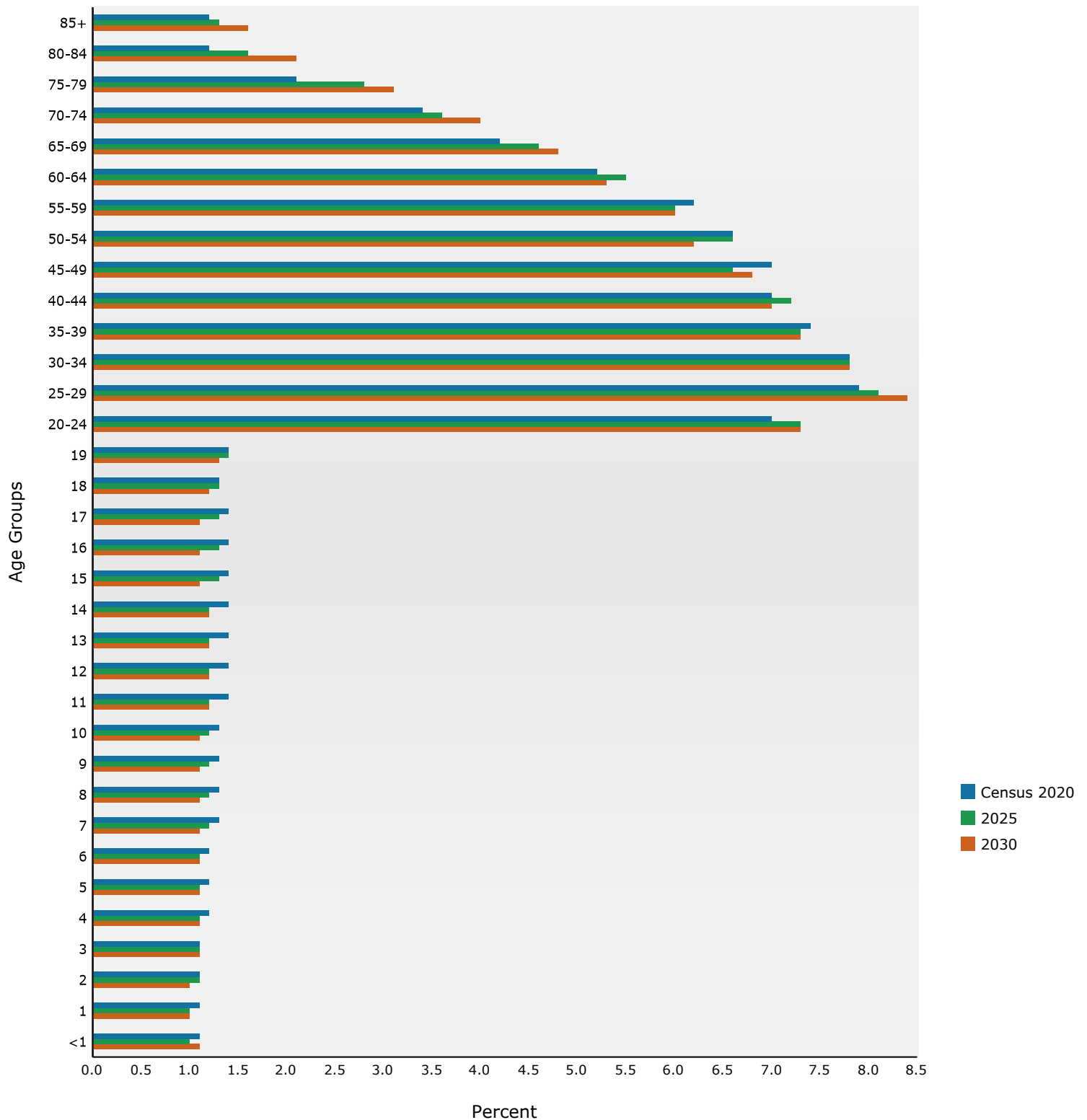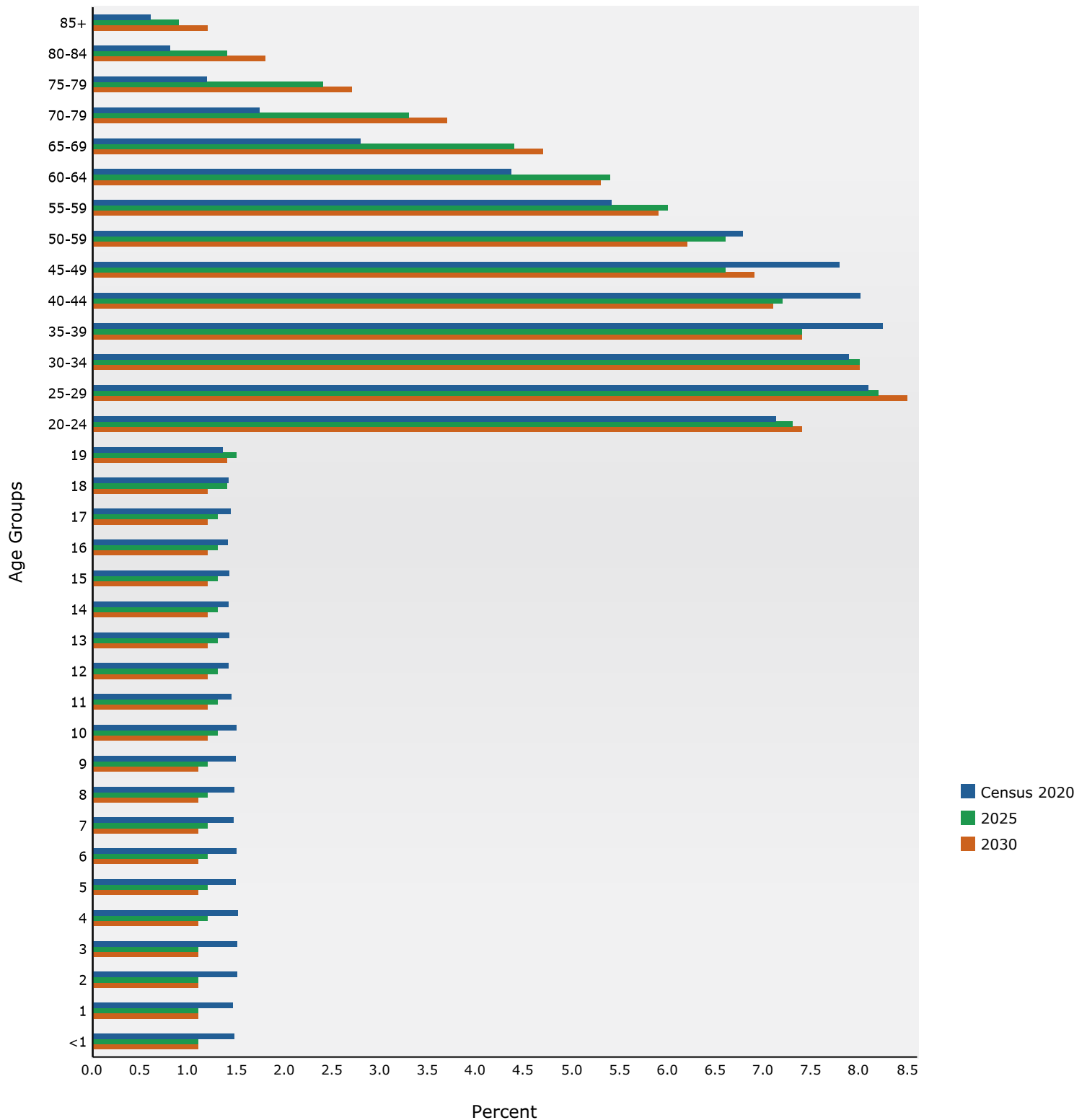|	Census 2020		2025		2030	
Total Population by Detailed Age	Number	Percent	Number	Percent	Number	Percent
Total	3,008,022	100.0%	3,154,051	100.0%	3,256,203	100.0%
<1	31,747	1.1%	32,434	1.0%	34,413	1.1%
1	32,270	1.1%	33,068	1.0%	34,074	1.0%
2	33,729	1.1%	33,836	1.1%	34,130	1.0%
3	34,563	1.1%	34,554	1.1%	34,419	1.1%
4	36,334	1.2%	35,323	1.1%	35,017	1.1%
5	37,245	1.2%	35,620	1.1%	34,331	1.1%
6	36,920	1.2%	36,260	1.1%	34,403	1.1%
7	37,754	1.3%	36,814	1.2%	34,744	1.1%
8	38,714	1.3%	37,275	1.2%	35,108	1.1%
9	38,442	1.3%	37,508	1.2%	35,514	1.1%
10	40,565	1.3%	38,206	1.2%	36,934	1.1%
11	40,616	1.4%	38,700	1.2%	37,692	1.2%
12	42,165	1.4%	39,169	1.2%	38,110	1.2%
13	41,768	1.4%	39,215	1.2%	38,241	1.2%
14	41,581	1.4%	38,800	1.2%	37,502	1.2%
15	41,275	1.4%	39,767	1.3%	37,336	1.1%
16	42,109	1.4%	40,251	1.3%	37,362	1.1%
17	40,621	1.4%	39,801	1.3%	37,054	1.1%
18	40,239	1.3%	41,405	1.3%	39,247	1.2%
19	41,229	1.4%	44,662	1.4%	43,458	1.3%
20 - 24	211,432	7.0%	228,950	7.3%	236,152	7.3%
25 - 29	238,097	7.9%	255,803	8.1%	273,717	8.4%
30 - 34	234,419	7.8%	246,847	7.8%	253,560	7.8%
35 - 39	223,850	7.4%	229,208	7.3%	236,475	7.3%
40 - 44	210,452	7.0%	225,772	7.2%	228,519	7.0%
45 - 49	211,390	7.0%	207,751	6.6%	222,075	6.8%
50 - 54	199,927	6.6%	209,064	6.6%	201,732	6.2%
55 - 59	187,166	6.2%	188,652	6.0%	193,933	6.0%
60 - 64	157,537	5.2%	172,735	5.5%	172,959	5.3%
65 - 69	126,900	4.2%	144,069	4.6%	157,153	4.8%
70 - 74	100,891	3.4%	114,287	3.6%	128,991	4.0%
75 - 79	63,166	2.1%	87,201	2.8%	99,607	3.1%
80 - 84	37,597	1.2%	50,966	1.6%	69,889	2.1%
85+	35,312	1.2%	40,078	1.3%	52,352	1.6%
<18	688,419	22.9%	666,600	21.1%	646,383	19.9%
18+	2,319,604	77.1%	2,487,451	78.9%	2,609,818	80.1%
21+	2,196,784	73.0%	2,356,636	74.7%	2,481,723	76.2%
Median Age	36.1		37.0		37.9	

August 14, 2025

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Detailed Age Profile

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Total Population by Detailed Age

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Male Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	1,460,215	100.0%	1,549,976	100.0%	1,594,770	100.0%
<1	16,174	1.1%	16,617	1.1%	17,589	1.1%
1	16,458	1.1%	16,842	1.1%	17,299	1.1%
2	17,125	1.2%	17,263	1.1%	17,368	1.1%
3	17,468	1.2%	17,605	1.1%	17,467	1.1%
4	18,486	1.3%	18,144	1.2%	17,940	1.1%
5	18,627	1.3%	18,125	1.2%	17,407	1.1%
6	18,746	1.3%	18,451	1.2%	17,412	1.1%
7	19,104	1.3%	18,706	1.2%	17,582	1.1%
8	19,786	1.4%	19,023	1.2%	17,850	1.1%
9	19,608	1.3%	19,193	1.2%	18,141	1.1%
10	20,862	1.4%	19,614	1.3%	18,884	1.2%
11	20,893	1.4%	19,854	1.3%	19,378	1.2%
12	21,413	1.5%	19,950	1.3%	19,391	1.2%
13	21,240	1.5%	20,039	1.3%	19,497	1.2%
14	21,287	1.5%	19,961	1.3%	19,152	1.2%
15	21,304	1.5%	20,559	1.3%	19,181	1.2%
16	21,418	1.5%	20,767	1.3%	19,103	1.2%
17	20,750	1.4%	20,695	1.3%	19,129	1.2%
18	20,344	1.4%	21,127	1.4%	19,875	1.2%
19	20,764	1.4%	22,677	1.5%	21,981	1.4%
20 - 24	105,068	7.2%	113,917	7.3%	117,404	7.4%
25 - 29	116,378	8.0%	127,138	8.2%	135,413	8.5%
30 - 34	114,343	7.8%	124,161	8.0%	127,554	8.0%
35 - 39	108,131	7.4%	114,130	7.4%	118,718	7.4%
40 - 44	101,109	6.9%	111,385	7.2%	113,097	7.1%
45 - 49	102,811	7.0%	101,770	6.6%	109,346	6.9%
50 - 54	97,677	6.7%	102,946	6.6%	98,089	6.2%
55 - 59	90,627	6.2%	92,896	6.0%	94,559	5.9%
60 - 64	74,733	5.1%	83,846	5.4%	83,948	5.3%
65 - 69	57,775	4.0%	68,018	4.4%	74,425	4.7%
70 - 74	44,752	3.1%	51,137	3.3%	59,182	3.7%
75 - 79	27,658	1.9%	37,952	2.4%	43,214	2.7%
80 - 84	15,280	1.0%	21,261	1.4%	28,891	1.8%
85+	12,015	0.8%	14,207	0.9%	19,304	1.2%
<18	350,750	24.0%	341,409	22.0%	329,769	20.7%
18+	1,109,466	76.0%	1,208,568	78.0%	1,264,999	79.3%
21+	1,047,178	71.7%	1,141,904	73.7%	1,200,161	75.3%
Median Age	35.1		36.1		36.9	

Detailed Age Profile

519 Lawrenceville St, Norcross, Georgia, 30071 2
519 Lawrenceville St, Norcross, Georgia, 30071
Ring: 20 mile radius

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

Male Population by Detailed Age

Legend:
- Census 2020
- 2025
- 2030

Axis labels: Age Groups (vertical), Percent (horizontal), ranging 0.0 to 8.5

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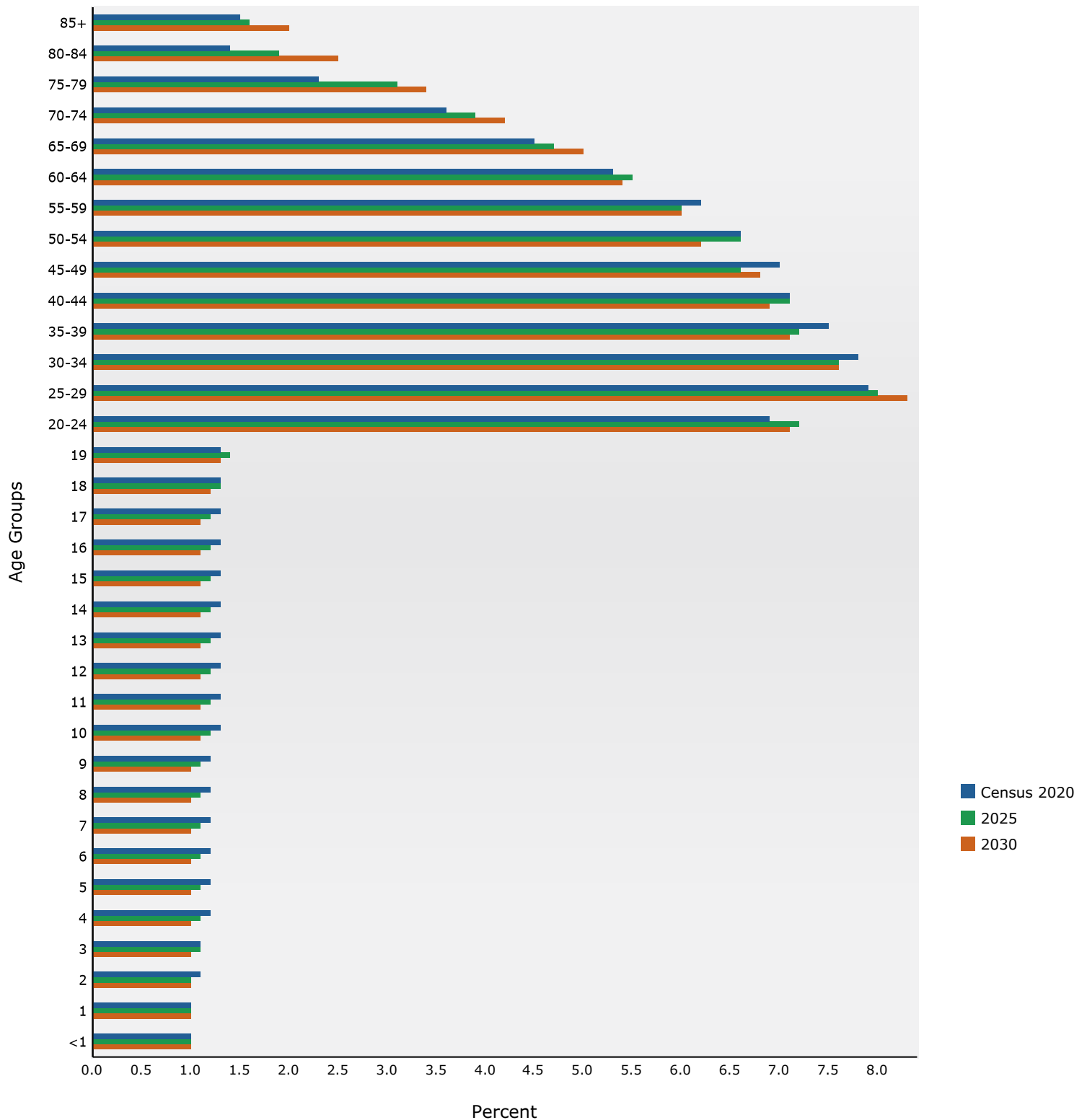| Female Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	1,547,807	100.0%	1,604,076	100.0%	1,661,432	100.0%
<1	15,573	1.0%	15,817	1.0%	16,824	1.0%
1	15,812	1.0%	16,226	1.0%	16,775	1.0%
2	16,604	1.1%	16,572	1.0%	16,763	1.0%
3	17,095	1.1%	16,949	1.1%	16,952	1.0%
4	17,848	1.2%	17,179	1.1%	17,077	1.0%
5	18,618	1.2%	17,495	1.1%	16,925	1.0%
6	18,174	1.2%	17,809	1.1%	16,991	1.0%
7	18,651	1.2%	18,109	1.1%	17,161	1.0%
8	18,928	1.2%	18,252	1.1%	17,258	1.0%
9	18,834	1.2%	18,315	1.1%	17,373	1.0%
10	19,703	1.3%	18,592	1.2%	18,050	1.1%
11	19,723	1.3%	18,845	1.2%	18,314	1.1%
12	20,752	1.3%	19,219	1.2%	18,719	1.1%
13	20,527	1.3%	19,176	1.2%	18,744	1.1%
14	20,294	1.3%	18,839	1.2%	18,349	1.1%
15	19,971	1.3%	19,208	1.2%	18,155	1.1%
16	20,692	1.3%	19,484	1.2%	18,258	1.1%
17	19,871	1.3%	19,106	1.2%	17,925	1.1%
18	19,895	1.3%	20,277	1.3%	19,372	1.2%
19	20,464	1.3%	21,985	1.4%	21,477	1.3%
20 - 24	106,364	6.9%	115,034	7.2%	118,748	7.1%
25 - 29	121,719	7.9%	128,666	8.0%	138,304	8.3%
30 - 34	120,076	7.8%	122,685	7.6%	126,006	7.6%
35 - 39	115,719	7.5%	115,079	7.2%	117,757	7.1%
40 - 44	109,343	7.1%	114,387	7.1%	115,422	6.9%
45 - 49	108,579	7.0%	105,981	6.6%	112,729	6.8%
50 - 54	102,250	6.6%	106,118	6.6%	103,642	6.2%
55 - 59	96,540	6.2%	95,756	6.0%	99,374	6.0%
60 - 64	82,804	5.3%	88,889	5.5%	89,011	5.4%
65 - 69	69,125	4.5%	76,052	4.7%	82,728	5.0%
70 - 74	56,139	3.6%	63,151	3.9%	69,808	4.2%
75 - 79	35,508	2.3%	49,250	3.1%	56,393	3.4%
80 - 84	22,317	1.4%	29,704	1.9%	40,999	2.5%
85+	23,297	1.5%	25,870	1.6%	33,049	2.0%
<18	337,671	21.8%	325,191	20.3%	316,612	19.1%
18+	1,210,138	78.2%	1,278,883	79.7%	1,344,819	80.9%
21+	1,149,606	74.3%	1,214,733	75.7%	1,281,562	77.1%
Median Age	37.1		38.0		38.8	

August 14, 2025

Detailed Age Profile

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Ring: 20 mile radius

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Female Population by Detailed Age

Legend:
- Census 2020
- 2025
- 2030

X-axis: Percent
Y-axis: Age Groups

Community Profile

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Rings: 20 mile radii

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	20 miles
Population Summary	
2010 Total Population	2,582,457
2020 Total Population	3,008,022
2020 Group Quarters	54,214
2025 Total Population	3,154,052
2025 Group Quarters	55,110
2030 Total Population	3,256,201
2025-2030 Annual Rate	0.64%
2025 Total Daytime Population	3,528,929
Workers	2,045,877
Residents	1,483,052
Household Summary	
2010 Households	981,904
2010 Average Household Size	2.58
2020 Total Households	1,148,460
2020 Average Household Size	2.57
2025 Households	1,218,327
2025 Average Household Size	2.54
2030 Households	1,267,278
2030 Average Household Size	2.53
2025-2030 Annual Rate	0.79%
2010 Families	621,852
2010 Average Family Size	3.22
2025 Families	748,809
2025 Average Family Size	3.27
2030 Families	771,548
2030 Average Family Size	3.27
2025-2030 Annual Rate	0.60%
Housing Unit Summary	
2000 Housing Units	880,213
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	5.4%
2010 Housing Units	1,094,046
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	10.3%
2020 Housing Units	1,230,017
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	6.6%
2025 Housing Units	1,305,596
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	38.0%
Vacant Housing Units	6.7%
2030 Housing Units	1,357,885
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	37.5%
Vacant Housing Units	6.7%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

Community Profile

519 Lawrenceville St, Norcross, Georgia, 30071 2
519 Lawrenceville St, Norcross, Georgia, 30071
Rings: 20 mile radii

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

20 miles

2025 Households by Income

Household Income Base	1,218,316
<$15,000	7.0%
$15,000 - $24,999	4.4%
$25,000 - $34,999	4.7%
$35,000 - $49,999	7.8%
$50,000 - $74,999	14.0%
$75,000 - $99,999	11.8%
$100,000 - $149,999	18.4%
$150,000 - $199,999	11.5%
$200,000+	20.5%
Average Household Income	$143,736

2030 Households by Income

Household Income Base	1,267,267
<$15,000	6.2%
$15,000 - $24,999	3.5%
$25,000 - $34,999	3.7%
$35,000 - $49,999	6.6%
$50,000 - $74,999	12.6%
$75,000 - $99,999	11.1%
$100,000 - $149,999	19.1%
$150,000 - $199,999	12.7%
$200,000+	24.6%
Average Household Income	$158,854

2025 Owner Occupied Housing Units by Value

Total	722,375
<$50,000	1.5%
$50,000 - $99,999	0.7%
$100,000 - $149,999	1.2%
$150,000 - $199,999	2.3%
$200,000 - $249,999	4.0%
$250,000 - $299,999	6.5%
$300,000 - $399,999	21.3%
$400,000 - $499,999	18.6%
$500,000 - $749,999	26.9%
$750,000 - $999,999	10.4%
$1,000,000 - $1,499,999	4.2%
$1,500,000 - $1,999,999	1.1%
$2,000,000 +	1.3%
Average Home Value	$552,455

2030 Owner Occupied Housing Units by Value

Total	757,311
<$50,000	0.7%
$50,000 - $99,999	0.2%
$100,000 - $149,999	0.4%
$150,000 - $199,999	0.8%
$200,000 - $249,999	1.8%
$250,000 - $299,999	4.1%
$300,000 - $399,999	17.9%
$400,000 - $499,999	19.7%
$500,000 - $749,999	33.0%
$750,000 - $999,999	13.6%
$1,000,000 - $1,499,999	5.4%
$1,500,000 - $1,999,999	1.2%
$2,000,000 +	1.1%
Average Home Value	$608,450

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

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Rings: 20 mile radii

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

	20 miles
Median Household Income	
2025	$100,687
2030	$114,673
Median Home Value	
2025	$467,626
2030	$532,997
Per Capita Income	
2025	$55,589
2030	$61,889
Median Age	
2010	34.6
2020	36.1
2025	37.0
2030	37.9
2020 Population by Age	
Total	3,008,022
0 - 4	5.6%
5 - 9	6.3%
10 - 14	6.9%
15 - 24	13.9%
25 - 34	15.7%
35 - 44	14.4%
45 - 54	13.7%
55 - 64	11.5%
65 - 74	7.6%
75 - 84	3.3%
85 +	1.2%
18 +	77.1%
2025 Population by Age	
Total	3,154,050
0 - 4	5.4%
5 - 9	5.8%
10 - 14	6.2%
15 - 24	13.8%
25 - 34	15.9%
35 - 44	14.4%
45 - 54	13.2%
55 - 64	11.5%
65 - 74	8.2%
75 - 84	4.4%
85 +	1.3%
18 +	78.9%
2030 Population by Age	
Total	3,256,202
0 - 4	5.3%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	13.2%
25 - 34	16.2%
35 - 44	14.3%
45 - 54	13.0%
55 - 64	11.3%
65 - 74	8.8%
75 - 84	5.2%
85 +	1.6%
18 +	80.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

519 Lawrenceville St, Norcross, Georgia, 30071 2   Prepared by Esri
519 Lawrenceville St, Norcross, Georgia, 30071   Latitude: 33.94579
Rings: 20 mile radii   Longitude: -84.20434

	20 miles
2020 Population by Sex	
Males	1,460,215
Females	1,547,807
2025 Population by Sex	
Males	1,549,978
Females	1,604,074
2030 Population by Sex	
Males	1,594,769
Females	1,661,431
2010 Population by Race/Ethnicity	
Total	2,582,458
White Alone	53.3%
Black Alone	30.3%
American Indian Alone	0.4%
Asian Alone	7.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.6%
Two or More Races	2.6%
Hispanic Origin	13.1%
Diversity Index	70.2
2020 Population by Race/Ethnicity	
Total	3,008,022
White Alone	42.9%
Black Alone	29.6%
American Indian Alone	0.6%
Asian Alone	10.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.3%
Two or More Races	8.7%
Hispanic Origin	14.5%
Diversity Index	77.7
2025 Population by Race/Ethnicity	
Total	3,154,053
White Alone	40.3%
Black Alone	30.1%
American Indian Alone	0.6%
Asian Alone	12.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.6%
Two or More Races	9.0%
Hispanic Origin	15.0%
Diversity Index	78.9
2030 Population by Race/Ethnicity	
Total	3,256,201
White Alone	38.3%
Black Alone	30.3%
American Indian Alone	0.6%
Asian Alone	13.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.0%
Two or More Races	9.5%
Hispanic Origin	15.7%
Diversity Index	80.0

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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20 miles

2020 Population by Relationship and Household Type

Total	3,008,022
In Households	98.2%
Householder	38.2%
Opposite-Sex Spouse	16.6%
Same-Sex Spouse	0.3%
Opposite-Sex Unmarried Partner	2.1%
Same-Sex Unmarried Partner	0.2%
Biological Child	28.0%
Adopted Child	0.5%
Stepchild	0.9%
Grandchild	1.9%
Brother or Sister	1.5%
Parent	1.6%
Parent-in-law	0.4%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	1.7%
Foster Child	0.1%
Other Nonrelatives	3.9%
In Group Quarters	1.8%
Institutionalized	0.7%
Noninstitutionalized	1.1%

2025 Population 25+ by Educational Attainment

Total	2,172,434
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	14.5%
GED/Alternative Credential	2.4%
Some College, No Degree	13.7%
Associate Degree	7.6%
Bachelor's Degree	32.7%
Graduate/Professional Degree	21.9%

2025 Population 15+ by Marital Status

Total	2,607,271
Never Married	38.1%
Married	49.0%
Widowed	3.8%
Divorced	9.2%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,751,659
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	8.8%
Population 25-54 Employed	67.2%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	15.0%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	6.0%
Population 65+ Unemployment rate	4.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

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Rings: 20 mile radii

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	20 miles
2025 Employed Population 16+ by Industry	
Total	1,684,927
Agriculture/Mining	0.2%
Construction	6.0%
Manufacturing	6.4%
Wholesale Trade	2.5%
Retail Trade	9.7%
Transportation/Utilities	5.8%
Information	3.4%
Finance/Insurance/Real Estate	8.6%
Services	53.7%
Public Administration	3.7%
2025 Employed Population 16+ by Occupation	
Total	1,684,926
White Collar	72.7%
Management/Business/Financial	24.9%
Professional	29.3%
Sales	9.5%
Administrative Support	9.0%
Services	12.8%
Blue Collar	14.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	1.7%
Production	2.8%
Transportation/Material Moving	6.2%
2020 Households by Type	
Total	1,148,460
Married Couple Households	44.4%
With Own Children <18	20.0%
Without Own Children <18	24.4%
Cohabitating Couple Households	6.1%
With Own Children <18	1.7%
Without Own Children <18	4.4%
Male Householder, No Spouse/Partner	19.5%
Living Alone	12.8%
65 Years and over	2.3%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	2.7%
No Relatives Present	2.4%
Female Householder, No Spouse/Partner	30.0%
Living Alone	15.8%
65 Years and over	5.2%
With Own Children <18	5.9%
Without Own Children <18, With Relatives	6.6%
No Relatives Present	1.8%
2020 Households by Size	
Total	1,148,460
1 Person Household	28.6%
2 Person Household	30.1%
3 Person Household	15.9%
4 Person Household	14.5%
5 Person Household	6.5%
6 Person Household	2.7%
7 + Person Household	1.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

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Page 6 of 8

Community Profile

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	20 miles
2020 Households by Tenure and Mortgage Status	
Total	1,148,460
Owner Occupied	58.0%
Owned with a Mortgage/Loan	45.2%
Owned Free and Clear	12.7%
Renter Occupied	42.0%
2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	80
Percent of Income for Mortgage	29.1%
Wealth Index	121
2020 Housing Units By Urban/ Rural Status	
Total	1,230,017
Urban Housing Units	99.5%
Rural Housing Units	0.5%
2020 Population By Urban/ Rural Status	
Total	3,008,022
Urban Population	99.4%
Rural Population	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2025

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20 miles

Top 3 Tapestry Segments	
1.	Metro Renters (D4)
2.	Professional Pride (L2)
3.	Modern Minds (D3)

2025 Consumer Spending

Apparel & Services: Total $	$3,812,583,109
Average Spent	$3,129.36
Spending Potential Index	128
Education: Total $	$2,739,734,521
Average Spent	$2,248.77
Spending Potential Index	126
Entertainment/Recreation: Total $	$6,048,742,634
Average Spent	$4,964.79
Spending Potential Index	121
Food at Home: Total $	$11,112,696,993
Average Spent	$9,121.28
Spending Potential Index	123
Food Away from Home: Total $	$6,388,908,028
Average Spent	$5,244.00
Spending Potential Index	127
Health Care: Total $	$10,975,672,356
Average Spent	$9,008.81
Spending Potential Index	116
HH Furnishings & Equipment: Total $	$4,346,433,282
Average Spent	$3,567.54
Spending Potential Index	123
Personal Care Products & Services: Total $	$1,617,716,673
Average Spent	$1,327.82
Spending Potential Index	127
Shelter: Total $	$40,709,471,995
Average Spent	$33,414.24
Spending Potential Index	126
Support Payments/Cash Contributions/Gifts in Kind: Total $	$4,761,493,354
Average Spent	$3,908.22
Spending Potential Index	118
Travel: Total $	$5,358,010,929
Average Spent	$4,397.84
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total $	$2,011,811,912
Average Spent	$1,651.29
Spending Potential Index	122

August 14, 2025

Net Worth Profile

519 Lawrenceville St, Norcross, Georgia, 30071 2
519 Lawrenceville St, Norcross, Georgia, 30071
Ring: 20 mile radius

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	3,008,022	3,154,052	3,256,201	102,149	0.64%
Median Age	36.1	37.0	37.9	0.9	0.48%
Households	1,148,460	1,218,327	1,267,278	48,951	0.79%
Average Household Size	2.57	2.54	2.53	-0.01	-0.08%

2025 Households by Net Worth	Number	Percent
Total	1,218,316	100.0%
<$15,000	226,103	18.6%
$15,000-$34,999	82,058	6.7%
$35,000-$49,999	31,787	2.6%
$50,000-$74,999	52,704	4.3%
$75,000-$99,999	44,497	3.7%
$100,000-$149,999	67,960	5.6%
$150,000-$249,999	98,126	8.1%
$250,000-$499,999	158,694	13.0%
$500,000-$999,999	148,192	12.2%
$1,000,000-$1,499,999	83,543	6.9%
$1,500,000-$1,999,999	37,660	3.1%
$2,000,000+	186,994	15.3%
Median Net Worth	$255,684	
Average Net Worth	$1,513,953	
Wealth Index	121	

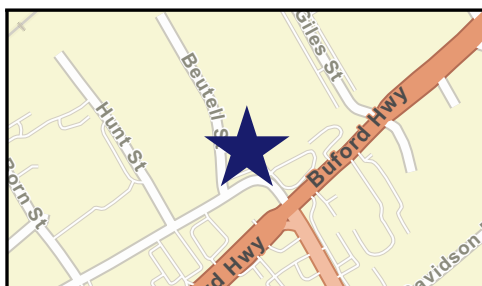| 2025 Net Worth by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
				Number of Households			
Total	48,252	225,793	244,994	235,585	205,942	152,949	104,801
<$15,000	25,543	70,796	51,514	28,673	23,342	15,311	10,924
$15,000-$34,999	8,263	24,991	22,219	12,545	6,920	4,502	2,618
$35,000-$49,999	1,141	11,617	8,132	5,570	2,316	2,243	767
$50,000-$74,999	826	17,772	12,167	9,799	4,403	4,355	3,381
$75,000-$99,999	935	10,601	10,907	8,051	5,842	4,273	3,888
$100,000-$149,999	1,318	15,907	14,156	12,853	10,558	7,414	5,755
$150,000-$249,999	4,008	20,631	19,564	20,959	12,513	10,960	9,491
$250,000-$499,999	5,568	28,652	31,239	31,734	25,172	19,583	16,746
$500,000-$999,999	410	18,255	32,196	34,379	22,700	23,497	16,754
$1000000+	240	6,571	42,900	71,023	92,175	60,810	34,476
Median Net Worth	$14,168	$56,286	$162,958	$373,116	$705,604	$614,921	$473,081
Average Net Worth	$85,643	$183,512	$883,278	$1,566,053	$2,490,441	$2,891,080	$2,466,526

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 14, 2025

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519 Lawrenceville St, Norcross, Georgia, 30071
Rings: 20 mile radii

Prepared by Esri
Latitude: 33.94579
Longitude: -84.20434

Map labels / traffic counts:

- 3,910
- 5,260
- 2,248
- 44,282
- 6,689
- 32,500
- 29,880
- 3,298
- 43,172
- 34,369

CVS Pharmacy
McDonald's
Waffle House
Norcross
Chevron

Streets: Oak Ter, Oak Cv, N Peachtree St, Mauldin Dr, Manor Dr, Southern Railroad, Giles St, Langford Rd, Buford Hwy, Beutell St, Hunt St, Wingo St, Born St, Rakestraw St, Academy St, McDonald's, Davidson Dr, Light Cir, Beaver Ruin Rd, Alston Trce, Chatham, Summerour St, Price Pl

Scale: 0 — 0.05 — 0.1 mi

Average Daily Traffic Volume
- ▲ **Up to 6,000 vehicles per day**
- ▲ **6,001 - 15,000**
- ▲ **15,001 - 30,000**
- ▲ **30,001 - 50,000**
- ▲ **50,001 - 100,000**
- ▲ **More than 100,000 per day**

Norcross
Edg
Buford Hwy

August 14, 2025

TRADE AREA REPORT

Norcross, GA 30071

Presented by

Ernie Anaya, MBA | Pres., Senior Housing & Behavioral Health Group

BULL REALTY
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Suite 600
Atlanta, GA 30328

Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$75,593	**34.0**	**27,608**	**NeWest Residents**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Next Wave Urban dwellers; young, hardworking families	**Where do people like this usually live?**	Principal Urban Centers Young, mobile population in metros of 2.5 + million people

Top Tapestry Segments

	NeWest Residents	Forging Opportunity	City Lights	Urban Edge Families	Enterprising Professionals
% of Households	3,930 (42.9%)	1,791 (19.6%)	1,163 (12.7%)	1,147 (12.5%)	856 (9.3%)
% of Gwinnett County	18,067 (5.4%)	5,096 (1.5%)	1,163 (0.3%)	35,327 (10.5%)	14,726 (4.4%)
Lifestyle Group	Next Wave	Sprouting Explorers	Middle Ground	Sprouting Explorers	Upscale Avenues
Urbanization Group	Principal Urban Centers	Urban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery
Residence Type	Multi-Unit Rentals	Single Family	Multi-Units; Single Family	Single Family	Multi-Units; Single Family
Household Type	Married Couples w/ Kids	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.93	3.34	2.56	3.07	2.48
Median Age	30.6	32.3	40.2	35.3	36.9
Diversity Index	85.4	82.2	82.9	88.5	78.9
Median Household Income	$48,200	$56,700	$97,500	$71,700	$113,000
Median Net Worth	$15,700	$106,500	$226,900	$169,300	$262,300
Median Home Value	$264,000	$197,400	$617,500	$315,900	$545,000
Homeownership	19.1 %	62.5 %	53.4 %	65.5 %	51.7 %
Employment	Services or Construction/Extraction	Services or Transport/Material Moving	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma	Bachelor's Degree
Preferred Activities	Automotive enthusiasts . Most of income goes toward baby and children.	Shop at discount and department stores . Subscribe to satellite TV to watch their favorite programs.	Believe in equal opportunity and attuned to the environment . Spend 7+ hours exercising per week.	Family outings to theme parks are popular . Residents favor fast-food dining places.	Travel to foreign and domestic destinations . Eat organic and natural foods, run and do yoga.
Financial	Pay with cash, choose not to obtain a credit card	Balance their budgets carefully by spending only on necessities	Save for the future, steer away from risky investments	Spend money carefully; buy necessities	Own 401(k) through work
Media	Prefer watching Spanish language channels	Magazines are extremely popular sources of news and information	Use their cell phones frequently for news and entertainment	Listen to Hispanic radio, use the Internet for socializing	Use smartphones for news and buy digital books for tablet reading.
Vehicle	Like used, fun-to-drive vehicles	Own 1-2 vehicles; carpool	Own one vehicle, but rely on public transportation	One or two vehicles	Own or lease an imported sedan

RPR

8/14/2025

About this segment
NeWest Residents

This is the	In this area	In the United States
#1	**42.9%**	**0.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

NeWest Residents households are new to America and their careers, often with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. As residents adopt the American way of life, many pursue risky employment opportunities for the benefit of their extended families. Long hours in blue-collar jobs, primarily in the service industry, are common. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low.

Our Neighborhood

- Concentrated in larger metropolitan areas (over half a million people) in the South and West.

- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average.

- Half of all households have children, in either married-couple or single- parent families.

- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

Socioeconomic Traits

- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.

- Male labor force participation is compulsory for these new families.

- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.

- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

Market Profile

- NeWest Residents prefer watching Spanish language channels over watching sports on TV, or listening to popular music. Fast food dining is a big hit.

- NeWest Residents consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.

- A large portion of their income goes toward baby and children products, disposable diapers, baby food, furniture and equipment, and vitamin supplements.

- They prefer to use cash; debit card ownership is low. New immigrants often choose not to obtain a credit card.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment
Forging Opportunity

This is the	In this area	In the United States
#2	**19.6%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs but fewer mortgages.
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work.
- Forging Opportunity residents live within the urban periphery of larger metropolitan areas across the South and West.

Socioeconomic Traits

- While a majority finished high school, over 40% have not.
- Labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level.
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.

Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment
City Lights

This is the	In this area	In the United States
#3	**12.7%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Our Neighborhood

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households.
- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment
Urban Edge Families

This is the	In this area	In the United States
#4	**12.5%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common.

- Average household size is higher at 3.19.

- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.

- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.

- Three quarters of all housing were built 1970 or later.

- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.

- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.

- Labor force participation is higher at 66%.

- Most Urban Edge Families residents derive income from wages or salaries.

- They tend to spend money carefully and focus more on necessities.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.

- Cell phones are preferred over landlines.

- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.

- Residents listen to urban or Hispanic radio.

- During the summer, family outings to theme parks are especially popular.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment
Enterprising Professionals

This is the	In this area	In the United States
#5	**9.3%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key, shop at Amazon.com and pick up medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

Norcross, GA 30071: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually
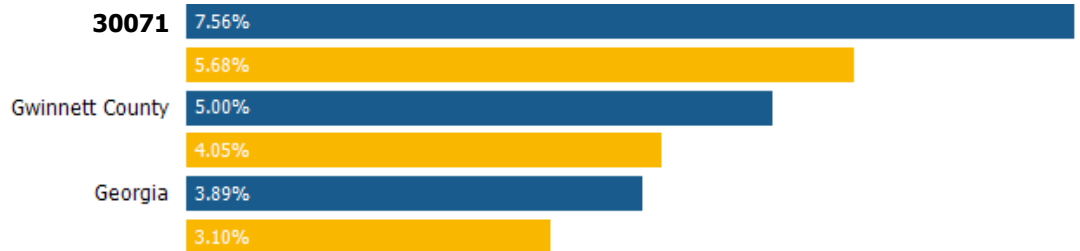
■ 2024
■ 2029 (Projected)

	2024	2029 (Projected)
30071	27,608	29,177
Gwinnett County	1,004,880	1,045,538
Georgia	11,128,319	11,473,775

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

	2024	2029 (Projected)
30071	2,216.6	2,342.6
Gwinnett County	2,332.8	2,427.2
Georgia	192.8	198.8

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

	2024	2029 (Projected)
30071	7.56%	5.68%
Gwinnett County	5.00%	4.05%
Georgia	3.89%	3.10%

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 30071

30071	51,138
Gwinnett County	944,387
Georgia	11,067,818

8/14/2025

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 30071

Geography	Value
30071	4,105.8
Gwinnett County	2,192.4
Georgia	191.8

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
30071	3.01	2.99
Gwinnett County	2.98	2.95
Georgia	2.58	2.55

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

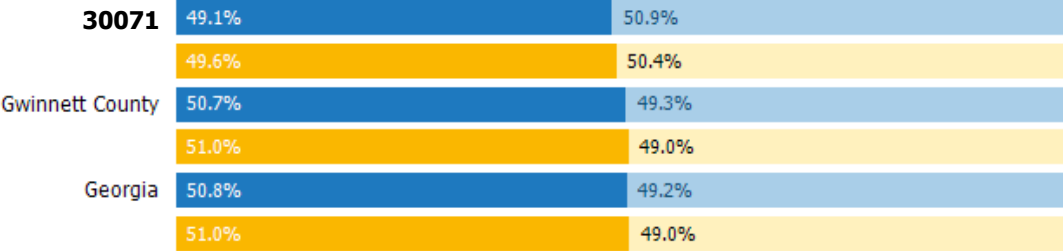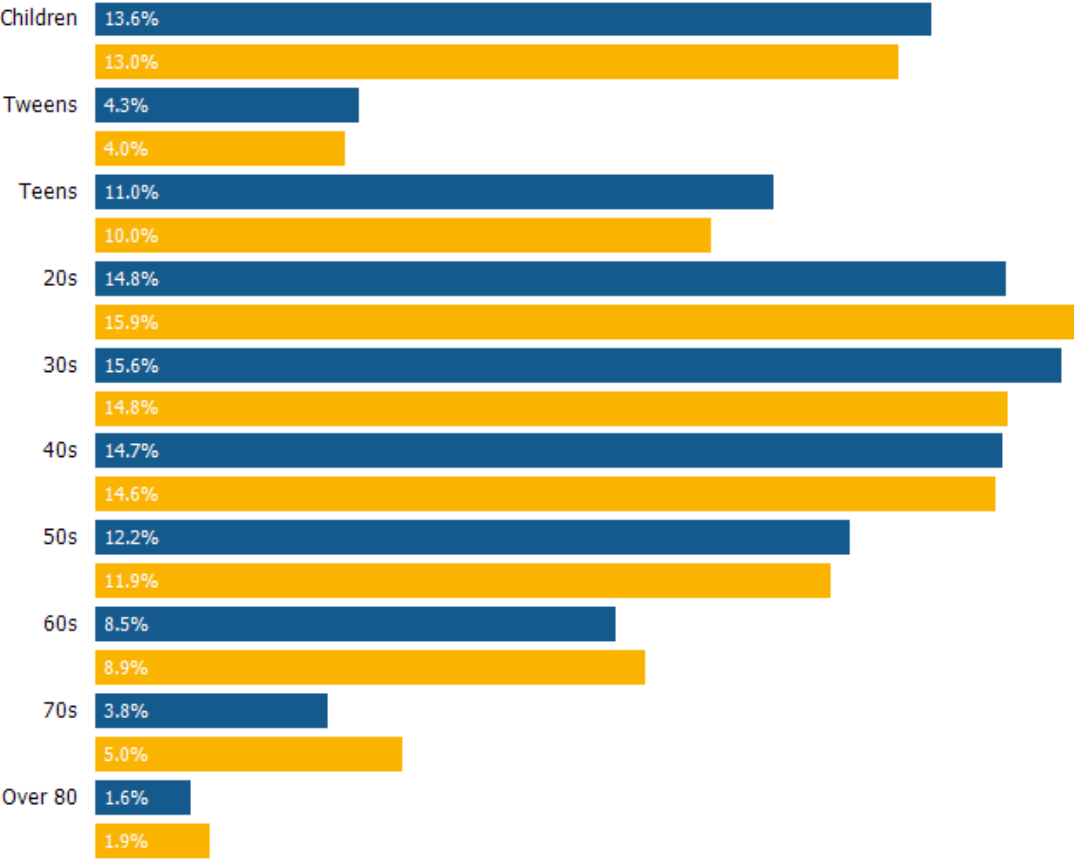| Geography	2024	2029 (Projected)
30071	23,674	24,958
Gwinnett County	873,226	906,431
Georgia	8,888,706	9,147,808

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- ■ Women 2024 2024
- ■ Men 2024 2024
- ■ Women 2029 (Projected) 2029 (Projected)
- ■ Men 2029 (Projected) 2029 (Projected)

Area	Women 2024	Men 2024	Women 2029 (Projected)	Men 2029 (Projected)
30071	49.1%	50.9%	49.6%	50.4%
Gwinnett County	50.7%	49.3%	51.0%	49.0%
Georgia	50.8%	49.2%	51.0%	49.0%

Norcross, GA 30071: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024
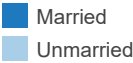
Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Geography	2024	2029 (Projected)
30071	34.0	34.9
Gwinnett County	36.7	37.4
Georgia	38.1	39.0

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Age Group	2024	2029 (Projected)
Children	13.6%	13.0%
Tweens	4.3%	4.0%
Teens	11.0%	10.0%
20s	14.8%	15.9%
30s	15.6%	14.8%
40s	14.7%	14.6%
50s	12.2%	11.9%
60s	8.5%	8.9%
70s	3.8%	5.0%
Over 80	1.6%	1.9%

Norcross, GA 30071: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Married
■ Unmarried

Area	Married	Unmarried
30071	55.1%	44.9%
Gwinnett County	54.6%	45.4%
Georgia	49.5%	50.5%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Area	Married
30071	55.1%
Gwinnett County	54.6%
Georgia	49.5%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Area	Never Married
30071	35.0%
Gwinnett County	33.6%
Georgia	34.4%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Area	Widowed
30071	3.3%
Gwinnett County	3.6%
Georgia	5.4%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Area	Divorced
30071	6.5%
Gwinnett County	8.3%
Georgia	10.6%

Norcross, GA 30071: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

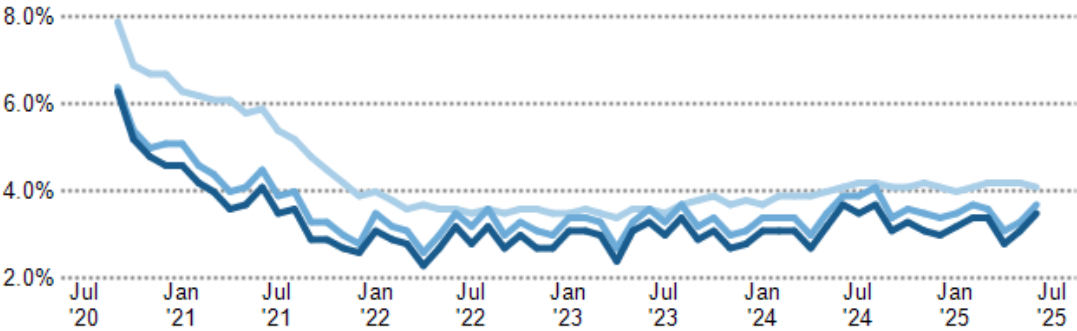- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
30071	$104,926	$120,580
Gwinnett County	$117,821	$136,686
Georgia	$107,846	$125,705

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
30071	$75,593	$90,411
Gwinnett County	$86,853	$102,813
Georgia	$77,086	$90,232

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

- 2024
- 2029 (Projected)

Geography	2024	2029 (Projected)
30071	$34,887	$40,382
Gwinnett County	$39,321	$46,155
Georgia	$40,933	$48,263

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Geography	2024
30071	$77,070
Gwinnett County	$85,954
Georgia	$78,926

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Gwinnett County
- Georgia
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

Industry	Count
Construction	1,912
Retail Trade	1,866
Professional, Scientific and Technical	1,430
Accommodation and Food	1,354
Administrative Support and Waste Management	1,352
Manufacturing	1,335
Health Care and Social Assistance	1,119
Other	901
Education	765
Finance and Insurance	646
Transportation and Warehousing	599
Public Administration	451
Wholesale Trade	359
Real Estate, Rental and Leasing	286
Information	257
Arts, Entertainment and Recreation	109
Utilities	42
Agriculture, Forestry, Fishing and Hunting	24
Mining	2
Business Management	0 or no data available

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8/14/2025

Norcross, GA 30071: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

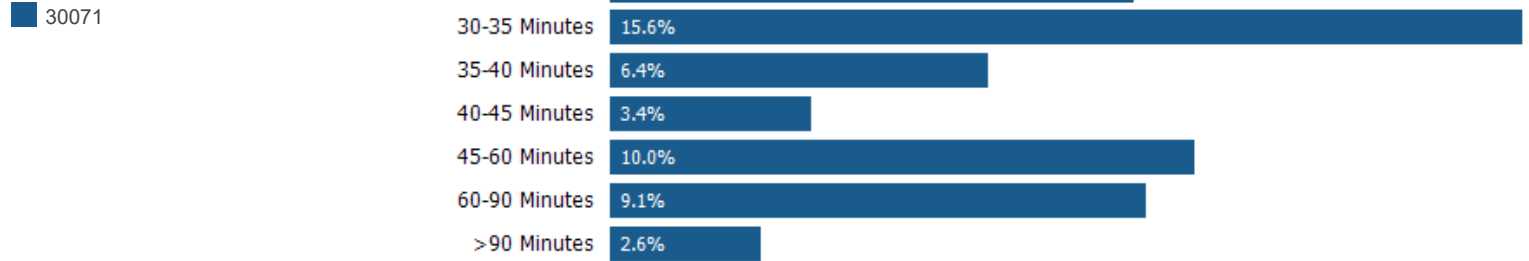|	
30071	8.9%
Gwinnett County	4.8%
Georgia	3.4%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	9.5%
Gwinnett County	4.8%
Georgia	6.0%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	2.4%
Gwinnett County	3.2%
Georgia	5.1%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	21.6%
Gwinnett County	19.9%
Georgia	22.8%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	13.4%
Gwinnett County	15.5%
Georgia	17.7%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	11.2%
Gwinnett County	10.9%
Georgia	9.5%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	20.8%
Gwinnett County	26.2%
Georgia	21.2%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071	12.3%
Gwinnett County	14.8%
Georgia	14.2%

Norcross, GA 30071: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 30071

Time	Percentage
<5 Minutes	2.8%
5-10 Minutes	6.4%
10-15 Minutes	15.0%
15-20 Minutes	10.9%
20-25 Minutes	8.9%
25-30 Minutes	8.9%
30-35 Minutes	15.6%
35-40 Minutes	6.4%
40-45 Minutes	3.4%
45-60 Minutes	10.0%
60-90 Minutes	9.1%
>90 Minutes	2.6%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 30071

Transportation	Percentage
Drive Alone	76.1%
Carpool	19.0%
Work at Home	18.0%
Public Transit	1.4%
Other	1.4%
Taxi	1.1%
Walk	1.0%
Bus	0.7%
Subway/El	0.4%
Train	0.2%

8/14/2025

Norcross, GA 30071: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

30071	$378,770
Gwinnett County	$429,600
Georgia	$373,510

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

30071	+5.5%
Gwinnett County	+1.1%
Georgia	+1.8%

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data
Update Frequency: Monthly

30071	$369,950
Gwinnett County	$459,000
Georgia	$399,000

12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data
Update Frequency: Monthly

30071	-15.9%
Gwinnett County	+0.4%
Georgia	+6.4%

Traffic Counts

Daily Traffic Counts:
- 🔺 6,001 – 15,000
- 🔺 15,001 – 30,000
- 🔺 30,001 – 50,000
- 🔺 50,001 – 100,000
- 🔺 Over 100,000 / day
- 🔺 Up 6,000 / day

🔺 1	🔺 2	🔺 3	🔺 4	🔺 5
307,127	**302,000**	**97,100**	**63,802**	**51,819**
2024 Est. daily traffic counts	2022 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts
Street: **I- 85**	Street: –	Street: **Peachtree Industrial Boulevard**	Street: **Jimmy Carter Blvd**	Street: **Jimmy Carter Blvd**
Cross: **Indian TrlLilburn Rd**	Cross: –	Cross: **B Colony Dr**	Cross: **Brook Hollow Pkwy**	Cross: **Northbelt Dr**
Cross Dir: **SW**	Cross Dir: –	Cross Dir: **NW**	Cross Dir: **N**	Cross Dir: **NW**
Dist: –	Dist: –	Dist: –	Dist: –	Dist: –

Historical counts

	1			2			3			4			5	
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
			2019	🔺 306,000	AADT	2018	🔺 94,400	AADT	2018	🔺 80,400	AADT			
			2018	🔺 311,000	AADT				2016	🔺 76,000	AADT			
			2013	🔺 290,000	AADT				2013	🔺 45,510	AADT			
									2012	🔺 45,370	AADT			

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

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Sec. 201-16. - OI office-institutional.

(a) *OI purpose.* The OI office-institutional district established to provide a location for offices, institutions and limited related service activities in buildings of high character in attractive surroundings.

(b) *OI lot development standards.*

Lot dimensions	
Minimum lot area	None
Minimum lot width	None
Minimum lot frontage	None
Minimum setbacks	
Principal building	
Front (from right-of-way)	50'
Side	0'
Rear	15' 40' if abutting a residential district
Accessory building	
From principal structure	5'
Front	Not allowed
Side	5' unless abutting a residential district, then 15'
Rear	5' unless abutting a residential district, then 15'

Maximum height	
Principal	40'
Accessory	20'
Impervious surface coverage	60%

(c) *OI supplemental regulations.*

(1) Accessory use standards—see <u>chapter 200</u>, article II, supplemental and accessory use standards.

(2) Landscape and buffering—see <u>chapter 200</u>, article V, tree conservation, buffers, and landscaping.

(3) Parking and loading—see <u>chapter 200</u>, article III, parking and loading requirements.

(4) Signs—see <u>chapter 200</u>, article IV, sign regulations.

(d) *OI permitted uses.* The following uses shall be permitted as of right in this district. Supplemental regulations for uses are in <u>chapter 200</u>, article II, supplemental use standards, as applicable.

(1) *Residential—group, institutional and social service living.*

a. Nursing care institutions, intermediate care institutions, handicapped or infirm institutions and child care institutions.

b. Institutions (other than halfway houses) where mentally ill persons are confined.

(2) *Services—office, clerical, repair, research and personal not primarily related to the sale of goods or merchandise.*

a. Banks and financial institutions.

b. Business college or business schools operated as a business enterprise.

c. Day care center.

d. Funeral home.

e. Medical clinic or dental office.

f. Personal services.

g. Professional and business offices.

h. Professional services.

(3) *Educational, cultural, religious, philanthropic, social or fraternal.*

a. Places of public assembly.

       b.   Elementary and secondary schools.

       c.   Library, museum, art gallery, art center and similar uses including associated educational and instructional activities.

   (4) *Storage and parking.*

       a.   Automobile parking garage or parking lot not located on a lot on which there is another principal use to which the parking is related.

       b.   Parking of vehicles or storage of equipment outside enclosed structures where: (i) vehicles or equipment are owned and used by the person making use of the lot, and (ii) parking or storage is more than a minor and incidental part of the overall use made of the lot.

   (5) *Miscellaneous semi-public facilities and uses.*

       a.   Museum.

       b.   Community center or recreation area.

       c.   Utility transmission and monitoring facilities.

(e) *OI special permit uses.* The following uses shall be considered special permit uses in this district. Supplemental regulations for uses are in article II, supplemental use standards, as applicable.

   (1) *Residential—miscellaneous lodging, rooms for rent situations.*

       a.   Hotel.

   (2) *Services—office, clerical, repair, research, and personal not primarily related to the sale of goods or merchandise.*

       a.   Other service establishments not listed but similar to the listed uses compatible with uses on adjoining property and meeting the intent and purpose of this district.

   (3) *Educational, cultural, religious, philanthropic, social, or fraternal.*

       a.   Private schools, trade or vocational schools.

   (4) *Food and drink.*

       a.   Catering or food preparation businesses.

       b.   Restaurants, no drive-in or drive-thru.

(f) *OI accessory uses.* Supplemental regulations for accessory uses are in chapter 200, article II, supplemental use standards, as applicable.

(Ord. No. 08-2019, § I, 6-3-2019; Ord. No. 06-2023, § I, 7-10-2023)

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In addition, he is a former Army Officer with the 1st Cavalry Division (***Top Secret Clearance***), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.

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