



# Path Forward:

City of Stonecrest  
Economic Development Plan

January 2024

Prepared by:

Three Points Planning  
Thomas & Hutton  
Gaskin + LeCraw  
Nickel Works Consulting



# ACKNOWLEDGMENTS

The City of Stonecrest's Economic Development Plan was created to reflect the vision and assets of the City of Stonecrest. The Thomas & Hutton Team would like to thank the following individuals and organizations for contributing their time and thoughts to the Economic Development Plan process.

## City of Stonecrest Mayor & City Council

Jazzmin Cobble, Mayor  
Tara Graves, District 1  
Robert Turner, District 2  
Alecia Washington, District 3  
George Turner, District 4  
Tammy Grimes, District 5

## DeKalb County

Commissioner Mereda Davis Johnson, District 5  
Commissioner Lorraine Cochran Johnson, Super District 7

## City Staff

Gia Scruggs, Interim City Manager  
Christian Green, Economic Development Director  
Ashley Sailor, Economic Development  
Ray White, Planning Director

## Economic Development Steering Committee Members

Sid Barron  
Joe Coleman  
Revonda Cosby  
Dorian Debarr, Decide DeKalb  
Shelbia Jackson, Decide DeKalb  
Bernard Knight (Stonecrest Industrial Council)  
Dave Marcus  
Thad Mayfield  
Minal Patel  
Christopher Seabrook  
Jetha Wagner  
Andrew Wells

## Stonecrest Planning and Zoning Board

Eric Hubbard, Chairman  
Pearl Hollis  
Joyce Walker

## Local Organizations and Partners

Sunny Anderson, Decide DeKalb  
Brooke Perez, Georgia Power/Southern Company  
Christopher Sanders, East Metro Community Improvement District  
Rondah Thomas, Georgia Power/Southern Company  
Stonecrest Industrial Council



And most importantly, the residents and business representatives of the City of Stonecrest who participated in the public meeting and survey.

# TABLE OF CONTENTS

<b>Acknowledgments</b> .....	<b>2</b>	<b>Previous Planning Documents</b> .....	<b>42</b>
<b>Executive Summary</b> .....	<b>4</b>	Stonecrest Area Plans .....	43
<b>Economic Development Planning in Stonecrest</b> ....	<b>6</b>	Comprehensive Plan Findings.....	43
Economic Development Focus .....	7	DeKalb County Industrial Inventory Study Takeaways .....	46
Stonecrest Economic Development Plan Intent .....	8	City of Stonecrest Transportation Plan Takeaways.....	47
Stonecrest Economic Development Plan Approach.....	9	City of Stonecrest Film and Entertainment Strategy Takeaways.....	48
<b>Community and Stakeholder Engagement</b> .....	<b>10</b>	<b>Path Forward Recommendations</b> .....	<b>49</b>
Community & Stakeholder Engagement Approach and Tools.....	11	Organizational Infrastructure Roles and Responsibilities.....	51
Methodology .....	12	Processes.....	58
Summary of Input.....	13	Tools.....	60
<b>Area Assets and Characteristics</b> .....	<b>16</b>	Marketing.....	63
A Brief History of Stonecrest .....	17	Land Development .....	65
Location .....	18	Creating a Sense of Place .....	66
Transportation .....	19	Target Sectors and Industries .....	68
Population .....	20	Targeted Industry Sector - Retail .....	70
Demographic Characteristics.....	21	Tourist Trail .....	72
Population Assets Summary .....	23	Workforce Infrastructure.....	73
Education .....	24	Housing.....	74
Higher Education in Stonecrest .....	25	<b>Implementation Summaries and Timelines</b> .....	<b>75</b>
Higher Education around Stonecrest / Metro Atlanta .....	26	<b>Appendices</b> .....	<b>86</b>
Housing .....	27	Appendix A – Stakeholder & Community Engagement.....	87
New Housing Projects .....	28	Appendix B – Retail Data.....	107
Housing Affordability in Stonecrest.....	29	Appendix C – EDPAC Recommendations.....	108
<b>Local Assets</b> .....	<b>30</b>		
Stonecrest Mall Area .....	31		
<b>Economic Profile - Stonecrest</b> .....	<b>33</b>		
Stonecrest’s Employment Profile.....	33		
Stonecrest Home and Work Area Labor Profile.....	36		
Notable Recent Stonecrest Development Projects .....	37		
Stonecrest Businesses by Type.....	38		
<b>Economic Profile – Regional</b> .....	<b>39</b>		
Industrial Activity .....	39		
Retail Activity Analysis .....	40		
Retail Market Leakage Opportunity .....	41		



Three Points Planning



Nickel Works Consulting, LLC

# EXECUTIVE SUMMARY



The City of Stonecrest's Economic Development Plan, **Path Forward** is created to reflect the young city's vision and assets to facilitate economic opportunities in support of the City's overall development. The plan's focus is to create a strong organizational foundation and engage in supportive activities that improve the lives of the residents, increase the tax base, create quality jobs and attract valuable businesses and services to the community.

This document outlines the intent of creating such a plan, reviews the City's history, economic profile, and notable recent development projects. In developing the plan, the Team enlisted community and stakeholder input through community meetings, online surveys, and stakeholder meetings. The valuable insights garnered from the public engagement combined with the data collected for the City, region, and national trends provided the background for developing the action plan. This action plan and its elements are all highly integrated with recommendations in one area supporting another. This maximizes resources and creates a stronger framework for development.

The plan highlights five areas for the City's to prioritize its economic development activities: organizational infrastructure, marketing, land development, targeted economic sectors, and workforce infrastructure. One of the critical areas outlined in the plan is to rework local government processes to improve efficiency and transparency and promote cooperation and collaboration between departments, local and regional organizations, and with the business community and residents. An essential component of this organizational infrastructure and marketing to rebuild the city's reputation both internally and externally ensuring certainty when working with local government. Another emphasis is to create a strong identity and sense of place in Stonecrest by enlivening and creating meaningful spaces. These spaces offer the community places to gather, obtain goods and services, and recreate all while supporting small businesses in a City Center and other development locations. The small business development recommendations support and create opportunities for entrepreneurs and some of the targeted business sectors. The targeted industries and sectors recommendations build upon regional activities and assets. Finally, the workforce infrastructure components not only support the attraction of new businesses, expansion of existing businesses, and improvement of the quality of life of the City's workers, they also provide general housing recommendations that will support local workforce and bolster local market demand. The plan concludes with prioritized timelines and organizational partnerships.

The comprehensive approach to economic development proposed in the Plan establishes critical building blocks and when this plan is used to guide economic development initiatives will ideally create a clear **Path Forward** for successful economic development throughout the City.



# ECONOMIC DEVELOPMENT PLANNING IN STONECREST



## Economic Development Focus

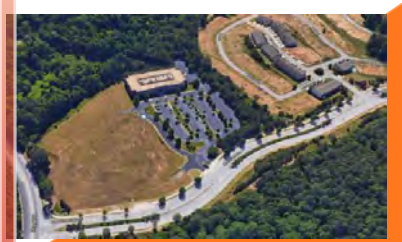
As a new city, Stonecrest adopted its first comprehensive plan in 2019. One of the Comprehensive Plan's main recommendations was to develop an Economic Development Plan that could engage the community and guide City Staff toward specific objectives and programs to support economic growth.

Recognizing that early Economic Development initiatives were inconsistent, the City is facing regional and internal development pressures that have brought urgency to this effort. These pressures include large regional projects increasing demand for industrial space, a rapidly shifting retail landscape forcing regional malls nationwide to reinvent

themselves, hybrid work impacting commercial space needs and increasing remote workers, and the need to create higher-paying local employment opportunities and pathways for youth.

By implementing the recommendations from this Economic Development Plan, the City has an opportunity at this juncture, under new leadership with elected officials, new City Administration, a new Economic Development Director, and reconstituted Boards, to begin to address the necessary steps required to mold its economic development and community's future.

## City of Stonecrest COMPREHENSIVE PLAN 2038



## Stonecrest Economic Development Plan Intent

Stonecrest is a relatively young city, having been granted its charter in 2016 and began operations as a City in 2017. One of the primary goals for incorporating as a City was to increase the residents' quality of life through control over job and business attraction and investment in the workforce. As part of an overall planning strategy to support development in the young city, the City of Stonecrest commissioned an Economic Development Plan.

The intent of this Plan is to outline a **Path Forward** for the City of Stonecrest. The Plan will allow the City to create an economic development future for Stonecrest that is **sustainable** and **resilient**, creates **opportunities** for Stonecrest's existing and future populations, focuses on **quality business** and **job creation** building upon the City's assets, addresses the concerns and needs of the residents and business in the City, and builds **confidence** in the future of the City of Stonecrest.



Credit: Thomas & Hutton

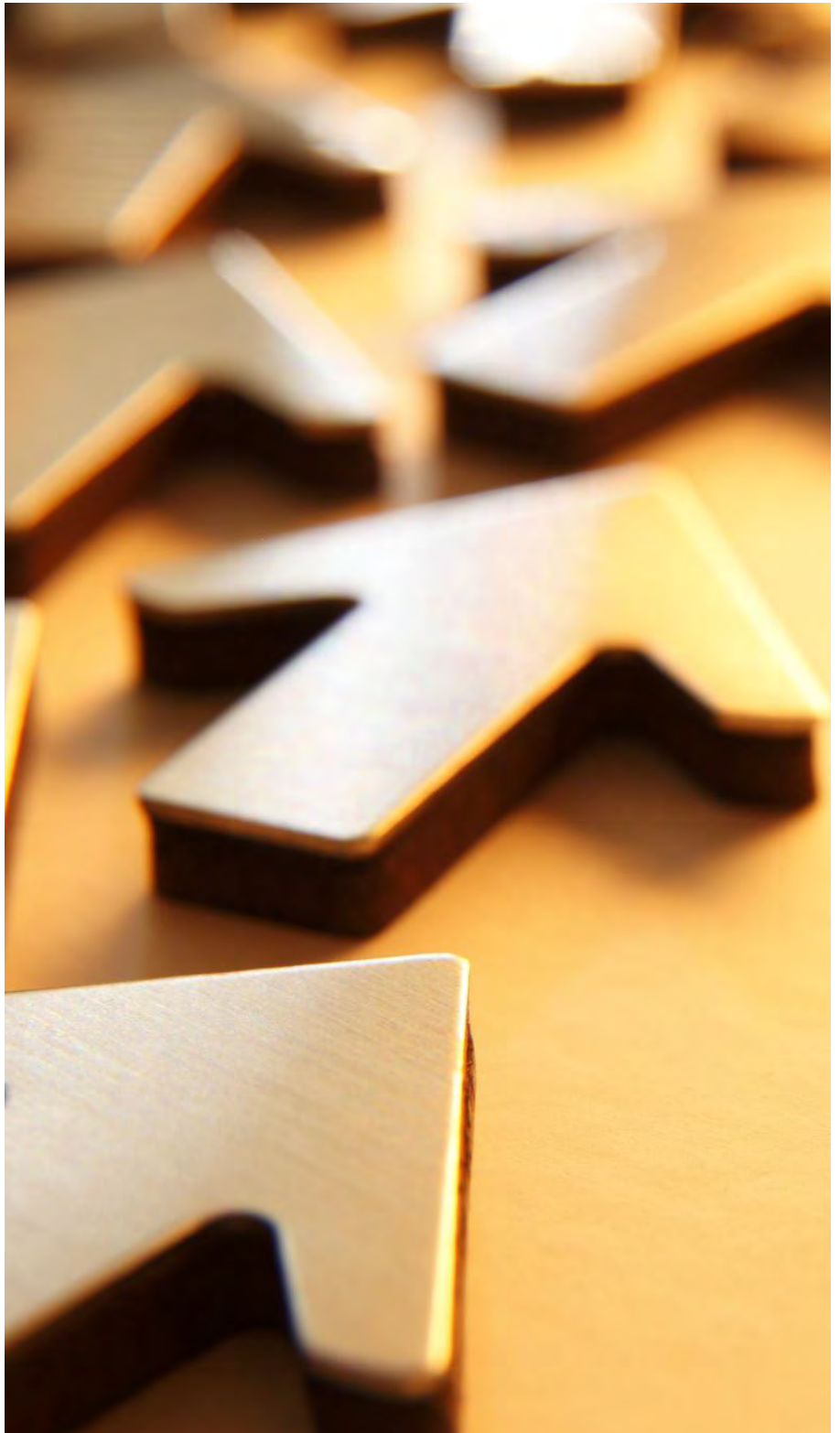


## Stonecrest Economic Development Plan Approach

In developing this Plan, the Team used an assets-based approach. Asset-based economic development focuses on identifying and developing community assets such as the natural environmental, sociocultural, and economic conditions. This approach builds capacity in communities and strengthens connections within regions. As part of the process, we reviewed previous plans and initiatives, inventoried existing assets, identified existing policies and processes, gathered input from the public, City Officials and staff, and key stakeholders, and examined regional conditions.

The data provided an overwhelming consensus – **the City requires a strong foundation and dedicated direction for its economic development future.** The desires of the community are broad and can be pursued once the building blocks have been established and key components have been put into place.

This Plan provides immediate (less than one year), short-term (one to three years) and long-term (three to five years) recommendations. Some elements have been identified by the City as important and while they are desired, the essential components should be addressed initially. The City of Stonecrest can achieve much of its vision, however, Stonecrest’s **Path Forward** requires developing the “Path” infrastructure first. As the Path opens up slowly and confidently, it will continue to grow and evolve allowing for broad development built on a solid foundation.



# COMMUNITY AND STAKEHOLDER ENGAGEMENT



# Community & Stakeholder Engagement Approach and Tools

Our belief is **economic development is a community effort**. Engaging the community to assist in developing the Plan was a critical component as Economic Development Staff are supported by the Council, Development Authority, Planning Commission, business community, and the community-at-large who serve as everyday ambassadors and contributors to the local economy.

Nickel Works Consulting provided the community outreach program for the Plan development. The outreach was structured to obtain feedback in a myriad of ways to obtain a wide variety of perspectives. The tools used for community and stakeholder feedback were a community meeting, an online survey, small group discussions, and individual interviews.



The Team held a Community Visioning Session in April 2023, conducted an Online Survey from May to June 2023 that was distributed through the City, held small group discussions online and conducted one-on-one interviews online and via telephone.

A general narrative explaining the methodology, goals and purposes is available in Appendix A.

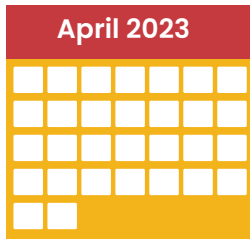
**Community Meeting**

**Online Survey**

**Small Group Discussions**

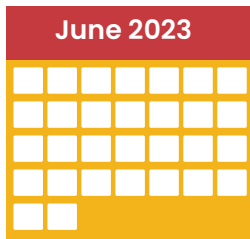
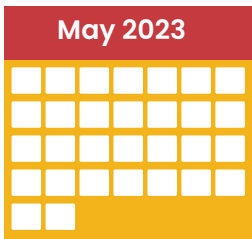
**Individual Interviews**

## Methodology



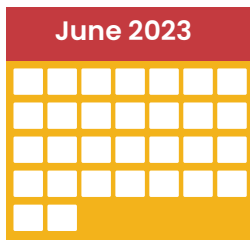
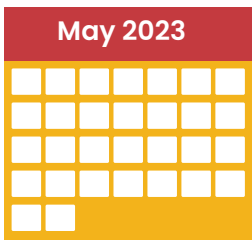
### COMMUNITY MEETING April 12, 2023

The Community Meeting was held at Browns Mill Recreational Facility with approximately 80 people in attendance. During the meeting, the Team utilized a mapping exercise to allow stakeholders to show their preferred locations for specific development types. The Team engaged with participants and asked questions (Future Goals for Stonecrest, the Identity of Stonecrest, and the Challenges Stonecrest is presented with).



### STAKEHOLDER MEETINGS May to June 2023

The City helped to identify stakeholder groups to ensure that residents, property owners, business owners, business operators, government employees and elected officials all had the opportunity to make their feelings known. This diverse cross-section of persons shared their thoughts which illustrated the issues that most commonly appeared as concerns. The Team hosted virtual small group and individual interviews and developed a narrative explaining the methodology and results.



### ONLINE SURVEY METHODOLOGY May to June 2023

The Online Survey was distributed to the City and related organizations to encourage participation. Open for 8 weeks, the Team received 59 usable responses.

## Summary of Input

### Good Governance & Transparency

The City of Stonecrest has experienced a lot in its short history. Past scandals shook the stakeholder base's faith in the city as an institution. The city has begun to recover, but there is still much work to be done. Stakeholders frequently expressed the need for improvements in the city government's operational efficiency. Difficulties in securing business licenses are a common complaint. Frequent turnover of city staff and the associated loss of institutional knowledge and compromised continuity also hurt stakeholders' ability to interface with city government.

### Available Inventory

Stakeholders expressed the need for data gathering for a variety of purposes. For example, cataloging properties available for occupancy and/or development or taking a census of employment needs and worker skill sets. Economic developers could use these data sets to market available sites to site selectors or play matchmaker between employers seeking workers and job seekers with the necessary skill sets.



## Municipal/Community Disconnect

There were several areas where stakeholders' outlooks on issues were based on misunderstood relationships or data. For example, the need for improvements to certain municipal services was commonly expressed. However, many of those services are managed under the auspices of DeKalb County and thus not controlled by the city government. That disconnect between perception and reality must be addressed so that stakeholders are able to appropriately interface with the municipal apparatus.

## City Identity & Rebranding

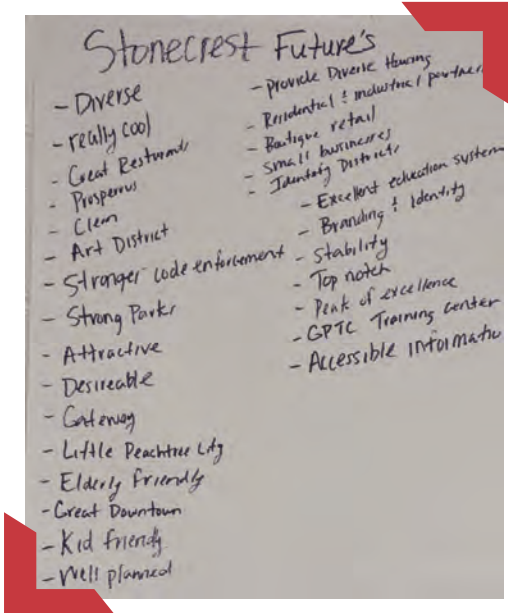
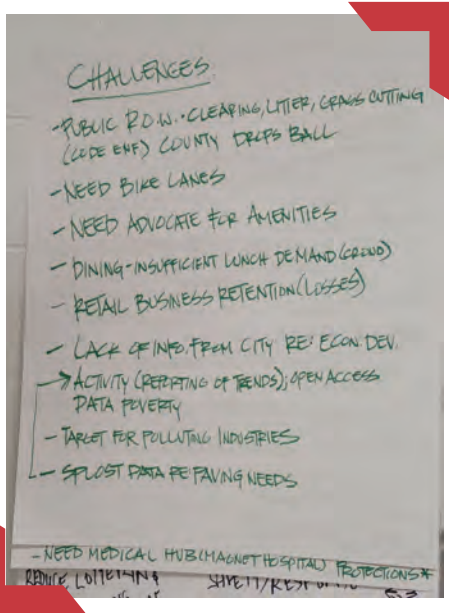
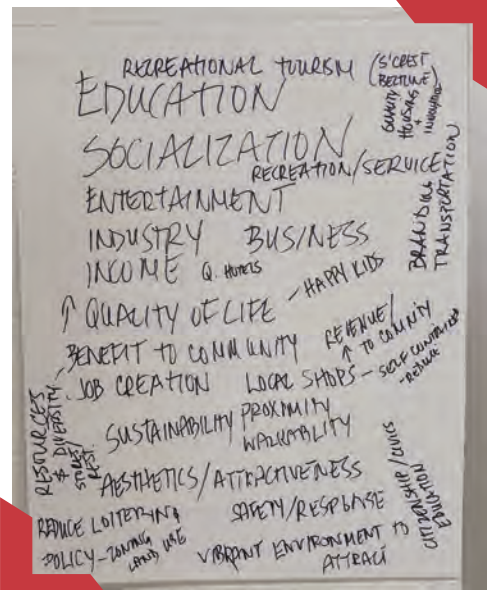
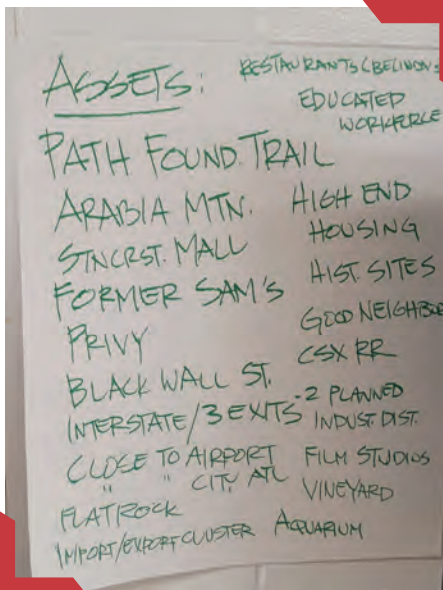
Stakeholders seemed to agree that there was a need for a clear vision for the City of Stonecrest. Given the city's short history, enough time has not elapsed to allow for the city to develop a clear identity. There is inadequate signage alerting persons that they are entering the city. Most are unaware when they are crossing into or out of the city limits. Additionally, a new identity and "brand" for the City of Stonecrest is needed to shake off the stigma of negative experiences.



## Public Safety Perceptions

The City of Stonecrest, like any other municipality, has some crime. Many stakeholders complained about crime in the city. Some acknowledged that actual crime might not be in line with the perception of crime. For example, the prevailing perception of crime in the city may be greater than the actual incidence of crime in the city.

The aesthetics of the city were also related to this subject. "Broken windows" theory pervades the thoughts of some stakeholders; areas that appear unkempt to stakeholders appear to be crime-ridden whether that is true or not. In addition to crime, other public safety concerns surrounding pedestrian safety were also commonly expressed as a concern.



# AREA ASSETS AND CHARACTERISTICS





## A Brief History of Stonecrest

The area comprising current-day Stonecrest is steeped in history. Inhabited originally by the Creek and Cherokee, the area was later claimed in the 1820s by white settlers. The area developed along a stagecoach route and was peppered with farms and plantations. After the Civil War, many African Americans stayed in the area and developed the Flat Rock community. The area remained a predominantly African American community in unincorporated DeKalb County until 2016 when through an Act of the Georgia General Assembly, the City of Stonecrest was formed.

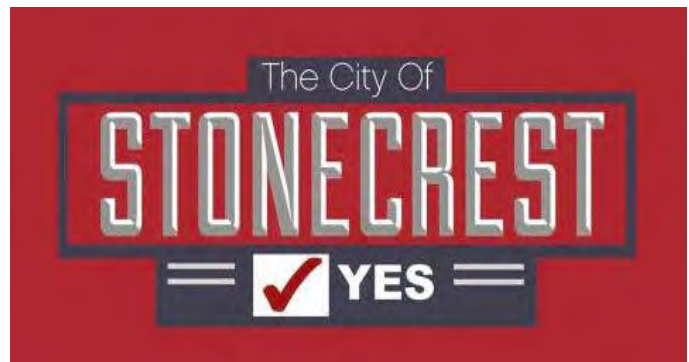
The City of Stonecrest is governed by a six-member Mayor and City Council utilizing the Council/Manager form of government. The Mayor and City Council set the policy and direction; the City Manager oversees the day-to-day operations of the organization which consists of a team of 56 employees, not including contracted, part-time, and seasonal staff. The city is a limited services municipality with in-house departments as well as contracted services with DeKalb County and consultants as needed.

In its early days of Cityhood, the City of Stonecrest had the misfortune of a devastating administrative scandal involving misappropriation of CARES Act funds which tarnished the City's reputation with the community and outsiders. Further eroding confidence between the City and the community at large have been lawsuits against service providers for breach of contract for service provision, other litigation, and high turnover rates of staff.

While these negative experiences are a blemish on the reputation of Stonecrest and remnants still exist, Stonecrest has the ability to diligently restore its reputation and demonstrate it is a well-functioning, viable, and attractive place to do business and to live. This Economic Development Plan and its recommendations are one element toward establishing this new reputation.



Credit: United States Army Corps of Topographical Engineers, Public domain, via Wikimedia Commons



Credit: City of Stonecrest Comp Plan 2038

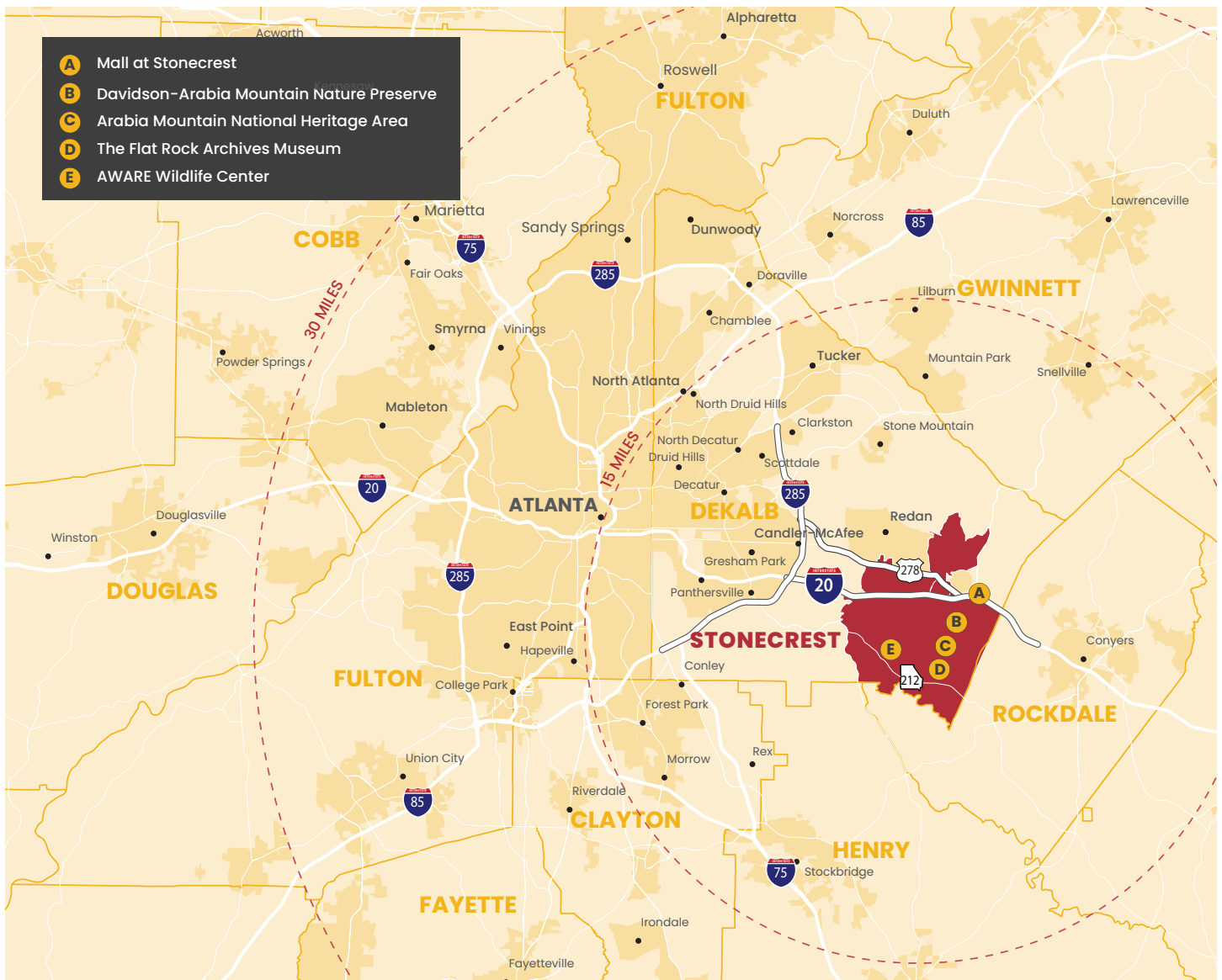
## Location

Situated in southeastern DeKalb County, the City of Stonecrest encompasses 29 square miles. Located just over 15 miles from downtown Atlanta, the City is connected to Metro Atlanta region via Interstate 20 (I-20) and State Route 278 (SR 278) linking to Interstate 285 (I-285).

I-20 separates the City into a northern area which includes residential neighborhoods, commercial development along Covington Highway, industrial parks that date to the 1960s and

quarries that predate incorporation by 130 years. South of I-20 land uses are primarily regional retail and lodging, suburban neighborhoods and substantial outdoor recreation areas.

Most recognizably, the Mall at Stonecrest, Arabia Mountain National Heritage Area, Davidson-Arabia Nature Preserve, Flat Rock Archives, AWARE Wildlife Rescue Center are key destinations.



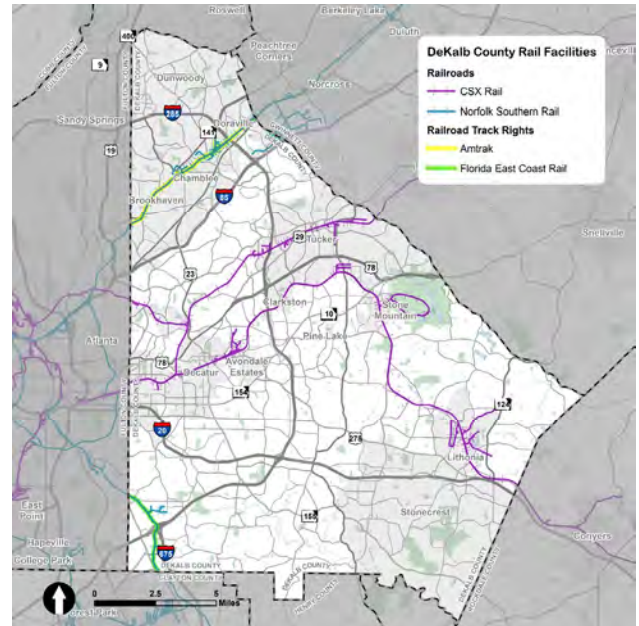
Credit: Thomas & Hutton

# Transportation

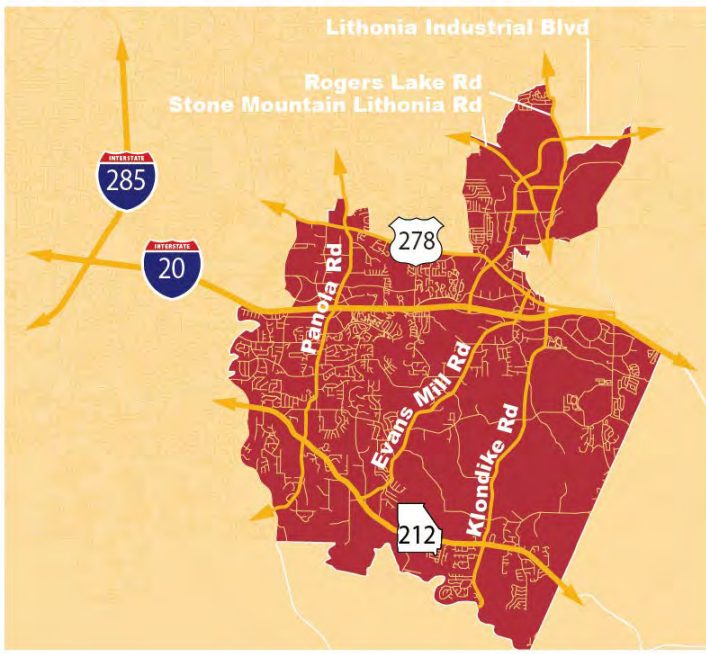
Most of the roadways in the City of Stonecrest are two-lane roads. Four-lane roads are found mainly in northern Stonecrest in areas near I-20. These roadways include US 278 (Covington Highway), SR 124 (Turner Hill Road), SR 155 (Snapfinger Road) Lithonia Industrial Boulevard, Mall Parkway, Snapfinger Woods Drive, Panola Industrial Boulevard, Stonecrest Industrial Way and Panola Road. I-20 is the only roadway in Stonecrest with six or more travel lanes.

CSX serves the northern portion of Stonecrest.

Transit is limited to the northern portion of Stonecrest adjacent to I-20 and northward, including five MARTA routes and three GRTA express routes. A \$1 million federal grant through the 2023 Community Project Funding will fund the design for MARTA’s Stonecrest Transit Hub to include covered waiting areas, fare vending, real-time arrival/information, and public restrooms. Enhanced amenities along with easier bus-to-bus transfers will improve the transit experience for constituents. A service building will offer restrooms, customer service windows, and operator relief facilities Two locations, both at the Mall at Stonecrest are being considered. One option is on the north end of The Mall at Stonecrest while the other is west of the mall.



Rail Facilities Map



Transportation Map



Marta Map

## Population

The population of Stonecrest is estimated at almost 60,000 with approximately 91% of the population identifying one race African-American.



The average household size is 2.9 persons and the median age is 34.5 years.

36% of the household families are led by a single person with a majority of those as female led; 25% are married family households. 39% are nonfamily households.



The median commute time is 38 min.  
69% of commuters drive alone.  
10% carpool  
3.5% take transit  
14.5% work from home

Median household income in Stonecrest is \$63,438  
African American median household income is \$65,101 (compared to \$50,901 nationally and \$57,293 across Georgia).



28% have a bachelor's degree or higher and 9% have less than a high school diploma.

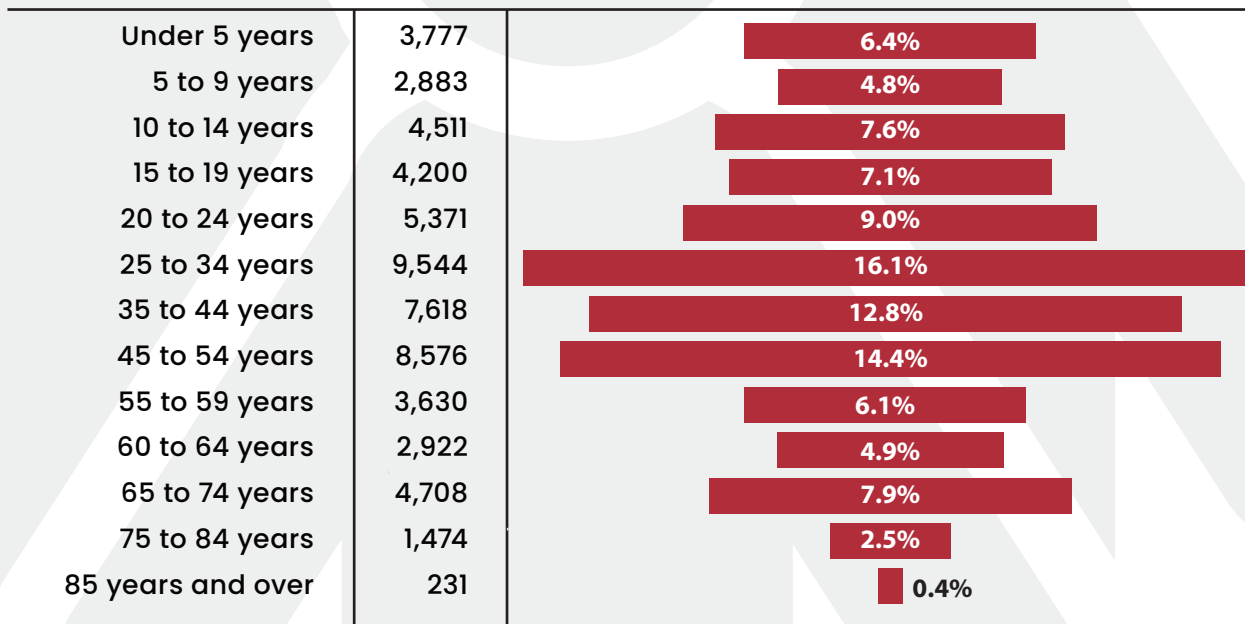
\*Note all demographic data taken from the American Community Survey, 2022. Released December 2023.

## Demographic Characteristics

### Stonecrest Total Population

	<b>59,445</b>	<b>100%</b>
Male	27,102	45.6%
Female	32,343	54.4%

### Stonecrest Population by Age



### Stonecrest Population by Race

	<b>59,445</b>	<b>59,445</b>
One race	56,664	95.3%
White	1,674	2.8%
Black or African American	54,018	90.9%
American Indian and Alaska Native	89	0.1%
Asian	218	0.4%
Native Hawaiian and Other Pacific Islander	37	0.1%
Some Other Race	628	1.1%

Population Data from American Community Survey, 2022

## Stonecrest Median Income

Household income by race and Hispanic or Latino origin of householder

	Number of Households	Percent Distribution	Median income (dollars)
Households	20,439		\$57,226
One race			
White	565	2.8%	\$61,719
Black or African American	19,131	93.6%	\$65,101
American Indian and Alaska Native	55	0.3%	\$45,972
Asian	39	0.2%	-
Native Hawaiian and Other Pacific Islander	0	0%	-
Some other race	157	0.8%	\$53,806
Two or more races	492	2.4%	\$53,583
Hispanic or Latino origin (of any race)	463	2.3%	\$61,771
White alone, not Hispanic or Latino	436	2.6%	-

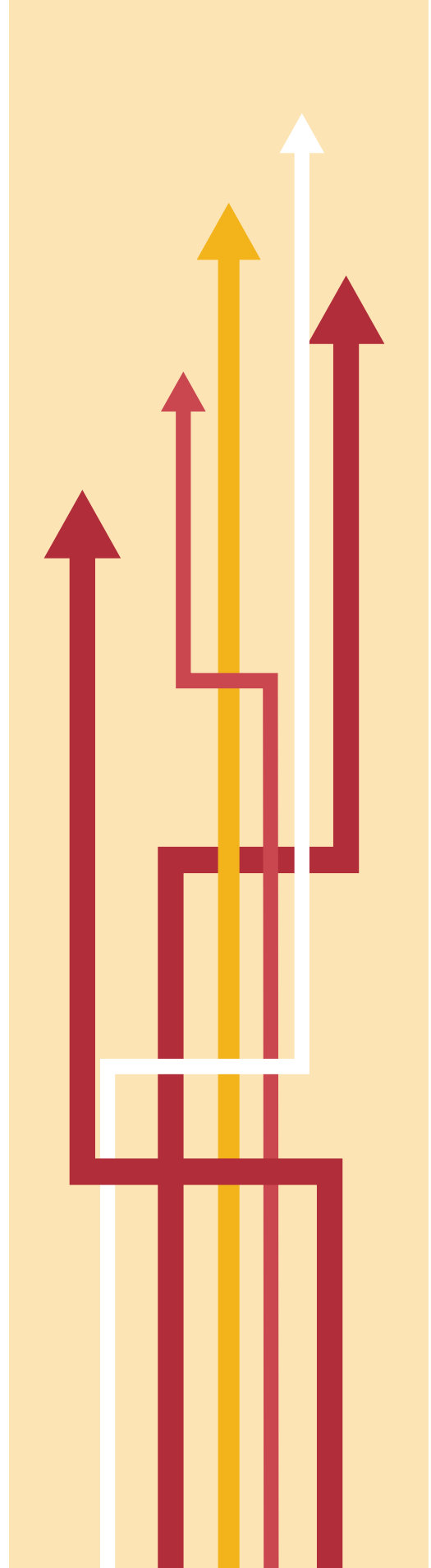
## Stonecrest Residents' Educational Attainment

Population 25 years and over	38,703	38,703
Less than 9th grade	1,318	3.4%
9th to 12th grade, no diploma	2,272	5.9%
High school graduate (includes equivalency)	10,498	27.1%
Some college, no degree	9,841	25.4%
Associate's degree	4,070	10.5%
Bachelor's degree	6,634	17.1%
Graduate or professional degree	4,070	10.5%
High school graduate or higher	35,113	90.7%
Bachelor's degree or higher	10,704	27.7%

Population Data from American Community Survey, 2022

## Population Assets Summary

- The median income for Black or African-American Stonecrest residents is higher than in Georgia or the United States and thus has been celebrated as one of the wealthiest, majority African-American cities in Georgia.
- Of the population that is 25 years and older, almost 65% have at least some college or greater educational attainment. Over 29% have a Bachelor's or Graduate Degree.
- The median commute time of 38 minutes and large number of single headed households suggest quality local employment for residents could support families.
- Current resident employment is distributed mainly within management, production, and sales occupations.
- Current industries represented in the local workforce are educational services, health care and social assistance, professional services, transportation, and retail trade.



## Education

Stonecrest is part of the DeKalb County School District with eight (8) elementary schools, three (3) middle schools, and four (4) high schools.

### Elementary schools

- Murphy Candler
- Fairington
- Flat Rock
- Panola Way
- Stoneview
- Redan
- Princeton
- Rock Chapel

### Middle schools

- Salem Middle School
- Lithonia Middle School
- Miller Grove Middle School

### High schools

- Lithonia High School
- Miller Grove High School
- Martin Luther King High School
- Arabia Mountain High School\*



**Arabia Mountain High School Academy of Engineering Medicine and Environmental Studies** is a magnet school using the Environment as an Integrating Context for learning model located on the edge of the Arabia Mountain green space. This public high school opened in August 2009. It is a LEED-certified building and uses the “Environment as an Integrating Context for learning” (EIC) curriculum. It is connected to the nature preserve via a spur bicycle path.



*Credit: Nearmap*



## Higher Education in Stonecrest

### Georgia Piedmont Technical College (GPTC)

- Programs of Study, including Degrees, Diplomas, and Certificates
- Automotive
- Business
- Computers
- Early Childhood Care & Education
- Electronics & Engineering Technology
- Healthcare
- Industrial
- Interdisciplinary Studies\*



- Media
- Professional Services\*\*
- Public Safety & Legal Studies
- Quick Track/Commercial Truck Driving\*\*\*

*\*Offered only as Degrees and Technical Certificate of Credit*  
*\*\*Offered only as Diplomas and Technical Certificate of Credit*  
*\*\*\*Offered only as Technical Certificate of Credit*



Credit:

### GPTC's Regional Transportation Training Center

Located in the City Of Stonecrest and with assistance from the City Council with \$500,000 in funds from the American Rescue Plan (ARPA), the new \$5.8 Million Regional Training Center will house continuing education and workforce training for skilled workers for the transportation industry, notably commercial truck drivers, diesel technology, automotive technology, logistics, and distribution workers.

The facility will also be a short-term training hub for its forklift certification program and include incubator space for transportation start-ups and entrepreneurship opportunities.

## Higher Education around Stonecrest / Metro Atlanta

In addition to Georgia Piedmont Technical College, higher education opportunities are abundant in the Metro Atlanta area outside of Stonecrest. These educational institutions and their resources are regional assets with whom Economic

Development initiatives may be partnered, residents may attend, and local businesses can use to recruit and train employees.

- Agnes Scott College
- American InterContinental University
- Art Institute of Atlanta
- Ashworth College (Norcross)
- Atlanta Metropolitan State College
- Atlanta Technical College
- Brenau University
- Carver College
- Chamberlain College of Nursing
- Clark Atlanta University
- Clayton State University (Morrow)
- Columbia Theological Seminary (Decatur)
- DeVry University
- Emory University
- Evangeline Booth College (The Salvation Army)
- Georgia Institute of Technology
- Georgia State University
- Herzing College
- Interdenominational Theological Center
- John Marshall Law School
- Kennesaw State University (Kennesaw)
- Life University (Marietta)
- Mercer University (Cecil B. Day Graduate and Professional Campus)
- Morehouse College
- Morris Brown College
- Oglethorpe University (Brookhaven)
- Philadelphia College of Osteopathic Medicine (Georgia campus) (Suwanee)
- Savannah College of Art and Design (Atlanta campus)
- Spelman College
- University of Georgia (Gwinnett Campus) (Lawrenceville); (Main Campus) (Athens)
- University of Georgia (Terry College of Business Atlanta Center)
- Georgia Film Academy,
- Georgia FinTech Academy
- Georgia Biosciences Training Center

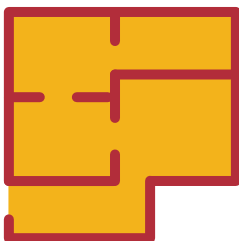
## Housing

In June 2023, the median listing home price in Stonecrest, GA was \$289,900.  
Median home prices in the Metro Atlanta area were \$418,000.  
The median listing home price per square foot was \$146.  
The median home sold price was \$260,000.



The median gross rent in 2021 was \$1,226.  
The cost of currently available rental units ranges from \$1,020 /month to \$2,500 /month.

The owner-occupied housing unit rate in Stonecrest is 48%.  
Comparatively, the rates are 69% in Metro Atlanta and 68% across Georgia.  
The median value of owner-occupied housing units in 2021 was \$147,000.  
Eight (8) percent of owners do not have a mortgage.



Eighty-eight (88) percent of units are occupied in the City.  
There are 9,331 housing units in Stonecrest.  
The median year built was 1987.  
Forty-four (44) percent of the housing has been built since 2000.  
One hundred seventy-nine (179) residential building permits were issued between January 2022 and June 2023.

## New Housing Projects

Similar to most jurisdictions, housing costs in Stonecrest have been on the rise. Residential construction has been steady in the City with a number of large projects coming online for single-family and single-family attached homes. In Stonecrest (September 2023), there were approximately 54 homes for sale. Of the 22 homes for rent, the costs ranged from \$1,700 to \$3,500 with an average of \$2,000 per month.

New homes have an advantage over existing homes because of availability. In other words, they are ready for move-in. One hundred and seventy-nine (179) new residential construction permits were issued in 2023.

New developments in the pipeline include (approved and under review):



*Credit: Adobe Stock*

- Browns Mill Road and Evans Mills Road (Flat Rock Hills Phases, 3, 4A and 4B)  
58 single-family detached
- Browns Mills Road (Tiny Home)
- Browns Mills Road/Main Street (The Enclave at Arabia Mountain)
- Chupp Road (Heritage at Stonecrest)
- Hayden Quarry Road (Parkland Communities)
- Hayden Quarry Road (Crestview Pointe)
- Hayden Quarry Road (Hayden Quarry)
- Klondike Road (Klondike Road Townhomes)  
single-family attached
- Miller Grove Road
- McDaniel Mill Road
- Rock Springs Road (Highland Park)
- Rockland Road (Flat Rock Village) Hayden Quarry Road (Crestwind Township)
- Shady Maple Way (The Parks at Stonecrest)
- South Stone Mountain Road (Stonecrest Estates)  
198 single-family detached and 132 attached
- Thompson Mill Road (The Falls at Thompson Mill)  
13 single-family detached
- Turner Hill Road - 86 single family attached

## Housing Affordability in Stonecrest

In Stonecrest, there is not necessarily a housing availability issue, but there is a housing affordability concern. In general, housing affordability means paying less than 30% of gross income for annual housing costs. Anything over 30% indicates a household is housing cost-burdened.

With a \$63,438 household median income, **affordable housing** should cost approximately **\$1,585 per month** or a **\$217,000 mortgage**. The median gross rent in Stonecrest is \$1,226 or on the cusp of affordability with newer units costing substantially more. Median sales prices for homes are now \$289,000.

**57% of Stonecrest residents are housing-cost burdened.** This is higher than DeKalb, Atlanta, and Georgia. When adding transportation costs (38 min median commute) to the housing costs, transportation and housing costs can exceed 58% of the household income further burdening households.

Three non-exclusive strategies can alleviate the household income burden discussed above:

- Attract more suitable jobs to Stonecrest to reduce
- Increase housing options that are affordable
- Increase skills of residents for employment that fetches higher wage.

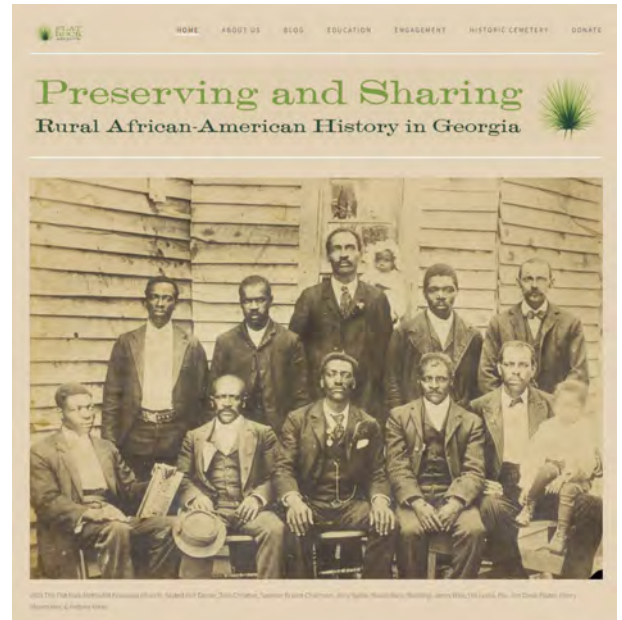
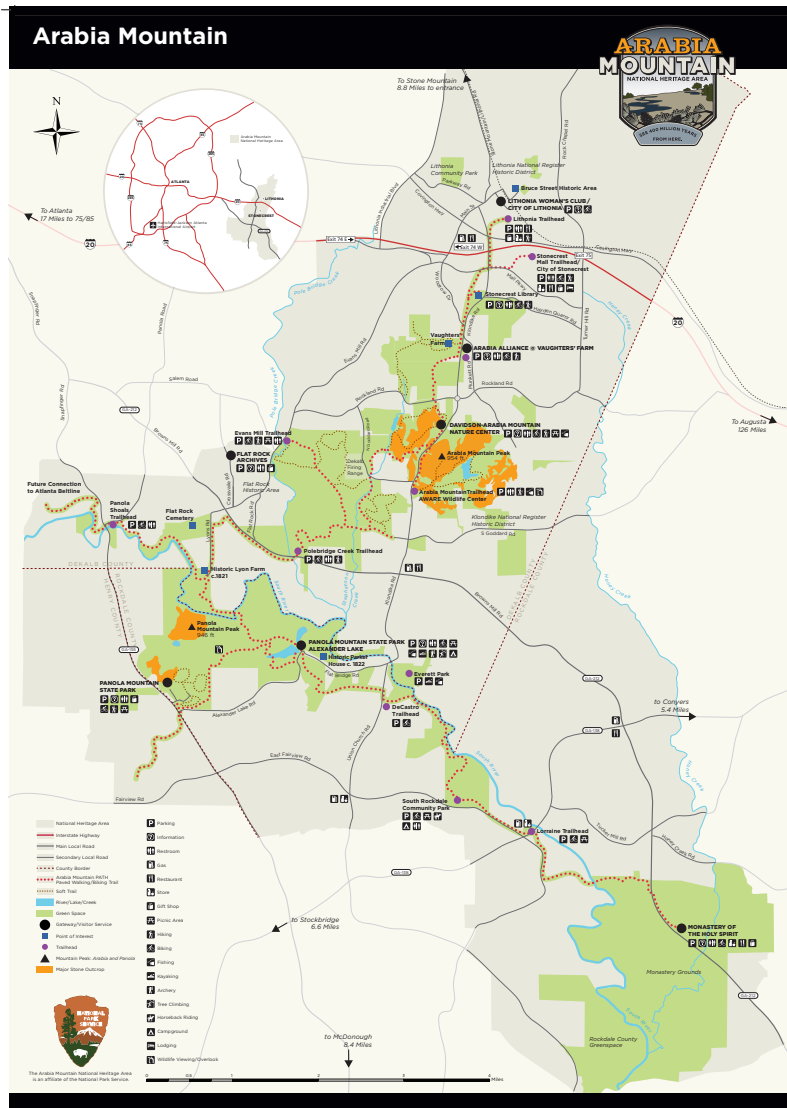


Savannah Gardens, Savannah GA | Credit: Thomas & Hutton

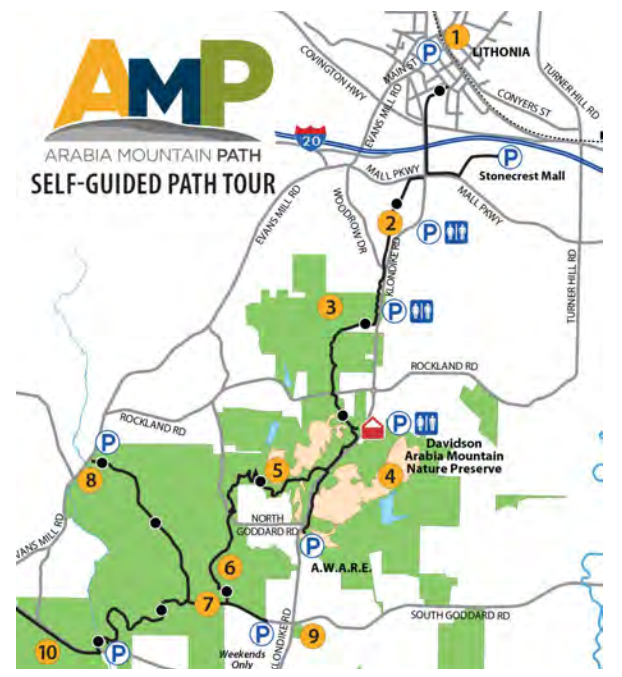
## Local Assets

- The 2,550-acre Davidson-Arabia Mountain Nature Preserve offers hiking trails, 30 miles of paved multi-use paths, lakes, and the granite monadnock of Arabia Mountain.
- The 40,000-acre Arabia Mountain National Heritage Area contains many assets including the historic African American community of Flat Rock, an active quarry, and a Trappist monastery.
- The South River and a number of formerly County-owned parks and recreation facilities offer access to greenspace.

Credit: <https://arabiaalliance.org/>



Credit: <https://www.flatrockarchives.com/>



Credit: [arabiaalliance.org](https://arabiaalliance.org)



Credit: @ArabiaMtnHeritage

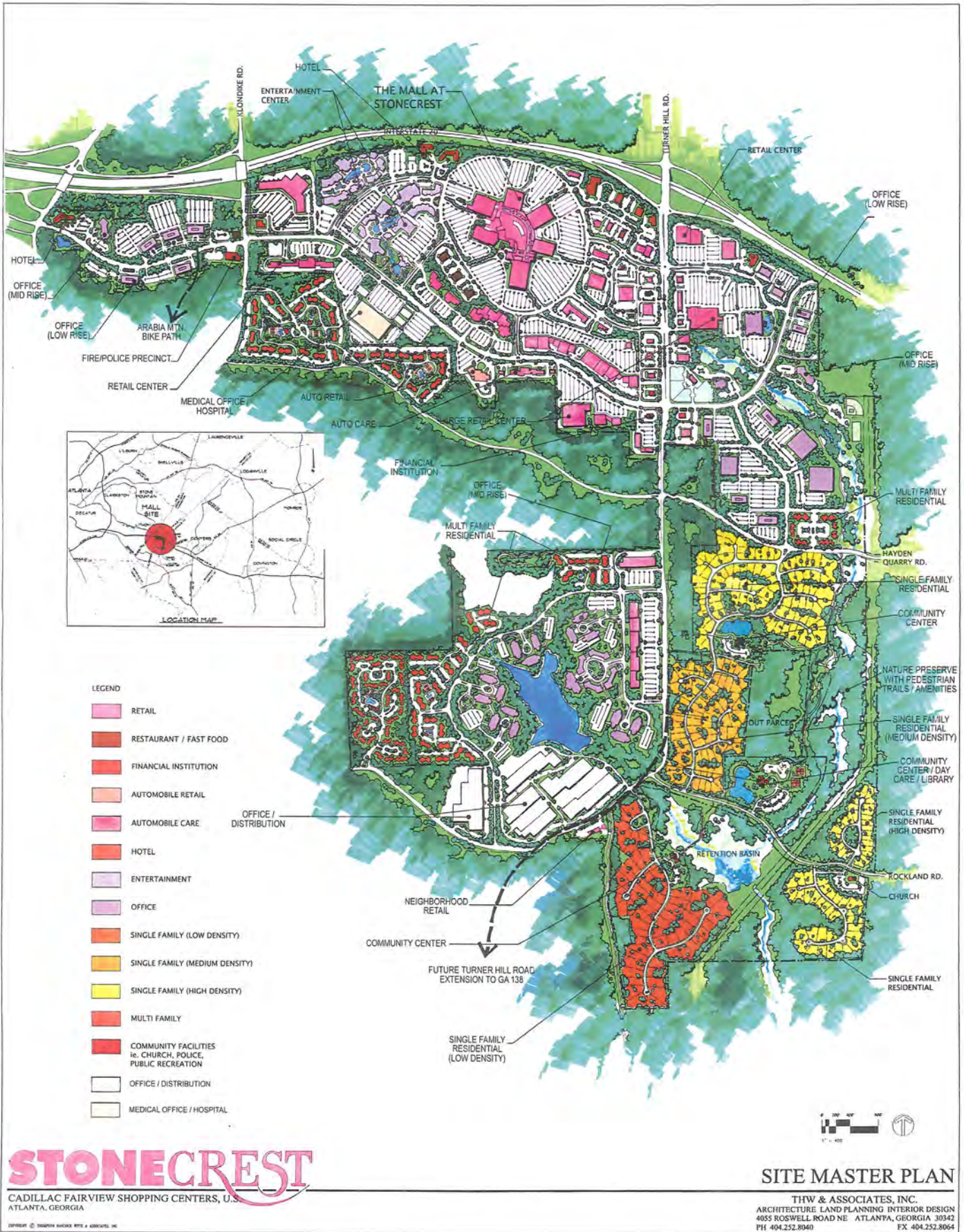
## Stonecrest Mall Area

Another asset is the Stonecrest Mall area. A majority of the City's commercial core just south of I-20 was master planned by Cadillac Fairview, a development company that purchased more than 1,400 rural acres in the 1980s and opened the 1.3 million square foot Mall at Stonecrest in 2001. One of the most widely recognized economic development projects is a landmark many people associate with the City, The mall is a destination featuring large retailers such as Macy's Dillard's, JC Penney, and Leslie Young. SeaQuest, a tenant at the Mall, offers a hands-on aquarium and zoo experience as a draw for tourists. Privi, touted as a culinary, entertainment and cultural

destination has also taken over space in the former Sears building. There is a 12.9% vacancy rate within the mall itself. While much of the land around the mall remains undeveloped, approximately 300 acres are controlled by Allen Family LLC via a bond-for-title arrangement with the Stonecrest Development Authority. The original project included a hotel, conference center, image represents original development concepts for the Mall area. As discussed earlier, this project has not come to fruition with its original timeline.



Credit: [www.urbanretail.com](http://www.urbanretail.com)



Credit: THW & Associates, Inc.



## Economic Profile – Stonecrest

Contextualizing regional and local economic conditions is essential for establishing the asset base and identifying opportunities for Stonecrest. The Georgia and Metro Atlanta economies have been faring well over the past decade, in spite of the pandemic and expected recession. Stonecrest has had a few industrial and commercial projects begin to take shape.

### Stonecrest’s Employment Profile

According to the American Community Survey (2022), Stonecrest’s unemployment rate is double (5.9%) than that of Metro Atlanta (2.7%), Georgia (2.6%) and the nation (2.7%). Those residents with a high school diploma or less than a high school diploma have the highest rates of unemployment. Those residents between the ages of 16 and 24, 30 and 34, and 65 and 74 also have higher unemployment rates than the rest of the residents.

Stonecrest has a lower percentage of local employment in construction with slightly fewer employees as a percentage engaged in manufacturing, finance, real estate, and professional services. Transportation related industries, educational services and health care, and public administration are the strongest in terms of local employment.

Compared to the Metro Atlanta region, Stonecrest residents have a stronger showing in sales and office and production, transportation and material moving occupations; while Metro Atlanta residents have a stronger presence in management, business, science, and arts occupations.

Notable characteristics for the employment profile of Stonecrest are:

- The City is home to many entrepreneurs and well-educated professionals, but most of the jobs available locally are in the industrial and retail sectors.
- More local jobs in the sectors of construction, manufacturing, retail, transportation are filled from outside workers.
- Residents in the industries, of information, finance and insurance, professional services, administration and support, educational services, health care and

social assistance, and public administration are leaving Stonecrest for employment.

In short, the job opportunities in Stonecrest and the skills of the Stonecrest residents do not match.

Occupation by Type	Stonecrest	Metro Atlanta
Management, business, science, and arts occupations	34.8%	45.4%
Service occupations	15.5%	13.3%
Sales and office occupations	28.1%	21.0%
Natural resources, construction, and maintenance occupations	4.1%	7.0%
Production, transportation, and material moving occupations	17.4%	13.3%

Resident Occupation by Industry	Stonecrest	Metro Atlanta
Agriculture, forestry, fishing and hunting, and mining	0.0%	0.3%
Construction	3.6%	6.7%
Manufacturing	7.1%	8.8%
Wholesale trade	2.1%	2.6%
Retail trade	11.8%	11.1%
Transportation and warehousing, and utilities:	12.5%	8.0%
Information	2.9%	2.9%
Finance and insurance, and real estate, and rental and leasing:	5.3%	7.3%
Professional, scientific, and management, and administrative, and waste management services:	13.8%	15.7%
Educational services, and health care and social assistance:	25.3%	19.2%
Arts, entertainment, and recreation, and accommodation and food services:	8.1%	8.3%
Other services, except public administration	1.8%	4.8%
Public administration	5.7%	4.3%

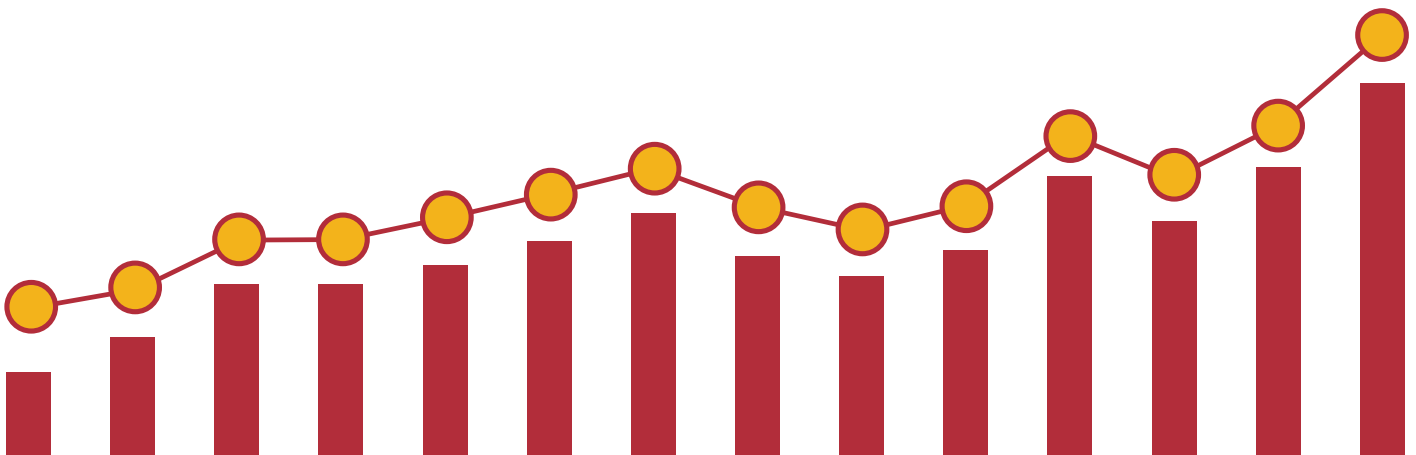
The City is home to many entrepreneurs and well-educated professionals, but most of the jobs available locally are in the industrial and retail sectors.

More local jobs in the sectors of construction, manufacturing, retail, transportation are filled from outside workers.

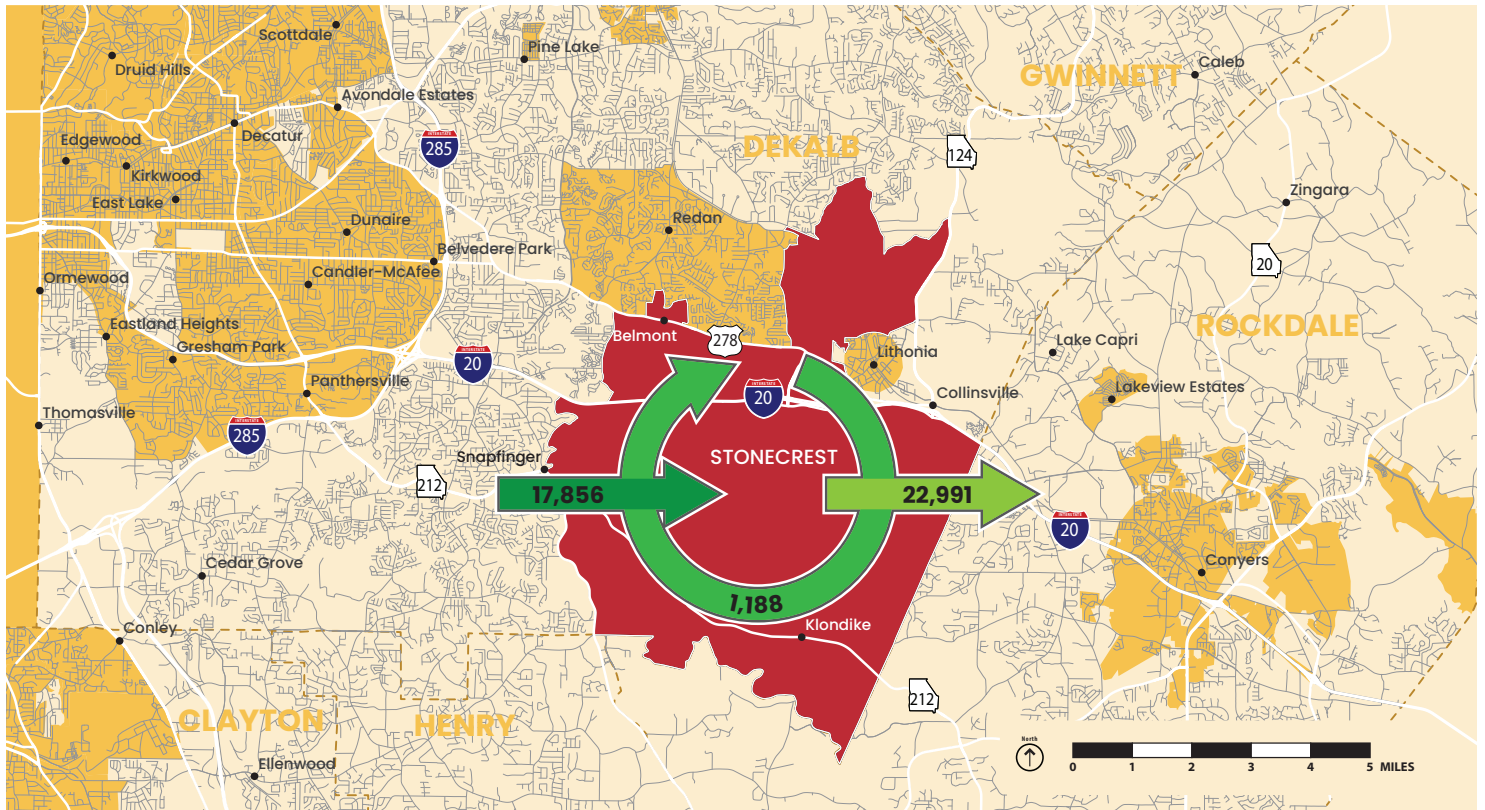
Residents in the industries, of information, finance and insurance, professional services, administration and support, educational services, health care and social assistance, and public administration are leaving Stonecrest for employment.

In short, the job opportunities in Stonecrest and the skills of the Stonecrest residents do not match.

Jobs by NAICS Industry Sector, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Agriculture, Forestry, Fishing and Hunting	15	0.1%	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	9	0.0%	33	0.2%
Utilities	67	0.3%	181	1.0%
Construction	584	2.4%	1,203	6.3%
Manufacturing	1,153	4.8%	3,131	16.4%
Wholesale Trade	793	3.3%	902	4.7%
Retail Trade	2,766	11.4%	3,337	17.5%
Transportation and Warehousing	2,216	9.2%	2,577	13.5%
Information	814	3.4%	24	0.1%
Finance and Insurance	979	4.0%	166	0.9%
Real Estate and Rental and Leasing	487	2.0%	296	1.6%
Professional, Scientific, and Technical Services	1,170	4.8%	322	1.7%
Management of Companies and Enterprises	587	2.4%	2	0.0%
Administration & Support, Waste Management and Remediation	2,318	9.6%	832	4.4%
Educational Services	2,044	8.5%	1,165	6.1%
Health Care and Social Assistance	3,894	16.1%	2,286	12.0%
Arts, Entertainment, and Recreation	234	1.0%	85	0.4%
Accommodation and Food Services	2,009	8.3%	1,809	9.5%
Other Services (excluding Public Administration)	540	2.2%	683	3.6%
Public Administration	1,500	6.2%	10	0.1%



## Inflow/Outflow, All workers, 2021



Credit: Thomas & Hutton

\*Employment profile data and maps taken from Census.Gov, On the Map 2021

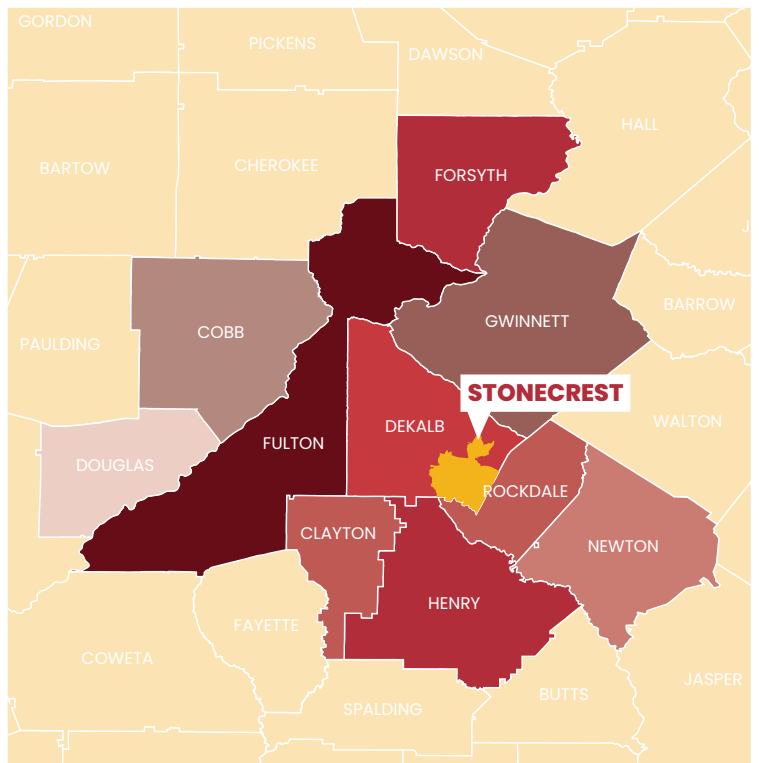
The Stonecrest resident labor force is approximately 32,432 persons with over half of the civilian labor force falling between the ages of 25 and 64 (2022).

The Stonecrest non-resident labor force is approximately 17,856 with 54% between the ages of 30 and 54.

Only 5% (1,188) of the Stonecrest residents live and work within Stonecrest.

The residents who leave Stonecrest for work daily mostly head to Fulton County (31.7%), DeKalb County (28.0%) and Gwinnett (9.7%).

Stonecrest is primarily a bedroom community, with residents driving an average of 38 minutes to traditional Metro Atlanta job centers such as Downtown, Perimeter Center, and Hartsfield-Jackson Atlanta International Airport.



Source: Census.gov, On the Map

## Stonecrest Home and Work Area Labor Profile

The home area profile details characteristics of Stonecrest residents while the work area profile provides information for those who work within the City.

Stonecrest is primarily a bedroom community, with residents driving an average of 38 minutes to traditional Metro Atlanta job centers such as Downtown, Perimeter Center, and Hartsfield-Jackson Atlanta International Airport.

Total All Jobs, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Total All Jobs	24,179	100.00%	19,044	100.00%

Jobs by Worker Age, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Age 29 or younger	5,297	21.90%	4,682	24.60%
Age 30 to 54	13,625	56.40%	9,979	52.40%
Age 55 or older	5,257	21.70%	4,383	23.00%

Jobs by Earnings, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Home Area Profile				
\$1,250 per month or less	5,268	21.80%	4,121	21.60%
\$1,251 to \$3,333 per month	8,424	34.80%	6,742	35.40%
More than \$3,333 per month	10,487	43.40%	8,181	43.00%

Jobs by Worker Sex, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Male	9,876	40.80%	9,654	50.70%
Female	14,303	59.20%	9,390	49.30%

Jobs by Worker Race, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
White Alone	2,629	10.90%	7,095	37.30%
Black or African American Alone	20,775	85.90%	10,551	55.40%
American Indian or Alaska Native Alone	55	0.20%	59	0.30%
Asian Alone	387	1.60%	1,040	5.50%
Native Hawaiian or Other Pacific Islander Alone	22	0.10%	15	0.10%
Two or More Race Groups	311	1.30%	284	1.50%

Jobs by Worker Educational Attainment, 2021	Home Area Profile		Work Area Profile	
	Count	Share	Count	Share
Less than high school	3,031	12.50%	7,095	37.30%
High school or equivalent, no college	5,585	23.10%	10,551	55.40%
Some college or Associate degree	6,192	25.60%	59	0.30%
Bachelor's degree or advanced degree	4,074	16.80%	1,040	5.50%
Educational attainment not available (workers aged 29 or younger)	5,297	21.90%	15	0.10%

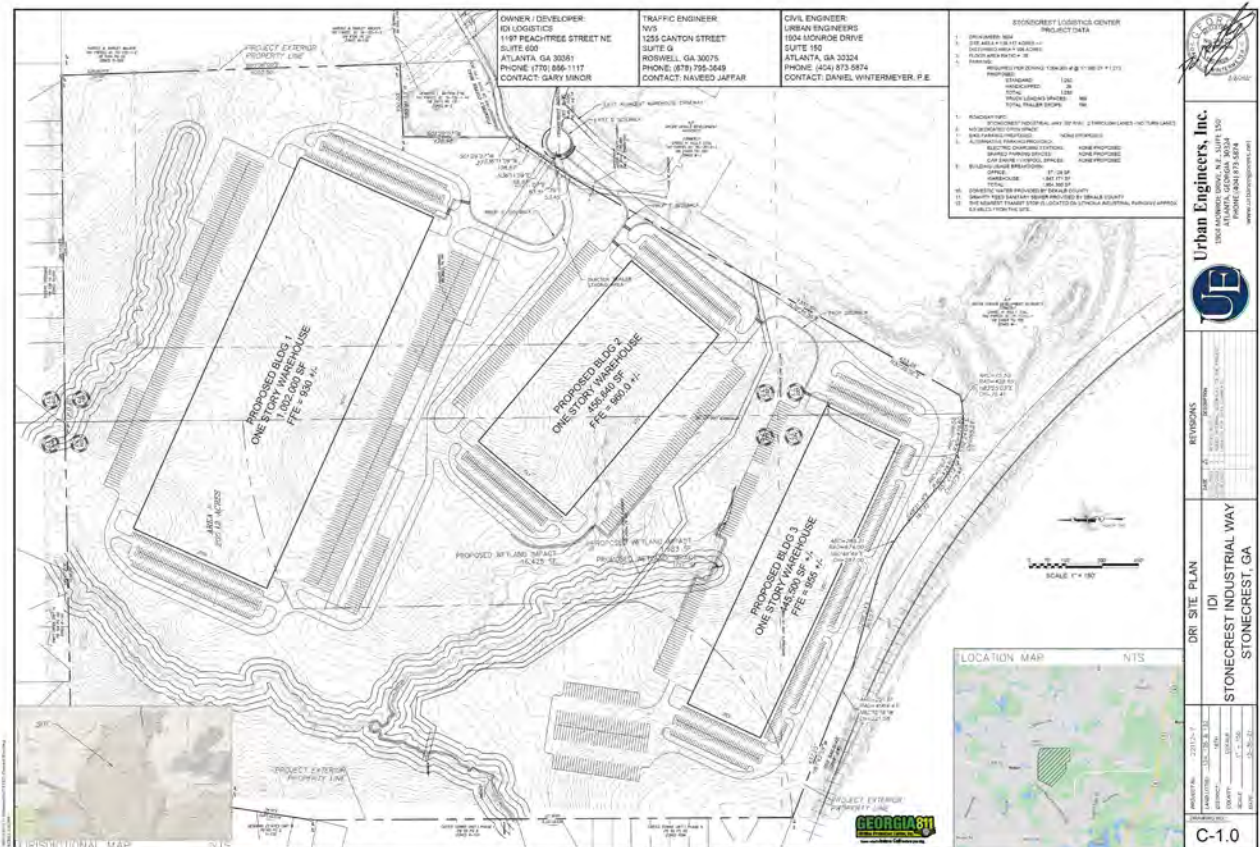
Source: Census.gov, On the Map



Credit: Adobe Stock

## Notable Recent Stonecrest Development Projects

- In 2020, \$50 million in bonds were approved by the SDA for the Allen Family to redevelop the shuttered "Target" site for New Black Wall Street. The project opened in 2021. This project also has a 22 year tax abatement.
- Another large industrial project, a 330,000 SF project sought rezoning in a location slated for mixed-use development but pulled the application in August 2021.
- The City purchased Stonecrest Industrial Way to facilitate the development of industrial property.
- In 2021, Home Depot constructed and opened a 615,000 SF warehouse on an undeveloped site.
- The Lithonia Industrial Park includes the new, four-lane, Stonecrest Industrial Way, new water and sanitary sewer infrastructure and two new CSX rail spurs.
- In 2022, the City approved a rezoning for IDI Logistics to develop three warehouses accessed by Stonecrest Industrial Way. IDI Logistics began development on a 1.9M SF facility.
- A 215,000 PepsiCo facility, located in the industrial park is nearing completion with another adjacent potential warehouse site (2024).



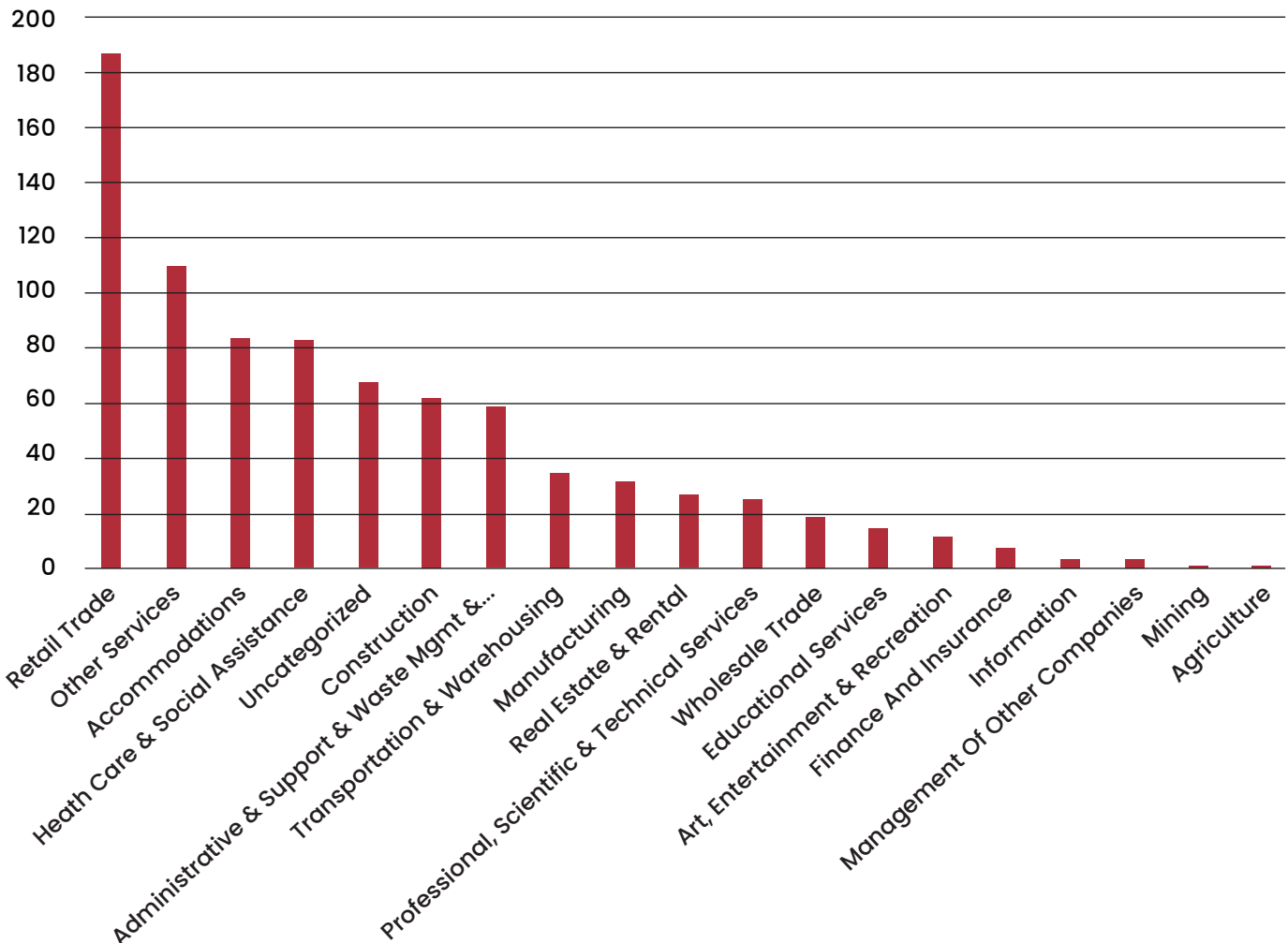
Credit: Urban Engineers, Inc.

## Stonecrest Businesses by Type

According to City records, there are 836 businesses listed in the Stonecrest Business License Database. The majority of these businesses are classified as retail trade. Accommodations, health care and social assistance are followed by construction, administrative and support and transportation businesses. There is a significant concern regarding the validity and usefulness of these data in this form given the large number of businesses classified under the generic “other services”

and “uncategorized” classifications. Furthermore, given the relatively new status of the City and transfer of operations, some stakeholders and City personnel expressed there may be additional businesses operating under a DeKalb County business license and not registered with Stonecrest. This may be a simple oversight as the business may not be aware of its local jurisdictional boundaries and responsibility to obtain a Stonecrest business license.

### Stonecrest Business Licenses 2023



Source: City of Stonecrest

## Economic Profile – Regional Industrial Activity

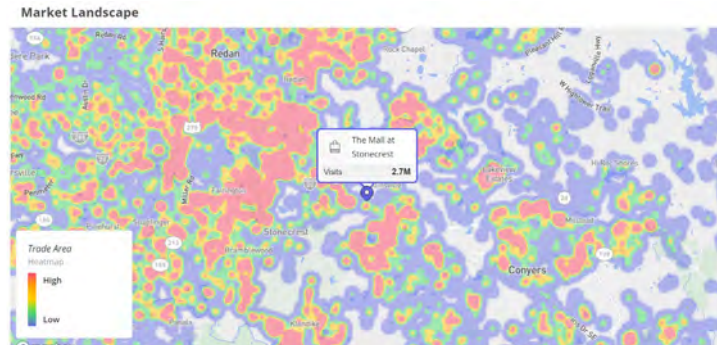
Beyond Stonecrest, the region has been successful in attracting significant industrial investments. Within 20 miles along I-20 and just to the north along I-285, the following are a sample of projects that have been announced in the region outside of Stonecrest since 2020. These investments have been in the industries of food and beverage, aerospace, and manufacturing.

- Rivian is opening a new EV manufacturing facility in Covington investing \$5B with an anticipated 7,500 employees (2022).
- PepsiCo Beverages is expanding its manufacturing operations with a \$260 million investment creating 136 new jobs in Tucker (2022).
- Archer, an electrical vertical aircraft manufacturing company will invest \$118 million and create 1,000 jobs in Covington (2022).
- SK Group is investing \$473 million and creating more than 400 jobs with its facility to manufacture glass-based substrates for semiconductor chips in Covington, Georgia (2021).
- Sugar Bowl Bakery invested \$37 million in Tucker creating 400 jobs. This minority-owned business, headquartered in San Francisco opened its first East Coast manufacturing facility in Georgia (2020).
- Fibervisions expanded its polyolefin fiber manufacturing operations in Covington with an investment of \$48 million and the addition of 21 new jobs (2020).
- General Mills expanded its cereal manufacturing facility in Covington with 40 new jobs (2020).
- Mytex Polymers expanded its Newton County operations with an investment of \$7 million and an additional 15 jobs (2020).
- Lidl US invested \$100 million and created 270 jobs with the construction and operation of a regional distribution center in Covington (2020).



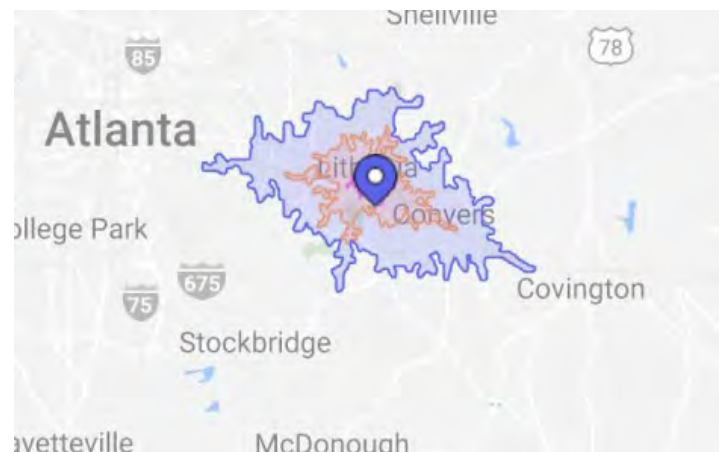
## Retail Activity Analysis

One of the main priorities expressed by the community at-large was quality retail. The Team conducted a retail analysis to identify supply and demand for potential retail opportunities. This analysis utilizes mobile consumer data to create a Regional Trade Area (RTA) to hone in on the types of retail that can currently be supported by existing market patterns. The data show consumer habits and travel patterns and routes to convenience and daily shopping needs along with services that are often tackled in the same trip.



After mapping several trip generators and destinations using Placer AI Mapping Software solutions, a trade area was determined based on the plot of these mapped mobile devices, the proximity of the devices and competitor markets in the region. The three primary trade areas of interest are:

- Panola Road – Walmart and Publix are primary trip generators
- Turner Hill Road – Walmart is the primary trip generator
- The Mall at Stonecrest – Regional trip generator.



Retail development's benefits, in addition to offering convenience to the residents of Stonecrest, include attracting outside revenue, reducing spending leaked outside the community. Appendix B includes the full complement of retail analysis data.

Currently, the Mall at Stonecrest ranks very low for foot traffic. The mall ranks 496/615 for foot traffic nationally and 11/19 within Georgia. This is likely due to the high vacancy rate within the Mall and surrounding land uses which also require auto dependency to traverse from one location to another. The Mall and surrounding area exist as an underutilized resource, though it has the infrastructure, optimal location, and surrounding land development potential to serve as the focal point for a City Center development.





## Retail Market Leakage Opportunity

The most notable unmet retail demand is for groceries and food. There is additional potential to support additional retail in the “City Center”/ Mall at Stonecrest space when coupled with redevelopment of existing and underutilized spaces and coupled with dense residential and a community space such as a large civic space for entertainment and interaction.

### The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Grocery Stores</b>			
Demand	\$7.82M	\$110.96M	\$504.19M
Supply		\$80.28M	\$130.19M
Unmet Demand (Demand-Supply)	\$7.82M	\$30.68M	\$374M
<b>Specialty Food Stores</b>			
Demand	\$168,185	\$2.39M	\$10.85M
Supply		\$837,488	\$7.71M
Unmet Demand (Demand-Supply)	\$168,185	\$1.55M	\$3.14M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

# PREVIOUS PLANNING DOCUMENTS



## Stonecrest Area Plans

In addition to the community input and data collected, the Thomas & Hutton Team reviewed a multitude of planning documents created before and after the City was formed.

- City of Stonecrest Comprehensive Plan (2019)
- DeKalb County Economic Development Strategic Plans (2019, 2014)
- Stonecrest Livable Centers Initiative (LCI) Plan (2014)
- ULI Technical Assistance Panel on the East Metro Dekalb CID (2016)
- DeKalb County Industrial Inventory Study (2016)
- Stonecrest Development Authority MOU with Allen Family Stonecrest LLC (2019)
- City of Stonecrest Parks and Recreation Master Plan (2020)
- City of Stonecrest Transportation Plan (2020)
- City of Stonecrest Film and Entertainment Strategy Draft (2022)
- Arabia Mountain National Heritage Area Management Plan (2006)

In April 2023, the City commissioned a Freight Study. Though not completed in time for this Plan, the City should review the findings of the freight study and consider adding actions items.

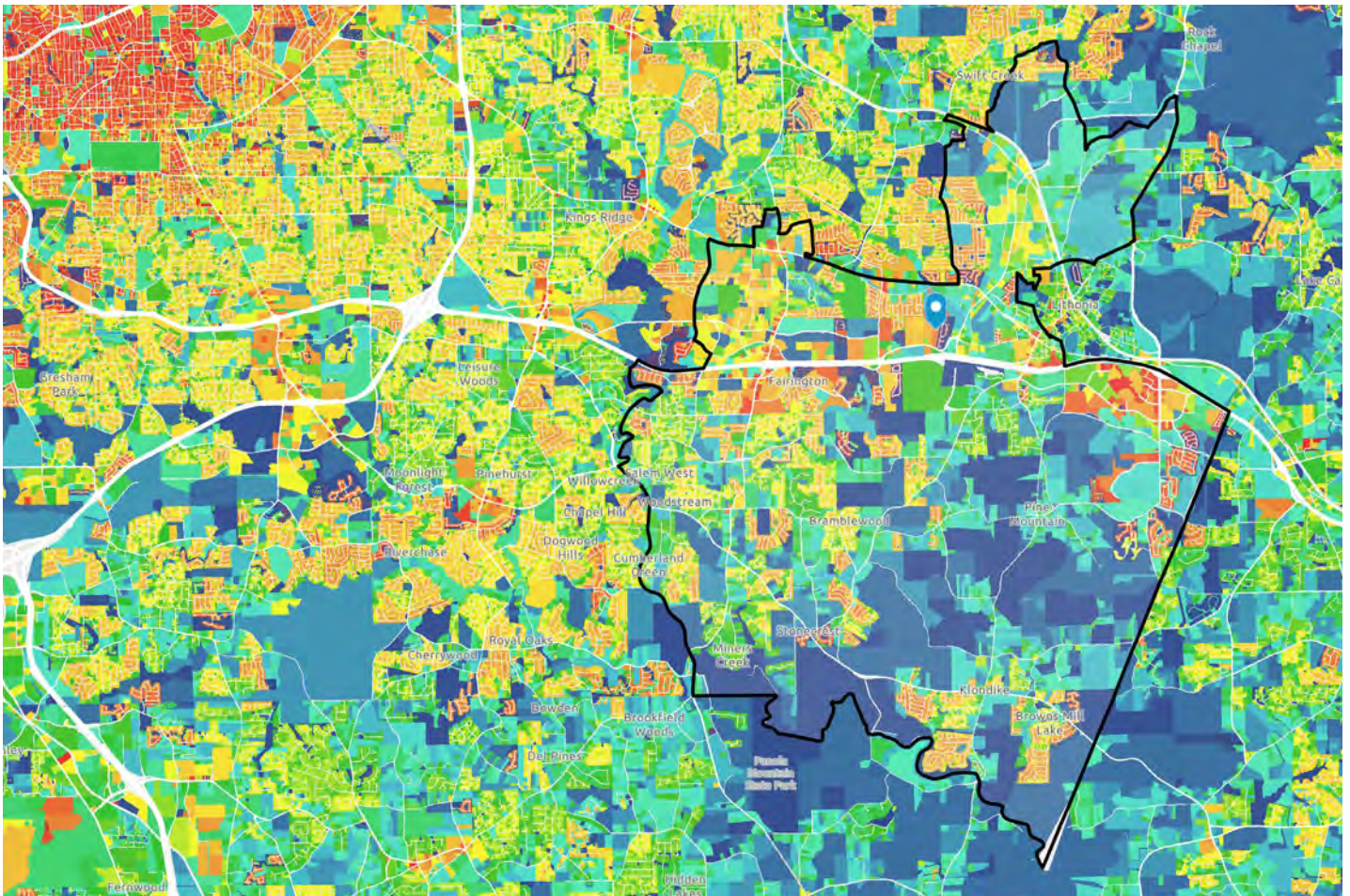
Relevant highlights from the various planning documents are listed in the following section.

## Comprehensive Plan Findings

*“Community, Commerce and Culture working together as a world class city.”*

The 2019 Comprehensive Plan detailed the City’s Economic Development Needs as:

- More businesses to improve the tax base.
- More high paying jobs for the area to increase the city’s daytime population that would support local retail and restaurants.
- More diverse grocery stores, family entertainment, and quality restaurant options.
- Encourage and recruit innovative technology business development along existing or planned transportation corridors.
- Promote the expansion of the medical service industry in Stonecrest, with connections to area schools, universities, and technology centers.
- Complete a strategic economic development plan that includes plans to address vacancies within the city’s retail and commercial corridors.
- Create an economic development strategy to develop a technology complex that will foster the attraction, recruitment and connectivity of new and existing businesses, schools, and facilities to build the city’s tax base by carrying-out business formation, retention, and attract work through public/private partnerships.



Credit: geothinQ

The Comprehensive Plan detailed the opportunities as:

- Cultivate sustainable economic growth within Stonecrest community.
- Support the business community in their efforts to create a Community Improvement District (CID).
- Promote and encourage sustainable development in/on vacant properties throughout the City .
- Promote Stonecrest location and accessibility to major highways and transportation corridors such as I-20 and Turner Hill Road.
- Mall at Stonecrest is a super-regional shopping mall on 200 acres that is available for potential redevelopment opportunities.
- Available pad ready and undeveloped properties near Mall of Stonecrest Mall and I-20.
- Encourage innovative technology and development to support Transit Oriented Development TOD in the city.
- DeKalb Medical Center is an integral member of the community, offering a variety of premier services.
- Encourage redevelopment of vacant big box retail facilities i.e. Sam’s Club and Target.
- Encourage and support further development/expansion of the Emory Hillandale and Stonecrest Kaiser Permanente campuses to attract complimentary medical offices and services.

While the Economic Development Plan is not a housing study, housing is an essential component for talent attraction and workforce stability. Workers require affordable quality housing that is within reasonable proximity to their employment centers. Without access to attainable housing, workforce retention becomes an issue for employers as workers seek to minimize transportation costs, mitigate housing issues, and find affordable and available local childcare.

The Comprehensive Plan detailed Housing Needs as:

- The city needs an increased range of housing types, including condominiums, townhomes, and live-work units, to accommodate a diverse population of young families, college students, working adults, empty nesters, and senior citizens.
- Address high residential vacancy rate—compared to the average vacancy rate for the metropolitan Atlanta region.
- Identification of resources to help bring the cost of home ownership down for new residents, and assistance for housing rehabilitation for existing income-qualified homeowners.
- Design standards that reflect the historic or cultural character of various parts of the community.
- Access to community amenities, resident support services, or recreational areas for all neighborhoods.

### Stonecrest LCI

- More Jobs are needed in the area to provide a day-time population, who will utilize local retail and restaurants. More office space may help provide this opportunity.
- Consider creating an Opportunity Zone as a tool to attract businesses. Consider creating a Customer Service Training program for the area retail, with the help of the Stonecrest Business Alliance

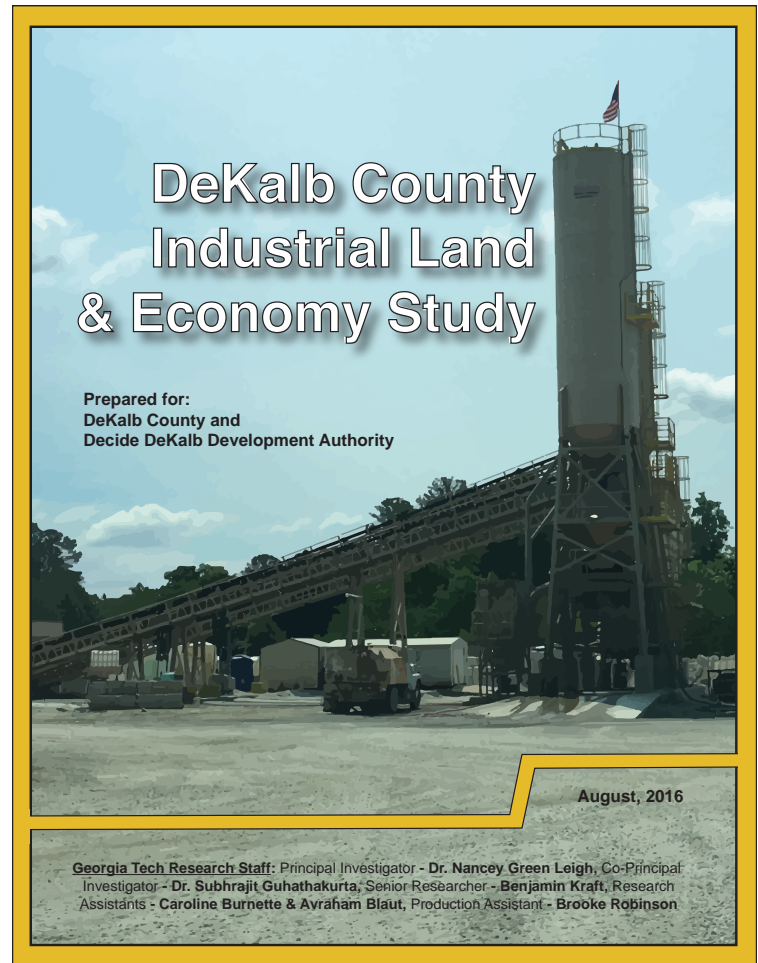
### ULI Technical Assistance Panel

- Develop a Trail Head/Park and Ride along Klondike Road in partnership with MARTA and their efforts for right-of-way acquisition for the Future Bus Rapid Transit Station

## DeKalb County Industrial Inventory Study Takeaways

A key takeaway from the industrial inventory study is that the production, distribution, and repair (PDR) economy is increasing in the region. Recommendations from the study included:

- A DeKalb Industrial Council.
- Create an available land/building inventory and make it available online.
- Address safety and crime.
- Address infrastructure needs.
- Focus on aesthetics and update industrial spaces for 21st century operations.
- Prioritize industrial land for brownfield incentives.
- Designate, acquire, assemble, and prepare appropriate sites for industrial reuse.
- Build the capacity to redevelop industrial land through dedicated nonprofit or public-private partnerships.
- Create an industrial improvement grant program and/or revolving loan fund.
- Direct SPLOST or other public funds to improve infrastructure that serves industrial businesses.
- Protect industrial land through zoning and regulation.
- Work with local high schools to develop manufacturing and logistics career academies.
- Partner with local PDR businesses to establish apprenticeship or co-op programs.



*Credit: College of Design, Georgia Institute of Technology*

## City of Stonecrest Transportation Plan Takeaways

- Improve connectivity for live, work and play.
- Develop multi-modal transportation solutions that provide seamless connectivity for residents and visitors to access jobs and other activities.
- Reduce traffic congestion.
- Enhance traffic capacity and travel flow along major roadways.
- Enhance biking and walking access.
- Identify bicycle and pedestrian infrastructure improvements that provide greater access to transit and recreational areas.
- Increase travel safety.
- Incorporate design treatments and policy.
- Within the City of Stonecrest, approximately 45% of the total street network can be considered “effective”.
- High crash hotspot locations were also identified within the City with pedestrian crashes mainly found adjacent to the on- and off-ramps to I-20.
- Providing consistent, safe, and comfortable multimodal connections to all community facilities.
- Stonecrest has a robust trail facilities with the Arabia Mountain PATH and the South River PATH, which are the only bicycle facilities within the City.
- Only 20% of the streets within the City of Stonecrest have sidewalks, with a majority of these streets being internal to residential developments. Most sidewalks are clustered around Stonecrest Mall and the intersection of Panola Road and I-20.
- Bicycle and pedestrian facilities have evolved from serving as “alternative transportation” facilities to filling a critical need in communities’ transportation networks.



*Credit: Can Stock Photos*

## City of Stonecrest Film and Entertainment Strategy Takeaways

- Stonecrest has a strong presence in the production link of the film value chain.
- There is a lack of assets on Film Exhibition, Film Production Supplies, Film Additional Support (i.e. Motion Picture Booking Agencies), Audiovisual Production and Broadcasting, Visual Advertising, Audiovisual Reproduction, and Audiovisual Production Supplies.
- Venue Infrastructure has the greatest majority of assets with a total of 23 (32%). Music Creation follows with 15 assets (21%), Recording & Publishing with 13 (18%), and the remaining 21 assets (29%), are made up of Radio Broadcasting (6 assets, 8%), Other Support for Live Music & Touring (6 assets, 8%), Instruments/Equipment (5 assets, 7%), Other Professional & Business Support (3 assets, 4%), and Music Education (1 asset, 1%).
- There are not enough dedicated Live Music Venues that provide the adequate infrastructure that performers require (i.e. sound, light equipment) to showcase their music.
- Many of the previous planning documents' concerns and recommendations are still relevant and need to be addressed.



*Credit: Adobe Stock*

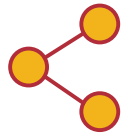


# PATH FORWARD RECOMMENDATIONS



The **Path Forward** Recommendations presented here are provided to the City of Stonecrest to provide guidance and shepherd policies, processes, and programs that will allow the City to pursue its goals and visions. The recommendations were developed based upon existing and projected future conditions, community desires, stakeholders' input, previous planning document recommendations, and the experience

of the consulting Team in conjunction with the Economic Development Director. The **Path Forward** recommendations for the City of Stonecrest have been distilled down to five (5) areas: Organizational Infrastructure, Marketing, Land Development, Targeted Economic Sectors and Industries, and Workforce Infrastructure.



### **Organizational Infrastructure**

Roles and Responsibilities  
Processes and Tools



### **Marketing**

Vision  
Reputation and Rebranding



### **Land Development**

Land Use  
Creating a Sense of Place



### **Targeted Economic Sectors and Industries**

Industries, Retail, Tourism,  
Entrepreneurship



### **Workforce Infrastructure**

Workforce Training  
and Education  
Housing

# Organizational Infrastructure Roles and Responsibilities

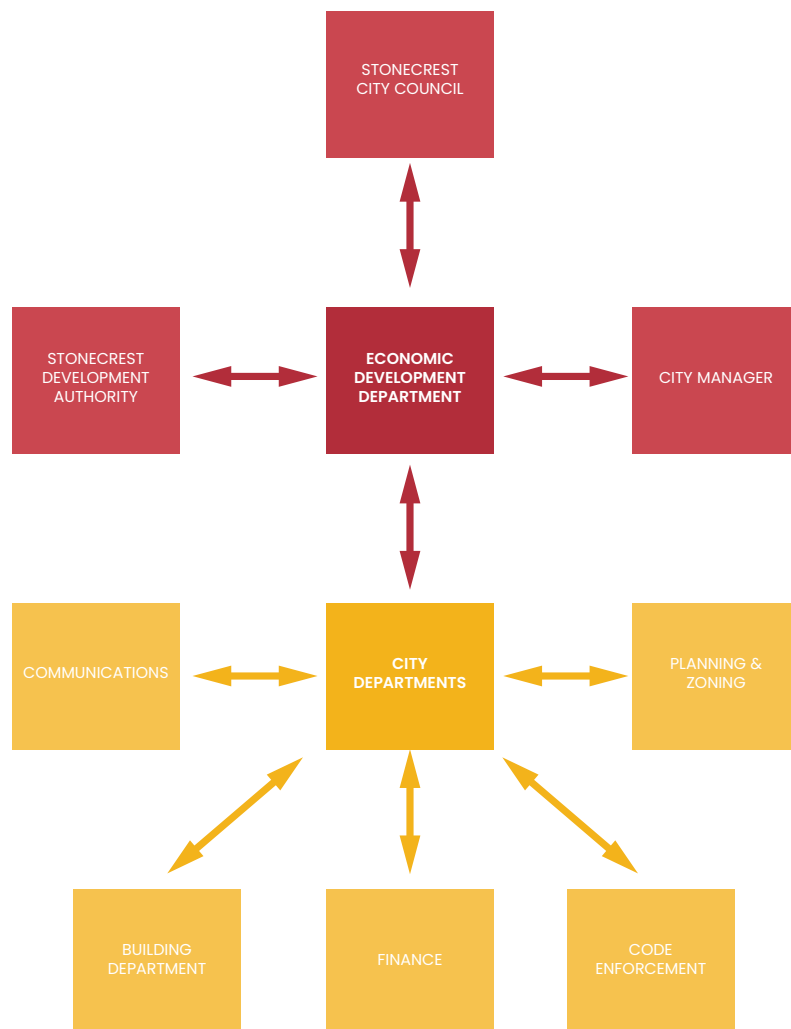
## Roles and Responsibilities

**As the City is still quite young and finding its way with respect to City functions, organization, processes, and procedures, there is a tremendous opportunity to shape economic development and redefine Stonecrest's reputation as a positive, efficient place to do business.**

The first step is to identify and establish roles and responsibilities for each actor or agency within the framework of economic development. These actors include, but are not limited to, the City's elected and appointed organizations, City staff, civic and business organizations, County elected officials, and County and State economic development organizations. There are also secondary local organizations who serve a supportive role to the economic development mission for the City.

## Economic Development Department

In this Plan, the City's Economic Development Department is the clear lead organization for activities within Stonecrest. The Mayor & City Council bolster the Economic Development Department with supportive policies, decisions, and funding. The City Manager ensures the Economic Development Department has the resources and authority required to carry out its duties. The City Departments work in conjunction with the Director and ED Staff to ensure efficient processes throughout the City, and the Stonecrest Development Authority serves as the conduit for Economic Development outside the purview of the City.



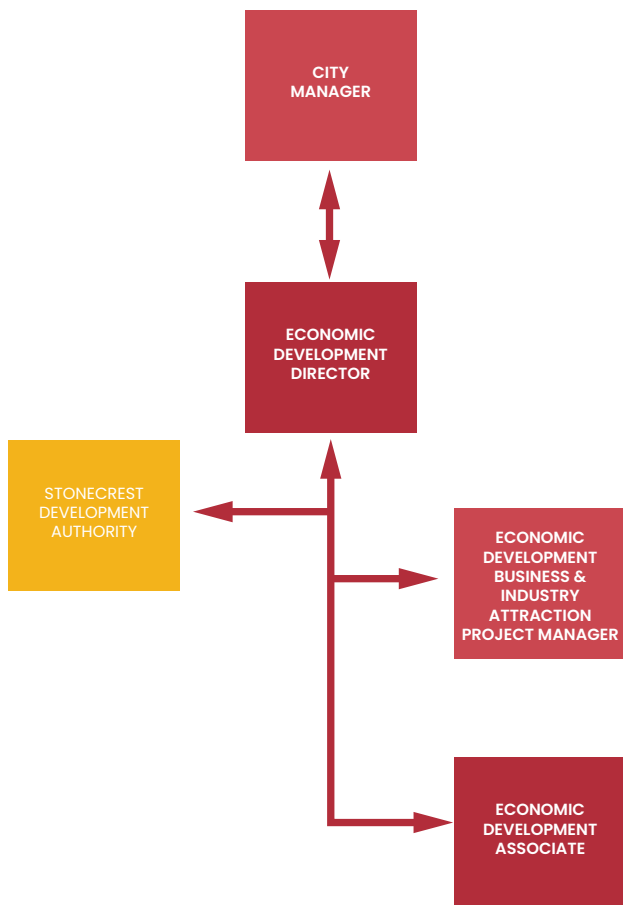
The Economic Development Department currently consists of 2 positions, an Economic Development Director and an Economic Development Associate. The Economic Development Director reports to the City Manager and the Economic Development Associate reports to the Economic Development Director. In general, the office is responsible for business attraction, retention & expansion; facilitating desired land development; working with utilities and State, County and City departments for infrastructure, developer, business community, and stakeholder relationships; and funding applications; coordinating local business events, infrastructure, shepherding projects through City and County development approvals.

The Economic Development Director serves as the Executive Director for the Stonecrest Development Authority and liaison to Discover Dekalb, Stonecrest Film and Entertainment Commission, and the East Metro Community Improvement District.

The Economic Development Associate manages the business retention and expansion efforts, develops an inventory for City properties, coordinates with other departments, plans economic development-related events, conducts research, and assists the Executive Director as necessary.

**Recommendations**

- Add a staff position whose primary responsibility is business attraction and recruitment.
- Work with the Communications Department and create a joint position for marketing and special events.



## Stonecrest Development Authority

The Stonecrest Development Authority's purpose is to develop and promote trade, commerce, industry and employment opportunities in the City of Stonecrest. The Stonecrest Development Authority, which had originally issued \$750 million in bond deals, stopped holding meetings, lost records, its funding and its legal counsel after the scandal involving the former Mayor. The City Council recently (May 2023) appointed new members to the Development Authority, entered into an Intergovernmental Agreement which included oversight by the City, including assigning the Economic Development Director as the Executive Director of the Authority. Details of the revised organizational structure are as follows.

The SDA's new role and responsibilities are to:

- Act as a non-exclusive development agent for the City exercising its powers under Georgia law for the benefit of the City.
- Assist in the creation of such tax allocation districts as may be deemed necessary or prudent or otherwise provide for tax abatement programs, the City requests however, that the Authority inform the City prior to extending to any project or entity an incentive or tax abatement.
- Enter into and execute any contracts, leases, mortgages, or other agreements, including agreements with bondholders or lenders, determined by the Authority to be necessary or convenient with City review prior to execution.
- Acquire property, real or personal, or interests therein, for redevelopment and development purposes, and use or dispose of such property or interests, either through the City or directly with private parties.

- Conduct other planning and implementation activities as are deemed necessary and prudent, including planning and predevelopment activities such as site analysis, environmental analysis, development planning, market analysis, financial feasibility studies, preliminary design, zoning compliance, facilities inspections, and overall analysis of proposed redevelopment plans to ensure consistency with the City's overall goals, and short-term and long-term plans.
- Negotiate and enter into public-private ventures, provide loans to private enterprises, and enter into intergovernmental and other agreements as needed with the City reviewing prior to execution.

The Executive Director (City Staff) will:

- Take charge of all Authority assets and property, and on behalf of the Authority manage the day-to-day operation and maintenance of all such sites.
- Market for sale or lease, such properties as is deemed in the best interest of the City and the Authority with any transfer of title or leasehold interest to be approved by the Authority and the City. As additional oversight, the City Manager shall deliver to the City and the Authority, at least quarterly, a report of activity of Authority property.
- Perform the day-to-day management, including budgeting and annual audit review, of all funds, bank accounts and assets of the Authority.
- Be responsible for the maintenance of all Authority minutes, records, contracts and other official documents, and for ensuring Authority compliance with State law and City ordinances. All such utilization shall be coordinated through and at the direction of the City Manager.

## ***Recommendations***

Given the history of the previous Stonecrest Development Authority, it is imperative that all Development Authority members be well-trained and understand the roles and responsibilities of their position and the Authority. There is mandatory training for Development Authority Members through the Carl Vinson Institute of Government.

- We also recommend the advanced training as well as training and courses offered the Georgia Economic Development Association (GEDA) Sidebar Conferences, GEDA monthly meetings, Georgia Municipal Association/Georgia Cities Development Authority trainings, and the Georgia Tech Basic Economic Development Course.
- Utilize the Stonecrest Development Authority's powers to facilitate desired development / redevelopment of catalyst projects, including acquisition of property and/or public-private ventures.

## Regional Organizations

The regional economic development partners listed in this section may continue to assume lead roles in economic development until such time that the City's entities are fully prepared to transition them.

In addition to the City Departments, there are outside partner organizations who assist Economic Development efforts in the City of Stonecrest. These include the state level Georgia Department of Economic Development, County organizations, such as Decide DeKalb (the County Development Authority), the DeKalb Chamber of Commerce, Georgia Power, the East Metro CID, the Georgia Economic Developers' Association, and the Southern Economic Development Council.

Some of these organizations are already well-established with staffing, networks, and resources who serve as partners for Stonecrest while Stonecrest is working on its economic development and city service fundamentals. Decide Dekalb ([www.decidedekalb.com](http://www.decidedekalb.com)) is a powerful ally and partner for the City. Prior to the incorporation of the City, Decide DeKalb was responsible for the area's economic development initiatives. Decide DeKalb's staffing and resources can be utilized by the City for larger projects until the City is functionally ready for those types of projects.

The DeKalb Chamber of Commerce ([www.dekalbchamber.org](http://www.dekalbchamber.org)) is an established chamber with significant resources, including small business services and workforce development.

WorkSource DeKalb (<https://www.dekalbcountyga.gov/workforce-center/welcome-workforce-development>) provides a comprehensive range of employment and training services for employers and job seekers. Their local workforce plan recognized three of the targeted industries recommended here (healthcare, transportation, distribution, and logistics, and advanced manufacturing) as high-demand industries and are prepared to assist with workforce development needs. Georgia Power's Economic Development arm ([www.selectgeorgia.com](http://www.selectgeorgia.com)) provides valuable research data, integrated property inventory tools, engineering, recruitment, and other assistance.

East Metro CID ([www.eastmetrocid.com](http://www.eastmetrocid.com)) is currently the only Community Improvement District located in Stonecrest. The CID provides transportation, safety, and beautification projects in their district through tax increment financing.

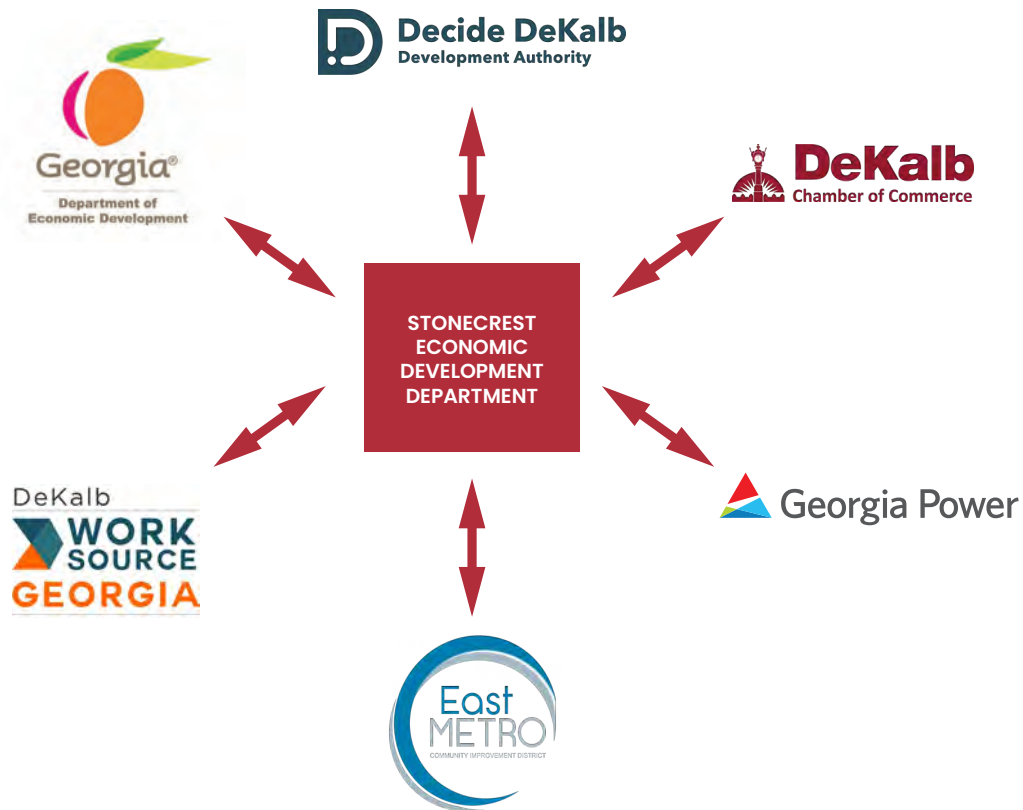
The Georgia Economic Developers' Association (GEDA, [www.geda.org](http://www.geda.org)) is a statewide association of economic development practitioners and related industry professionals dedicated to professional development and public policy for the economic development community in Georgia.

The Southern Economic Development Council (SEDC, [www.sedc.org](http://www.sedc.org)) works across 17 states to provide information and dynamic leadership to economic development practitioners throughout the American South. They offer classes, conferences, and networking opportunities.

### Recommendations

The Economic Development Department should meet regularly with these organizations to establish partnerships and collaborations such as:

- Begin developing relationships with the Georgia Department of Economic Development with particular focus placed on the targeted industries discussed in this Plan.
- Partner with Decide DeKalb for marketing, larger project recruitment, and incentives.
- Collaborate with WorkSource DeKalb for workforce initiatives such as job fairs, talent identification and development, tax credits, and on the job training.
- Work with Georgia Power to share the City's available property inventory and marketing materials as well as large project recruitment.
- Once the City is prepared with the available site inventory, streamlined, efficient, and effective development processes, and incentives, host a "fam" tour of Stonecrest.
- Join the statewide and regional professional organizations (GEDA, SEDC, DeKalb Chamber) for education and networking.





## Local Organizations

The Stonecrest Business Alliance, Stonecrest Industrial Council, and Stonecrest Chamber of Commerce are valuable local organizations representing the local business community. These organizations have a finger on the pulse of the local business community, its strengths and its concerns.

### *Recommendations*

- Hold quarterly roundtables with these organizations to discuss issues and opportunities.
- As these organizations have the potential to be “ambassadors” for the City and the Economic Development Department may wish to engage them on projects and programs where business input is critical.



**STONECREST INDUSTRIAL COUNCIL**



*Credit: Adobe Stock*

## Processes

### Efficient and Clear City Processes

Stonecrest’s organizational infrastructure requires the efficient functioning of the City as related to economic development. For Stonecrest, establishing a reputation for efficient City services is critical for attracting new business and investment. To this end, interdepartmental relationships are key. Economic Development is not a siloed endeavor but rather involves a series of interactions with various departments. These departments include Planning & Zoning, Building, Code Enforcement, and Finance, among others.

The Planning & Zoning Department is often the first stop for a developer or business. The P&Z Department processes land use applications, reviews projects for zoning compliance, special uses, development regulations, variances, zoning certification, special events, and business licenses.

The Building Department reviews building plans and inspects all residential and commercial structures built or remodeled within the City.

- Hold regular development meetings to review potential and existing businesses and projects to track where they are in approval processes and to strategize and prioritize Code violations to improve the aesthetics and address Code violations for land use.
- Work with the Planning & Zoning and Finance Department to streamline business license application and approval process.
- Create public-facing materials outlining the development process (with Planning & Zoning). The Planning & Zoning Department developed an internal process chart, however, there should be one available to potential businesses.

### Business Retention & Expansion

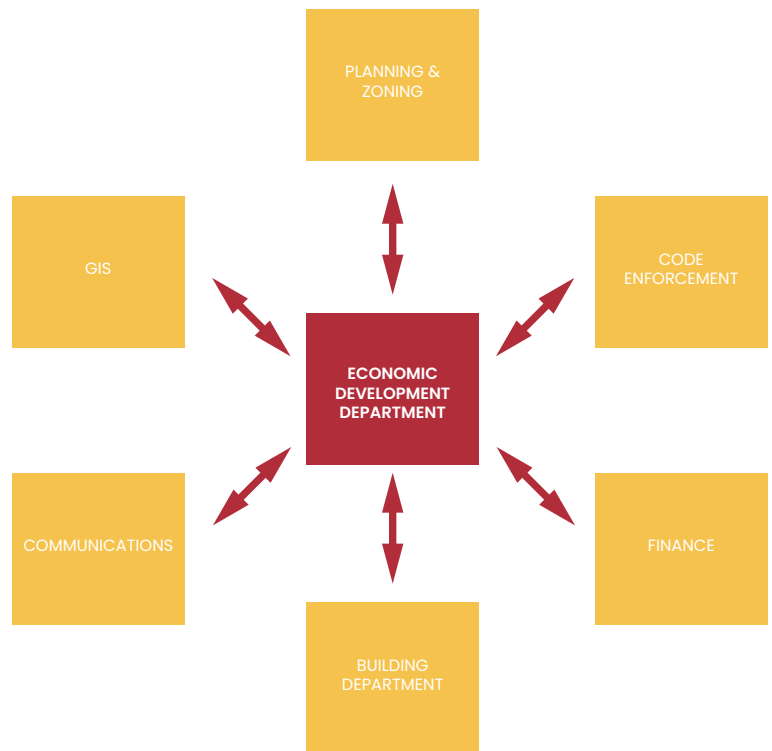
Code Enforcement is critical for economic development as it protects and ensures the health, safety, and quality of life of Stonecrest’s residents, businesses, and visitors. For economic development, the Department’s enforcement of the City’s Code for property maintenance, signage, zoning, land use and business regulations creates a cleaner, more attractive community, eliminates blight, protects property values, lowers crime, and fosters a sense of pride in the community.

The Finance Department is responsible for issuing business license applications.

The Communications Department assists with marketing and conveying information to businesses and residents.

The interactions between these departments for processing business licenses and land development plans and permits were identified as an area requiring improvement during the stakeholder input and research.

### Recommendations



Supporting existing businesses is critical to the foundation of Stonecrest's economic development base. These businesses have already invested time and resources and provide desired goods and services as well as job opportunities for Stonecrest residents and the surrounding area. Furthermore, small businesses, those classified under 500 employees, have historically been significant job creators. The following recommendations build upon existing business retention and expansion efforts undertaken by the City of Stonecrest.

As noted earlier, there is a concern Stonecrest may not have captured the entirety of its business base. As part of the business retention and expansion program, developing an accurate inventory of existing businesses will allow for further refinement of business retention and expansion policies and programs as well as bring business licenses current with the City.

### ***Recommendations***

- Update Stonecrest business information.
- Contact DeKalb County business license and obtain a list or GIS files for all of the businesses located in the zip codes for Stonecrest.
- Cross reference the list with City boundaries (with the assistance of the GIS Department).
- Cross reference the list with existing business licenses.
- Contact each business without a current business license to share the business license application process.
- Identify existing Stonecrest business needs.
- Conduct a city-wide business needs survey.
- Augment the survey results and establish relationships with existing business interviews conducted in 2023. This should be continued with the following additional activities.
- As many of the businesses in the City are small businesses, using the updated business license information, identify the business owners and contact them directly via mail, email, and phone.
- Provide the business contacts with the intent of the conversation and offer to send them a few topics to be covered during the interview. These should include, but are not limited to, the respondent's impressions regarding assets in the City and obstacles for their business to succeed.
- Share the aggregated and anonymous results of the interviews with City Staff and elected officials as well as regional partners to improve and connect processes and programs.

## Tools

### Inventory

To attract industry and assist existing businesses with their space needs, an up-to-date commercial and industrial property inventory provides quick and reliable information. This inventory can be published on the website, incorporated into the marketing materials, and distributed to the State and Regional economic development organizations for them to use.

#### *Recommendations*

- Update and maintain a commercial and industrial property inventory.
- Reach out to brokers and property owners.
- Coordinate with Georgia Power for their inventory tool.
- Publish the inventory on the City's website.

### Economic Development Incentives

Incentives can be an important tool in economic development activities. When used wisely, they level the playing field against competing locations for projects that meet desired job, wage, investment or other specific criteria to aid Stonecrest in its economic development path. Once the project is deemed in keeping with the goals of Stonecrest's economic development mission, the critical component with incentives are twofold: (1) to ensure that the incentives are needed to make the project viable in Stonecrest and (2) match the needs of the project.

Incentives are available in a number of forms: land acquisition assistance, infrastructure assistance, local and state tax relief, workforce training, expedited reviews and permitting.

#### *Recommendations*

- Utilize Stonecrest Development Authority powers to identify and secure key properties and public-private ventures.
- Collaborate with Decide DeKalb on financial incentives.
- Collaborate with Georgia Technical Colleges, DeKalb County School District, Decide DeKalb, and DeKalb Chamber of Commerce on workforce initiatives
- Investigate a City permit waiver policy.

## Small Business Support/Entrepreneurship

While the black business community is still recovering from the disproportionate impacts of the COVID-19 pandemic, black entrepreneurship continues to emerge with strong potential. The number of new black business owners, including black women entrepreneurs, are increasing at approximately by 38% nationally. Revenue growth for these businesses have also seen strong returns.

Stonecrest has the opportunity to further its **Path Forward** as a hub of black entrepreneurship. There is an existing path forged for Black entrepreneurship through Stonecrest's Black Wall

Street and there are other opportunities to strengthen the City's identity as a entrepreneur and business friendly environment.

The opportunity for Stonecrest is to provide a supportive environment, including identifying start-up spaces and resources to overcome this historical challenges faced by black entrepreneurs (e.g., access to capital, lack of generational wealth for seed money, networks). The Organizational Infrastructure improvements the City is making and will continue to make regarding business and development processes will foster these initiatives.

## Recommendations

- Create a resource guide to entrepreneurship programs, especially those that are targeted to minority business owners.
- Maintain a list of minority-owned businesses in the City and share with other businesses for supply chain and B2B.
- Consider an economic gardening program for black entrepreneurship with mentoring support.
- Work with Spelman College's Center for Black Entrepreneurship, UGA Small Business Development Center (SBDC) Multicultural Business Division, or other higher education institutions.
- Facilitate forums for small business challenges and bring expertise to the meetings.

## Community Improvement District

Within the City, there exists one Community Improvement District - the East Metro DeKalb CID. The East Metro Community Improvement District (EMCID) is a self-taxing district that was formed in 2014 by a group of businesses, civic and DeKalb County leaders committed to enhancing the East DeKalb area. The CID serves as an economic development tool to implement major improvements including infrastructure, public safety, and beautification enhancements in an effort to increase property values, revive business and enhance the overall quality of life of the area.

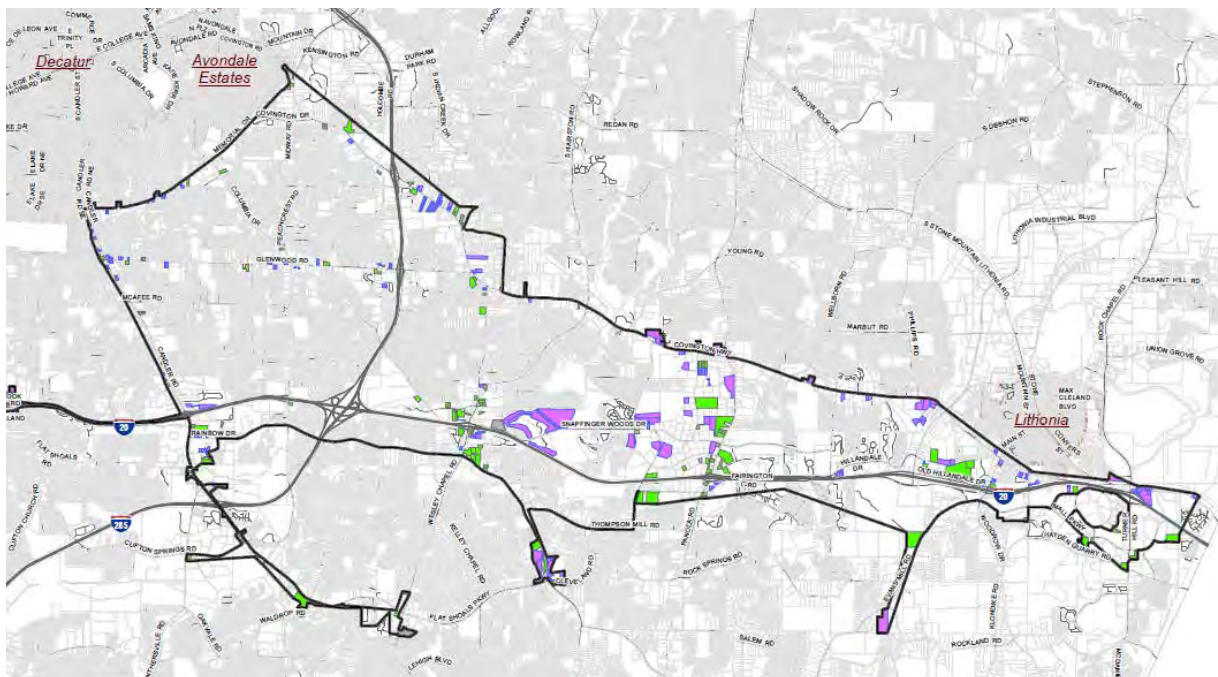
There is a CID Advisory Committee with seven members, including two council members whose task as a recommending body is to improve and sustain the city's commercial and industrial areas. They are charged with engagement with the business community, residents and others.

The City does not have definitive incentives, such as tax relief, façade or sign grants, or other tools geared toward attracting projects to designated sites or industries.

## Recommendations

While not officially part of the scope of this Plan, there were inquiries for the creation of a CID to support industrial development. Our general impression is a CID can be a valuable tool for redevelopment. At this time, however, the focus should be on the fundamentals of economic development as presented in the earlier parts of this section. Once these foundational elements have been established, then a CID study for the industrial areas, including identifying interested properties, proposed activities, and feasibility would be warranted. This would be a medium to long-term project.

- A CID or Tax Allocation District may be beneficial for the development of a Town Center for Stonecrest and should be evaluated accordingly.



East Metro CID Plan | Thomas & Hutton/Atlanta Regional Commission

## Marketing

### Vision

As described above, establishing and communicating a positive reputation for the City and its economic development opportunities is one of the most crucial tasks. This positive image and its related experiences must emanate from within and reverberate throughout the City. For the City, sharing this common vision across departments, with the business community, and with residents restores and instill confidence with potential investors and businesses.

The City's Comprehensive Plan vision for the City is articulated as "Community, Commerce and Culture working together as a world class city." This economic development plan builds and expands on that broader sentiment imagining Stonecrest as a strong, welcoming city that encourages small businesses, innovation, a range of businesses and cultures, and improves the overall community.

For the **Path Forward**, the driving economic development vision is:

**Stonecrest is a resilient and approachable city where entrepreneurialism is nurtured, diversity of people, cultures, and environments are celebrated, and economic activity contributes to a high quality of life for local businesses, workforce, and residents.**

### *Recommendations*

- Continually share this vision with the community using it as a guiding principle.
- Engage the Communications department to include it with all marketing pieces.
- Engage the local partner organizations to incorporate the vision into their programming.

## Reputation Rebuilding and Rebranding

A common theme emerged during the data gathering. This was the need for transparency and integrity in how businesses and property owners are engaged by City officials. It is critical that the community re-establish trust with its residents, other organizations within and outside the City, and the business/developer community. This will take time and consistent effort through communication and personal experience. At the outset, our Team talked with the community about the importance of the stakeholders, including businesses and the citizens at-large becoming ambassadors for the City. Genuine excitement and appreciation for what the City is and can do will translate into redefining Stonecrest.

This effort is not an Economic Development Department driven initiative, but rather one that must come from the elected officials and administration. Engagement with the residents and businesses and creating a strong sense of community will transcend the City boundaries and create an internal peace and external confidence.

Rebranding, however, is far more than creating a new logo. For Stonecrest, the reputation, rebranding, and communication efforts must go hand-in-hand. The more positive news that can be shared and generated for the City, the better. These communications can be about small wins and activities – providing a positive experience for the City. The Economic Development Department will support these efforts through their activities as described below.

### *Recommendations*

- Develop marketing materials highlighting available inventory and programs.
- Send out quarterly newsletters apprising the City businesses and residents of economic development activities, new businesses, regulations, and resources.
- Work regularly with state and regional economic development organizations to share information, including improvements to processes, inventory, vision, etc.
- Once the inventory and materials are prepared, provide development tours to prospective housing, mixed-use, commercial and industrial developers. Be prepared to discuss how things have changed and the new processes in place to instill confidence.
- Update the website to include a searchable inventory and highlight opportunities, resources, and targeted sectors.



# Land Development

## Land Use

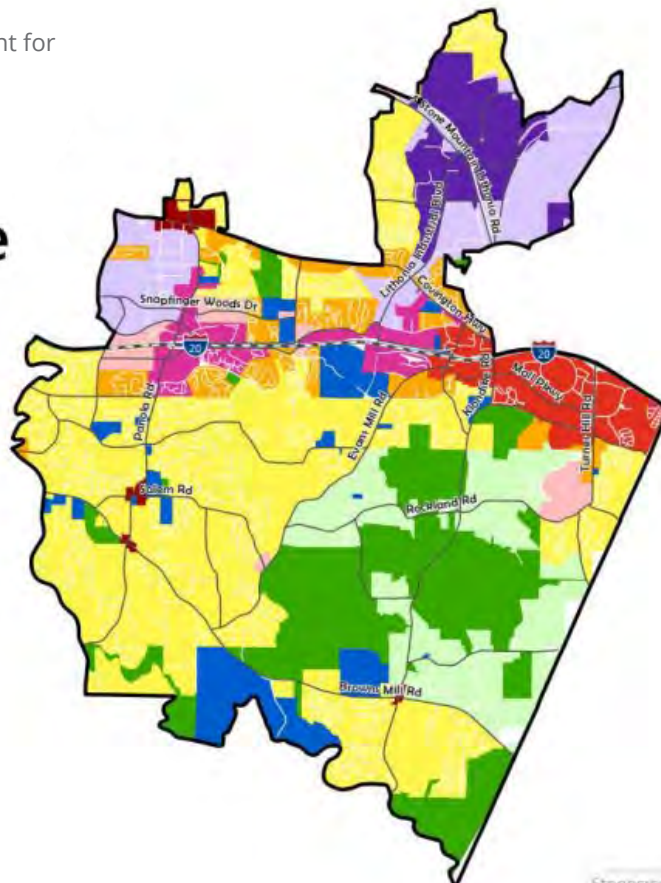
The City's Comprehensive Plan process included an updated future land use map stretching the City Center land use designation further along I-20. The **Path Forward** strategy supports this 2038 Future Land Use Map from the Comprehensive Plan. Industrial properties remain to the north while conservation and open space and rural residential areas are preserved to the southeast.

## Recommendations

- Work closely with the Planning Department to ensure zoning districts allow for desired development in these classifications.
- Encourage quality higher density developments where allowed to address affordability and housing variety while building the market demand for additional retail.
- Work with property owners and Stonecrest Development Authority to secure properties and market the City Center Master Plan to developers.
- Work with Planning to attract developers for mixed use developments and encourage multiple smaller-scale mixed-use developments around the City with higher density and a variety of residential options.
- Review Zoning regulations with Planning Department to assess if current regulations are adequate for setbacks, buffering, improvements, etc.
- Work with property owners in industrial areas to identify potential assemblage.
- Work with property owners and code enforcement for property clean up and improvements

## 2038 Future Land Use Map

- Conservation/Openspace
- Rural Residential
- Urban Neighborhood
- Suburban
- Institutional
- Office Professional
- Neighborhood Center
- City Center
- Regional Center
- Light Industrial
- Heavy Industrial



Stonecrest GIS

## Creating a Sense of Place

The second element of the **Path Forward's** Land Development strategy and recommendations manifests through land use and activities across the City. In both the request for proposal and in the community meetings, there is a clear desire to create an environment where the community and families can come together to be a part of Stonecrest. The concept of a City Center or civic and commercial space is highly desirable.

In Stonecrest, creating a sense of place can be achieved through the built environment and through activities and interactions that enliven spaces. The built environment reflects the unique nature of places, creating an identity that connects culture

and community and for economic development purposes, commercial activities. Activities and interactions invite people to experience the place and one another.

The built environment and activities in the areas provide signals to businesses, developers, and the community that the City of Stonecrest is ready to forge a **Path Forward**.



Credit: Thomas & Hutton/Frank Fortune



## Recommendations

- Create a strong sense of locality and identity. With the rebranding effort, install common and clear signage that designates the City of Stonecrest throughout the City.
- Create temporary common places using tactical urbanism examples to create community spaces of interest and host activities.
- Develop a City Center Master Plan. Stonecrest currently lacks a town center that offers the community a central place to gather. The properties along Turner Hill/ Stonecrest Mall/future Marta Hub would be optimal.
- Coordinate with the local businesses and artists to offer music, art, and entertainment with food and drink with a theme (e.g., First Fridays) and rotate locations.
- Engage underutilized properties and host Food Truck events with entertainment.



Credit: Thomas & Hutton

## Target Sectors and Industries

A well-balanced, sustainable and resilient economy engages all sectors in a way that is beneficial to the community, building on existing assets. The community indicated a desire for industrial development to be limited to specific areas and have it be well-regulated. The Targeted Sectors and Industries strategy leverages regional and local assets. The Team evaluated industry sectors using Location Quotient analysis, local employment, desired services, job skills mix, and regional economic activity to determine the best **Path Forward** for identifying and targeting various economic sectors and industries.

In Stonecrest and the surrounding region, there is a strong trend for industrial development, particularly in logistics, automotive manufacturing and supply, food and beverage. The film and entertainment industries are also booming across Georgia and

along the I-20 corridor. Overall, sectoral local employment in Stonecrest is weakest in construction, manufacturing, transportation, finance, insurance, and real estate (FIRE) and professional services. Partnering the regional economic drivers with the local skill sets and educational opportunities across the Metro Atlanta region, the strategy for targeted sectors and industries builds on the existing asset base. The initial emphasis is to create building blocks for larger project recruitment by leveraging regional supply chains. These include small to medium size projects in transportation and logistics, manufacturing, film and entertainment, professional services, health care, tourism, and broadening retail coordinated with market demand. The small to medium size projects include encouraging entrepreneurship. A future phase would be to utilize the Stonecrest Development Authority and other tools to attract larger industrial and commercial projects.

### Recommendations

#### Professional Services

The demographics for Stonecrest indicate a well-educated population who leaves the City for employment and also for professional services, thus creating opportunities to serve the local population from an employment and service provision perspective. Attracting professional services will require the identification of potential commercial inventory and improvement of quality-of-life amenities in and around the commercial sites. Coupled with City-maintained small business resources recommended in this Plan, attracting professional services can serve the local residents as well as regional activities. Marketing materials should be developed and distributed highlighting the local population base, potential office space, and regional economic activity with regard to professional service supply chain opportunities.

#### Health Care

The Emory Hillendale Hospital Campus is an anchor to attract additional medical offices and services. The property inventory will assist with marketing potential sites. Similar to the Professional Services initiatives, the Department may meet with hospital administrators, (medical practices, medical testing providers, medical billing companies as well as medical office developers.) Marketing materials should be developed to highlight the Hospital, available sites, local population as well as regional economic activity.

#### Film and Entertainment

The Film and Entertainment Sector is booming in Georgia and emerging along the I-20 Corridor. While there are new production studios, there is a need for Dedicated Live Music Venues. These could be coupled with the redevelopment of the City Center.

#### Transportation and Logistics

The assets of Georgia Piedmont Technical College facility, Interstate 20, and the surrounding large industry announcements suggest that transportation related industries continue to be a strong sector. Marketing efforts coordinated with the Stonecrest Industrial Council can aid in this effort.

## Light Manufacturing

The number of recent projects announced along the I-20 and I-75 corridors create opportunities for medium sized light industrial supply chain businesses.

- Develop marketing materials targeted for Professional Services, Health Care, Film and Entertainment, Transportation and Logistics, and Light Manufacturing (also Marketing)
- Utilize Inventory to share potential properties for targeted sectors (also Tools)
- Develop economic development incentives for targeted sectors and industries (also Tools)
- Share Targeted Sector List with State, Decide DeKalb, DeKalb Chamber, Metro Atlanta Chamber, Local Organizations
- Engage the Local Partners for recruitment of Professional Service Companies.
- Attend international and national tradeshows/ conferences such as ICSC (international Council of Shopping Centers) tradeshows, CSCMP (Council of Supply Chain Manufacturing Professionals) conference and others.
- Work with the Georgia Film Office and the DeKalb Entertainment Commission
- Work with Georgia Piedmont Technical College and State of Georgia for transportation and logistics leads.



*Credit: Adobe Stock*

## Targeted Industry Sector – Retail

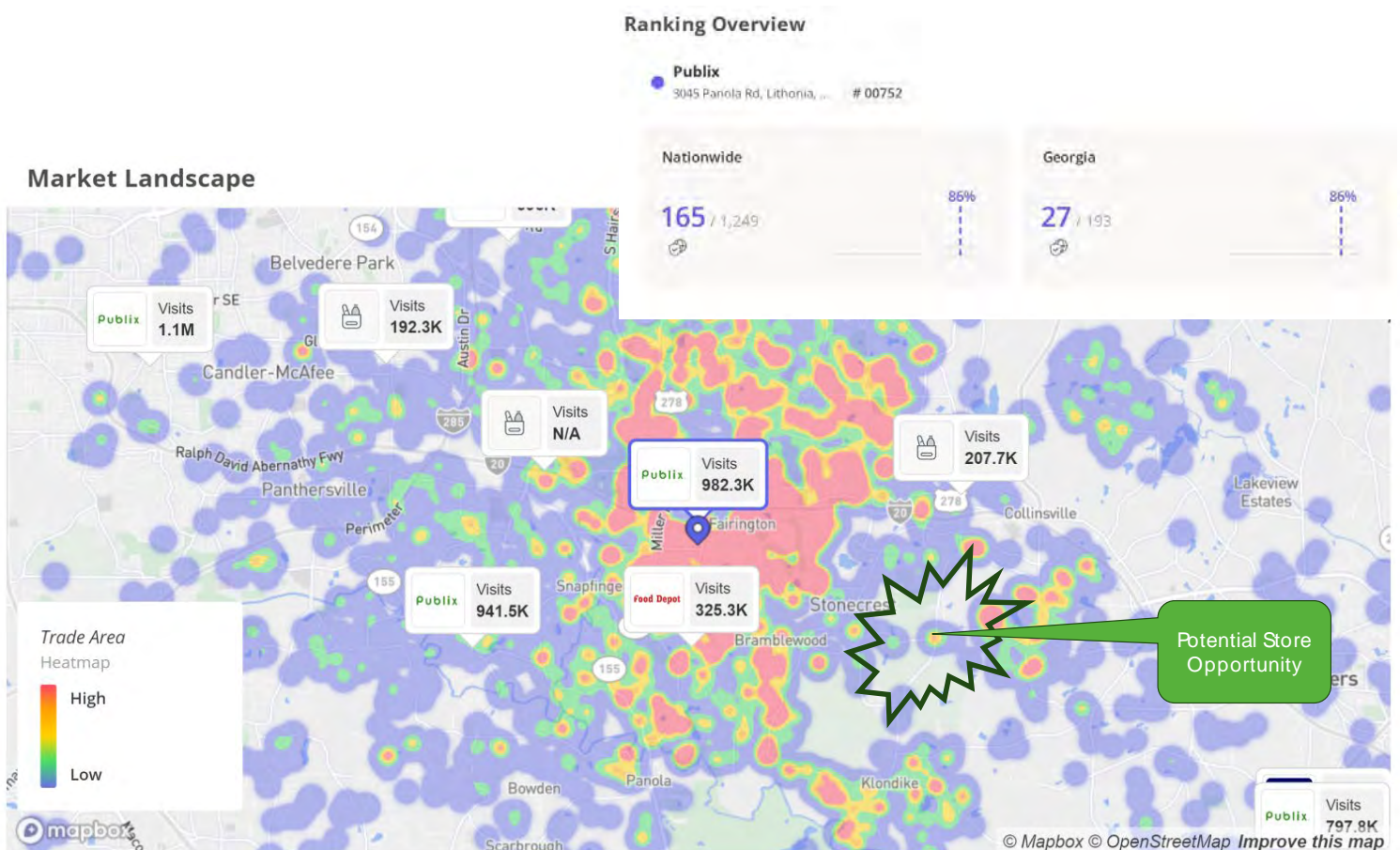
The retail sector is one that primarily responds to market demand, however, the opportunity to recruit quality retail is a key strategy in the **Path Forward** Plan. Stonecrest has highly traveled interstate, state, and local routes (Interstate 20, US 278, and GA 124, Panola Road and Turner Hill Road) which collect local traffic and contain much of the daily shopping and retail needs. Furthermore, as discussed above in the retail analysis, the Mall at Stonecrest has a large regional trade area and is

surrounded by additional shopping opportunities including restaurants and auto dealerships. The first opportunity for targeting retail is the low-hanging fruit where leakage is already identified. Additional opportunities require more time and investment to demonstrate market demand, including increasing residential units and density, raising household incomes, and developing a mixed-use City Center.

### Recommendations

The **Path Forward** Plan focuses on three areas for retail attraction.

- Seek out national grocery store chain for location in Stonecrest.
- Utilize the property inventory to attract retail to the existing spaces and sites.
- Engage the Sense of Place initiatives to bring the community together and showcase retailers.
- Work with developers to develop the mixed-use City Center concept.



Credit: Gaskins + Lecraw

Top “leakage” opportunities from visits outside the city that challenge The Mall at Stonecrest:

- Conyers AMC Theater
- Stone Mountain
- Conyers Target, Publix and Walmart
- Tucker Sam’s Club

To combat leakage, the plan recommends the City draw shoppers and patrons to the Mall through the creation of a downtown streetscape and shopping experience adjacent to and connected with the mall concourse.



## Tourist Trail

Given the natural and cultural assets in the City, tourism can be a contributing industry to the City. However, our conversations with people outside of Stonecrest indicated that there was not widespread recognition that the natural and cultural assets such as the Davidson-Arabia Mountain Nature Preserve, Arabia Mountain Heritage Area, the Trappist Monastery, etc., were located in Stonecrest or even associated with Stonecrest. This suggests a need for additional joint marketing of these assets to attract visitors. In addition to the continued promotion, there are infrastructure opportunities that could connect and support these assets. There has been a long-standing vision for tourist trails to connect various parts of the City – moving path users throughout the various natural amenities, such as Arabia Mountain National Heritage Area to commercial centers near the Mall or future Town Center and connecting other cultural sites such as Flat Rock Archives and Vaughters Farm and other areas of interest. Trails or shared use paths have been shown to have a synergistic relationship with economic development, health, safety, and community identity. The following recommendations support the City of Stonecrest’s forthcoming Bicycle, Pedestrian, and Trail Plan (anticipated 2024).

### Recommendations

- Participate in the Bicycle, Pedestrian, and Trail Plan planning and implementation.
- Share with local businesses the opportunities associated with paths and trails.
- Work with Planning and Zoning to review Comprehensive Plan and Zoning to allow for mixed use projects along the future trail sites.
- Identify key properties along future trail sites that could be catalytic and supportive for tourism as well as local services.
- Work with Planning & Zoning to create small master plans and market them to developers and businesses.



English

### Stonecrest Bicycle, Pedestrian & Trail Plan

The City of Stonecrest is developing a comprehensive Bicycle, Pedestrian, and Trail Plan that will provide a safe, connected, and integrated multimodal network.



Credit: <https://greshamsmithplanning.com/stonecrest-bicycle-and-pedestrian-plan>



## Workforce Infrastructure

One of the main concerns with businesses is access to a well-prepared, available, local workforce. As presented in the Area Characteristics section, Stonecrest is well-positioned with a strong local high school and engaged public schools as well as having access within the Metro Atlanta region to a significant number of higher educational institutions.

The following recommendations leverage the existing educational assets:

### DeKalb Public Schools

The K-12 system is the pipeline for the future workforce of Stonecrest. The City Economic Development Department can work with local schools and industry to create meaningful interactions and share with students the array of job opportunities and skills training available in and around Stonecrest.

- Work with the local school principals to connect existing businesses with career days at the local elementary schools.
- Work with local industry, Georgia Piedmont Technical College, and middle school students to provide guest speakers and tours of local businesses and industries.
- Work with high schools to offer internships with local industry and industry days for teachers and counselors to meet with industry to identify needs.
- Work with Arabia Mountain High School to attract entrepreneurs and industries focused on environmental issues to partner and collaborate with faculty and students.
- Create an industry advisory committee in available to work with schools that connect higher ed (e.g., GPTC).

### Georgia Piedmont Technical College

The expansion of the Georgia Piedmont Technical College in Stonecrest serves a growing and high-demand field for transportation-related industries. The City should be highlighting this asset and facilitating events to connect the local schools and residents with the GPTC campus for events.

### Higher Education

The high number and caliber of regional higher educational institutions offers both residents and businesses the opportunity to create, attract, and retain a quality workforce.

- Utilize college job fairs as opportunities to attract new talent to Stonecrest.
- Encourage institutions and faculty to explore Stonecrest and use it as an applied laboratory for research, internships, and other engagement opportunities.

### Community

Create a Workforce Working Group from the stakeholder organizations.

## Housing

Access to quality, affordable and available housing that suits the needs of the local workforce and brings in new residents to support the community, while not historically central to economic development, has become increasingly a concern for communities. Long commuting patterns bring negative environmental impacts, increased household costs for transportation, traffic and congestion, and a reduced quality of life with workers and residents spending less time with their families, friends, and neighbors.

The City needs an increased range of housing types, including condominiums, townhomes, and live-work units, to accommodate a diverse population of young families, college students, working adults, empty nesters, and senior citizens. Housing has been addressed early in other recommendations

that support quality higher density residential options to support retail and cluster activities to preserve openspace and greenspace and create a strong sense of community. As part of a larger economic development vision, the City's Economic Development Plan must create a **Path Forward** for housing to meet the needs of its residents as well as new residents that may be employed in the City or in the regional economy. Larger City-wide initiatives that improve quality of life and attract businesses and professionals may include identification of resources to help bring the cost of home ownership down for new residents, and assistance for housing rehabilitation for existing income-qualified homeowners and development of higher quality neighborhoods with community amenities, resident support services, and recreational areas for all neighborhoods.

### *Recommendations*

- Encourage quality higher density developments where allowed to address affordability and housing variety while building the market demand for additional retail.
- Work with Planning to direct residential development away from heavy industrial and land designated for conservation.
- Identify developers interested in horizontal and vertical mixed-use projects to support the City Center concept.
- Create incentives for or require retail and commercial space in multi-family developments for small business opportunities.
- Work with Planning to attract developers for mixed use developments and encourage multiple smaller-scale mixed-use developments around the City with higher density and a variety of residential options.
- Meet with and/or survey businesses and local employees to gather their housing concerns and desires.
- Identify required infrastructure to support higher density housing.

# IMPLEMENTATION SUMMARIES AND TIMELINES



**ORGANIZATIONAL INFRASTRUCTURE**

Strategy	Recommendation	Organizations	Timeline
Establish Roles and Responsibilities			
City Organization	Economic Development to serve as lead organization.	Economic Development	Ongoing
	Add a staff position whose primary responsibility is business attraction and recruitment.	Economic Development	Immediate
	Work with the Communications Department and create a joint position for marketing and special events.	Economic Development, Communications	Short Term
	Stonecrest Development Authority Members to pursue training and education.	Stonecrest Development Authority	Immediate
	The Mayor & Council may also elect to participate in training.	Mayor & Council	Immediate
State and Regional Partners	Develop relationships with the Georgia Department of Economic Development with particular focus placed on the targeted industries discussed in this Plan.	Economic Development, Georgia Department of Economic Development, Decide DeKalb, WorkSource DeKalb, Georgia Power, GEDA, SEDC, DeKalb Chamber	Immediate and Ongoing
	Partner with Decide DeKalb for marketing, larger project recruitment, and incentives.	Economic Development, Decide DeKalb	Short Term and Ongoing
	Collaborate with WorkSource DeKalb for workforce initiatives such as job fairs, talent identification and development, tax credits, and on the job training.	Economic Development, WorkSource DeKalb	Short Term and Ongoing

**ORGANIZATIONAL INFRASTRUCTURE**

Strategy	Recommendation	Organizations	Timeline
State and Regional Partners (Con't.)	Work with Georgia Power to share the City's available property inventory and marketing materials as well as large project recruitment.	Economic Development, Georgia Power	Short Term and Ongoing
	Host a "fam" tour of Stonecrest.	Economic Development, State of Georgia Economic Development	Medium Term
	Join the statewide and regional professional organizations (GEDA, SEDC, DeKalb Chamber) for education and networking.	Economic Development	Immediate
Local Partners	Hold quarterly roundtables with the local business organizations to discuss issues and opportunities.	Economic Development, Stonecrest Business Alliance, Stonecrest Industrial Council, Stonecrest Chamber of Commerce	Short Term and Ongoing
	Engage the local business organizations with projects and programs where business input is critical.	Economic Development, Stonecrest Business Alliance, Stonecrest Industrial Council, Stonecrest Chamber of Commerce	Medium Term
Processes and Tools			
Interdepartmental Collaboration	Hold regular Development planning meetings.	Economic Development, Planning & Zoning, Finance, Code Enforcement	Immediate
Development Process Map	Work with the Planning & Zoning and Finance Department to streamline business license application and approval process.	Economic Development, Planning & Zoning Department	Short Term
	Create public-facing materials outlining the development process with Planning & Zoning.	Economic Development, Planning & Zoning Department	Short Term
Business Retention & Expansion	Update Stonecrest business information	Economic Development	Immediate and Ongoing
	Identify existing Stonecrest business needs	Economic Development	Short Term

**ORGANIZATIONAL INFRASTRUCTURE**

Strategy	Recommendation	Organizations	Timeline
Business License Process	Streamline and clarify development processes, including business license procedures	Economic Development, Planning & Zoning, Finance	Immediate
	Notify Economic Development when business license applications are accepted.	Planning & Zoning, Economic Development	Immediate
	Maintain a database of Code Violations and problematic properties.	Code Enforcement, Economic Development	Immediate
Commercial and Industrial Property Inventory	Update and maintain a commercial and industrial property inventory	Economic Development, GIS, Georgia Power	Short Term
	Reach out to brokers and property owners for listings	Economic Development, GIS, Georgia Power	Medium Term
	Coordinate with Georgia Power for their inventory tool.	Economic Development, GIS, Georgia Power	Medium Term
	Publish the inventory on the City's website.	Economic Development, GIS	Medium Term
Economic Development Incentives	Develop Incentives Policy based on how the project meets the goals and visions for the City, jobs, investment and other community benefits.	Economic Development, Mayor & Council, Finance, Stonecrest Development Authority	Medium Term to Long Term
	Utilize Stonecrest Development Authority to identify and secure key properties.	Economic Development, Mayor & Council, Stonecrest Development Authority	Medium Term to Long Term
	Collaborate with Decide DeKalb and the State of Georgia when appropriate for financial incentives.	Economic Development, Mayor & Council, Stonecrest Development Authority, State and Regional Partners	Medium Term to Long Term
	Collaborate with Georgia Technical Colleges, DeKalb County School District, Decide DeKalb, and DeKalb Chamber of Commerce on workforce initiatives	Economic Development, State and Regional Partners	Short Term

	Strategy	Recommendation	Organizations	Timeline
	Economic Development Incentives (Con't.)	Consider a City permit waiver policy, expediting of projects, infrastructure investment, and other feasible incentives.	Economic Development, Mayor & Council, Finance	Medium Term
<b>MARKETING</b>	Vision	Continually share this vision with the community using it as a guiding principle.	Economic Development, Communications	Ongoing
		Engage the Communications department to include it with all marketing pieces.	Economic Development, Communications	Immediate and Ongoing
		Engage the local partner organizations to incorporate the vision into their programming.	Economic Development, Local Partners	Short Term
	Support Reputational Repair and Rebranding	Develop marketing materials highlighting available inventory and programs.	Economic Development, Communications	Immediate
		Send out quarterly newsletters apprising the City businesses and residents of economic development activities, new businesses, regulations, and resources.	Economic Development, Communications	Short Term
		Work regularly with state and regional economic development organizations to share information, including improvements to processes, inventory, vision, etc.	Economic Development, State and Regional Partners	Medium Term

	<b>Strategy</b>	<b>Recommendation</b>	<b>Organizations</b>	<b>Timeline</b>
<b>MARKETING</b>	Support Reputational Repair and Rebranding (Con't.)	Host development tours to prospective housing, mixed-use, commercial and industrial developers.	Economic Development	Medium Term
		Update the website to include a searchable inventory and highlight opportunities, resources, and targeted sectors.	Economic Development, Communications	Short Term
<b>LAND DEVELOPMENT</b>	Land Use	Work closely with the Planning Department to ensure zoning districts allow for desired development in these classifications.	Economic Development, Planning	Short Term
		Encourage higher density developments where allowed to address affordability and housing variety while building the market demand for additional retail.	Economic Development, Planning	Short Term
		Work with Planning to attract developers for mixed use developments and encourage multiple smaller-scale mixed-use developments around the City with higher density and a variety of residential options.	Economic Development, Planning	Medium Term
		Work with property owners and Stonecrest Development Authority to secure properties and market the City Center Master Plan to developers.	Economic Development, Mayor & Council, Stonecrest Development Authority	Long Term
		Review Zoning regulations with Planning Department to assess if current regulations are adequate for setbacks, buffering, improvements, etc.	Economic Development, Planning	Short Term



	Strategy	Recommendation	Organizations	Timeline
<b>LAND DEVELOPMENT</b>	Land Use (Con't.)	Work with property owners in industrial areas to identify potential assemblage.	Economic Development	Medium Term
		Work with property owners and code enforcement for property clean up and improvements	Economic Development, Code Enforcement	Medium Term
	Creating a Sense of Place	Design and install common and clear signage throughout the City.	Economic Development, Community Services	Short Term
		Create temporary common places using tactical urbanism examples to create community spaces of interest and host activities.	Economic Development, Communications	Short Term
		Develop a City Center Master Plan.	Economic Development, Mayor & Council, Planning	Medium Term
		Coordinate with the local businesses and artists to offer music, art, and entertainment with food and drink with a theme (e.g., First Fridays) and rotate locations.	Economic Development, Communications	Short Term
		Engage underutilized properties and host Food Truck events with entertainment.	Economic Development, Communications	Short Term
		Targeted Industries - non Retail	Develop marketing materials targeted for Professional Services, Health Care, Film and Entertainment, Transportation and Logistics, and Light Manufacturing (also Marketing)	Economic Development, Communications
		Utilize Inventory to share potential properties for targeted sectors (also Tools)	Economic Development	Short Term
	<b>TARGET SECTORS AND INDUSTRIES</b>			

**TARGET SECTORS AND INDUSTRIES**

Strategy	Recommendation	Organizations	Timeline
Targeted Industries - non Retail (Con't.)	Develop economic development incentives for targeted sectors and industries (also Tools)	Economic Development, Mayor & Council, Stonecrest Development Authority	Medium Term
	Share Targeted Sector List with State, Decide DeKalb, DeKalb Chamber, Metro Atlanta Chamber, Local Organizations	Economic Development, State and Regional Partners, Local Partners	Short Term
	Engage the Local Partners for recruitment of Professional Service Companies.	Economic Development, Local Partners	Medium Term
	Attend international and national tradeshows/ conferences such as ICSC (international Council of Shopping Centers) , CSCMP (Council of Supply Chain Manufacturing Professionals), IAMC (Industrial Asset Management Council) conference and others.	Economic Development	Short Term
	Work with the Georgia Film Office and the DeKalb Entertainment Commission	Economic Development, State and Regional Partners	Short Term
	Work with Georgia Piedmont Technical College and State of Georgia for transportation and logistics leads.	Economic Development, State and Regional Partners, Georgia Piedmont Technical College	Short Term
	Targeted Sector - Retail	Seek out national grocery store chain for location in Stonecrest.	Economic Development
	Utilize the property inventory to attract retail to the existing spaces and sites.	Economic Development	Short Term

**TARGET SECTORS AND INDUSTRIES**

Strategy	Recommendation	Organizations	Timeline
Targeted Sector - Retail (Con't.)	Engage the Sense of Place initiatives to bring the community together and showcase retailers.	Economic Development	Short Term
	Work with developers to develop the mixed-use City Center concept.	Economic Development	Medium Term
Tourism and Trails	Support marketing efforts to link natural and cultural assets with City of Stonecrest.	Economic Development, Communications & Technology, Arabia Mountain Heritage Area Alliance, PATH Foundation	Short Term
	Participate in the Bicycle, Pedestrian, and Trail Plan planning and implementation	Economic Development, Gresham Smith Planning	Immediate
	Share with local businesses the opportunities associated with paths and trails.	Economic Development. Stonecrest Business Alliance, Stonecrest Chamber of Commerce, DeKalb Chamber of Commerce	Short Term
	Work with Planning and Zoning to review Comprehensive Plan and Zoning to allow for mixed use projects along the future trail sites.	Economic Development, Planning and Zoning	Medium Term
	Identify key properties along future trail sites that could be catalytic and supportive for tourism as well as local services.	Economic Development	Medium Term
	Work with Planning & Zoning to create small master plans and market them to developers and businesses.	Economic Development, Planning and Zoning	Medium Term

**WORKFORCE INFRASTRUCTURE**

Strategy	Recommendation	Organizations	Timeline
Coordination with K-12	Work with the local school principals to connect existing businesses with career days at the local elementary schools.	Economic Development, DeKalb County Schools, DeKalb Chamber of Commerce, Stonecrest Business Alliance, Stonecrest Chamber of Commerce	Short Term and ongoing
	Work with local industry, Georgia Piedmont Technical College, and middle school students to provide guest speakers and tours of local businesses and industries.	Economic Development, Stonecrest Industrial Council, DeKalb Chamber of Commerce, Stonecrest Chamber of Commerce, Stonecrest Business Alliance, DeKalb County Schools, Georgia Piedmont Technical College	Short Term and ongoing
	Work with high schools to offer internships with local industry and industry days for teachers and counselors to meet with industry to identify needs.	Economic Development, DeKalb County Schools	Medium Term and ongoing
	Work with Arabia Mountain High School to attract entrepreneurs and industries focused on environmental issues to partner and collaborate with faculty and students.	Economic Development, DeKalb County Schools, Decide DeKalb	Medium Term and ongoing
	Highlight Georgia Piedmont Technical College programs and facility to residents and potential businesses	City of Stonecrest Economic Development, Georgia Piedmont Technical College	Short Term and ongoing
	Connect local businesses with college job fairs	Economic Development, Stonecrest Business Alliance, Stonecrest Chamber of Commerce, DeKalb Chamber of Commerce, Decide DeKalb, Higher Education Institutions	Immediate
Coordination with Metro Atlanta Area Higher Education Institutions	Encourage institutions and faculty to explore Stonecrest and use it as an applied laboratory for research, internships, and other engagement opportunities.	Economic Development, City Departments, Regional Higher Education Institutions	Medium Term

**WORKFORCE INFRASTRUCTURE**

Strategy	Recommendation	Organizations	Timeline
Coordination with Metro Atlanta Area Higher Education Institutions (Cont.)	See Small Business Development and Black Entrepreneurship for more.	Economic Development, State and Regional Partners, Higher Educational Institutions, SBDC	Short Term
	Encourage higher density developments where allowed to address affordability and housing variety while building the market demand for additional retail.	Economic Development, Planning	Medium Term
	Work with Planning to direct residential development away from heavy industrial and land designated for conservation.	Economic Development, Planning	Medium Term
Housing	Identify developers interested in horizontal and vertical mixed-use projects to support the City Center concept.	Economic Development	Medium Term
	Create incentives for or require retail and commercial space in multi-family developments for small business opportunities.	Economic Development, Mayor & Council, Finance, Planning	Medium Term
	Work with Planning to attract developers for mixed use developments and encourage multiple smaller-scale mixed-use developments around the City with higher density and a variety of residential options.	Economic Development, Planning	Medium Term
	Meet with and/or survey businesses and local employees to gather their housing concerns and desires.	Economic Development, Local Partners	Short Term
	Identify required infrastructure to support higher density housing	Economic Development, City Engineering	Short Term

# APPENDICES



**Appendix A – Stakeholder & Community Engagement**

**Path Forward:** City of Stonecrest Economic Development Plan

On April 12, 2023, the City of Stonecrest hosted an Economic Development Strategy Session at the Browns Mill Recreation Center. The Nickel Works Team lent support in the form of assisting in the development of a presentation to include the use of Mentimeter presentation software. However, due to Wi-Fi issues, we were unable to incorporate the responses during the course of the meeting. In lieu of utilizing the technology, Nickel Works captured the information in written form including audience member answers, and then transposed that information into the Mentimeter presentation.

Participants in attendance included 32 residents, 1 Park @ Stonecrest, 1 Stonecrest City Council Member, and 5 consultants who have signed the attendance sheet. In addition, there were attendees who did not sign the attendance sheet including the Mayor, her security detail, the City Manager, videographer and Communications Director.

The meeting was recorded by the City of Stonecrest and can be viewed on YouTube at the following link:

<https://youtu.be/flZgl1s3pWs>.

### **Mapping Exercise:**

The mapping exercise allowed participants to indicate their recommendations and/or wishes for future development in graphic form. The exercise asked participants to show where certain types of development should be encouraged and supported within the City of Stonecrest. By placing adhesive markers onto the map, participants indicated their preferences for development in the future. Three maps were provided for the exercise. One map showing the City of Stonecrest's entire footprint accompanied by two larger scale maps each showing the Northern and Southern portions of the city's footprint were provided. Each marker's or dot's color indicates a specific land use and/or property type as follows:

- Red = Industrial
- Yellow = Retail and/or Commercial
- Green = Town Center
- Blue = Housing

**Industrial:** The map indicates exercise participants' preference for industrial uses to be located in the far north and northwestern areas of the city. These areas contain existing clusters of industrial uses. The northwestern cluster appears to function as a shipping, warehousing and logistics hub. The far north cluster contains those uses as well as a quarry. Interestingly, no red markers were placed in any other area of the maps.

**Retail / Commercial:** The vast majority of participants indicated retail and/or commercial uses in two areas. The Stonecrest Mall site and the retail cluster at the intersection of I-20 and Panola Rd claimed the majority of selections, (7 out of 8). There was only one outlier with a participant indicating a preference for retail and/or commercial at the intersection of Panola and Snapfinger Roads.

**Town Center:** A central and identifiable Town Center has been identified as a need across all outreach activities. In the mapping exercise, most selections for a Town Center location centered around the Stonecrest Mall (5 out of 9) and Snapfinger Woods Dr (4 out of 9) between Panola Rd and DeKalb Medical Pkwy. Both areas are located near I-20 interchanges, (at Panola and Turner Hill Roads).



Housing: In contrast to the other land use choices which were mostly concise in their results, housing selections were more scattered. This appears to follow established patterns of housing development within the City of Stonecrest. Interestingly, a significant portion of selections (10 out of 17) are located in close proximity to the city's boundary. Three selections near the city boundary are located at the Stonecrest Mall site which happens to sit directly adjacent to the city boundary.

It should be noted that the Stonecrest Mall area received selections of all options except industrial. This indicates that there is a desire among exercise participants for mixed-use development at the mall site.

# City of Stonecrest Economic Development Plan

## General Outreach Summary

### Methodology & Concerns

Outreach for this project was structured to get feedback on a consistent set of issues from a diverse range of stakeholders. The stakeholders were chosen to gain insights from a wide variety of perspectives. Stakeholders were engaged in several ways including:

- Online Surveys
- In-Person Polling
- In-Person Exercises
- Direct Interviews

The stakeholder groups were chosen to ensure that residents, property owners, business owners, business operators, government employees and elected officials all had the opportunity to make their feelings known. This diverse cross-section of persons shared their thoughts which illustrated the issues that most commonly appeared as concerns.

Certain exercises were very structured which lend themselves to producing clear statistical data. They were typically formatted to allow for easy data analysis and to produce clear and easy to comprehend data snapshots. Other methods were set up as loosely structured conversations that allowed for underlying thoughts and nuances to surface. The combination of methods gave a clear look at the pervading opinions and feelings experienced by stakeholders.

The topics that most commonly were identified are as follows:

Good Governance / Transparency: the City of Stonecrest has experienced a lot in its short history. Past scandals shook the stakeholder base's faith in the city as an institution. The city has begun to recover, but there is still much work to be done. Stakeholders frequently expressed the need for improvements in the city government's operational efficiency. Difficulties in securing business licenses are a common complaint. Frequent turnover of city staff and the associated loss of institutional knowledge and compromised continuity also hurt stakeholders' ability to interface with city government.

Inventory: Stakeholders expressed the need for data gathering for a variety of purposes. For example, cataloging properties available for occupancy and/or development or taking a census of employment needs and worker skill sets. Economic developers could use these data sets to market available sites to site selectors or play matchmaker between employers seeking workers and job seekers with the necessary skill sets.

Disconnect: there were several areas where stakeholders' outlook on issues was based on misunderstood relationships or data. For example, the need for improvements to certain municipal services was commonly expressed. However, many of those services are managed under the auspices of DeKalb County and thus not controlled by the city government. That disconnect between perception and reality must be addressed so that stakeholders are able to appropriately interface with the municipal apparatus.

# City of Stonecrest Economic Development Plan

## General Outreach Summary

Identity / Branding: Stakeholders seemed to agree that there was a need for a clear vision for the City of Stonecrest. Given the city's short history, enough time has not elapsed to allow for the city to develop a clear identity. There is inadequate signage alerting persons that they are entering the city. Most are unaware when they are crossing into or out of the city limits. Additionally, a new identity and "brand" for the City of Stonecrest is needed to shake off the stigma of past scandals.

Public Safety / Perception: the City of Stonecrest, like any other municipality, has some crime. Many stakeholders complained about crime in the city. Some acknowledged that actual crime might not be in line with the perception of crime. For example, the prevailing perception of crime in the city may be greater than the actual incidence of crime in the city. The aesthetics of the city were also related to this subject. "Broken windows" theory pervades the thoughts of some stakeholders; areas that appear unkempt to stakeholders appear to be crime-ridden whether that is true or not. In addition to crime, other public safety concerns surrounding pedestrian safety were commonly expressed as a concern as well.

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

## Business Perspectives

The general business climate in Stonecrest is *perceived* differently by different people. Some consider it business-friendly, while others believe it to be uncertain. Opinions on the subject appear to be evenly distributed among survey respondents.

**Overall, the business climate is friendly in the City of Stonecrest.**

- Yes (29%)
- Somewhat (29%)
- No (29%)
- No Opinion (14%)

The city has the available market, *available property*, and business-to-business relationships, making it an excellent place to do business. The existing network of small businesses currently has a greater presence in Stonecrest than national chains. This local business ecosystem is the foundation upon which the city's economy may be built.

**What makes the City of Stonecrest a good place to do business? Check all that apply.**

- Business to Business relationships (71%)
- Availability of property (43%)
- Available Market (43%)
- Available Clientele (29%)
- Available Workforce (29%)
- Cost to do Business (29%)

However, a few key things make it difficult to do business in Stonecrest, starting with utility costs and access to utilities that people have. A common perception is that significant effort is required to understand Stonecrest's rules and regulations and acquire a *business license*.

**What makes the City of Stonecrest a difficult place to do business? Check all that apply.**

- Hard to Understand Rules & Regulations (100%)
- Difficulty of getting a business license (83%)
- Utility Costs / Available Utilities (50%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Good Governance and Transparency were reflected in the majority of respondents' unique comments, (72%). The need for improvements in government operations with regard to integrity, efficiency and communication has been consistently expressed across all outreach efforts.

## **What are some barriers or obstacles to operating a business within the City of Stonecrest?**

- Good Governance (43%)
- Transparency (29%)
- Disconnect (29%)
- Awareness (14%)
- Proximity (14%)
- Aesthetics (14%)
- Land Availability (14%)

Businesses in the City of Stonecrest have mixed views about the level of business support. Some are satisfied, while others are not.

## **I am satisfied with the level of business support I have requested from the City of Stonecrest.**

- Yes, I am satisfied with the level of business support requested (29%)
- Somewhat Satisfied (43%)
- No, not satisfied (29%)

The local workforce needs reliable candidates, soft skills development, and transportation for the workforce. Reliable candidates with better soft skills appear to be a great need in general or a general need for a majority of respondents.

## **What do you perceive as the greatest needs in terms of local workforce development (Check all that apply )**

- Reliable Candidates (71%)
- Soft Skills Development (71%)
- Transportation for Workforce (57%)
- Job-specific Training (43%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Food Service was the dominant choice expressed in respondents' independently authored responses. This correlates with comments made throughout all outreach exercises. Restaurants appeared to be the top need in the survey responses. Quality dining options were identified frequently in other exercises. Quality grocery shopping was frequently expressed as well. These preferences do not, however, exclude other food service uses such as food processing plants, food wholesalers, etc.

## **What type of businesses/industries should the City of Stonecrest focus its recruiting efforts on?**

- Food Service (67%)
- Tourism (50%)
- Technology (50%)
- Retail/Mixed-Use (50%)
- Industrial (33%)
- Entertainment (33%)

Respondents indicated that entrepreneurs would benefit most from a co-working hub in the city. It may be inferred that Web/Technology, Health & Wellness and Media entrepreneurs should be the focus of any industry-specific preferences and/or supportive services hosted at the space.

## **Which industries or types of businesses would best benefit from a shared Co-working space (Creative Hub)? (Check all that apply)**

- Entrepreneurship (86%)
- Information Technology (71%)
- Health & Wellness (71%)
- Media/Multi-Media (71%)
- Food & Beverage Services (43%)

Survey responses indicated the need for supportive services by most respondents. Alternatively, the majority of choices link back to financial assistance. Those choices varied from direct financial assistance, discounted costs and opportunities to earn income.

## **How can the City of Stonecrest better support African American entrepreneurship in the city? (Check all that apply)**

- Supportive Services (86%)
- Discounted Rents (71%)
- Financial Incentives (71%)
- Business Incubators (57%)
- Contracting Opportunities (57%)
- Targeted Funding (57%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Survey responses indicate that 100% of respondents felt that increased quality of governance and transparency would help small businesses. 72% of respondents indicated that an increased vision for the city through branding and establishing a clear identity would help.

## **How can the City of Stonecrest specifically help small businesses?**

- Good Governance (71%)
- Identity (43%)
- Branding (29%)
- Transparency (29%)

Business owners' responses indicate a preference for industries that are flourishing in the modern economy. Their selections also tend to generate well-paying jobs which would likely be welcomed by city residents as well.

## **What types of businesses and/or industries might be supported, if necessary with financial incentives in Stonecrest? (Check all that apply)**

- Entertainment & Media (86%)
- Health & Wellness (86%)
- Food & Beverage Production (71%)
- Information Technology (71%)
- Small Businesses (71%)
- Biotechnology (57%)

Business owners unanimously expressed a preference for mixed-use development to be supported with financial incentives. It stands to reason that their preferred mix of uses in those developments could or should be made up of the other individual use types selected, (retail, spaces for small businesses, co-working spaces and hospitality)

## **What types of development might be supported, if necessary, with financial incentives in Stonecrest? (Check all that apply)**

- Mixed-Use (100%)
- Lifestyle Center Retail (83%)
- Small Businesses (83%)
- Co-Working (50%)
- Hotel/Hospitality (50%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

A significant percentage of business respondents don't know which City Council District their business is located in. This indicates a need for greater outreach to the business community to increase awareness and combat the disconnect between city government and the business community.

## **What Stonecrest City Council District do you work or operate your business in?**

- District 1 -- Tara Graves (14%)
- District 2 -- Robert Turner (29%)
- District 3 -- Alecia Washington (0%)
- District 4 -- George Turner (0%)
- District 5 -- Tammy Grimes (29%)
- Don't Know (29%)

Good governance and Transparency appeared as leading choices among respondents which is consistent with feedback captured through all outreach exercises, regardless of the mode of communication employed. The need to take inventory of the city with regard to several aspects has commonly been expressed as a need. For example, collecting data to quantify properties available for development and/or occupancy. Taking a workforce census to determine the needs of employers as well as the skill sets available to them would be helpful. The categories mentioned above, among others, will help the city's economic development apparatus to determine which potential new businesses to target and which sites to market to site selectors.

## **Please provide any additional thoughts you have from a business perspective regarding the Stonecrest Economic Development Plan.**

- Good Governance (40%)
- Transparency (40%)
- Inventory (40%)



# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

## Business Respondent Information

All respondents' businesses are located within Stonecrest's city limits

**Is your business within the City limits of Stonecrest?**

- Yes (100%)
- No (0%)

Survey respondents fill the following roles in their respective businesses:

**What is your role within the business? Please provide the title.**

- CEOs (43%)
- Owners (29%)
- CIOs (14%)
- Vice Presidents (14%)

Survey respondents' businesses operate in the following industries:

**What best describes your business industry/type?**

- Consultants (50%)
- Construction (17%)
- Healthcare (17%)
- Real Estate (17%)

The typical business in Stonecrest employs anywhere from one to fifty individuals.

**How many full-time, part-time, or contract employees does the business employ in the Stonecrest Location?**

- 1 Employee (29%)
- 2-4 Employees (29%)
- 5-10 Employees (14%)
- 11-24 Employees (14%)
- 25-49 Employees (14%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Stonecrest offers a variety of workspaces to cater to the different needs of businesses. That diverse range of options gives businesses the ability to easily find the perfect workspace that suits their unique requirements. Survey respondents house their businesses in the following types of workspaces:

## **What best describes the type of workspace used for your business?**

- Commercial Office Space (29%)
- Home-Based (29%)
- Industrial/Manufacturing/Warehouse (14%)
- Online/Virtual (14%)
- Restaurant (14%)

Stonecrest has a diverse range of businesses, with some having been established for a significant period. Others are more recent, with some emerging in recent years. The typical business in the City of Stonecrest has been in operation as follows:

## **How many years has the business been in existence?**

- 3 to 10 Years (57%)
- Less than 3 Years (29%)
- 20 Years or longer(14%)

Based on the survey, many local businesses' annual revenue falls on the lower end of the income spectrum. The top three responses are as follows:

## **What are the annual revenues for the business?**

- 45% of businesses earn less than \$100,000
- 29% of businesses earn between \$100,000-\$250,000
- 13% of businesses earn between \$250,000-\$499,999
- 13% of businesses earn over \$10 million

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

## Community Questions

Based on a recent survey where respondents were asked to select all options that apply, the City of Stonecrest's strengths are thought to be...

**What are some of the strengths of the City of Stonecrest? Check all that apply.**

- Nature-based recreation (59%)
- Future land development (47%)
- Family-friendly (37%)

Conversely, when respondents were asked to select all options that apply, Stonecrest is thought to have notable challenges. The top three options selected are...

**What are some of the challenges for the City of Stonecrest? Check all that apply.**

- the need for development (62%)
- the need for more retail variety (60%)
- education (52%)
- public infrastructure (52%)
- available amenities (52%)

Survey respondents offered a variety of answers relating to a master list of outreach topics. The questions are open-ended, so answers may be categorized under multiple outreach topics. The top five topics that survey responses corresponded with are as follows:

**How would you positively describe Stonecrest to someone, not from the area?**

- Inventory (38%)
- Perception (28%)
- Proximity (22%)
- Identity (18%)
- Demographics (16%)
- Aesthetics (16%)

**What could make Stonecrest a better community?**

- Inventory (55%)
- Good Governance (24%)
- Public Safety (18%)
- Transparency (16%)
- Disconnect (16%)
- Aesthetics (10%)
- Perception (10%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

The survey shows that respondents visit shops and restaurants around the Mall at Stonecrest with the following frequency(ies):

## **How often do you visit the shops and restaurants around the Mall at Stonecrest?**

- Never (22%)
- 1-2 times per week (63%)
- 3-5 times per week (10%)
- 5 to 10 per week (6%)

The types of businesses they most frequently visit are...

## **What types of businesses do you personally frequently visit within the City of Stonecrest?**

**Check all that apply.**

- Grocery Stores (62%)
- Restaurants (60%)
- Big Box Stores (60%)
- Fast Food (48%)

Stonecrest should offer various housing options, including

## **What additional housing types do you think are needed in Stonecrest (Check all that apply)**

- Attainable Housing (Workforce Housing) (44%)
- Senior Housing (Independent & Assisted Living) (40%)
- Starter Homes (38%)
- Luxury Housing (38%)
- Condominiums (28%)

When it comes to housing affordability the majority of survey respondents view the City of Stonecrest's housing options as generally cheaper than the Atlanta Metro region.

## **How would you rate housing affordability in Stonecrest as compared to the metro Atlanta region? (Choose One)**

- A lot less expensive (16%)
- A little less expensive (46%)
- About the same (34%)
- A little more expensive (2%)
- A lot more expensive (2%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

According to the survey, the top four kinds of amenities that respondents would like to see more of are as follows:

**I would like to see more of the following in the City of Stonecrest: (check all that apply)**

- Diversity of Retail / Restaurants (78%)
- Recreational Amenities (77%)
- City Festivals (67%)
- Community Events (63%)

Most respondents prefer an increased variety of retail stores and restaurants, recreational amenities, and city festivals. They specifically wish for the following amenities to be developed:

**What kind of development is needed in Stonecrest? (Check all that apply)**

- High-End Grocery Stores and Restaurants (71%)
- Lifestyle Center Retail (62%)
- Mixed Use Retail (54%)

The Economic Development Plan for Stonecrest should prioritize three key areas: attracting new businesses, improving quality of life, and developing commercial or retail spaces and it should be done in The Mall at Stonecrest Area.

**What are the top three (3) areas you think City of Stonecrest should address in the Economic Development Plan? (choose 3)**

- New business attraction (56%)
- Quality of life (44%)
- Commercial or Retail Development (37%)
- Education – Middle Schools, Trade Schools & Youth STEM Programs (35%)
- Small Business Development/Entrepreneurship (27%)

The vast majority of survey respondents would like to see development focused on or around the Mall at Stonecrest.

**Where do you think more development should occur within the City of Stonecrest? Check all that apply.**

- The Mall at Stonecrest Area (92%)
- Turner Hill (41%)
- Covington Highway (37%)
- Evans Mill and Mall Parkway (37%)
- Panola Road (35%)
- Panola/Salem Road – Food Depot Retail Center (33%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Survey respondents offered a variety of answers relating to a master list of outreach topics. The questions are open-ended, so answers may be categorized under multiple outreach topics. The top five topics that survey responses corresponded with are as follows:

## **What do you think are the greatest obstacles to economic development in the City of Stonecrest?**

- Good Governance (38%)
- Perception (26%)
- Transparency (23%)

## **Please provide any additional information you would like us to know while we develop the City of Stonecrest Economic Development Plan.**

- Good Governance (29%)
- Transparency (24%)
- Identity (21%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

## Who You Are (Respondent Demographics)

The survey results indicate that Stonecrest City is composed of...

### How would you classify your relationship with the City of Stonecrest?

- Residents (68%)
- Property Owners (17%)
- Business Owners (12%)
- City Employees (3%)

The largest cohort of Survey Respondents is not aware of their City Council District. Outreach to ensure engagement and awareness with constituents should be undertaken. Survey Respondents reside, own property, and/or operate a business in the following City of Stonecrest City Council District:

### What Stonecrest City Council District do you reside or own property in?

- I am not sure (27%)
- District 1 -- Tara Graves (20%)
- District 5 -- Tammy Grimes (16%)
- District 3 -- Alecia Washington (14%)
- District 4 -- George Turner (14%)
- District 2 -- Robert Turner (8%)

The majority of survey respondents are female.

### What is your Gender?

- Male (50%)
- Female (50%)

The vast majority of survey respondents are of African American heritage.

### What is your Race?

- African American (92%)
- Caucasian (8%)

# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

Survey Respondents represent a wide variety of ages.

## What is your Age?

- 35-44 years old (26%)
- 55-64 years old (22%)
- 25-34 years old (22%)
- 65-74 years old (14%)
- 45-54 years old (14%)
- 75 years old or greater (2%)
- Prefer not to say (2%)

The majority of survey respondents reside in 1-2 person households.

## How many people live in your Household?

- 1-2 persons (62%)
- 3-4 persons (28%)
- 5 or more persons (10%)

The vast majority of survey respondents reside in childless households.

## How many children (under the age of 18) live in your Household?

- No children (73%)
- 1-2 children (20%)
- 3-4 children (6%)
- 5 or more children (2%)

Survey respondents have typically lived or worked in the City of Stonecrest for more than 7 years.

## How long have you lived in your current place of residence or worked in the City of Stonecrest?

- 7 years or more (53%)
- 1-6 years (37%)
- 1 year or less (10%)

The majority of survey respondents are employed full-time. A significant portion of survey respondents are self-employed.

## What is your Employment Status?

- Full-time employed (56%)
- Self – Employed (20%)
- Retired (16%)



# City of Stonecrest Economic Development Plan

Online Survey / Questionnaire Results

The majority of survey respondents are government employees.

**If employed, who is your employer? If in the military, which branch?**

- Local Government (18%)
- County Government (14%)
- Healthcare (14%)
- Federal Government (9%)
- F.I.R.E. (9%)
- Media (9%)
- Miscellaneous (9%)

Survey respondents' education levels indicate a high level of educational attainment in the City of Stonecrest. 84% of respondents have either a bachelor's degree or a graduate degree.

**What is your highest level of education?**

- Bachelor's Degree (56%)
- Graduate Degree (28%)
- Associate degree (10%)
- High School Diploma/GED (6%)

Survey respondents' self-reported incomes indicate high household incomes in the City of Stonecrest. 46% of survey respondents earn over \$100K in annual household income.

**What is your annual household income?**

- \$100,000 - \$149,999 (26%)
- \$150,000 - \$199,999 (15%)
- \$200,000 or greater (4%)

## Focused Stakeholder Feedback Data

	Key Issues																																			
	Branding		Identity		Transparency		Location		Public Safety		Good Governance		Inventory		Awareness		Disconnect		Proximity		Walkability		Diversity		Demographics		Aesthetics		Tourism		Perception		Land Availability			
	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N		
Elected Officials	3	50%	3	50%	1	17%	2	33%	2	33%	6	100%	1	17%	1	17%	2	33%	3	50%	1	17%	2	33%	6	100%	3	50%	2	33%	2	33%	2	33%		
Commercial Developers	0	0%	0	0%	1	100%	0	0%	1	100%	2	200%	1	100%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%
Planning & Zoning	1	50%	2	100%	0	0%	0	0%	0	0%	2	100%	0	0%	1	50%	1	50%	0	0%	1	50%	0	0%	0	0%	0	0%	0	0%	2	100%	0	0%	0	0%
Economic Development	0	0%	1	20%	1	20%	1	20%	2	40%	8	160%	3	60%	0	0%	1	20%	4	80%	2	40%	0	0%	0	0%	0	0%	3	60%	2	40%	1	20%	0	0%
Business Operator	1	50%	1	50%	1	50%	0	0%	1	50%	4	200%	1	50%	1	50%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	1	50%	0	0%
Utilities	0	0%	0	0%	0	0%	1	33%	0	0%	0	0%	1	33%	1	33%	0	0%	0	0%	0	0%	0	0%	1	33%	1	33%	0	0%	1	33%	1	33%	1	33%
Neighborhood Associations	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
<b>Total</b>	<b>5</b>	<b>26%</b>	<b>7</b>	<b>37%</b>	<b>4</b>	<b>21%</b>	<b>4</b>	<b>21%</b>	<b>6</b>	<b>32%</b>	<b>22</b>	<b>116%</b>	<b>7</b>	<b>37%</b>	<b>5</b>	<b>26%</b>	<b>4</b>	<b>21%</b>	<b>7</b>	<b>37%</b>	<b>4</b>	<b>21%</b>	<b>3</b>	<b>16%</b>	<b>7</b>	<b>37%</b>	<b>6</b>	<b>32%</b>	<b>8</b>	<b>42%</b>	<b>6</b>	<b>32%</b>	<b>3</b>	<b>16%</b>		

**Appendix B – Retail Data**

**Path Forward:** City of Stonecrest Economic Development Plan



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

	Stonecrest ci...
<b>Population Summary</b>	
2010 Total Population	49,989
2020 Total Population	59,194
2020 Group Quarters	199
2022 Total Population	61,058
2022 Group Quarters	201
2027 Total Population	62,715
2022-2027 Annual Rate	0.54%
2022 Total Daytime Population	52,057
Workers	20,864
Residents	31,193
<b>Household Summary</b>	
2010 Households	19,558
2010 Average Household Size	2.54
2020 Total Households	23,071
2020 Average Household Size	2.56
2022 Households	23,798
2022 Average Household Size	2.56
2027 Households	24,453
2027 Average Household Size	2.56
2022-2027 Annual Rate	0.54%
2010 Families	12,542
2010 Average Family Size	3.19
2022 Families	14,836
2022 Average Family Size	3.27
2027 Families	15,192
2027 Average Family Size	3.27
2022-2027 Annual Rate	0.48%
<b>Housing Unit Summary</b>	
2000 Housing Units	12,305
Owner Occupied Housing Units	66.7%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	4.4%
2010 Housing Units	22,441
Owner Occupied Housing Units	47.9%
Renter Occupied Housing Units	39.3%
Vacant Housing Units	12.8%
2020 Housing Units	24,452
Vacant Housing Units	5.6%
2022 Housing Units	25,261
Owner Occupied Housing Units	44.1%
Renter Occupied Housing Units	50.1%
Vacant Housing Units	5.8%
2027 Housing Units	26,242
Owner Occupied Housing Units	44.3%
Renter Occupied Housing Units	48.9%
Vacant Housing Units	6.8%
<b>Median Household Income</b>	
2022	\$55,113
2027	\$66,461
<b>Median Home Value</b>	
2022	\$184,756
2027	\$261,331
<b>Per Capita Income</b>	
2022	\$29,741
2027	\$36,919
<b>Median Age</b>	
2010	32.1
2022	33.4
2027	33.8

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

## Stonecrest ci...

### 2022 Households by Income

Household Income Base	23,797
<\$15,000	9.4%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	5.0%
\$200,000+	3.7%
Average Household Income	\$76,236

### 2027 Households by Income

Household Income Base	24,452
<\$15,000	6.6%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	7.6%
\$200,000+	5.8%
Average Household Income	\$94,610

### 2022 Owner Occupied Housing Units by Value

Total	11,130
<\$50,000	5.6%
\$50,000 - \$99,999	14.4%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	12.5%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	1.9%
Average Home Value	\$261,765

### 2027 Owner Occupied Housing Units by Value

Total	11,629
<\$50,000	3.4%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	12.0%
\$150,000 - \$199,999	9.1%
\$200,000 - \$249,999	17.1%
\$250,000 - \$299,999	9.7%
\$300,000 - \$399,999	21.1%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	1.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	2.3%
Average Home Value	\$357,965

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

		Stonecrest ci...
<b>2010 Population by Age</b>		
Total		49,987
0 - 4		7.6%
5 - 9		7.8%
10 - 14		8.4%
15 - 24		15.0%
25 - 34		15.6%
35 - 44		16.5%
45 - 54		14.2%
55 - 64		9.3%
65 - 74		3.6%
75 - 84		1.5%
85 +		0.5%
18 +		70.9%
<b>2022 Population by Age</b>		
Total		61,058
0 - 4		6.8%
5 - 9		6.7%
10 - 14		6.6%
15 - 24		15.4%
25 - 34		17.1%
35 - 44		13.8%
45 - 54		12.5%
55 - 64		10.9%
65 - 74		7.1%
75 - 84		2.4%
85 +		0.7%
18 +		75.6%
<b>2027 Population by Age</b>		
Total		62,714
0 - 4		6.9%
5 - 9		6.5%
10 - 14		6.4%
15 - 24		14.5%
25 - 34		17.7%
35 - 44		14.4%
45 - 54		11.8%
55 - 64		10.2%
65 - 74		7.6%
75 - 84		3.3%
85 +		0.7%
18 +		76.3%
<b>2010 Population by Sex</b>		
Males		21,862
Females		28,128
<b>2022 Population by Sex</b>		
Males		27,614
Females		33,444
<b>2027 Population by Sex</b>		
Males		28,502
Females		34,212

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

Stonecrest ci...

2010 Population by Race/Ethnicity	
Total	49,990
White Alone	3.1%
Black Alone	94.0%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	15.7
2020 Population by Race/Ethnicity	
Total	59,194
White Alone	2.6%
Black Alone	92.3%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	3.2%
Hispanic Origin	2.8%
Diversity Index	19.2
2022 Population by Race/Ethnicity	
Total	61,058
White Alone	2.5%
Black Alone	92.3%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	3.4%
Hispanic Origin	2.7%
Diversity Index	19.1
2027 Population by Race/Ethnicity	
Total	62,716
White Alone	2.4%
Black Alone	91.9%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	3.7%
Hispanic Origin	2.7%
Diversity Index	19.7
2010 Population by Relationship and Household Type	
Total	49,990
In Households	99.5%
In Family Households	83.1%
Householder	25.1%
Spouse	11.1%
Child	37.3%
Other relative	6.4%
Nonrelative	3.1%
In Nonfamily Households	16.5%
In Group Quarters	0.5%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.1%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

Stonecrest ci...

<b>2022 Population 25+ by Educational Attainment</b>	
Total	39,383
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	5.7%
High School Graduate	21.7%
GED/Alternative Credential	3.3%
Some College, No Degree	22.3%
Associate Degree	12.6%
Bachelor's Degree	22.2%
Graduate/Professional Degree	10.5%
<b>2022 Population 15+ by Marital Status</b>	
Total	48,803
Never Married	52.4%
Married	30.1%
Widowed	4.2%
Divorced	13.2%
<b>2022 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	32,150
Population 16+ Employed	94.3%
Population 16+ Unemployment rate	5.7%
Population 16-24 Employed	15.0%
Population 16-24 Unemployment rate	4.3%
Population 25-54 Employed	69.5%
Population 25-54 Unemployment rate	4.6%
Population 55-64 Employed	12.8%
Population 55-64 Unemployment rate	7.8%
Population 65+ Employed	2.7%
Population 65+ Unemployment rate	26.6%
<b>2022 Employed Population 16+ by Industry</b>	
Total	30,317
Agriculture/Mining	0.0%
Construction	3.9%
Manufacturing	5.1%
Wholesale Trade	1.9%
Retail Trade	12.5%
Transportation/Utilities	10.6%
Information	2.0%
Finance/Insurance/Real Estate	7.5%
Services	50.4%
Public Administration	6.1%
<b>2022 Employed Population 16+ by Occupation</b>	
Total	30,316
White Collar	63.0%
Management/Business/Financial	14.2%
Professional	22.1%
Sales	8.4%
Administrative Support	18.3%
Services	16.2%
Blue Collar	20.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.1%
Production	5.1%
Transportation/Material Moving	10.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 13, 2023





# Community Profile

Stonecrest City, GA  
Stonecrest City, GA (1373784)  
Geography: Place

Prepared by Esri

	Stonecrest ci...
<b>2010 Households by Type</b>	
Total	19,558
Households with 1 Person	30.9%
Households with 2+ People	69.1%
Family Households	64.1%
Husband-wife Families	28.4%
With Related Children	15.4%
Other Family (No Spouse Present)	35.7%
Other Family with Male Householder	5.5%
With Related Children	3.2%
Other Family with Female Householder	30.2%
With Related Children	22.0%
Nonfamily Households	5.0%
All Households with Children	41.1%
Multigenerational Households	6.3%
Unmarried Partner Households	6.6%
Male-female	5.9%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	19,558
1 Person Household	30.9%
2 Person Household	26.6%
3 Person Household	18.3%
4 Person Household	13.3%
5 Person Household	6.5%
6 Person Household	2.8%
7 + Person Household	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	19,559
Owner Occupied	54.9%
Owned with a Mortgage/Loan	51.4%
Owned Free and Clear	3.5%
Renter Occupied	45.1%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	137
Percent of Income for Mortgage	17.7%
Wealth Index	52
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	22,441
Housing Units Inside Urbanized Area	97.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	49,989
Population Inside Urbanized Area	97.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.7%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Stonecrest City, GA  
 Stonecrest City, GA (1373784)  
 Geography: Place

Prepared by Esri

## Stonecrest ci...

### Top 3 Tapestry Segments

1. Metro Fusion (11C)
2. Up and Coming Families (7A)
3. Young and Restless (11B)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$44,095,085
Average Spent	\$1,852.89
Spending Potential Index	77
Education: Total \$	\$33,294,647
Average Spent	\$1,399.05
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$62,131,566
Average Spent	\$2,610.79
Spending Potential Index	71
Food at Home: Total \$	\$110,718,923
Average Spent	\$4,652.45
Spending Potential Index	75
Food Away from Home: Total \$	\$78,835,229
Average Spent	\$3,312.68
Spending Potential Index	77
Health Care: Total \$	\$119,225,994
Average Spent	\$5,009.92
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$44,769,920
Average Spent	\$1,881.25
Spending Potential Index	73
Personal Care Products & Services: Total \$	\$18,230,442
Average Spent	\$766.05
Spending Potential Index	75
Shelter: Total \$	\$406,047,416
Average Spent	\$17,062.25
Spending Potential Index	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,500,615
Average Spent	\$1,911.95
Spending Potential Index	70
Travel: Total \$	\$47,852,711
Average Spent	\$2,010.79
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$22,654,191
Average Spent	\$951.94
Spending Potential Index	76

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 13, 2023



Community  
& Economic  
Development

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

Property:

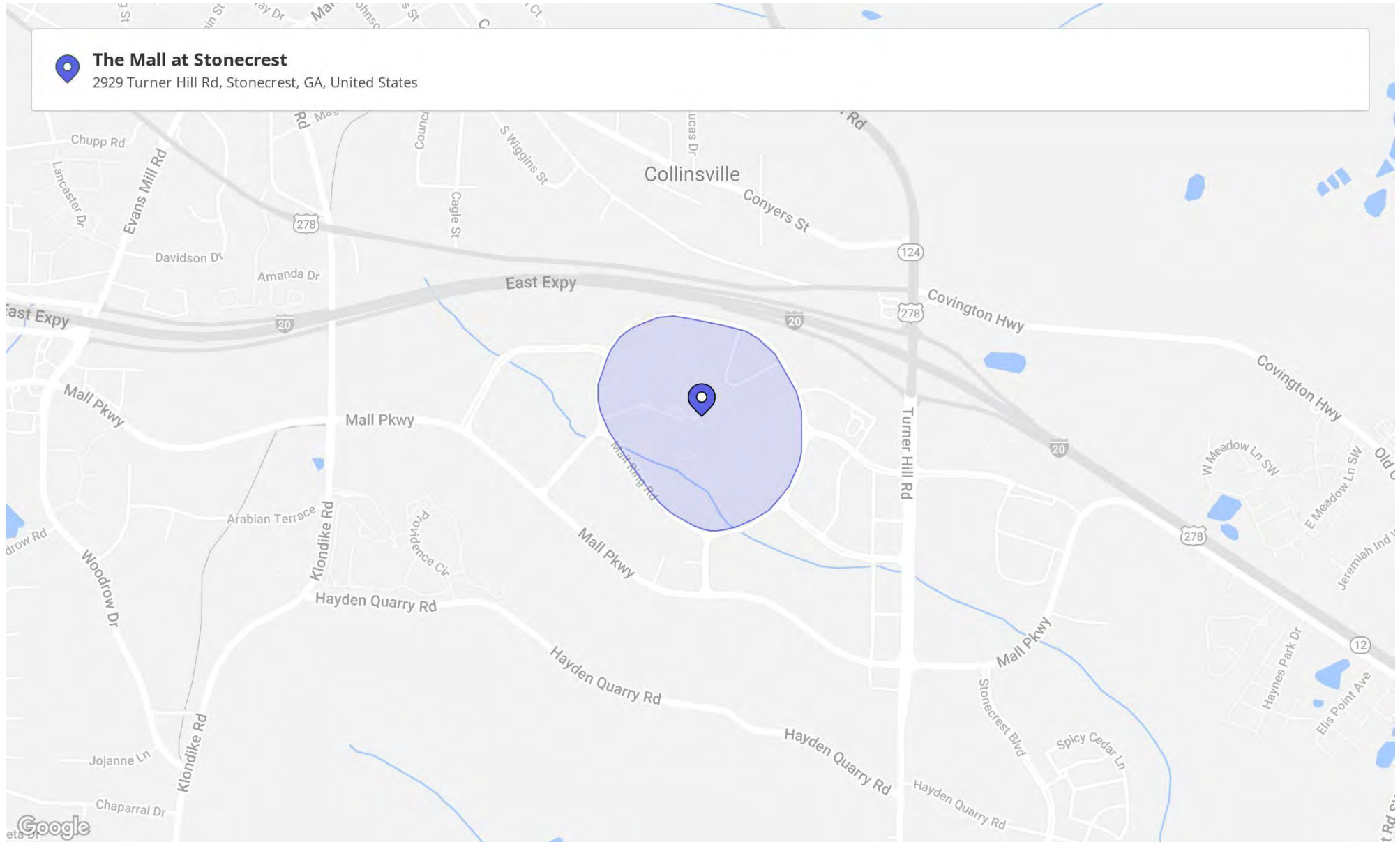


**The Mall at Stonecrest**

2929 Turner Hill Rd, Stonecrest, GA 30038

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Metrics

### The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Visits	2.7M	Avg. Dwell Time	74 min
Visits / sq ft	2.28	Visits YoY	-10.6%
Size - sq ft	1.2M (GLA)	Visits Yo2Y	+25.6%
Visitors	815.6K	Visits Yo3Y	-24%
Visit Frequency	3.35		

Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

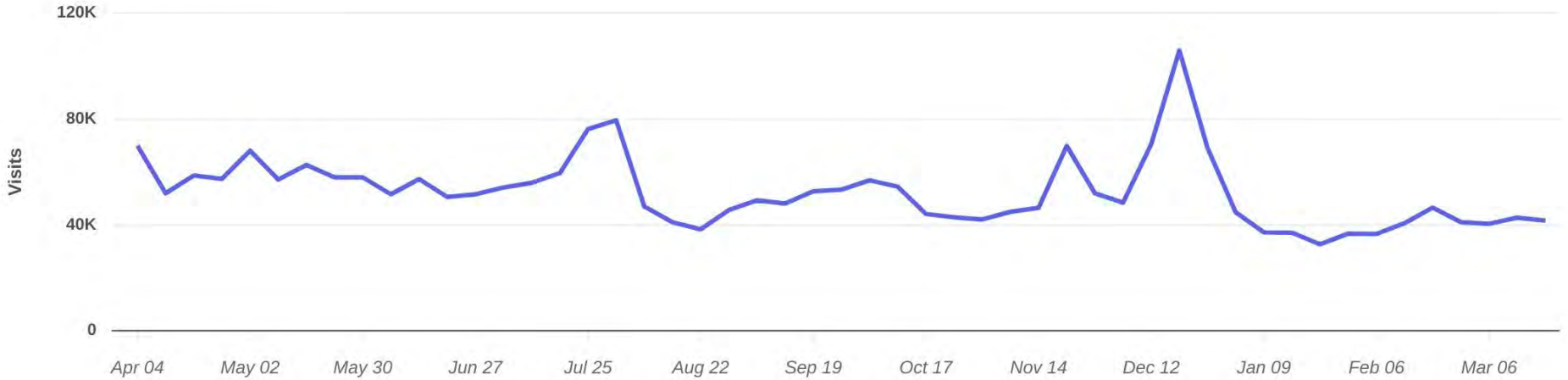


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visits Trend

**The Mall at Stonecrest**  
Turner Hill Rd, Stonecrest, GA



Weekly | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





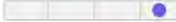







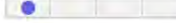
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Tenants Overview

### The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 <b>Macy's</b>   Department Stores 8030 Mall Parkway, Lithonia, GA, United States	640.7K (-9%)	8/14  50%	4/14 (+1)  78%
 <b>Dillard's</b>   Department Stores 8000 Mall Pkwy, Lithonia, GA, United States	349.3K (-23%)	8/12 (-1)  41%	8/12  41%
 <b>JCPenney</b>   Department Stores 8040 Mall Pkwy, Lithonia, GA, United States	311.5K (-15%)	6/14  64%	4/14 (+1)  78%
 <b>AMC Theatres</b>   Theaters & Music Venues 8060 Mall Pkwy, Lithonia, GA, United States	119.5K (-29%)	18/21 (-6)  19%	N/A

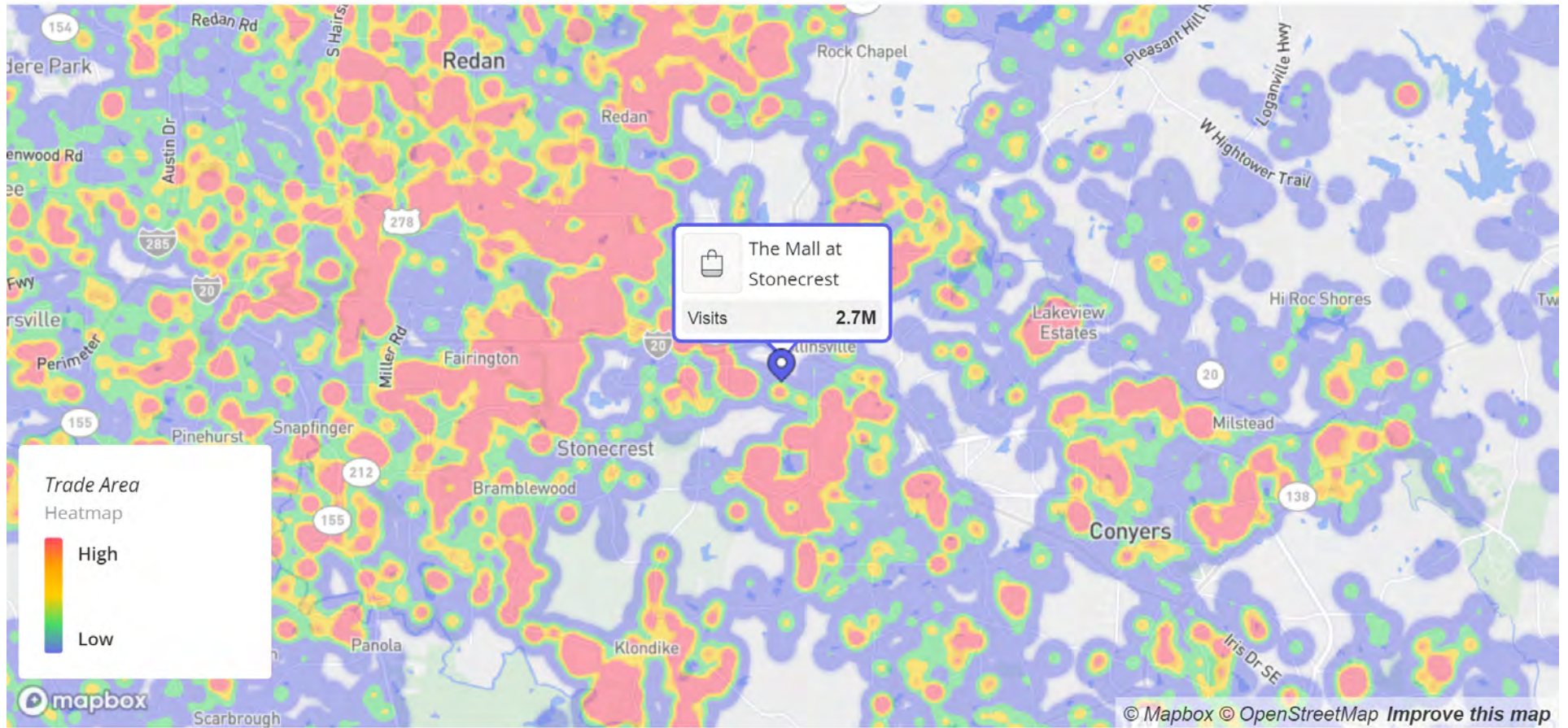
All | Compared to: Apr 1st, 2021 - Mar 31st, 2022 | Apr 1st, 2022 - Mar 31st, 2023  
 Data provided by Placer Labs Inc. (www.placer.ai)



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

The Mall at Stonecrest 2929 Turner Hill Rd, Stonecrest, GA 30038 | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Ranking Overview

**The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038

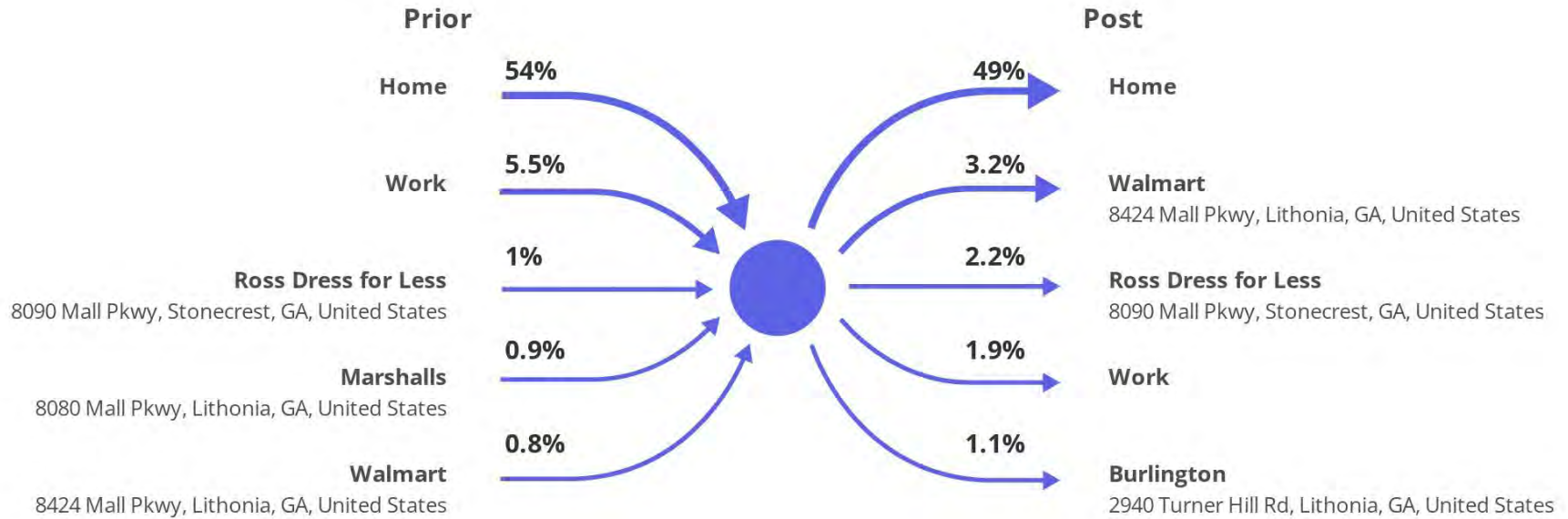


Category: Super-Regional Malls | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey

- The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038



Show by: Location | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

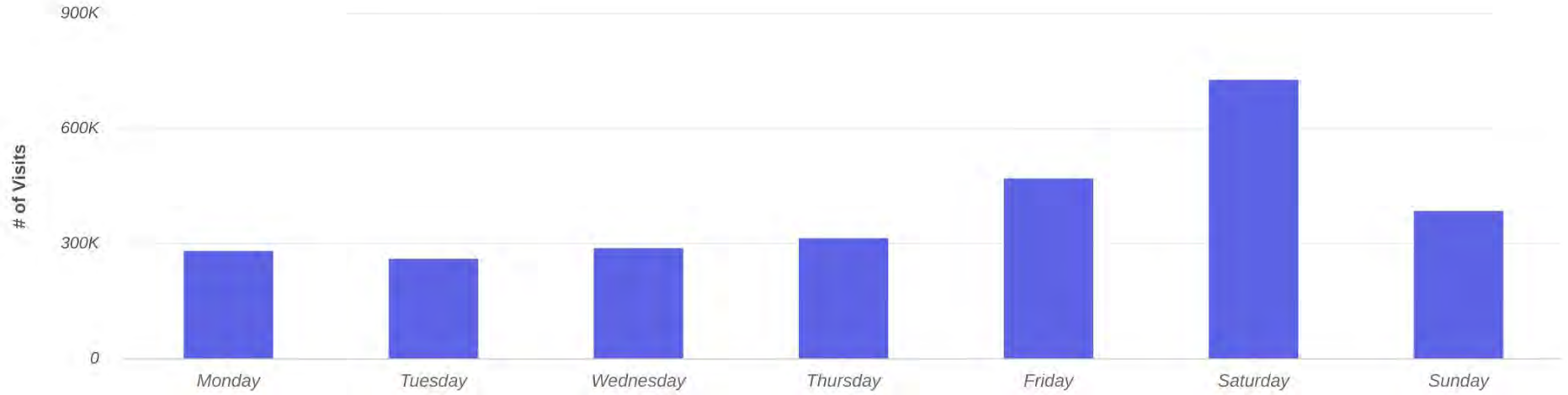


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Daily Visits

**The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038



Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

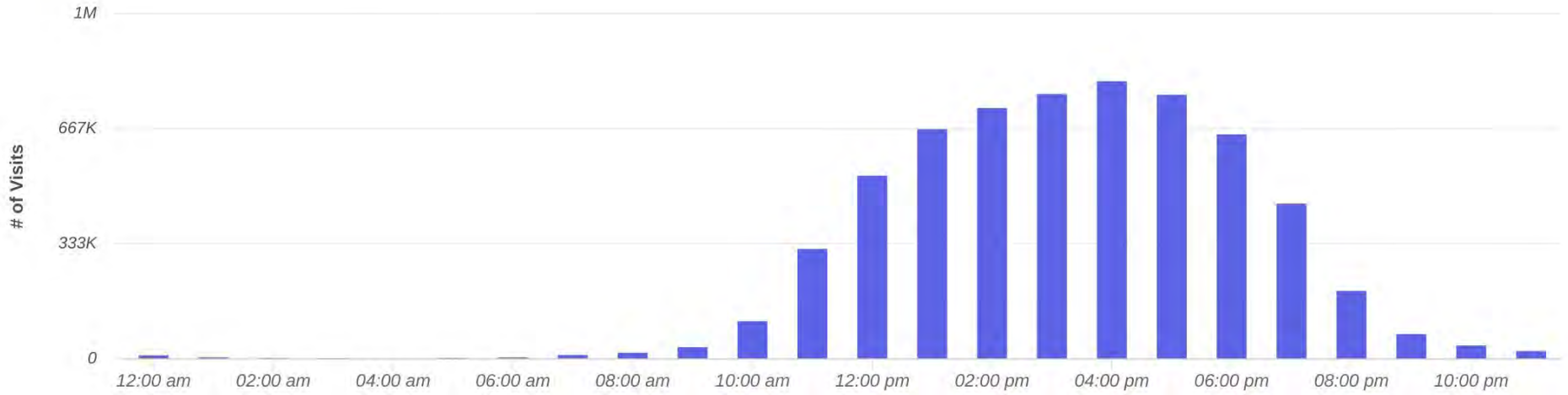


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Hourly Visits

**The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038



Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Favorite Places

The Mall at Stonecrest / Turner Hill Rd, Stonecrest, GA

Rank	Name	Distance	Visitors
1	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	19.5 mi	146.4K (17.9%)
2	Conyers Plaza / 1630-1380 Dogwood Dr SE, Conyers, GA 30013	6.4 mi	135.3K (16.6%)
3	Conyers Crossroads / 1540-1630 Dogwood Dr, Conyers, GA 30013	6.8 mi	133.9K (16.4%)
4	Turner Hill Marketplace / 2918 Turner Hill Rd, Lithonia, GA 30038	0.5 mi	111K (13.6%)
5	Walmart / 5401 Fairington Rd, Lithonia, GA 30038	4.1 mi	97.2K (11.9%)
6	Conyers Commons / 2195 GA-20, Conyers, GA 30013	6.5 mi	87.7K (10.8%)
7	Stonecrest Marketplace / 8150 Mall Pkwy, Lithonia, GA 30038	0.3 mi	74.9K (9.2%)
8	Walmart / 1436 Dogwood Dr Se, Conyers, GA 30013	6.5 mi	70.7K (8.7%)
9	Walmart / 8424 Mall Pkwy, Lithonia, GA 30038	0.7 mi	69.7K (8.6%)
10	Chapel Hill Commons / 4919 Flat Shoals Pkwy, Decatur, GA 30034	7.7 mi	69.1K (8.5%)

Category: All Categories | Min. Visits: 3 | Apr 1st, 2022 - Mar 31st, 2023  
 Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

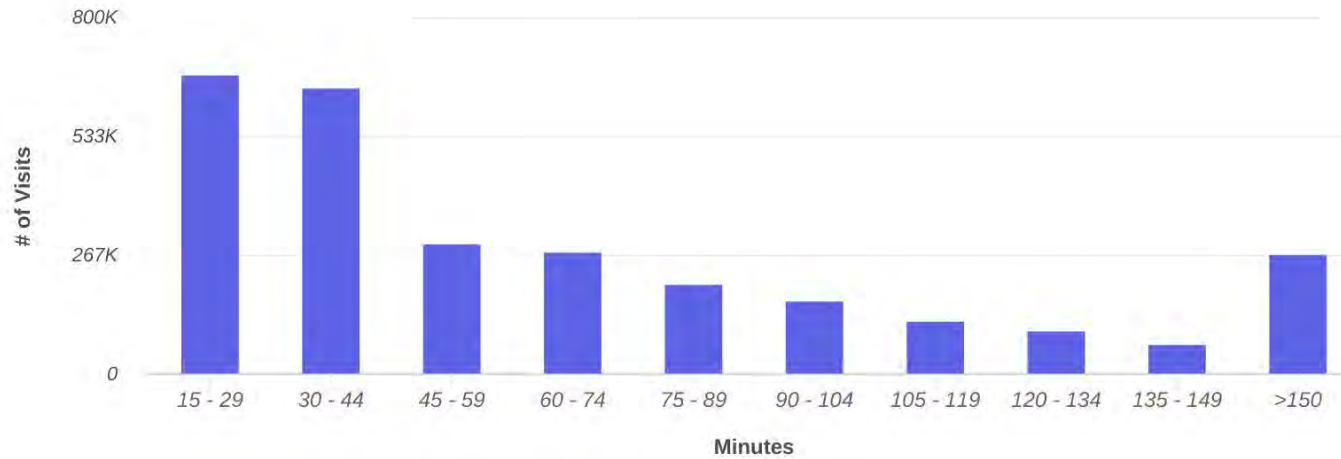


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Length of Stay

**The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038

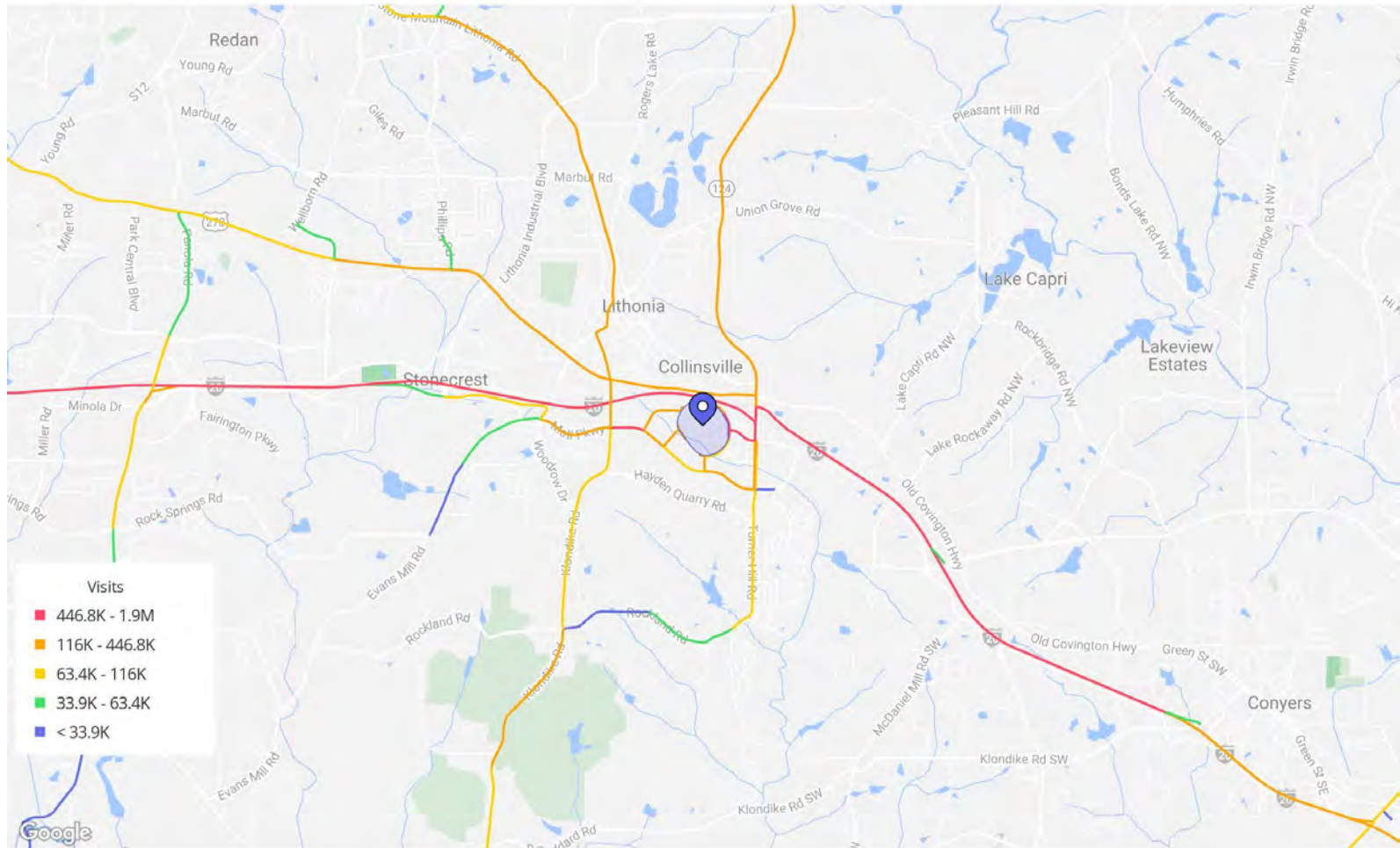


<b>Average Stay</b>	74 min
<b>Median Stay</b>	49 min

Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

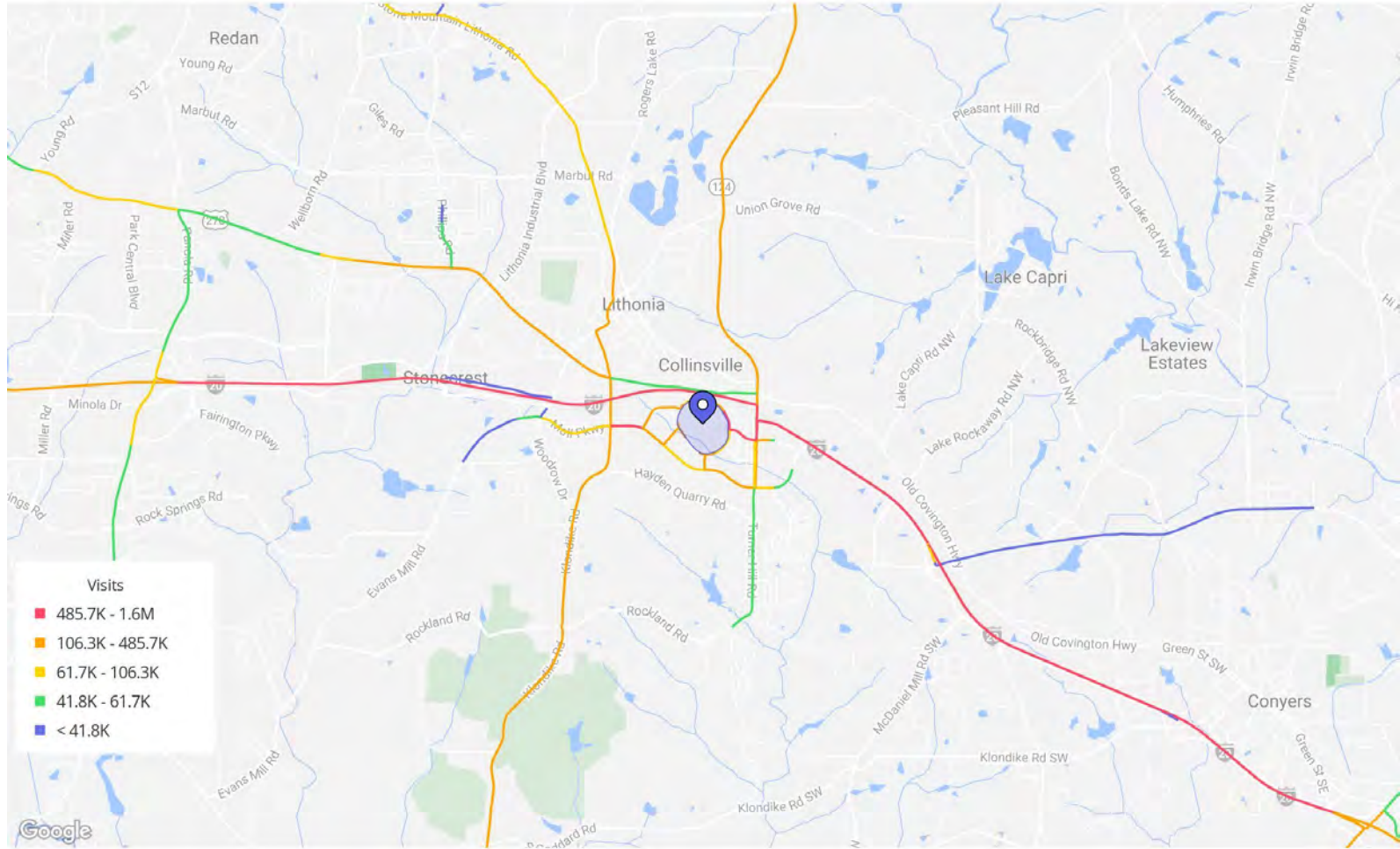
Journey Direction: To Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: From Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





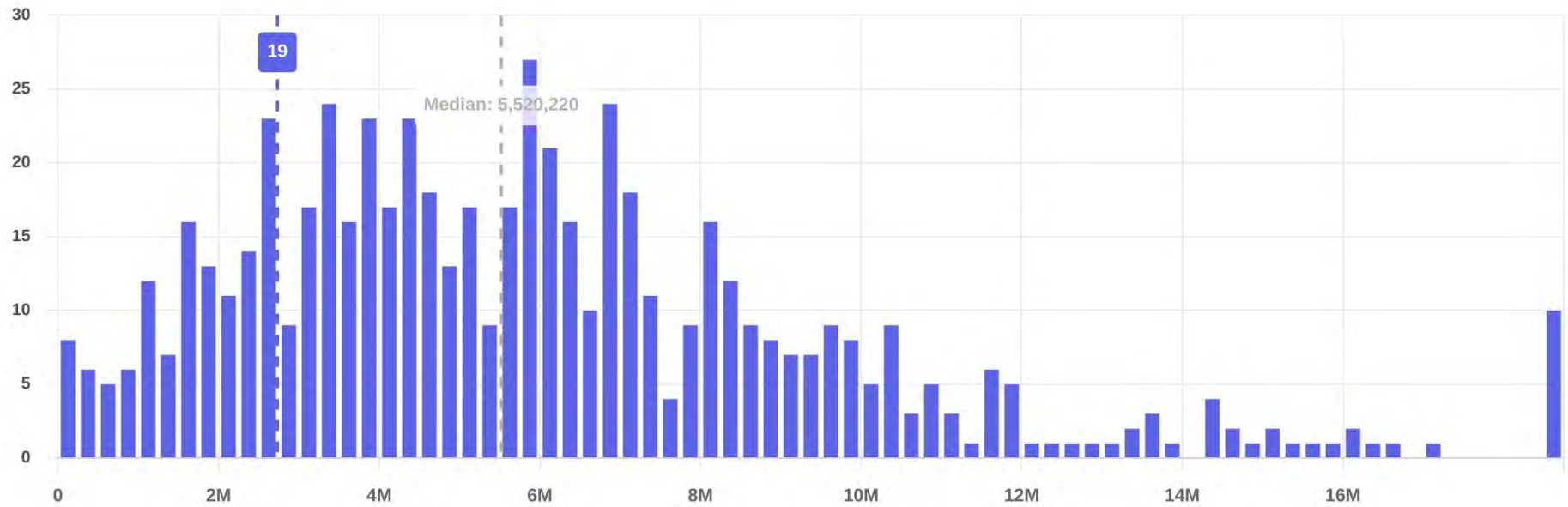
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Percentile Rank

**The Mall at Stonecrest**  
2929 Turner Hill Rd, Stonecrest, GA 30038

# of Properties: 615



Category: Super-Regional Malls | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



## Ranking Index

### The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

# of Properties: 615

Rank	Name	Visits
1	Ala Moana Center / Ala Moana Boulevard, Honolulu, HI	22.81M
2	Del Amo Fashion Center / W Carson St, Torrance, CA	21.86M
3	Westfield Topanga & The Village / Topanga Canyon Boulevard, Canoga Park, CA	20.29M
4	Grand Canal Shoppes at The Venetian Resort Las Vegas / Las Vegas Blvd S, Las Vegas, NV	20.21M
5	Lakewood Center / Lakewood Center Mall, Lakewood, CA	20.13M
----- Skipping 488 results -----		
494	Concord Mall / Concord Pike, Wilmington, DE	2.77M
495	Gateway Plaza / West 200 South, Salt Lake City, UT	2.74M
496	The Mall at Stonecrest / Turner Hill Rd, Stonecrest, GA	2.73M
497	Hickory Point Mall / Hickory Point Mall, Forsyth, IL	2.72M
498	Southlake Mall / Southlake Cir, Morrow, GA	2.72M
----- Hiding 117 results -----		

Category: Super-Regional Malls | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





Community  
& Economic  
Development

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

Property:



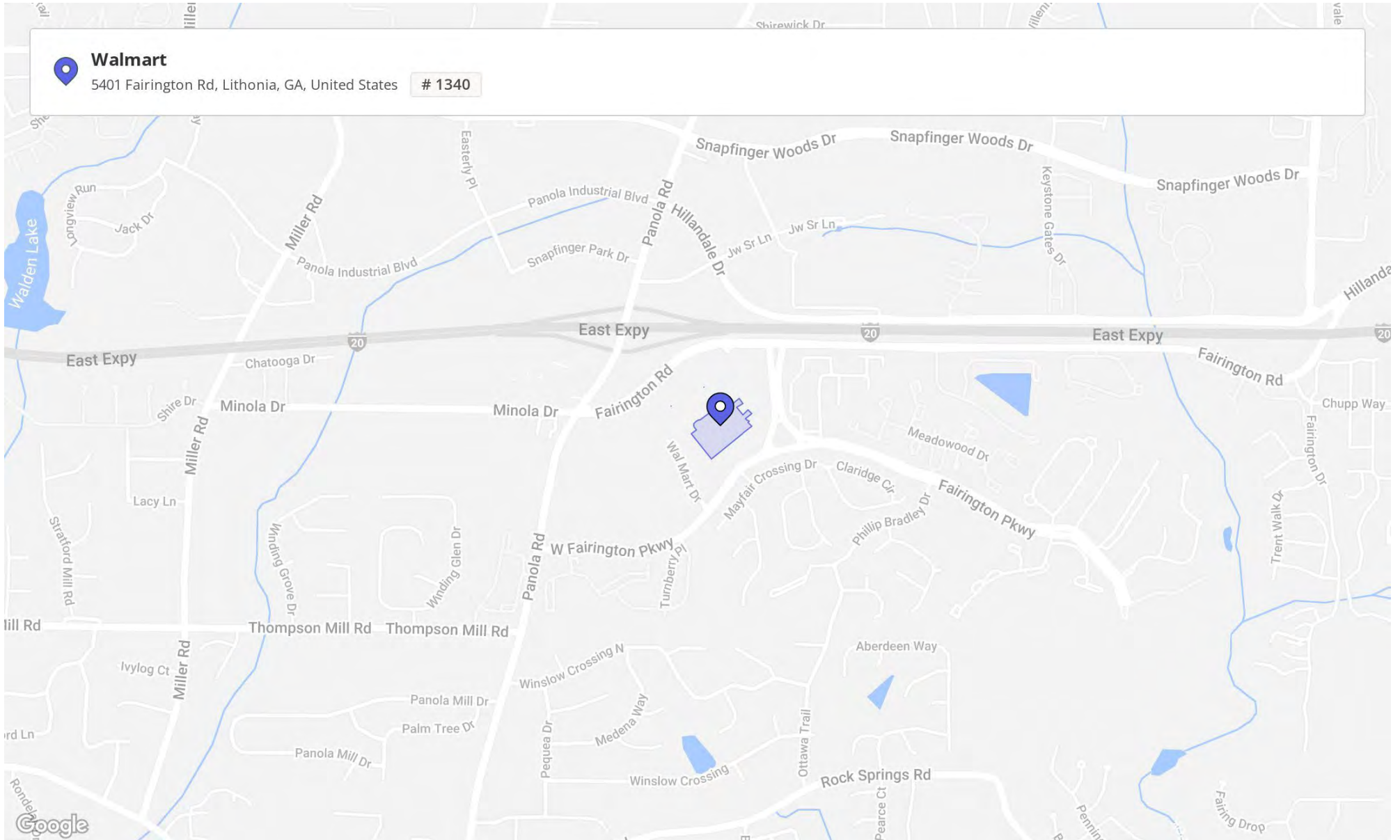
**Walmart**

5401 Fairington Rd, Lithonia, GA 30038

# 1340

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Metrics

### Walmart

5401 Fairington Rd, Lithonia, ... # 1340

Visits	1.9M	Avg. Dwell Time	40 min
Visits / sq ft	9.45	Visits YoY	+3%
Size - sq ft	205.9K	Visits Yo2Y	+7.9%
Visitors	302.7K	Visits Yo3Y	-9.4%
Visit Frequency	6.43		

Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



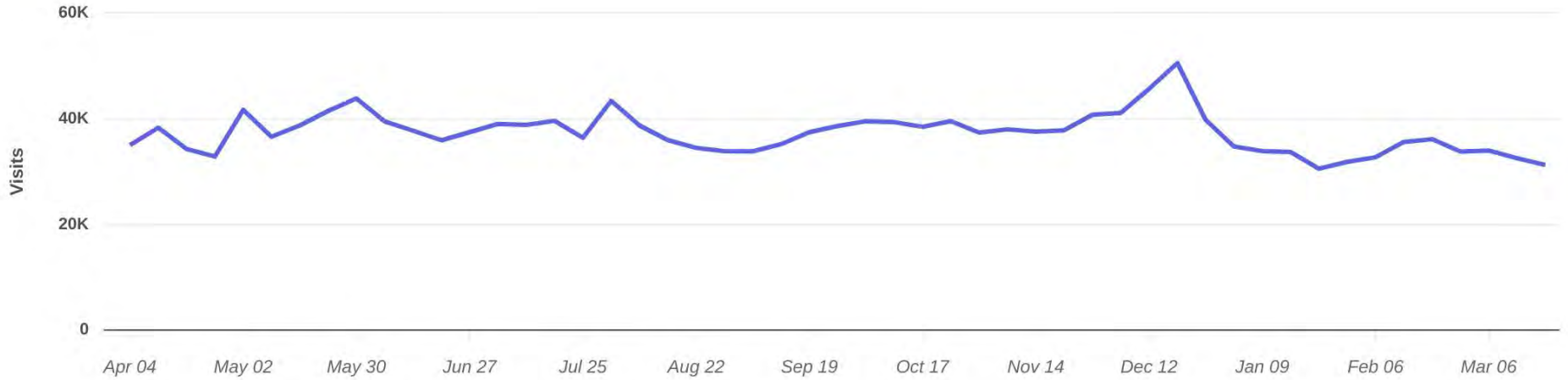
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visits Trend

### Walmart

Fairington Rd, Lithonia, GA # 1340



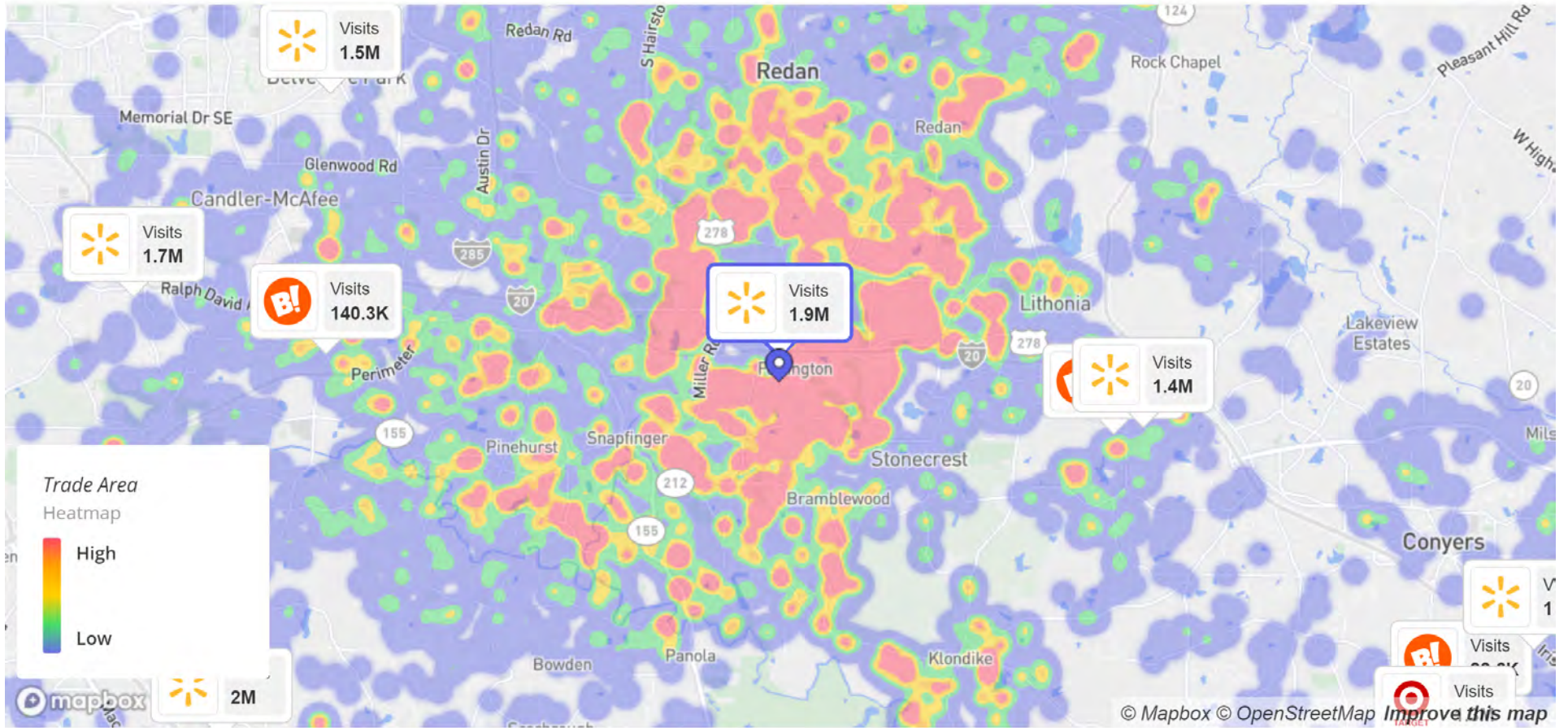
Weekly | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Walmart 5401 Fairington Rd, Lithonia, GA 30038, Store ID #1340 | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

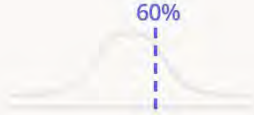


## Ranking Overview

**Walmart**  
5401 Fairington Rd, Lithoni... # 1340

Nationwide

1,530 / 3,838



Georgia

55 / 149



15mi

5 / 18



\* Coverage levels should be considered when comparing Ranking results. [Learn more](#)

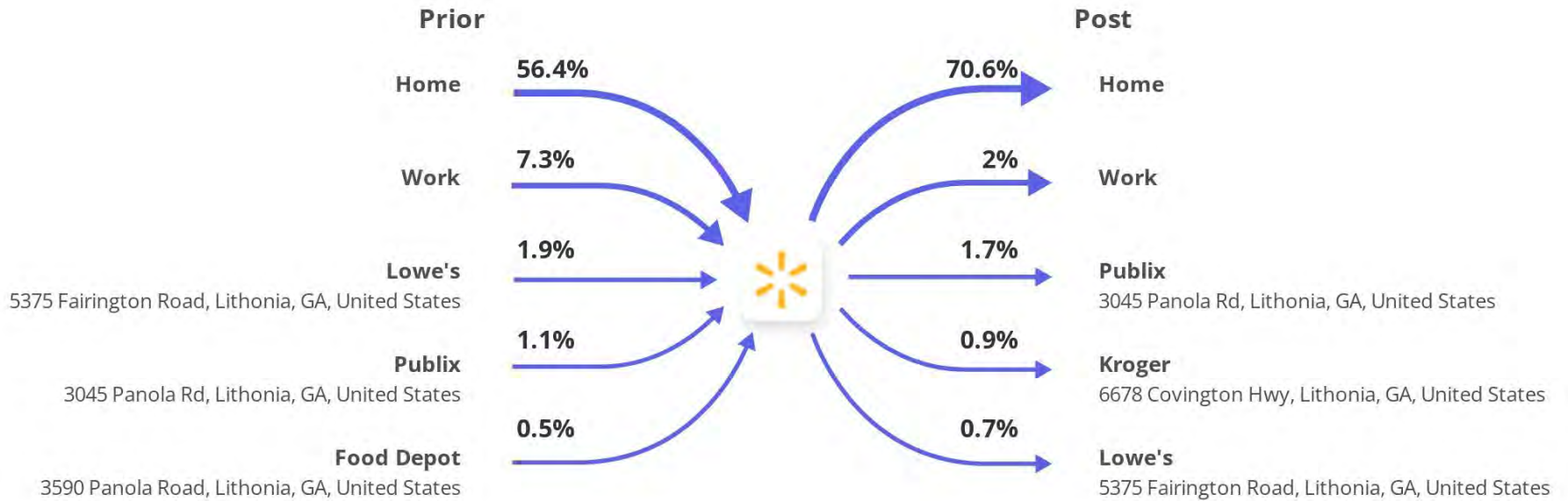
Chain: Walmart | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)





## Visitor Journey

**Walmart**  
5401 Fairington Rd, Lithonia, GA 30038 # 1340



Show by: Location | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

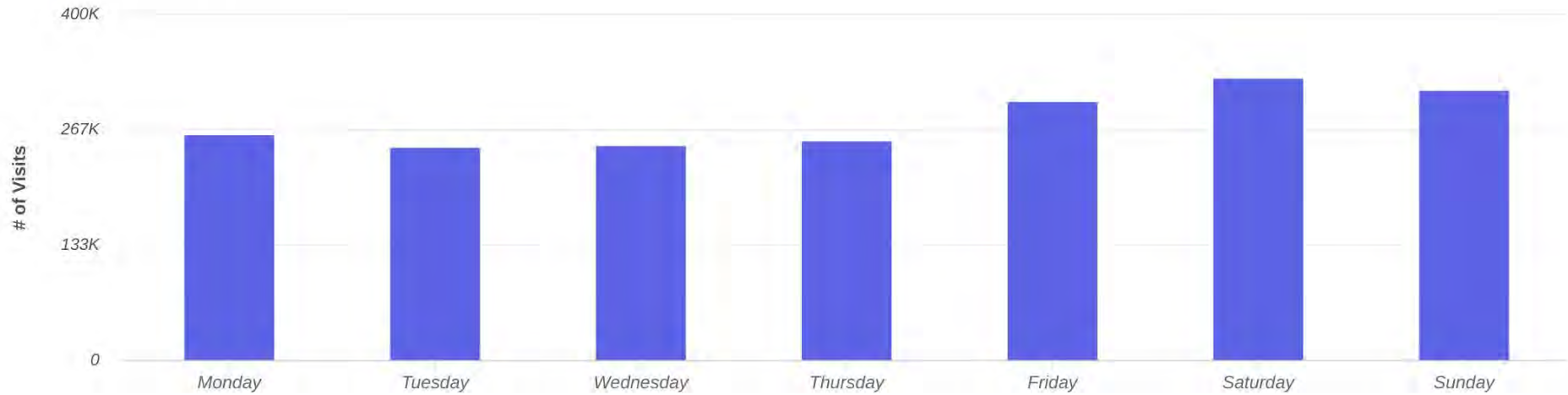
Apr 1, 2022 - Mar 31, 2023



## Daily Visits

### Walmart

5401 Fairington Rd, Lithoni... # 1340



Visits | Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



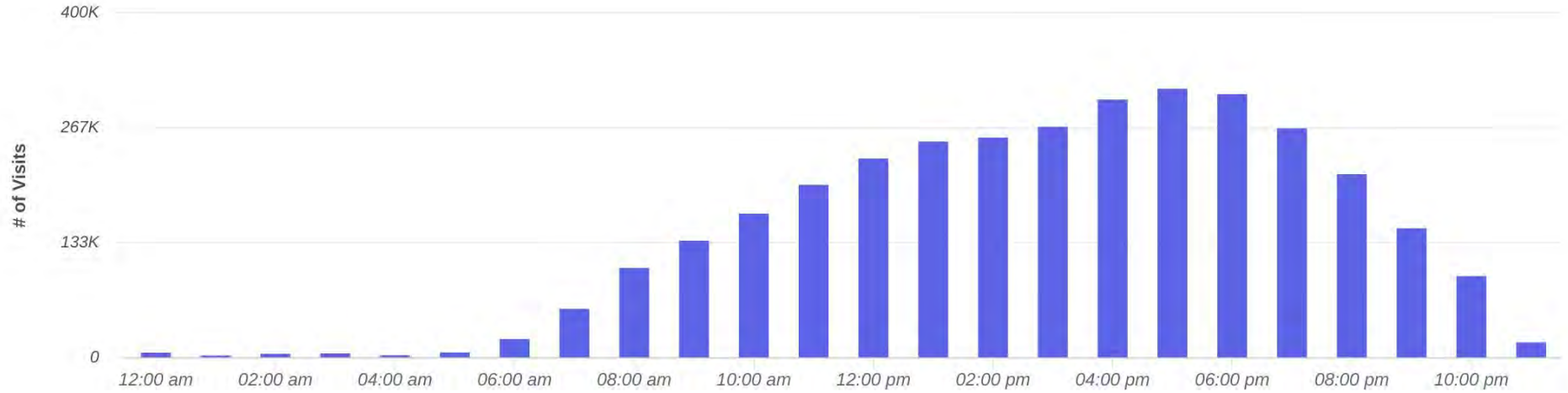
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Hourly Visits

### Walmart

5401 Fairington Rd, Lithoni... # 1340



Visits | Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Favorite Places

Walmart / Fairington Rd, Lithonia, GA

Rank	Name	Distance	Visitors
1	The Mall at Stonecrest / 2929 Turner Hill Rd, Lithonia, GA 30038	4 mi	144K (47.6%)
2	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	15.5 mi	130.3K (43.1%)
3	Turner Hill Marketplace / 2918 Turner Hill Rd, Lithonia, GA 30038	4.6 mi	115.9K (38.3%)
4	Stonecrest Marketplace / 8150 Mall Pkwy, Lithonia, GA 30038	4.3 mi	92.6K (30.6%)
5	Walmart / 8424 Mall Pkwy, Lithonia, GA 30038	4.7 mi	90.4K (29.9%)
6	Conyers Plaza / 1630-1380 Dogwood Dr SE, Conyers, GA 30013	10.2 mi	88.6K (29.3%)
7	Conyers Crossroads / 1540-1630 Dogwood Dr, Conyers, GA 30013	10.6 mi	88.5K (29.2%)
8	Publix / 3045 Panola Rd, Lithonia, GA 30038	0.5 mi	87.4K (28.9%)
9	Wesley Chapel Crossing / 2400-2458 Wesley Chapel Rd, Decatur, GA 30035	2.8 mi	86.9K (28.7%)
10	Gallery at South DeKalb / 2801 Candler Rd, Decatur, GA 30034	6.2 mi	79.4K (26.2%)

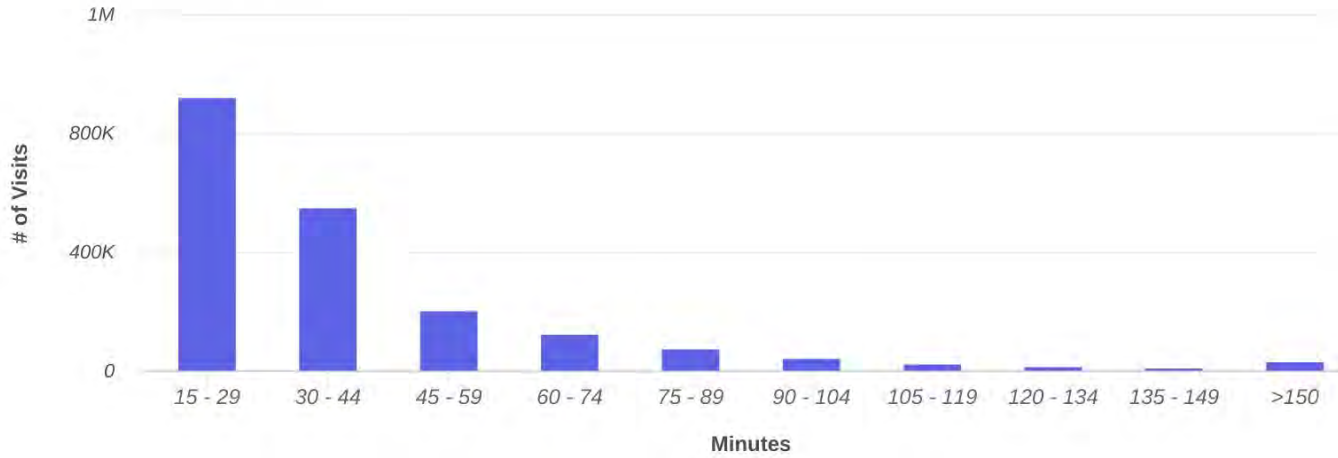
Category: All Categories | Min. Visits: 1 | Apr 1st, 2022 - Mar 31st, 2023  
 Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Length of Stay

### Walmart

5401 Fairington Rd, Lithoni... # 1340



Average Stay	40 min
Median Stay	30 min

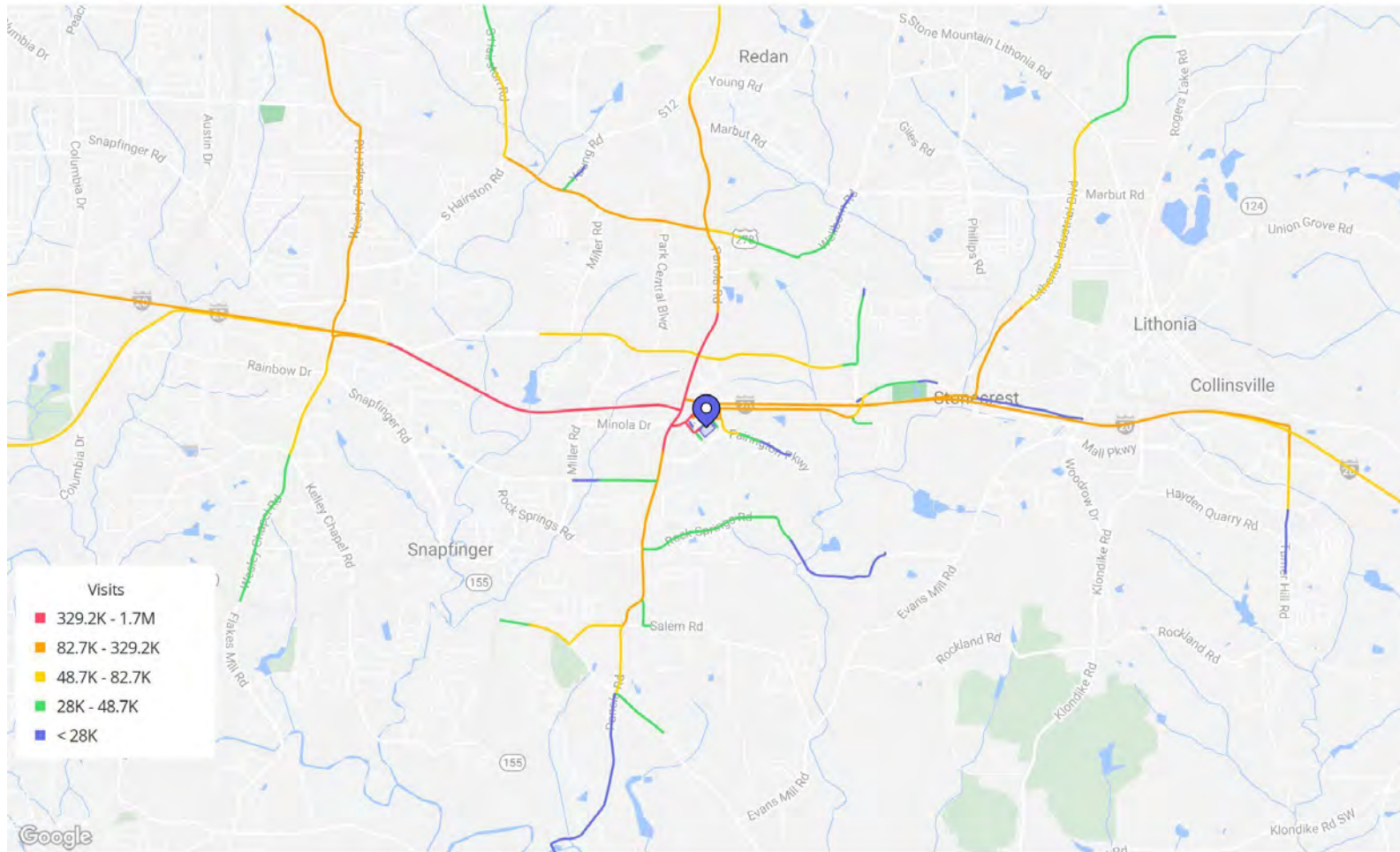
Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visitor Journey - Routes

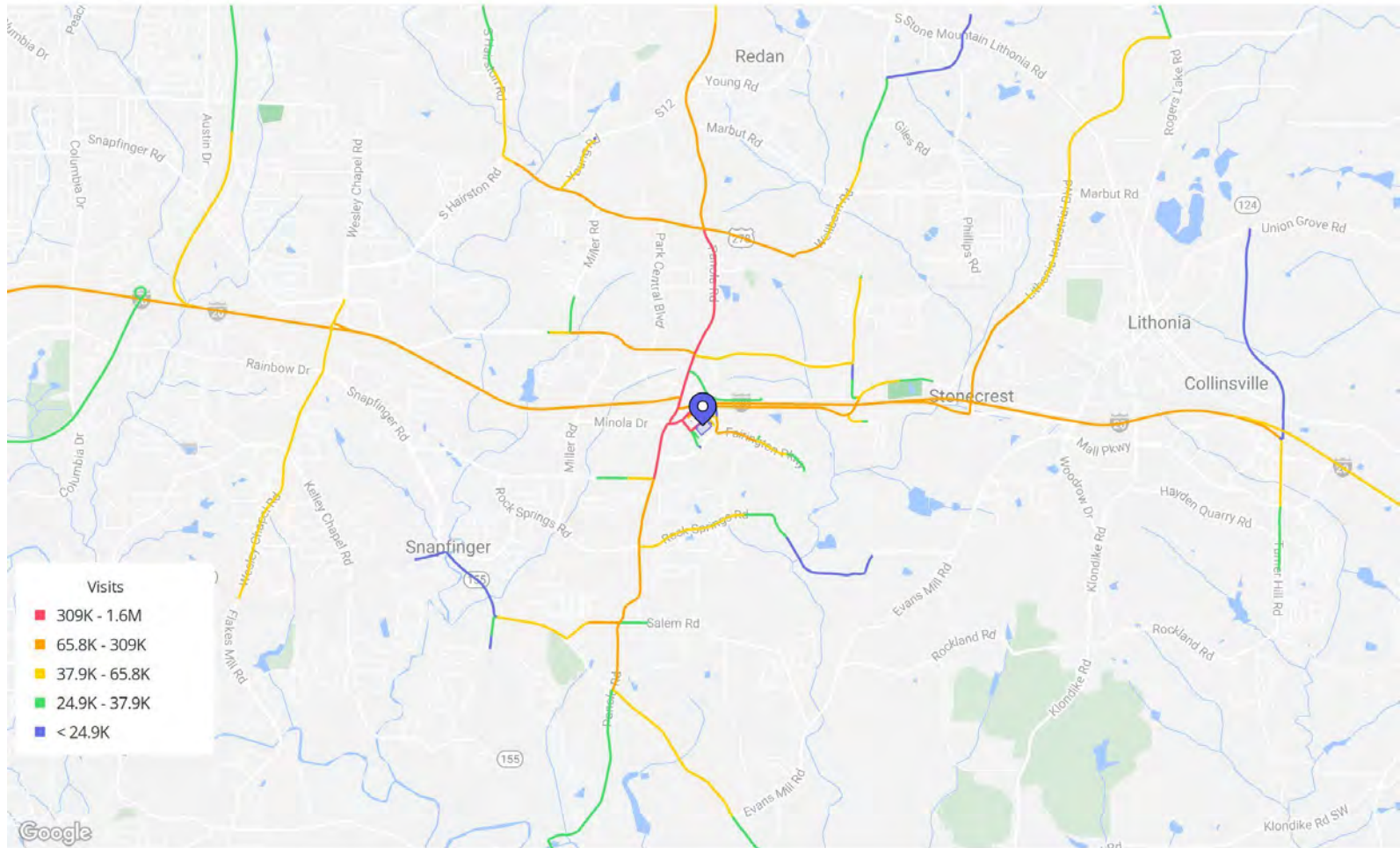


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: From Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



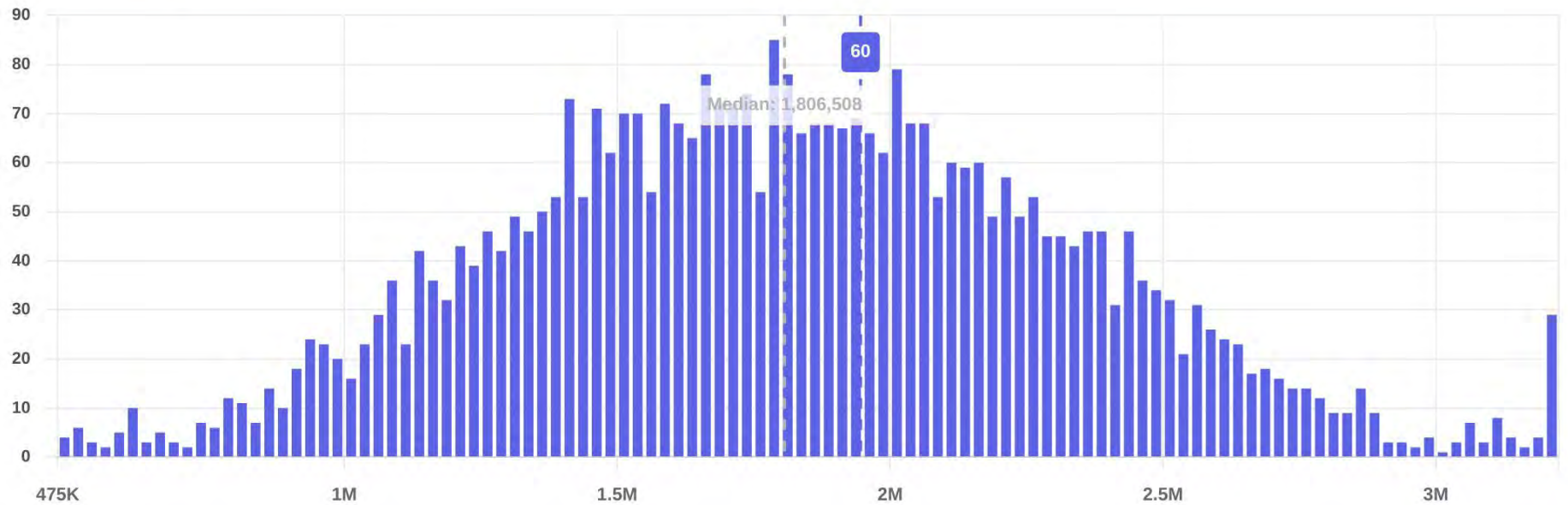
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Percentile Rank

**Walmart**  
5401 Fairington Rd, Lithonia, GA 30038 # 1340

# of Properties: 3,838 Coverage: 99%



Chain: Walmart | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Ranking Index

### Walmart

5401 Fairington Rd, Lithonia, GA 30038 # 1340

# of Properties: 3,838 Coverage: 99%

Rank	Name	Visits
1	Walmart / Parkway, Sevierville, TN	5.43M
2	Walmart / Green Acres Rd, Valley Stream, NY	4.59M
3	Walmart / N Old Lake Wilson Rd, Kissimmee, FL	4.49M
4	Walmart / Firestone Blvd, South Gate, CA	4.34M
5	Walmart / NY-211 E, Middletown, NY	3.89M
----- Skipping 1,522 results -----		
1528	Walmart / Garrisonville Rd, Stafford, VA	1.95M
1529	Walmart / Shingle Creek Xing, Brooklyn Center, MN	1.95M
1530	Walmart / Fairington Rd, Lithonia, GA	1.95M
1531	Walmart / Us Highway 431, Guntersville, AL	1.95M
1532	Walmart / N U.S. Hwy 52, Moncks Corner, SC	1.94M
----- Hiding 2,306 results -----		

Chain: Walmart | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)





Community  
& Economic  
Development

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

Property:



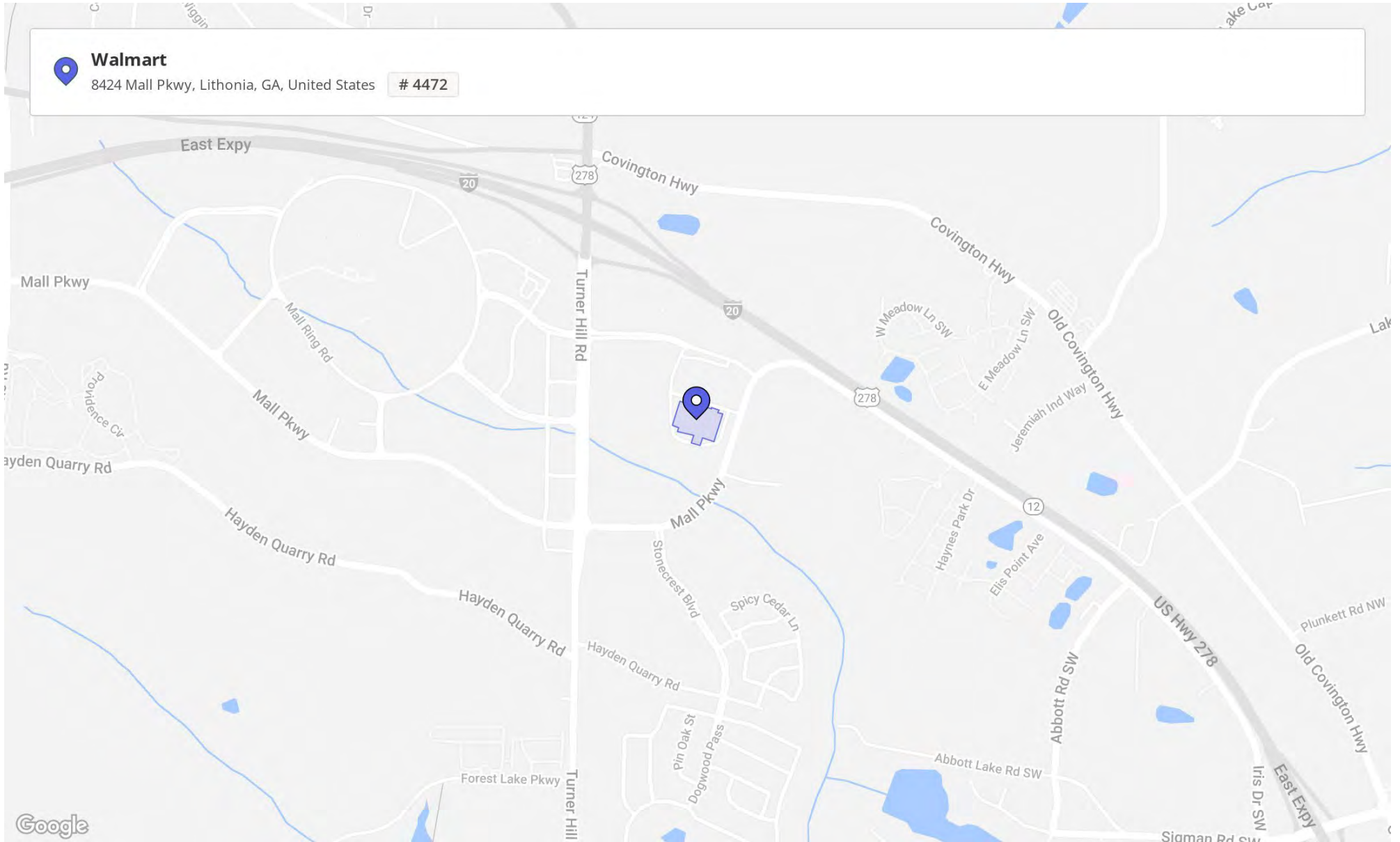
**Walmart**

8424 Mall Pkwy, Lithonia, GA 30038

# 4472

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Metrics

### Walmart

8424 Mall Pkwy, Lithonia, GA ... # 4472

Visits	1.4M	Avg. Dwell Time	37 min
Visits / sq ft	9.19	Visits YoY	-6.9%
Size - sq ft	151.9K	Visits Yo2Y	-5.6%
Visitors	307.3K	Visits Yo3Y	-16.7%
Visit Frequency	4.54		

Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

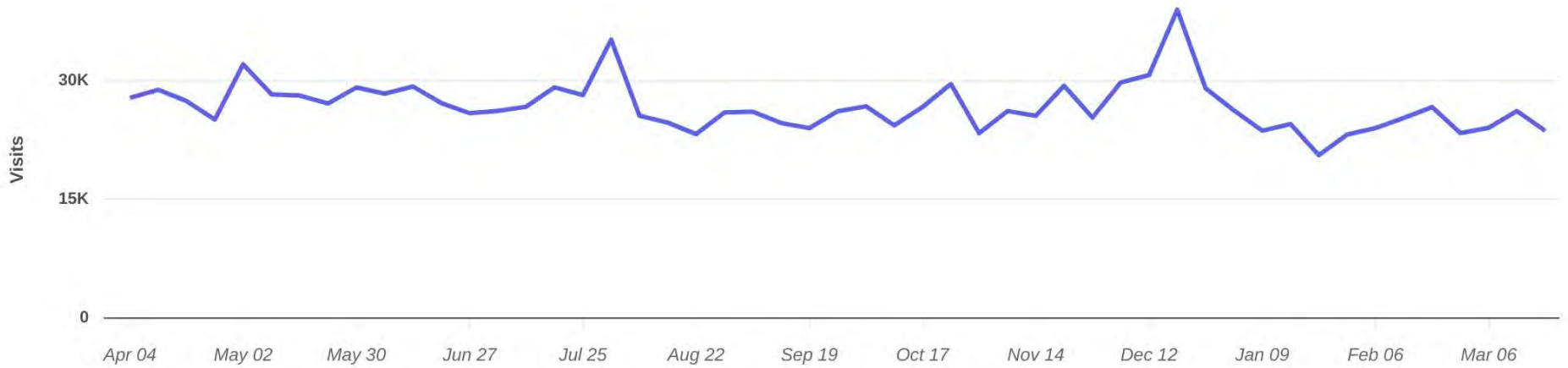


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visits Trend

**Walmart**  
Mall Pkwy, Lithonia, GA # 4472



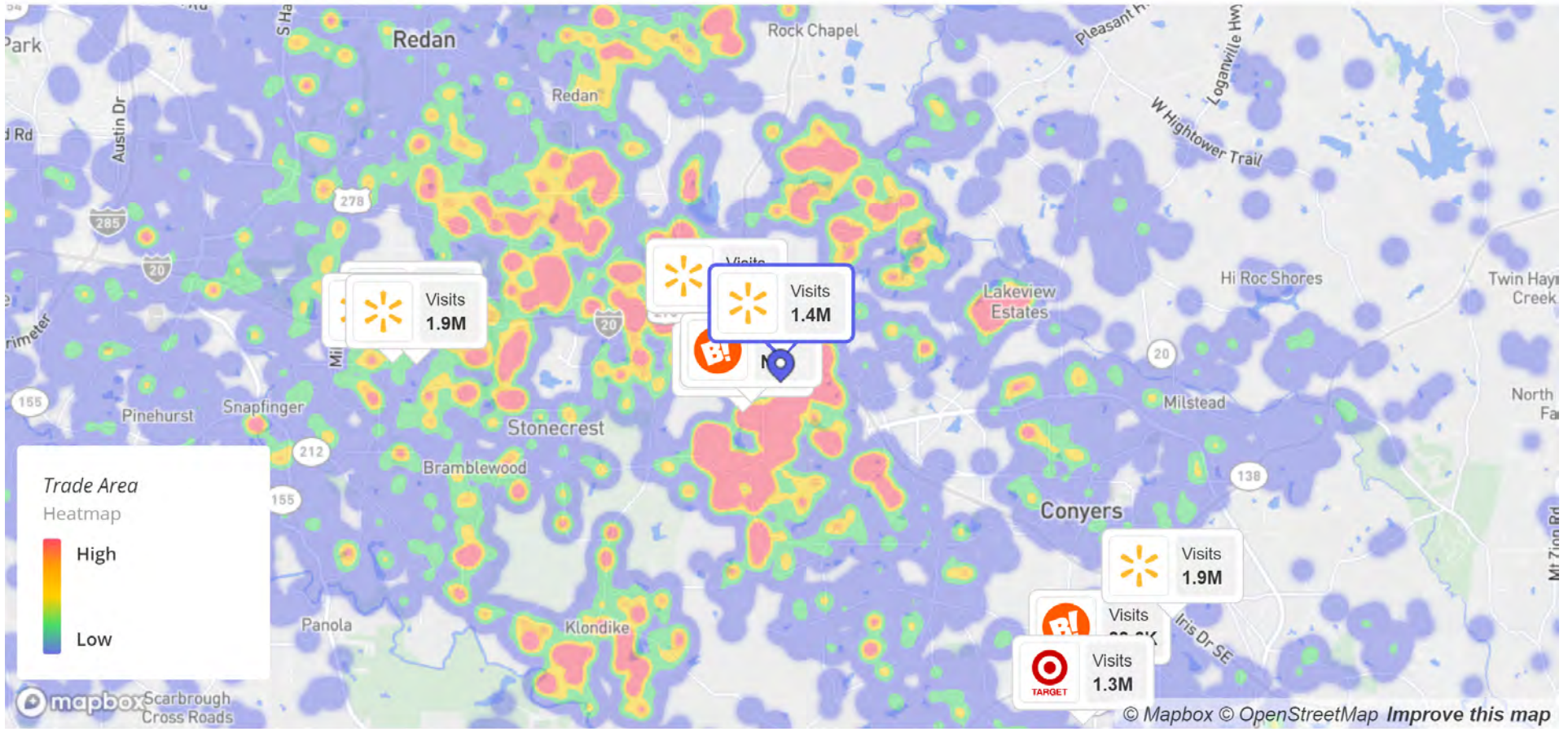
Weekly | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Walmart 8424 Mall Pkwy, Lithonia, GA 30038, Store ID #4472 | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ranking Overview

**Walmart**  
8424 Mall Pkwy, Lithonia, G... # 4472

Nationwide

**3,040** / 3,838



20%



Georgia

**129** / 149



14%



15mi

**15** / 16

12%



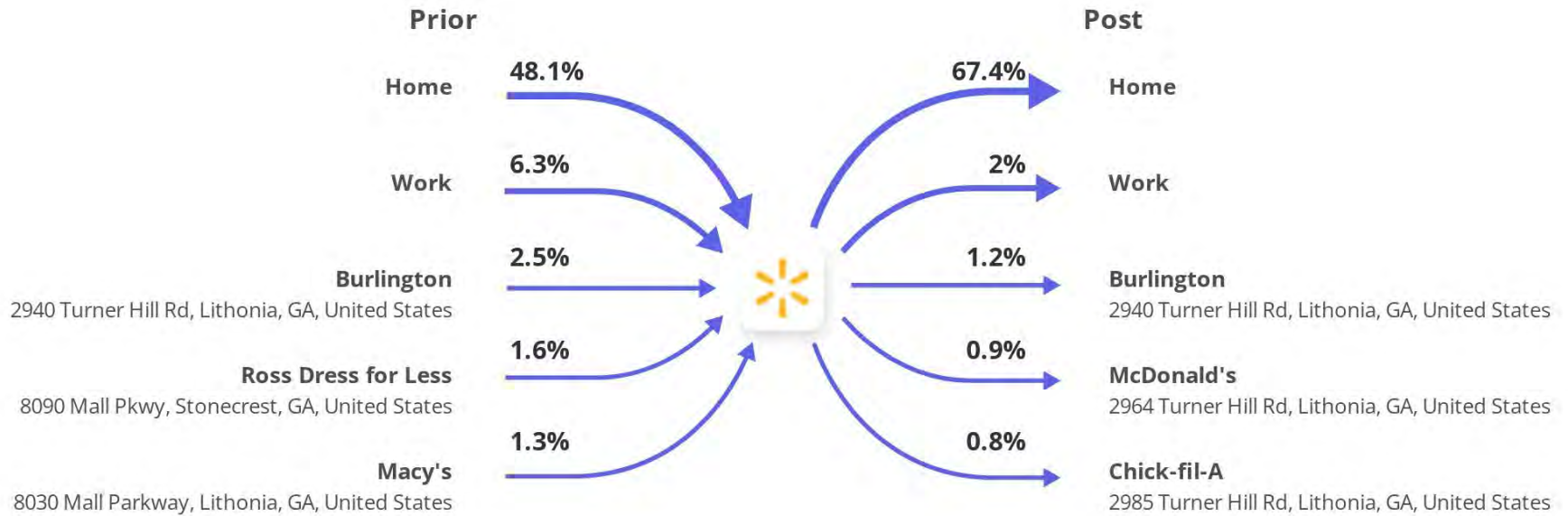
\* Coverage levels should be considered when comparing Ranking results. [Learn more](#)

Chain: Walmart | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)



## Visitor Journey

● **Walmart**  
8424 Mall Pkwy, Lithonia, GA 30038 # 4472



Show by: Location | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



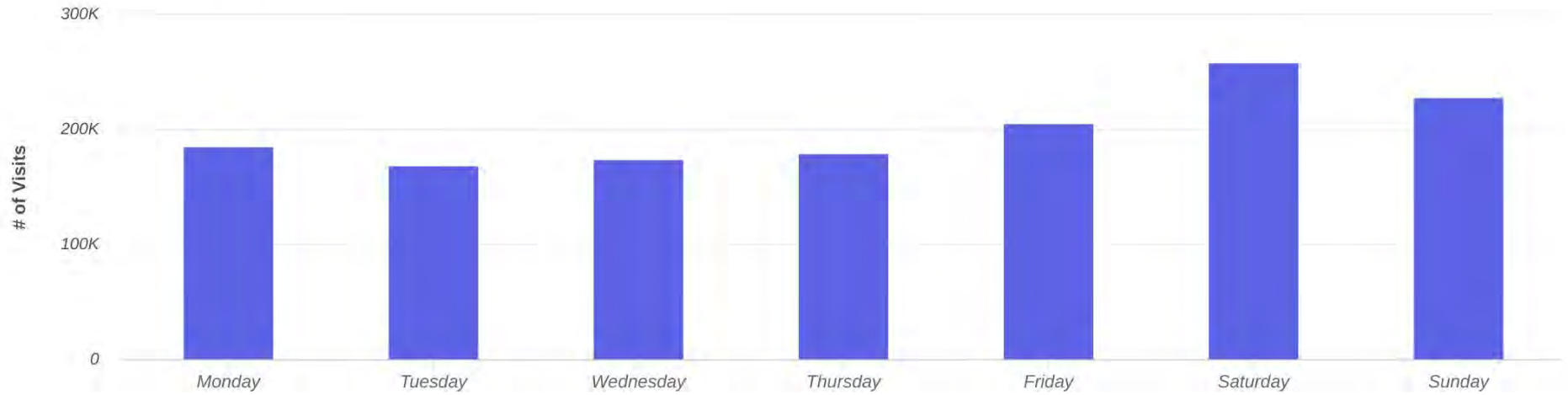


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Daily Visits

**Walmart**  
8424 Mall Pkwy, Lithonia, G... # 4472



Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



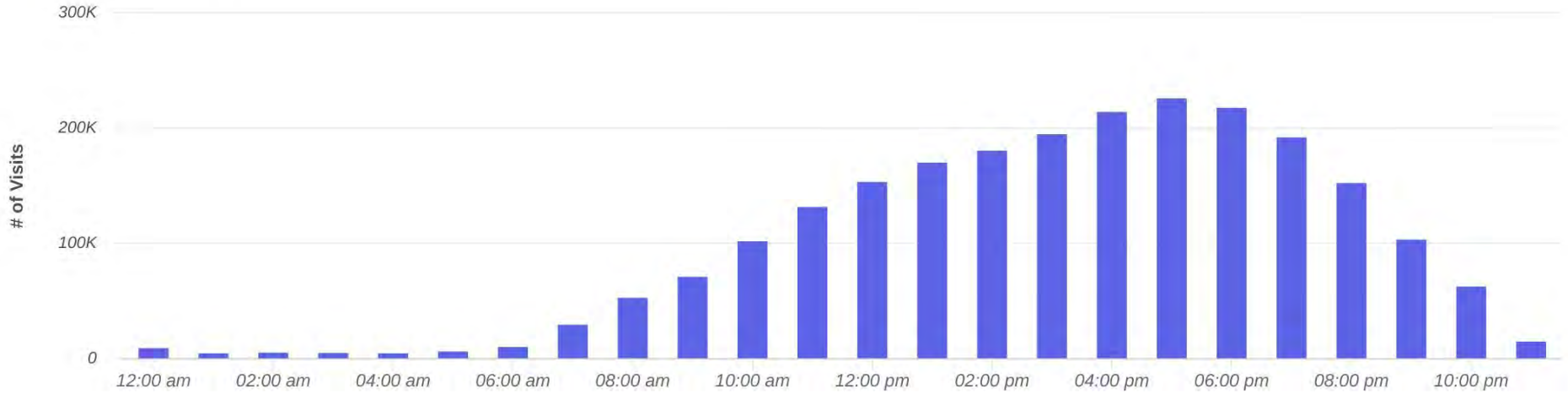
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Hourly Visits

### Walmart

8424 Mall Pkwy, Lithonia, G... # 4472



Visits | Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Favorite Places

Walmart / Mall Pkwy, Lithonia, GA

Rank	Name	Distance	Visitors
1	The Mall at Stonecrest / 2929 Turner Hill Rd, Lithonia, GA 30038	0.8 mi	176K (57.3%)
2	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	20.1 mi	135.5K (44.1%)
3	Conyers Crossroads / 1540-1630 Dogwood Dr, Conyers, GA 30013	6.1 mi	133.1K (43.3%)
4	Conyers Plaza / 1630-1380 Dogwood Dr SE, Conyers, GA 30013	5.7 mi	132K (43%)
5	Stonecrest Marketplace / 8150 Mall Pkwy, Lithonia, GA 30038	0.5 mi	128.3K (41.8%)
6	Walmart / 5401 Fairington Rd, Lithonia, GA 30038	4.7 mi	104.4K (34%)
7	Walmart / 1436 Dogwood Dr Se, Conyers, GA 30013	5.8 mi	99.8K (32.5%)
8	Conyers Commons / 2195 GA-20, Conyers, GA 30013	5.9 mi	97.5K (31.7%)
9	Conyers Crossing / 1485 Hwy 138, Conyers, GA 30094	5.2 mi	84.8K (27.6%)
10	Atlantic Station / 1380 Atlantic Dr NW, Atlanta, GA 30363	19.1 mi	69.6K (22.7%)

Category: All Categories | Min. Visits: 1 | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

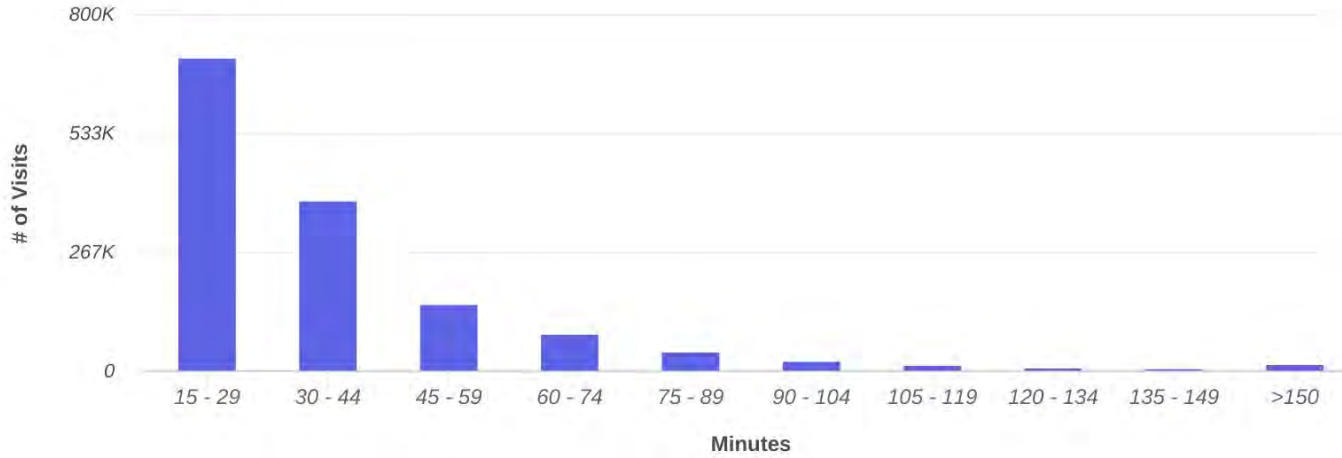


# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Length of Stay

**Walmart**  
8424 Mall Pkwy, Lithonia, G... # 4472

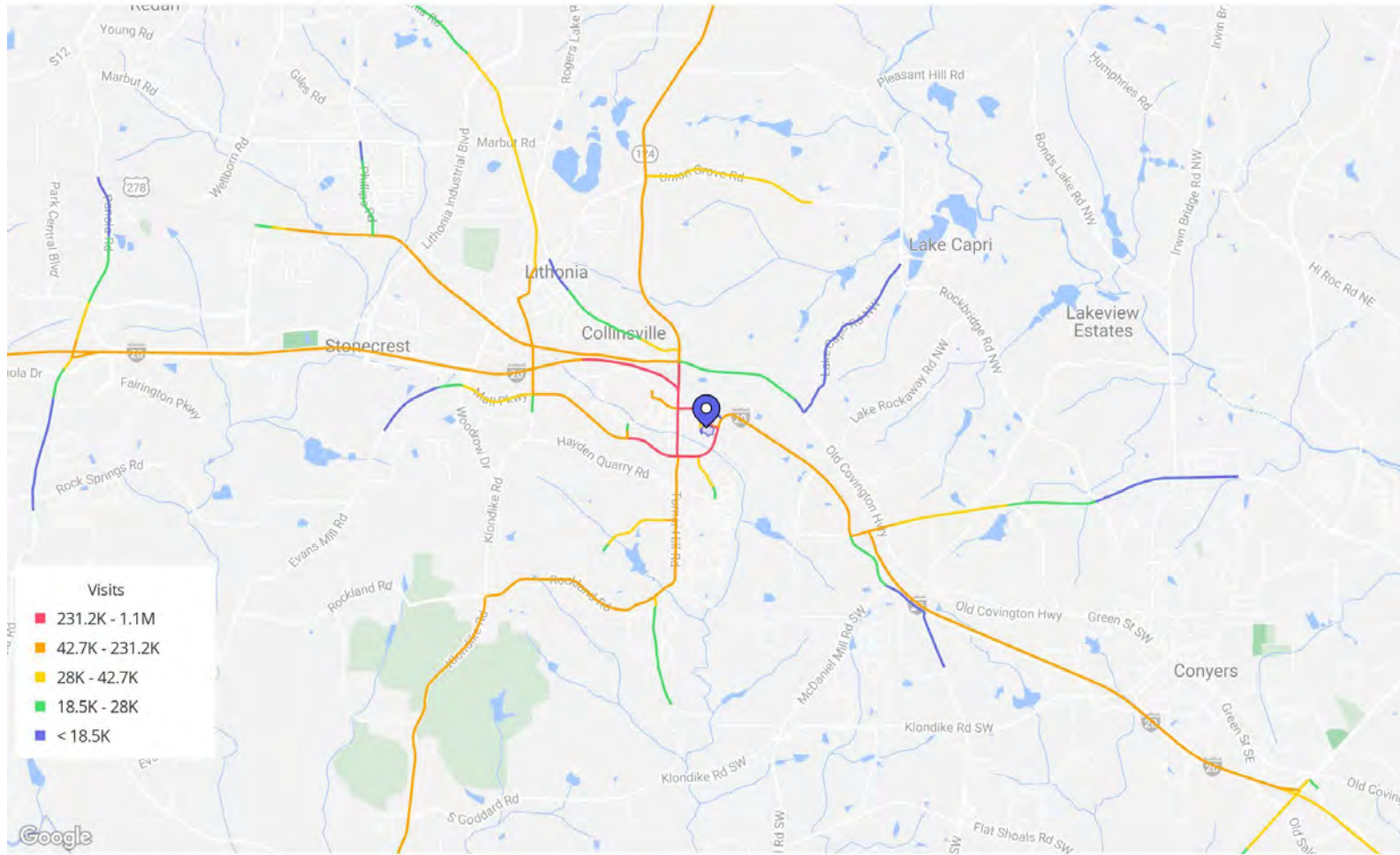


**Average Stay** 37 min  
**Median Stay** 30 min

Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

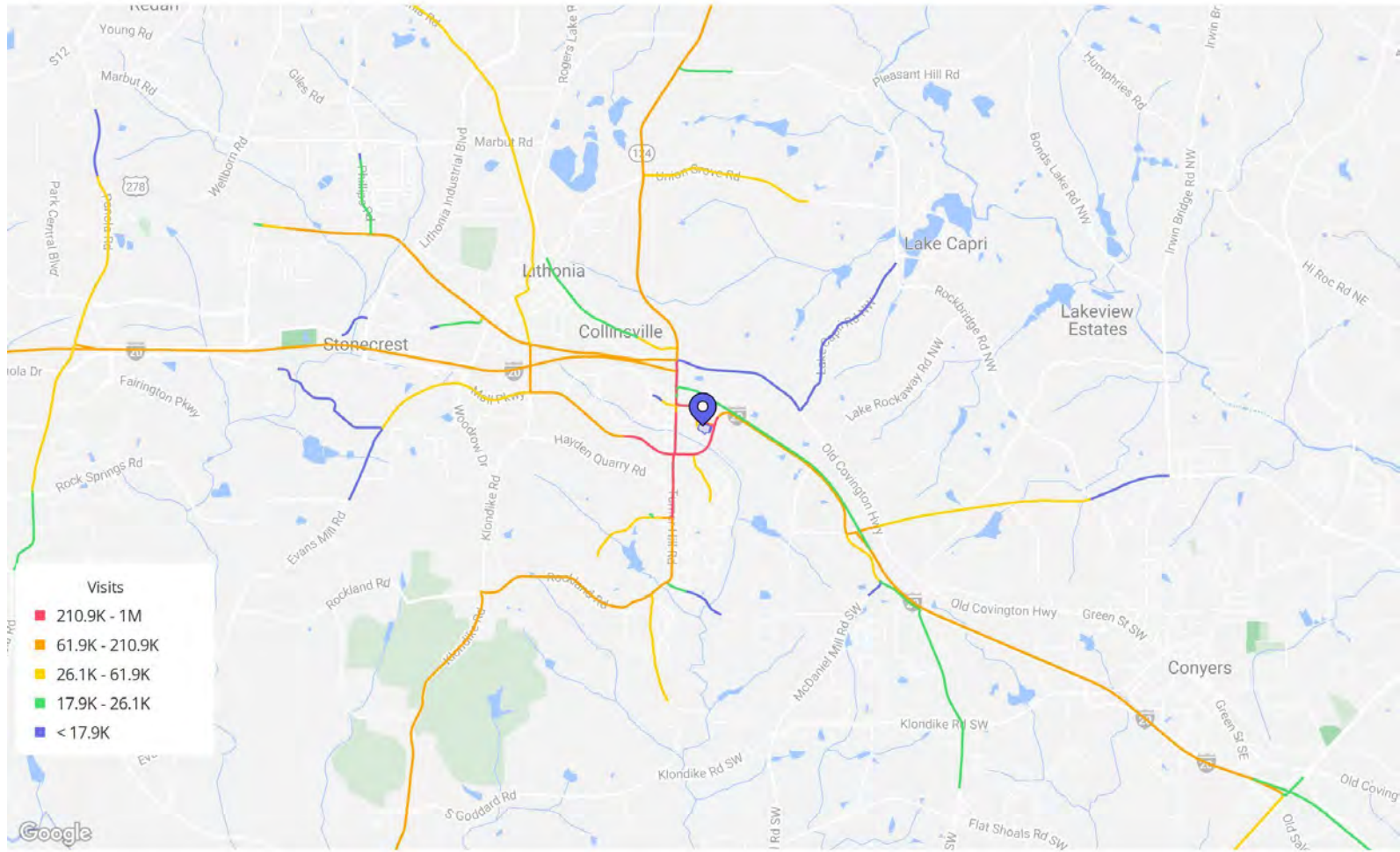
Journey Direction: To Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: From Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



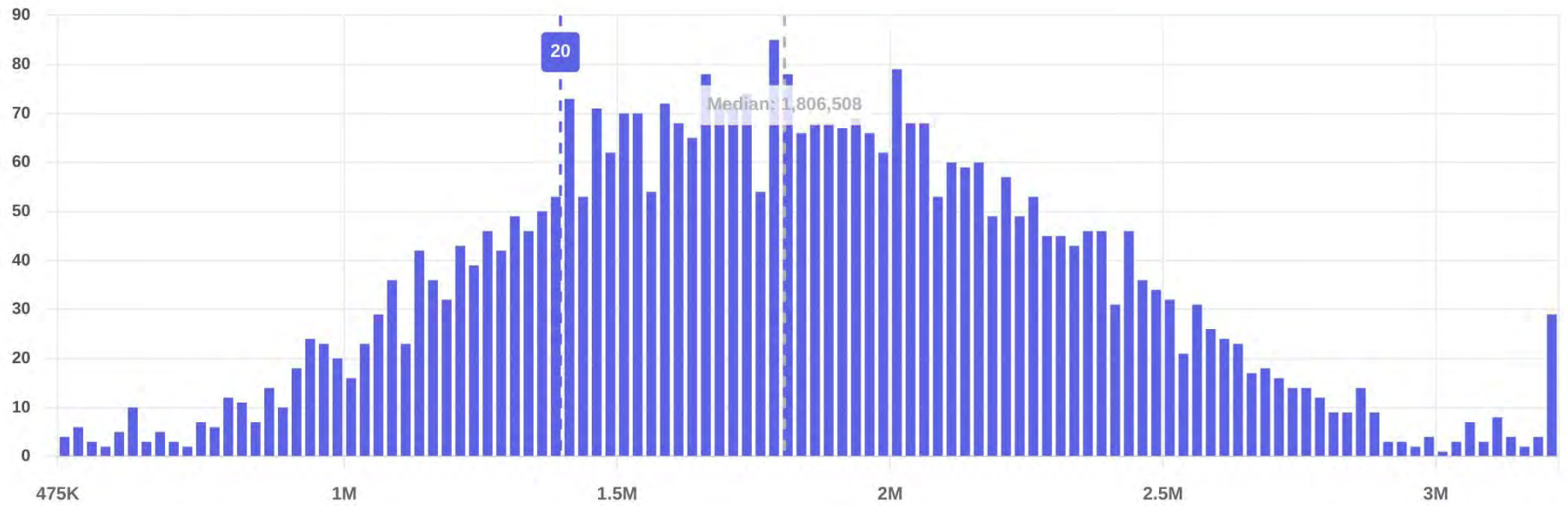
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Percentile Rank

**Walmart**  
8424 Mall Pkwy, Lithonia, GA 30038 # 4472

# of Properties: 3,838 Coverage: 99%



Chain: Walmart | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



## Ranking Index

### Walmart

8424 Mall Pkwy, Lithonia, GA 30038 # 4472

# of Properties: 3,838 Coverage: 99%

Rank	Name	Visits
1	Walmart / Parkway, Sevierville, TN	5.43M
2	Walmart / Green Acres Rd, Valley Stream, NY	4.59M
3	Walmart / N Old Lake Wilson Rd, Kissimmee, FL	4.49M
4	Walmart / Firestone Blvd, South Gate, CA	4.34M
5	Walmart / NY-211 E, Middletown, NY	3.89M
Skipping 3,032 results		
3038	Walmart / State Highway 16 S, Graham, TX	1.4M
3039	Walmart / Bryton Town Center Dr, Huntersville, NC	1.4M
3040	Walmart / Mall Pkwy, Lithonia, GA	1.4M
3041	Walmart / 11th St Sw, Spencer, IA	1.4M
3042	Walmart / E Grand River Ave, Howell, MI	1.4M
Hiding 796 results		

Chain: Walmart | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)







Community  
& Economic  
Development

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

Property:



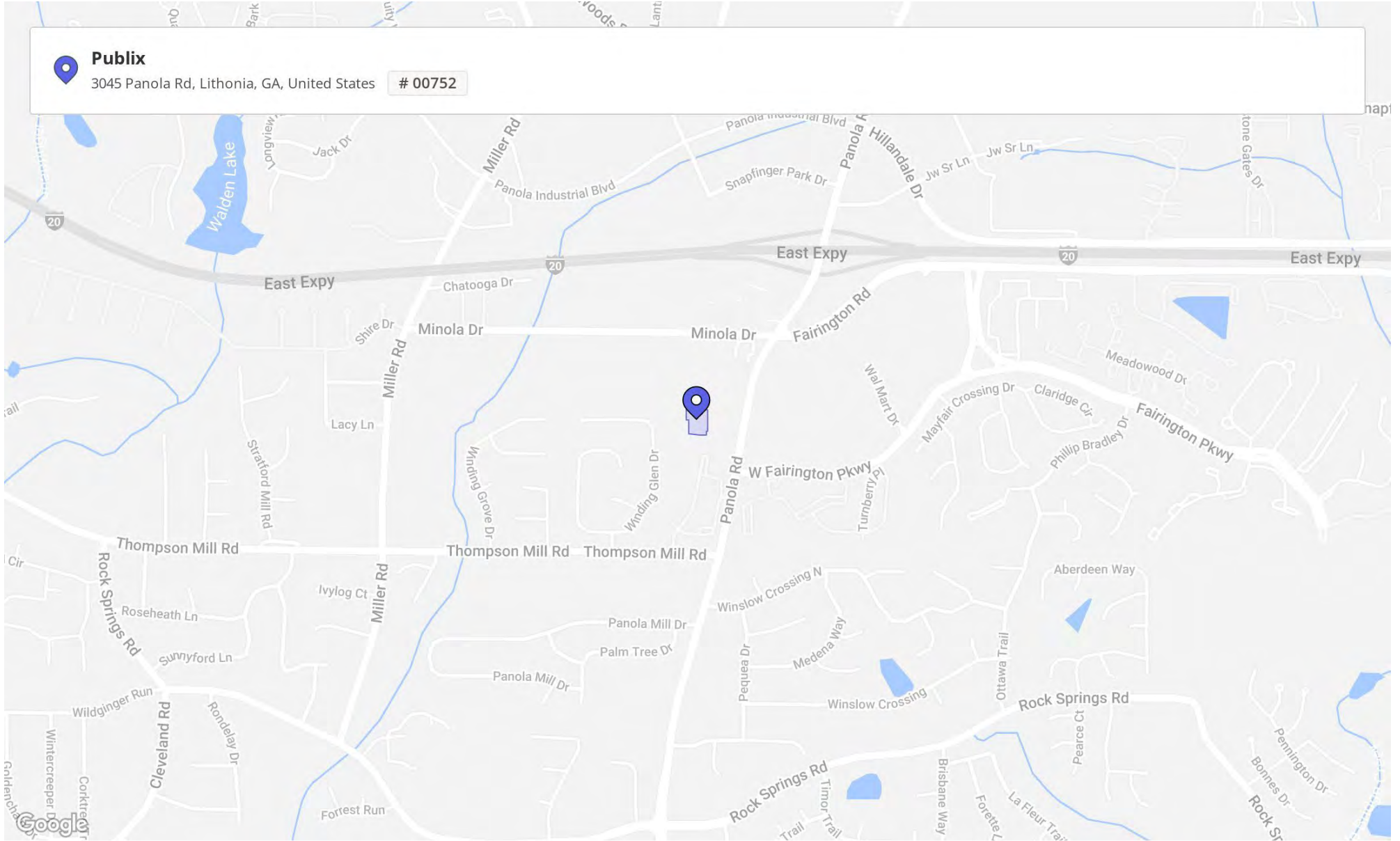
**Publix**

3045 Panola Rd, Lithonia, GA 30038

# 00752

# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Metrics

### Publix

3045 Panola Rd, Lithonia, G... # 00752

Visits	982.4K	Avg. Dwell Time	34 min
Visits / sq ft	16.89	Visits YoY	-5.8%
Size - sq ft	58.2K	Visits Yo2Y	-3.7%
Visitors	211.3K	Visits Yo3Y	-1.1%
Visit Frequency	4.65		

Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



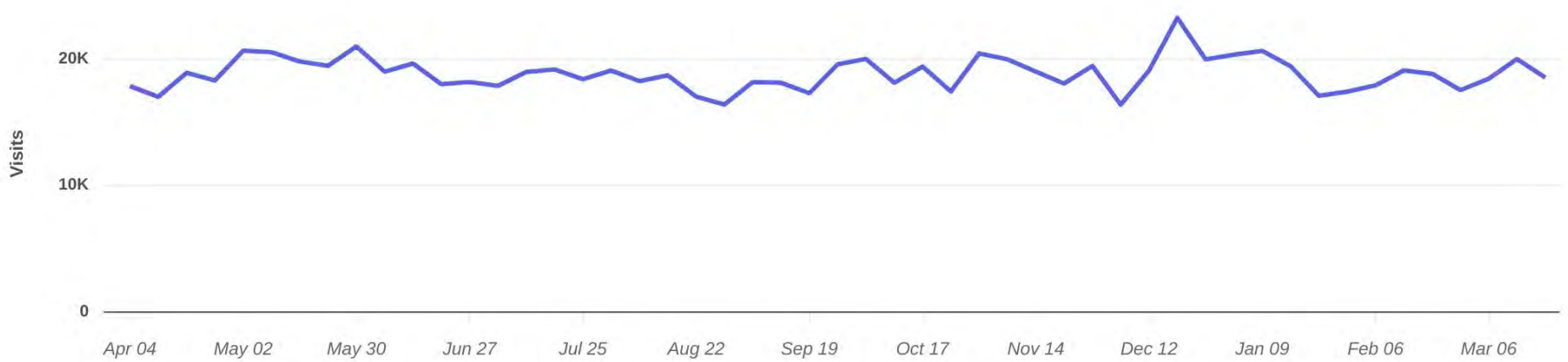
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visits Trend

### Publix

Panola Rd, Lithonia, GA # 00752



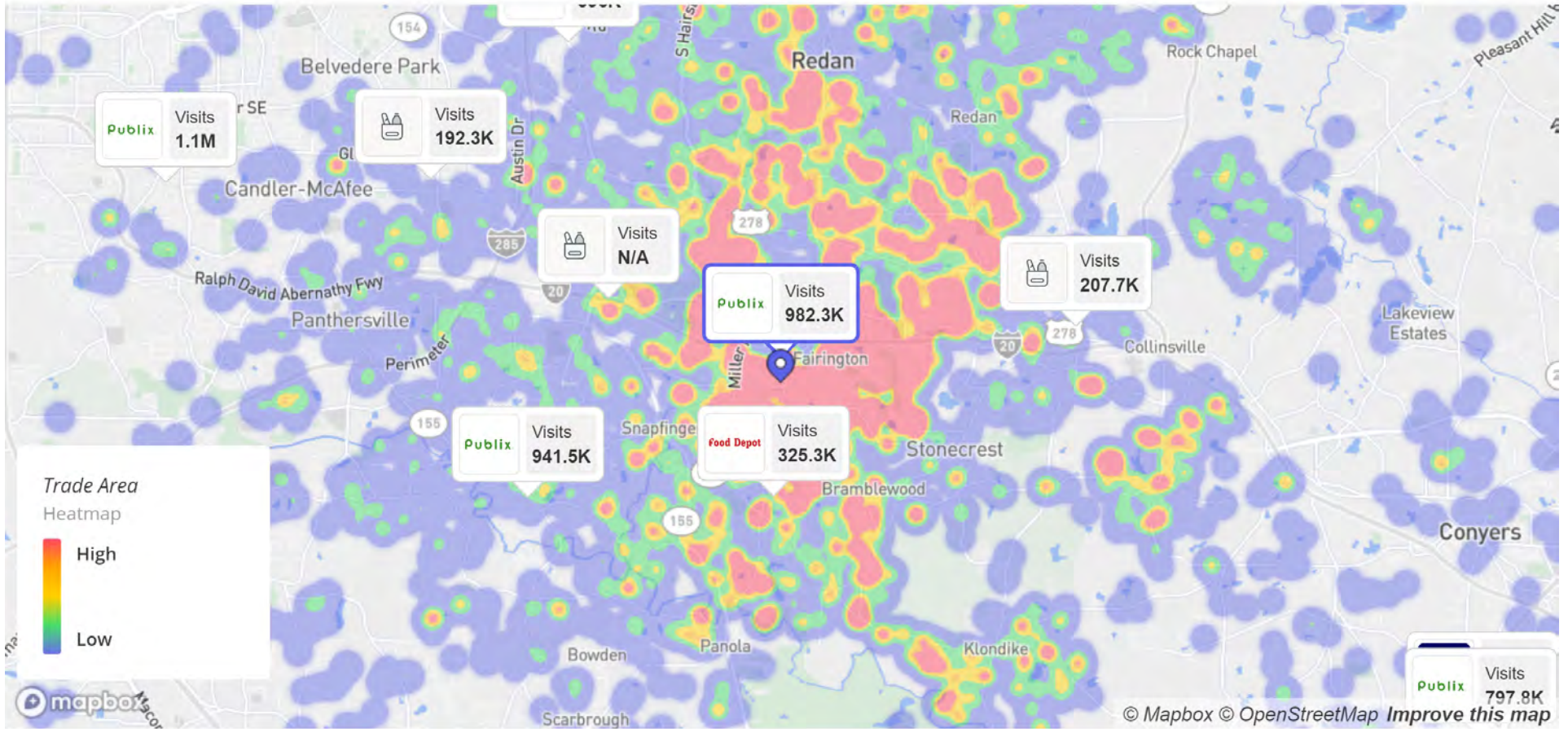
Weekly | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Publix 3045 Panola Rd, Lithonia, GA 30038, Store ID #00752 | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ranking Overview

**Publix**  
3045 Panola Rd, Lithonia, ... # 00752

Nationwide

165 / 1,249



Georgia

27 / 193



15mi

3 / 28



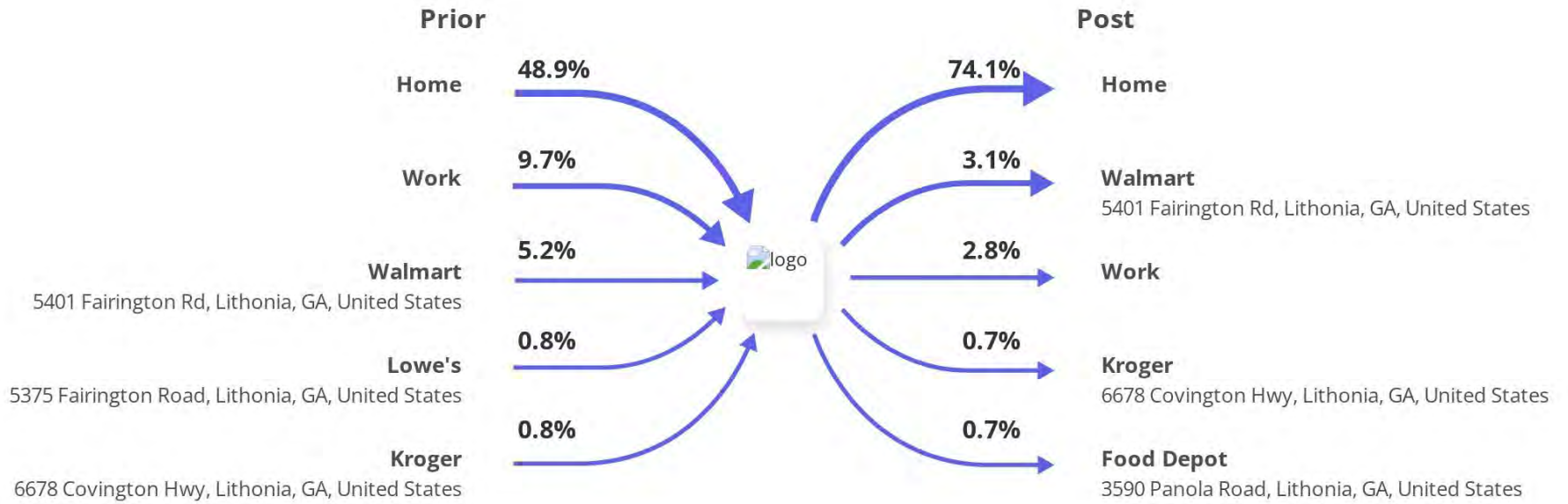
\* Coverage levels should be considered when comparing Ranking results. [Learn more](#)

Chain: Publix | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)



## Visitor Journey

**Publix**  
3045 Panola Rd, Lithonia, GA 30038 # 00752



Show by: Location | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

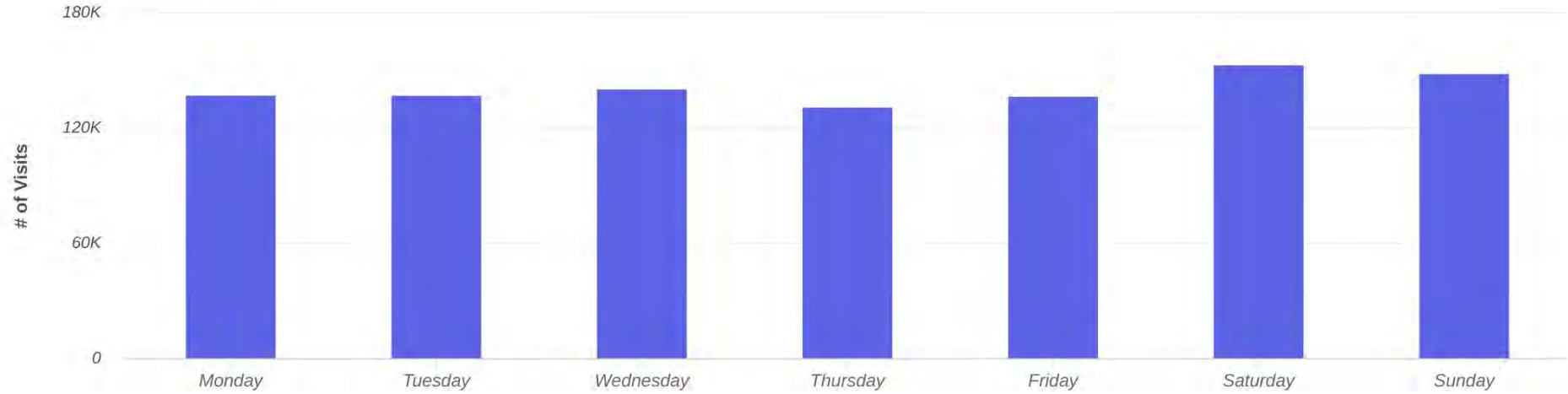


Community & Economic Development

## Daily Visits

### Publix

3045 Panola Rd, Lithonia, ... # 00752



Visits | Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





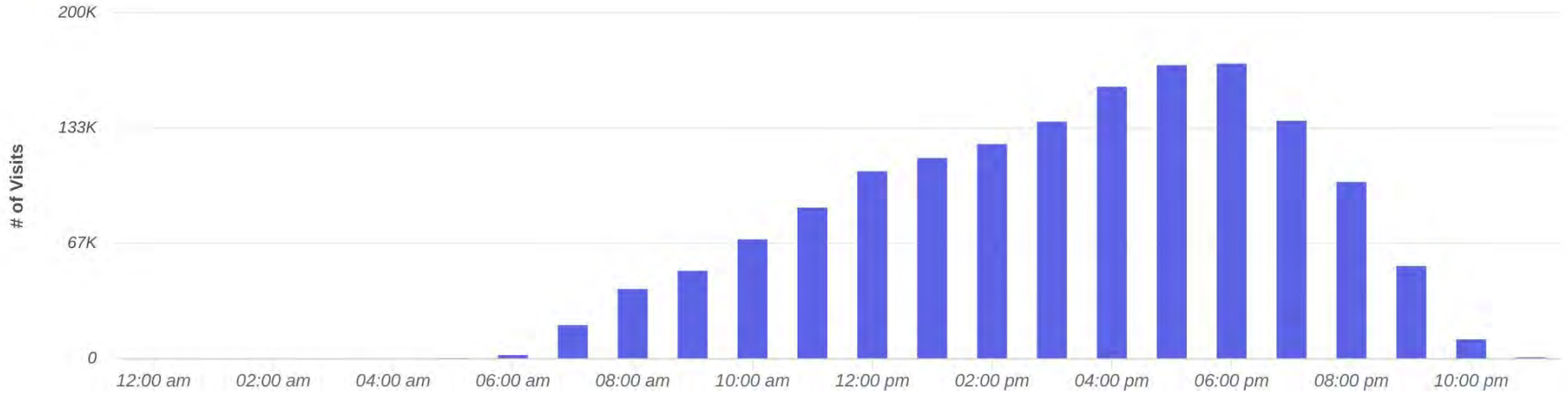
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Hourly Visits

### Publix

3045 Panola Rd, Lithonia, ... # 00752



Visits | Apr 1st, 2022 - Mar 31st, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Favorite Places

Publix / Panola Rd, Lithonia, GA

Rank	Name	Distance	Visitors
1	Walmart / 5401 Fairington Rd, Lithonia, GA 30038	0.5 mi	120.9K (57.2%)
2	The Mall at Stonecrest / 2929 Turner Hill Rd, Lithonia, GA 30038	4.4 mi	120.1K (56.9%)
3	Turner Hill Marketplace / 2918 Turner Hill Rd, Lithonia, GA 30038	5 mi	104.6K (49.5%)
4	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	15.1 mi	97.4K (46.1%)
5	Stonecrest Marketplace / 8150 Mall Pkwy, Lithonia, GA 30038	4.7 mi	92.7K (43.9%)
6	Conyers Crossroads / 1540-1630 Dogwood Dr, Conyers, GA 30013	11 mi	85.7K (40.6%)
7	Walmart / 8424 Mall Pkwy, Lithonia, GA 30038	5.2 mi	85.4K (40.4%)
8	Conyers Plaza / 1630-1380 Dogwood Dr SE, Conyers, GA 30013	10.6 mi	82.5K (39.1%)
9	Wesley Chapel Crossing / 2400-2458 Wesley Chapel Rd, Decatur, GA 30035	2.5 mi	76.2K (36.1%)
10	Kroger / 6678 Covington Hwy, Lithonia, GA 30058	2.2 mi	63.7K (30.2%)

Category: All Categories | Min. Visits: 1 | Apr 1st, 2022 - Mar 31st, 2023  
 Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



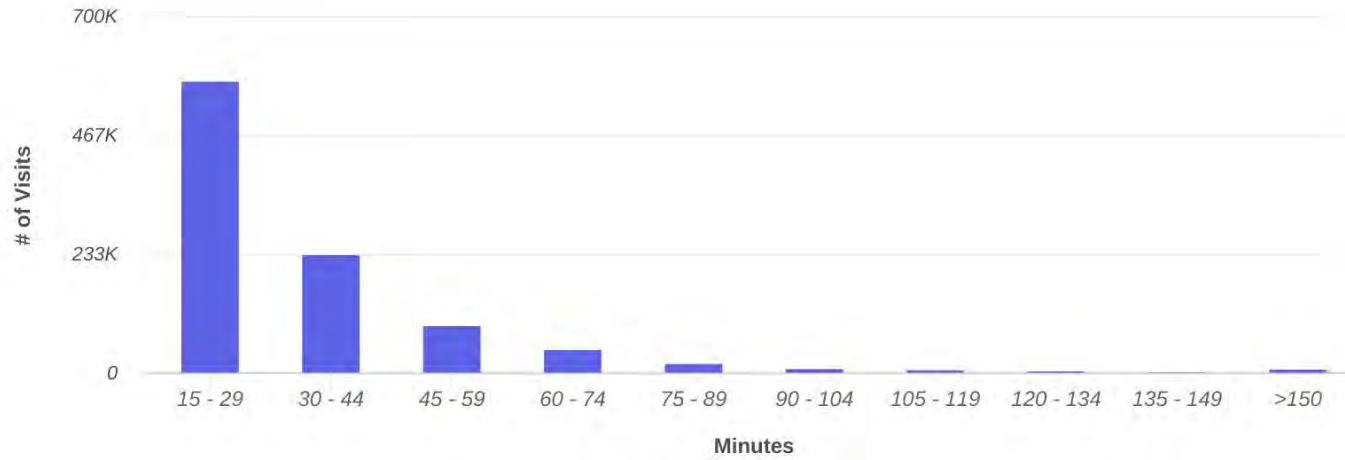
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Length of Stay

### Publix

3045 Panola Rd, Lithonia, ... # 00752



Average Stay 34 min

Median Stay 27 min

Visits | Apr 1st, 2022 - Mar 31st, 2023

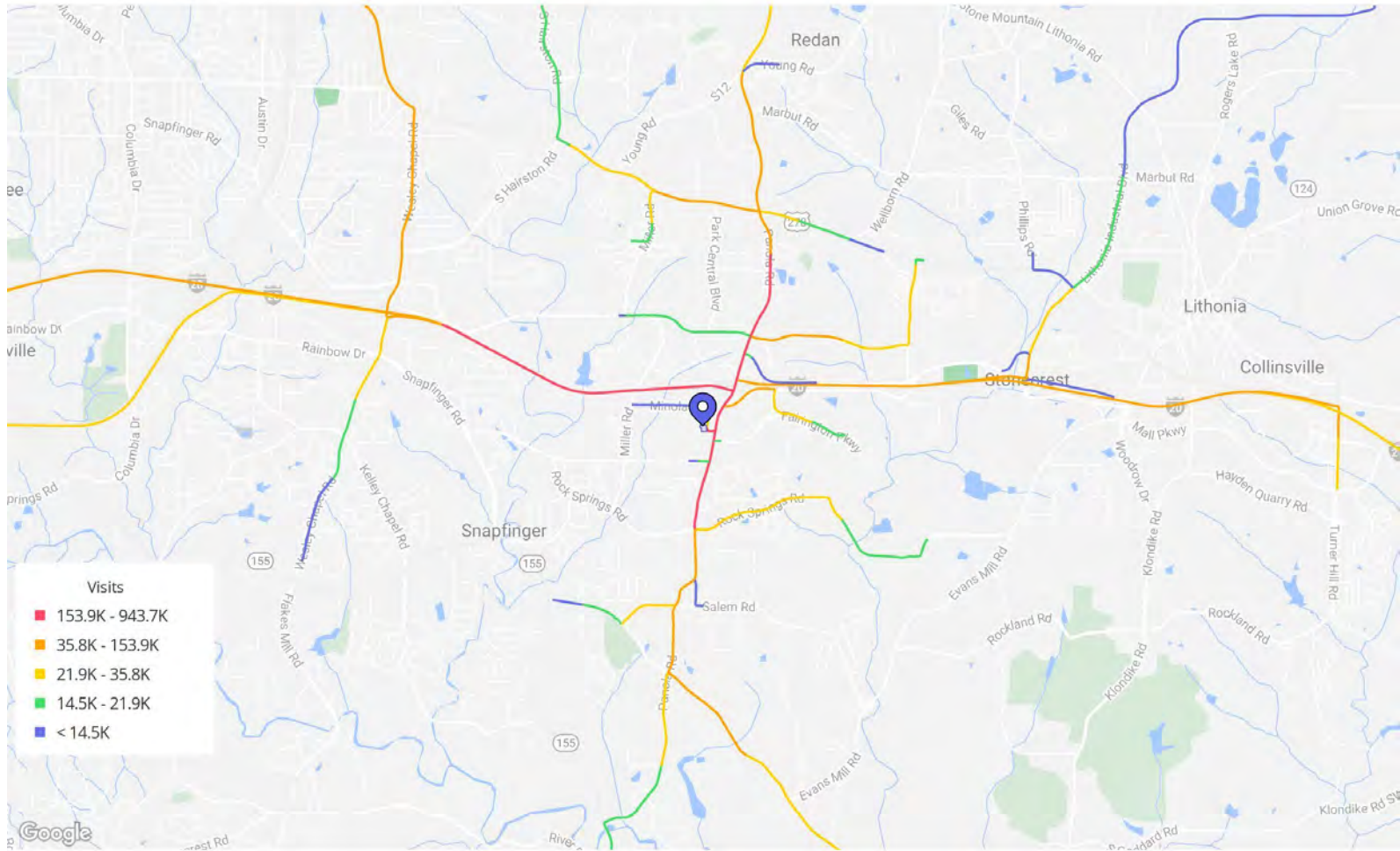
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

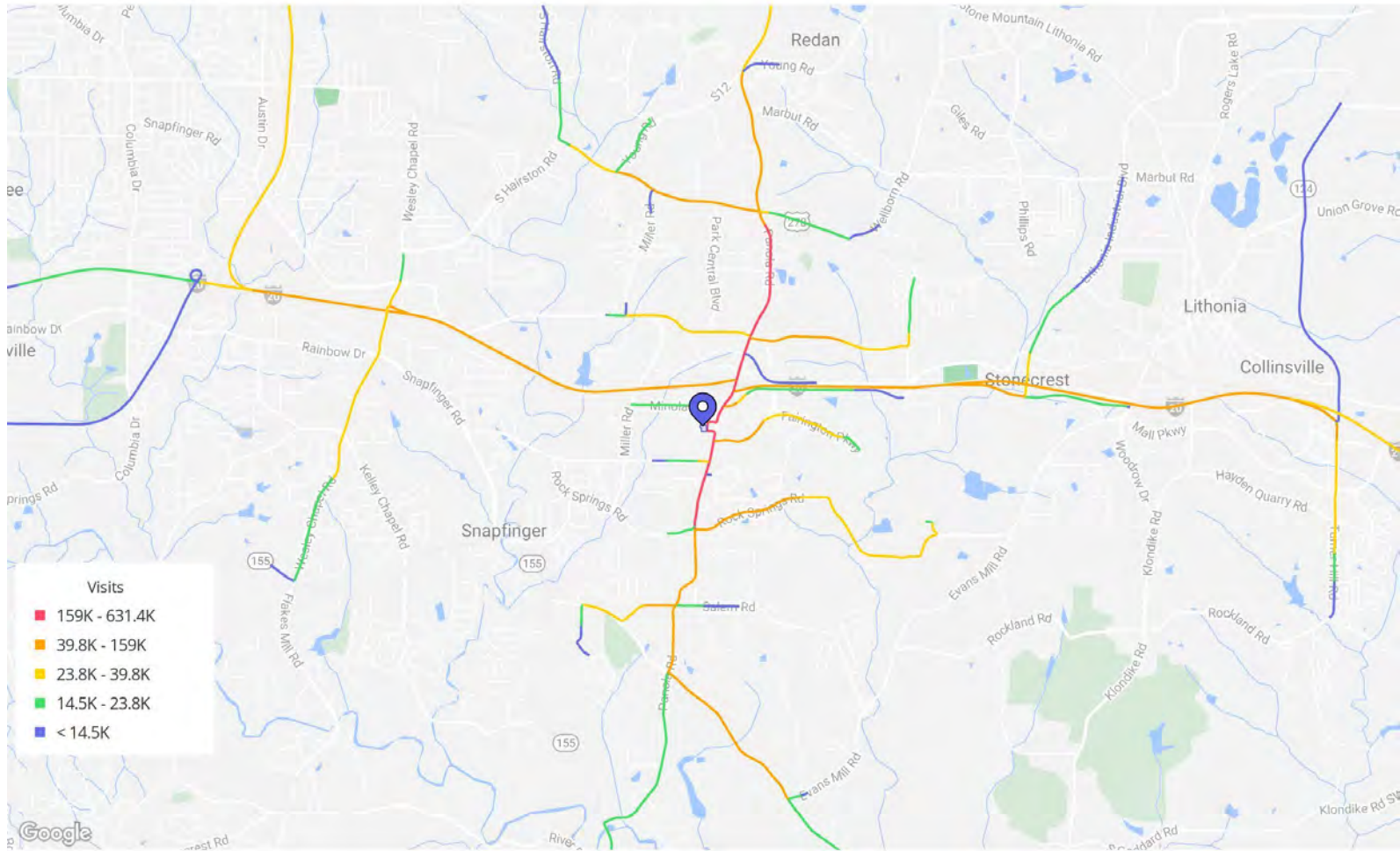
Journey Direction: To Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: From Property | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



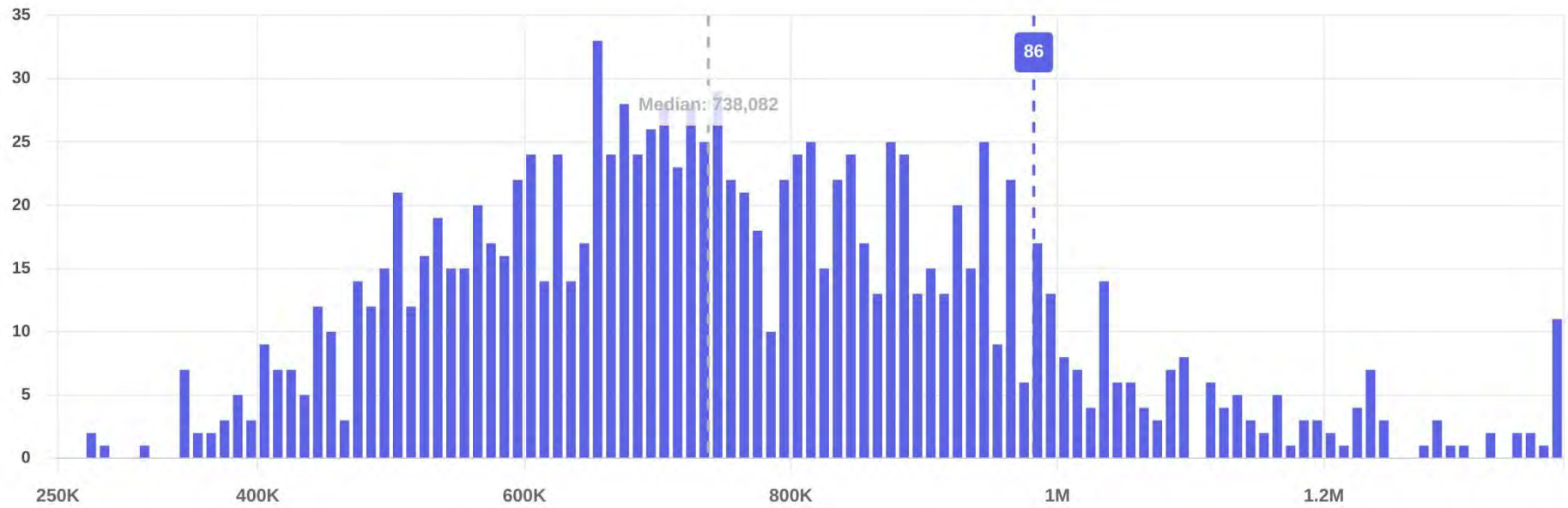
# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023

## Percentile Rank

**Publix**  
3045 Panola Rd, Lithonia, GA 30038 # 00752

# of Properties: 1,249 Coverage: 99%



Chain: Publix | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)



# Foot Traffic Analysis

Apr 1, 2022 - Mar 31, 2023



## Ranking Index

### Publix

3045 Panola Rd, Lithonia, GA 30038 # 00752

# of Properties: 1,249 Coverage: 99%

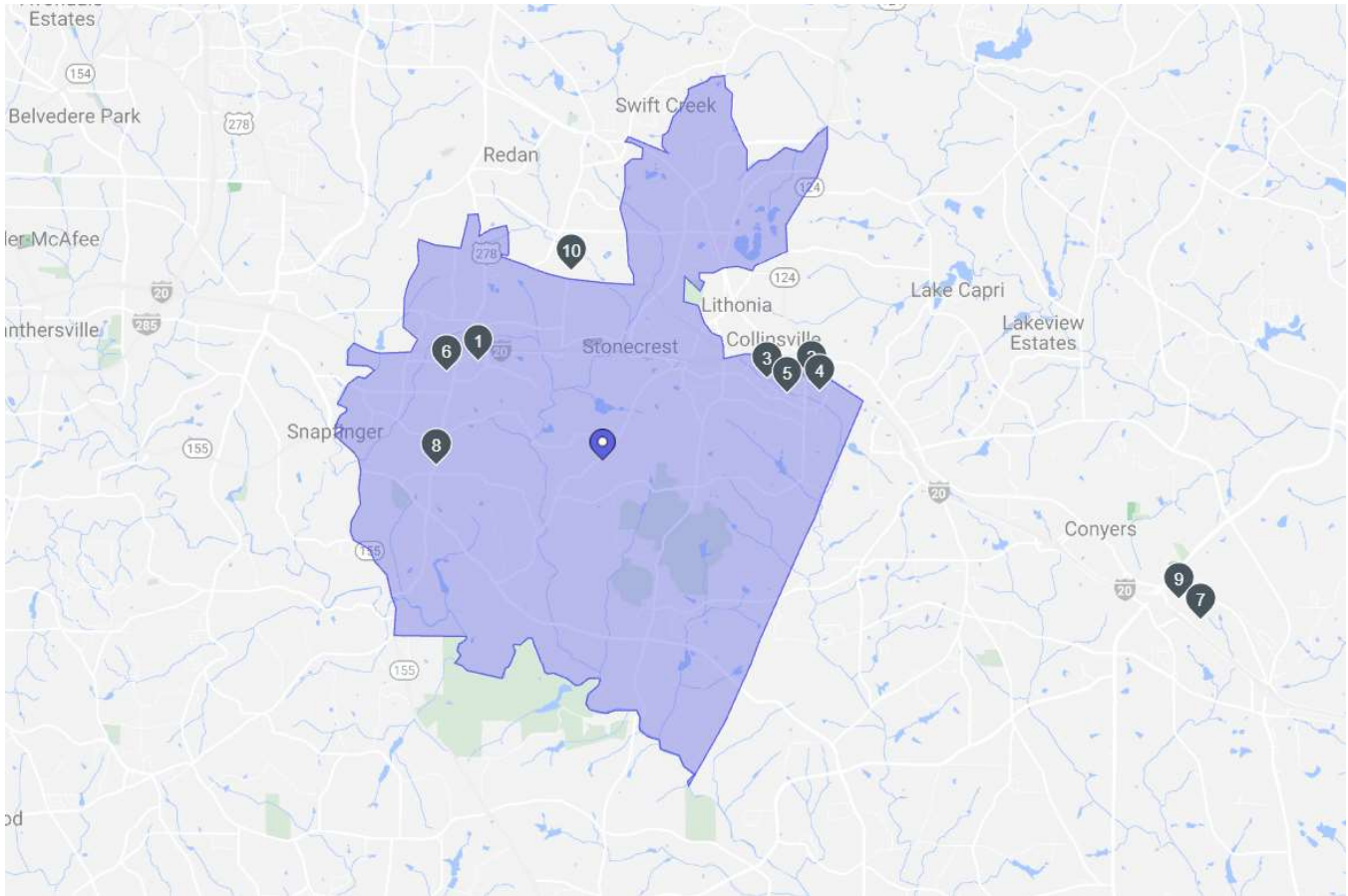
Rank	Name	Visits
1	Publix / Biscayne Blvd, Miami Shores, FL	1.77M
2	Publix / Ocala Rd, Tallahassee, FL	1.75M
3	Publix / Watercolor Way, Santa Rosa Beach, FL	1.56M
4	Publix / Parkway, Pigeon Forge, TN	1.49M
5	Publix / Bradley Park Dr, Columbus, GA	1.49M
----- Skipping 157 results -----		
163	Publix / N Florida St, Mobile, AL	982.6K
164	Publix / W Oakland Park Blvd, Lauderhill, FL	982.5K
165	Publix / Panola Rd, Lithonia, GA	982.3K
166	Publix / SW 13th St, Miami, FL	981.5K
167	Publix / S Le Jeune Rd, Coral Gables, FL	981.4K
----- Hiding 1,082 results -----		

Chain: Publix | Nationwide | Visits | Apr 1st, 2022 - Mar 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Stonecrest, GA Leakage

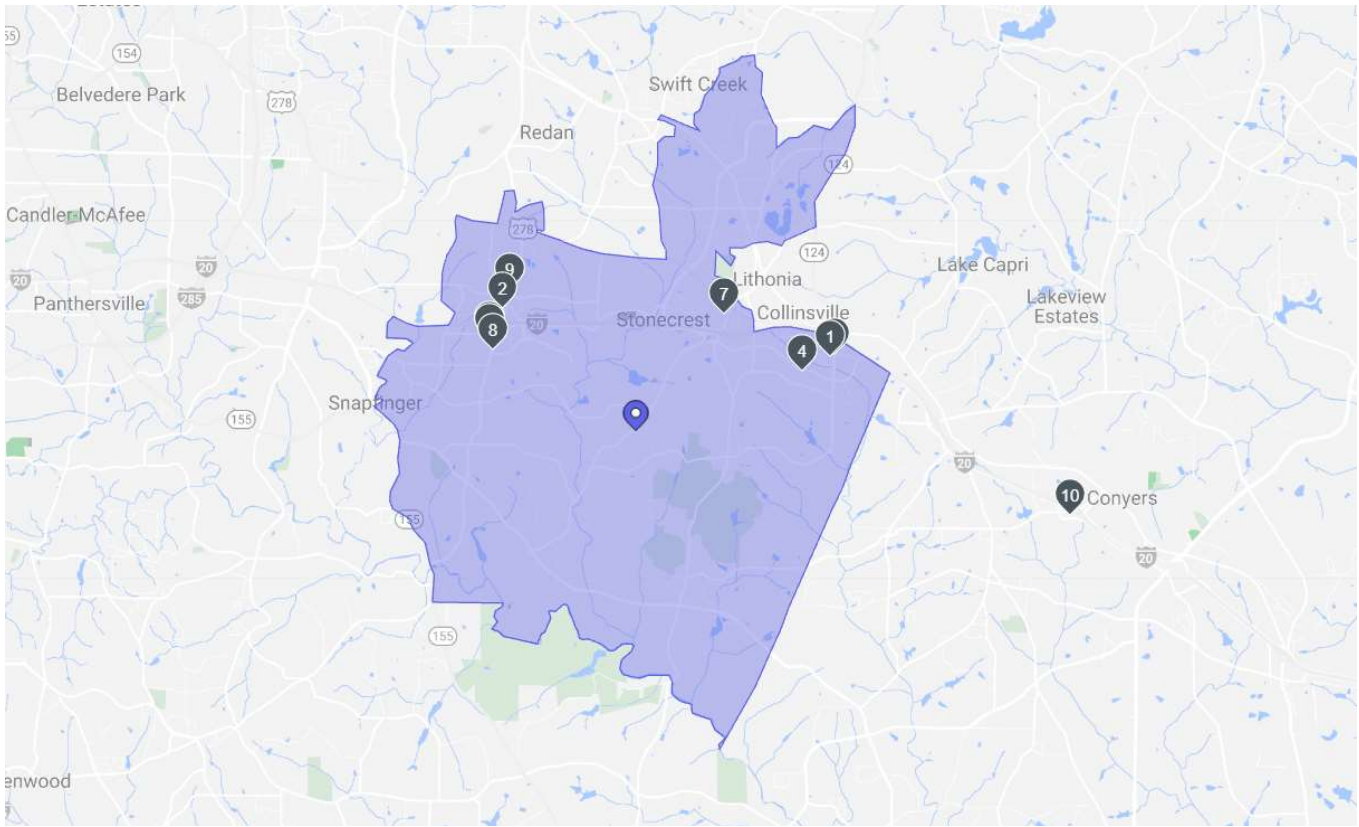
### *All Categories*



Location	Sub – Category	City	# of Visitors	Distance (mi)
Walmart	Big Box Store	Lithonia	26,211	2
Turner Hill Marketplace	Shopping Center	Lithonia	24,208	3
The Mall at Stonecrest	Shopping Center	Lithonia	20,766	2.4
Walmart	Big Box Store	Lithonia	19,818	3.1
Stonecrest Marketplace	Shopping Center	Lithonia	15,647	2.7
Publix	Grocery Store	Lithonia	14,940	2.4
Conyers Crossroads	Shopping Center	Conyers	12,804	8.6
Salem Crossing	Shopping Center	Lithonia	11,119	2.3
Conyers Plaza	Shopping Center	Conyers	10,431	8.3
Kroger	Supermarket	Lithonia	10,228	2.4

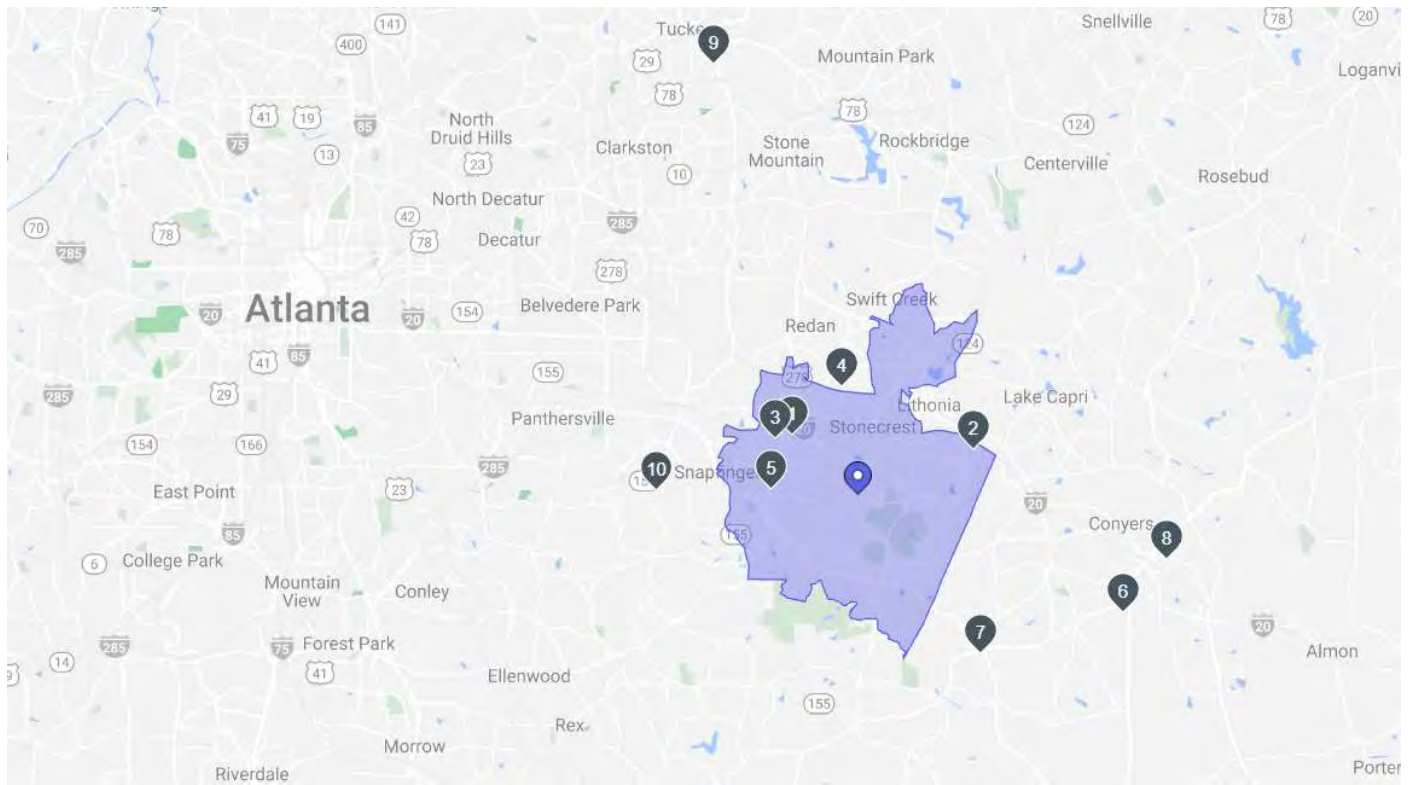


## Dining



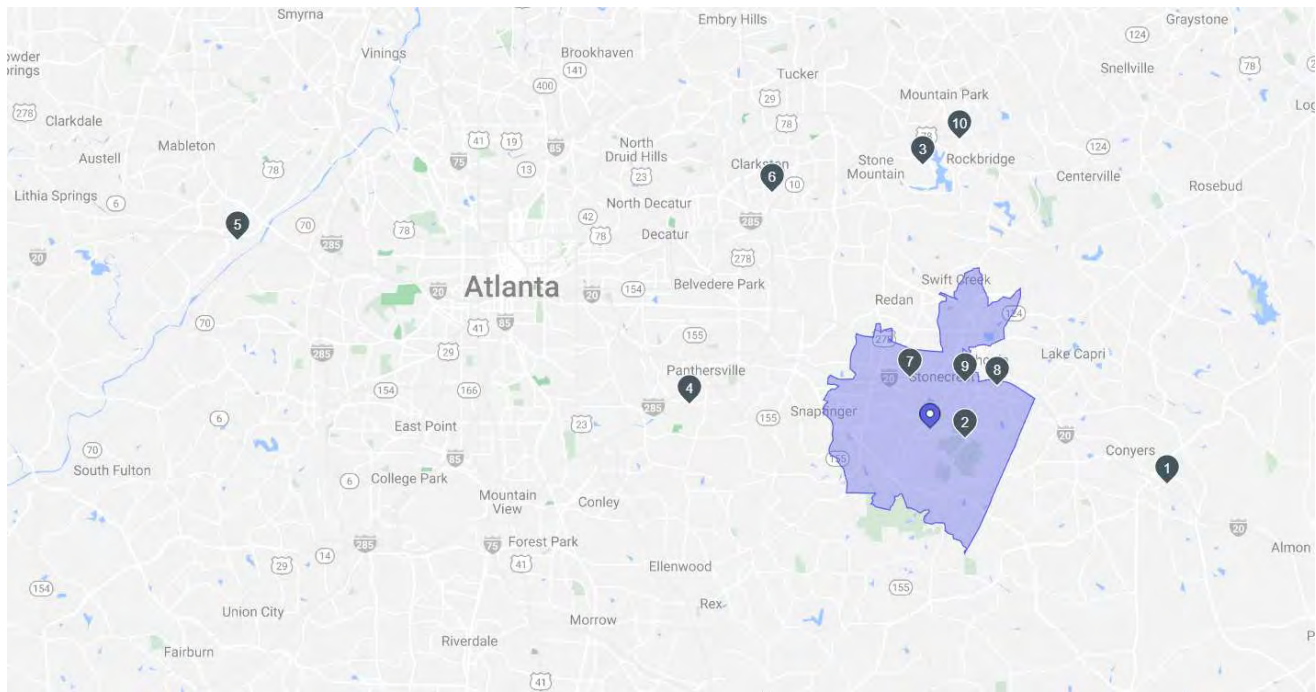
Location	Sub – Category	City	# of Visitors	Distance (mi)
Chick-fil-A	Fast Food Restaurant	Lithonia	5,637	2.9
McDonald's	Fast Food Restaurant	Lithonia	4,506	2.4
Popeyes Louisiana Kitchen	Fried Chicken Joint	Lithonia	3,590	2.3
Zaxby's Chicken Fingers & Buffalo Wings	Fried Chicken Joint	Lithonia	3,458	2.4
McDonald's	Fast Food Restaurant	Lithonia	2,921	2.9
Wendy's	Fast Food Restaurant	Lithonia	2,816	2.3
JJ Fish & Chicken	Fried Chicken Joint	Lithonia	2,456	1.9
Dunkin' Donuts	Donut Shop	Lithonia	2,404	2.2
Bojangles' Famous Chicken 'n Biscuits	Fast Food Restaurant	Lithonia	2,236	2.5
LongHorn Steakhouse	Steakhouse	Conyers	1,966	6.3

## Groceries & Superstores



Location	Sub – Category	City	# of Visitors	Distance (mi)
Walmart	Big Box Store	Lithonia	26,211	2
Walmart	Big Box Store	Lithonia	19,818	3.1
Publix	Grocery Store	Lithonia	14,940	2.4
Kroger	Supermarket	Lithonia	10,228	2.4
Food Depot	Grocery Store	Lithonia	8,182	2.3
Target	Big Box Store	Conyers	5,704	7.8
Publix	Grocery Store	Conyers	5,226	5.6
Walmart	Big Box Store	Conyers	5,215	8.4
Sam's Club	Warehouse Store	Tucker	4,994	11.4
Kroger	Supermarket	Decatur	4,820	5.3

## Leisure



Location	Sub – Category	City	# of Visitors	Distance (mi)
AMC Theatres	Movie Theater	Conyers	1,899	8.5
Davidson-Arabia Nature Preserve	Park	Lithonia	1,133	1.5
Stone Mountain Park	Park	Stone Mountain	1,066	8.6
William 'Buck' Godfrey Stadium	Stadium	Decatur	1,054	8.3
Six Flags Over Georgia	Theme Park	Austell	987	24.5
J.R. Hallford Stadium	Stadium	Clarkston	912	9.4
Silk 2 Bar & Grill	Bar	Lithonia	766	1.4
AMC Theatres	Movie Theater	Lithonia	766	2.5
Dudleys On Evans Mill	Sports Bar	Stone Mountain	620	1.6
All American Skating Center	General Entertainment	Stone Mountain	616	9.5



Community  
& Economic  
Development

# Market Outlook

Apr 1, 2022 - Mar 31, 2023

Property:



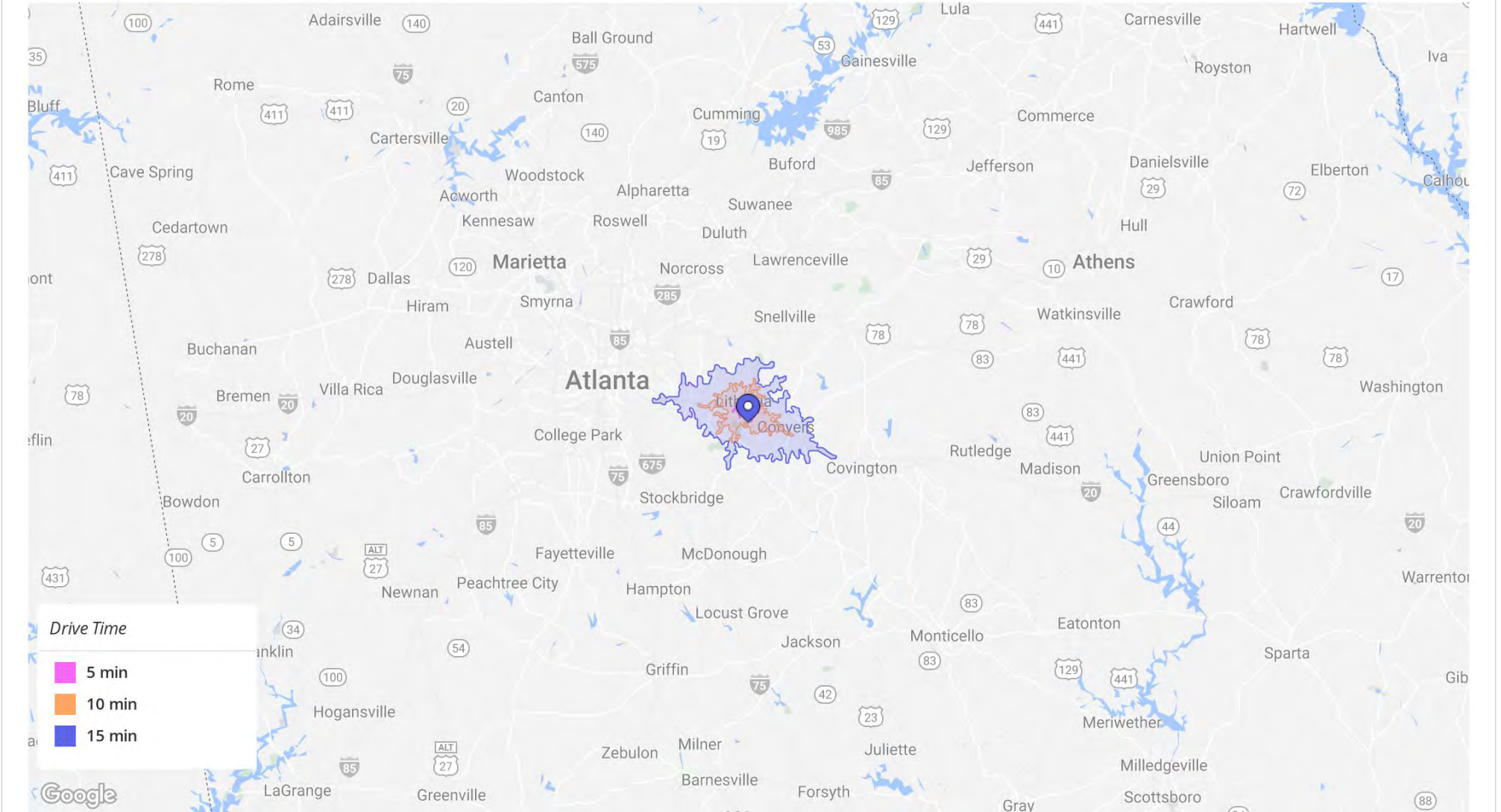
**The Mall at Stonecrest**

2929 Turner Hill Rd, Stonecrest, GA 30038

# Market Outlook

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest / 2929 Turner Hill Rd, Stonecrest, GA 30038



## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Overview

	5 Min Drive	10 Min Drive	15 Min Drive
Total Demand	\$54.46M	\$804.14M	\$3.57B
Total Supply	\$19.21M	\$1.18B	\$3.13B

### Automobile Dealers

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$9.99M	\$146.81M	\$671.26M
Supply		\$489.82M	\$975.71M
Unmet Demand (Demand-Supply)	\$9.99M	-\$343M	-\$304.45M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Other Motor Vehicle Dealers

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$630,121	\$9.17M	\$42M
Supply		\$15.87M	\$24.87M
Unmet Demand (Demand-Supply)	\$630,121	-\$6.7M	\$17.14M

### Automotive Parts, Accessories, & Tire Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$905,922	\$12.64M	\$57.59M
Supply	\$1.16M	\$24.37M	\$51.33M
Unmet Demand (Demand-Supply)	-\$250,031	-\$11.73M	\$6.26M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Furniture Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$555,411	\$8.07M	\$36.99M
Supply		\$16.71M	\$23.02M
Unmet Demand (Demand-Supply)	\$555,411	-\$8.65M	\$13.97M

### Home Furnishings Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$683,713	\$9.7M	\$44.35M
Supply		\$10.51M	\$25.56M
Unmet Demand (Demand-Supply)	\$683,713	-\$809,669	\$18.8M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook



## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Building Material & Supplies Dealers

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$3.42M	\$48.65M	\$222.48M
Supply		\$76.49M	\$129.02M
Unmet Demand (Demand-Supply)	\$3.42M	-\$27.84M	\$93.47M

### Lawn & Garden Equipment & Supplies Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$431,384	\$6.25M	\$28.7M
Supply		\$6.17M	\$9.48M
Unmet Demand (Demand-Supply)	\$431,384	\$86,621	\$19.21M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Grocery Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$7.82M	\$110.96M	\$504.19M
Supply		\$80.28M	\$130.19M
Unmet Demand (Demand-Supply)	\$7.82M	\$30.68M	\$374M

### Specialty Food Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$168,185	\$2.39M	\$10.85M
Supply		\$837,488	\$7.71M
Unmet Demand (Demand-Supply)	\$168,185	\$1.55M	\$3.14M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Beer, Wine, & Liquor Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$568,874	\$8.27M	\$37.75M
Supply		\$5.79M	\$37.37M
Unmet Demand (Demand-Supply)	\$568,874	\$2.48M	\$378,270

### Health & Personal Care Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$2.65M	\$36.97M	\$168.39M
Supply		\$49.8M	\$163.11M
Unmet Demand (Demand-Supply)	\$2.65M	-\$12.83M	\$5.28M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive      ● 10 Min Drive      ● 15 Min Drive

### Gasoline Stations

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$4.97M	\$71.37M	\$323.86M
Supply	\$11.67M	\$96.19M	\$337.95M
Unmet Demand (Demand-Supply)	-\$6.69M	-\$24.82M	-\$14.09M

### Department Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$1.06M	\$15.12M	\$68.89M
Supply		\$3.38M	\$28.05M
Unmet Demand (Demand-Supply)	\$1.06M	\$11.74M	\$40.84M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Other General Merchandise Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$5.31M	\$73.36M	\$333.74M
Supply	\$2.6M	\$75.25M	\$289.91M
Unmet Demand (Demand-Supply)	\$2.71M	-\$1.89M	\$43.83M

### Clothing Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$1.59M	\$22.47M	\$102.77M
Supply	\$414,096	\$27.88M	\$66.98M
Unmet Demand (Demand-Supply)	\$1.17M	-\$5.41M	\$35.79M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Shoe Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$367,928	\$5.16M	\$23.59M
Supply		\$8.81M	\$20.08M
Unmet Demand (Demand-Supply)	\$367,928	-\$3.65M	\$3.51M

### Jewelry, Luggage, & Leather Goods Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$248,977	\$3.59M	\$16.4M
Supply		\$3.95M	\$6.28M
Unmet Demand (Demand-Supply)	\$248,977	-\$359,782	\$10.11M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Electronics & Appliance Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$659,525	\$11.11M	\$44.31M
Supply		\$5.58M	\$28.32M
Unmet Demand (Demand-Supply)	\$659,525	\$5.52M	\$15.98M

### Sporting Goods, Hobby, & Musical Instrument Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$694,781	\$9.9M	\$45.35M
Supply		\$15.95M	\$25.71M
Unmet Demand (Demand-Supply)	\$694,781	-\$6.05M	\$19.64M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Book, Periodical, & Music Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$132,520	\$1.89M	\$8.56M
Supply		\$7.66M	\$10.52M
Unmet Demand (Demand-Supply)	\$132,520	-\$5.77M	-\$1.96M

### Florists And Miscellaneous Store Retailers

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$54,749	\$792,689	\$3.64M
Supply		\$1.23M	\$2.61M
Unmet Demand (Demand-Supply)	\$54,749	-\$435,187	\$1.03M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook



## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Office Supplies, Stationery, & Gift Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$214,277	\$3.23M	\$14.03M
Supply		\$1.69M	\$7.01M
Unmet Demand (Demand-Supply)	\$214,277	\$1.55M	\$7.02M

### Electronic Shopping & Mail-Order Houses

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$3.6M	\$54.14M	\$234.19M
Supply			\$233.41M
Unmet Demand (Demand-Supply)	\$3.6M	\$54.14M	\$779,253

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Used Merchandise Stores

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$191,857	\$2.72M	\$12.46M
Supply		\$2.19M	\$8.41M
Unmet Demand (Demand-Supply)	\$191,857	\$525,361	\$4.06M

### Full-Service Restaurants

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$2.55M	\$47.33M	\$176.21M
Supply		\$61.75M	\$198.02M
Unmet Demand (Demand-Supply)	\$2.55M	-\$14.42M	-\$21.81M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive      ● 10 Min Drive      ● 15 Min Drive

### Limited-Service Eating Places

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$2.81M	\$48.58M	\$192.35M
Supply	\$2.91M	\$65.39M	\$207.67M
Unmet Demand (Demand-Supply)	-\$97,469	-\$16.81M	-\$15.33M

### Special Food Services

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$387,395	\$6.7M	\$26.54M
Supply	\$73,875	\$6.97M	\$14.1M
Unmet Demand (Demand-Supply)	\$313,520	-\$264,184	\$12.45M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive      ● 10 Min Drive      ● 15 Min Drive

### Bars/Drinking Places (Alcoholic Beverages)

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$194,981	\$3.94M	\$13.37M
Supply	\$397,049	\$992,622	\$3.72M
Unmet Demand (Demand-Supply)	-\$202,068	\$2.94M	\$9.64M

### Other Miscellaneous Store Retailers

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$565,145	\$7.77M	\$35.6M
Supply		\$15.35M	\$44.4M
Unmet Demand (Demand-Supply)	\$565,145	-\$7.59M	-\$8.8M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: State

● 5 Min Drive      ● 10 Min Drive      ● 15 Min Drive

### Vending Machine Operators (Nonstore Retailers)

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$781,335	\$11.53M	\$50.98M
Supply			\$12.05M
Unmet Demand (Demand-Supply)	\$781,335	\$11.53M	\$38.93M

### Direct Selling Establishments

	5 Min Drive	10 Min Drive	15 Min Drive
Demand	\$253,581	\$3.57M	\$16.27M
Supply		\$2.43M	\$6.4M
Unmet Demand (Demand-Supply)	\$253,581	\$1.14M	\$9.87M

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Market Outlook



# Retail Goods and Services Expenditures

The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Metro Fusion (11C)	15.6%	Population	178,852	182,620
Up and Coming Families (7A)	11.4%	Households	65,315	66,727
Home Improvement (4B)	11.3%	Families	43,889	44,704
Family Foundations (12A)	10.1%	Median Age	34.4	35.0
Bright Young Professionals (8C)	8.5%	Median Household Income	\$58,733	\$70,630
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		81	\$1,947.34	\$127,190,776
Men's		81	\$373.80	\$24,414,484
Women's		79	\$665.11	\$43,441,805
Children's		85	\$301.69	\$19,704,880
Footwear		82	\$466.18	\$30,448,716
Watches & Jewelry		76	\$111.33	\$7,271,628
Apparel Products and Services (1)		76	\$45.42	\$2,966,673
<b>Computer</b>				
Computers and Hardware for Home Use		80	\$152.58	\$9,965,911
Portable Memory		79	\$3.92	\$255,819
Computer Software		81	\$8.82	\$576,132
Computer Accessories		83	\$17.07	\$1,115,176
<b>Entertainment &amp; Recreation</b>		77	\$2,836.61	\$185,273,028
Fees and Admissions		77	\$644.54	\$42,098,318
Membership Fees for Clubs (2)		76	\$214.67	\$14,020,935
Fees for Participant Sports, excl. Trips		79	\$103.86	\$6,783,690
Tickets to Theatre/Operas/Concerts		74	\$67.93	\$4,437,168
Tickets to Movies		85	\$53.68	\$3,506,241
Tickets to Parks or Museums		81	\$31.14	\$2,033,886
Admission to Sporting Events, excl. Trips		74	\$53.86	\$3,517,618
Fees for Recreational Lessons		74	\$118.30	\$7,726,579
Dating Services		81	\$1.11	\$72,200
TV/Video/Audio		80	\$1,064.28	\$69,513,446
Cable and Satellite Television Services		77	\$710.35	\$46,396,764
Televisions		86	\$109.42	\$7,146,672
Satellite Dishes		86	\$1.54	\$100,733
VCRs, Video Cameras, and DVD Players		83	\$4.63	\$302,295
Miscellaneous Video Equipment		76	\$13.48	\$880,456
Video Cassettes and DVDs		87	\$7.56	\$493,995
Video Game Hardware/Accessories		88	\$28.98	\$1,893,148
Video Game Software		90	\$16.29	\$1,063,757
Rental/Streaming/Downloaded Video		88	\$70.00	\$4,572,197
Installation of Televisions		71	\$0.60	\$39,479
Audio (3)		81	\$98.86	\$6,457,194
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.55	\$166,756
Pets		74	\$614.34	\$40,125,928
Toys/Games/Crafts/Hobbies (4)		84	\$110.05	\$7,187,831
Recreational Vehicles and Fees (5)		69	\$88.12	\$5,755,851
Sports/Recreation/Exercise Equipment (6)		78	\$160.58	\$10,488,435
Photo Equipment and Supplies (7)		82	\$42.70	\$2,789,273
Reading (8)		75	\$88.34	\$5,770,161
Catered Affairs (9)		71	\$23.87	\$1,559,290
<b>Food</b>		80	\$8,411.26	\$549,381,539
Food at Home		80	\$4,932.40	\$322,159,447
Bakery and Cereal Products		79	\$628.30	\$41,037,384
Meats, Poultry, Fish, and Eggs		79	\$1,064.68	\$69,539,452
Dairy Products		78	\$487.48	\$31,839,549
Fruits and Vegetables		79	\$952.78	\$62,231,101
Snacks and Other Food at Home (10)		81	\$1,799.16	\$117,511,962
Food Away from Home		81	\$3,478.87	\$227,222,092
Alcoholic Beverages		77	\$548.02	\$35,793,657

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

The Mall At Stonecrest  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 33.69871  
Longitude: -84.09455

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	73	\$22,526.38	\$1,471,310,796
Value of Retirement Plans	72	\$81,537.93	\$5,325,649,914
Value of Other Financial Assets	70	\$6,859.66	\$448,038,400
Vehicle Loan Amount excluding Interest	86	\$2,803.24	\$183,093,762
Value of Credit Card Debt	79	\$2,476.56	\$161,756,828
<b>Health</b>			
Nonprescription Drugs	77	\$135.89	\$8,875,524
Prescription Drugs	76	\$289.41	\$18,902,796
Eyeglasses and Contact Lenses	76	\$84.09	\$5,492,141
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$8,866.50	\$579,115,417
Maintenance and Remodeling Services	71	\$2,308.49	\$150,778,950
Maintenance and Remodeling Materials (12)	72	\$507.87	\$33,171,387
Utilities, Fuel, and Public Services	80	\$4,544.93	\$296,851,956
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	80	\$92.07	\$6,013,832
Furniture	81	\$585.73	\$38,257,196
Rugs	75	\$26.86	\$1,754,665
Major Appliances (14)	78	\$334.04	\$21,818,016
Housewares (15)	80	\$79.69	\$5,204,827
Small Appliances	81	\$48.60	\$3,174,450
Luggage	83	\$15.78	\$1,030,812
Telephones and Accessories	78	\$88.45	\$5,776,811
<b>Household Operations</b>			
Child Care	81	\$485.66	\$31,720,577
Lawn and Garden (16)	72	\$411.64	\$26,886,564
Moving/Storage/Freight Express	84	\$67.84	\$4,430,798
Housekeeping Supplies (17)	80	\$707.37	\$46,201,825
<b>Insurance</b>			
Owners and Renters Insurance	76	\$539.79	\$35,256,419
Vehicle Insurance	83	\$1,761.64	\$115,061,561
Life/Other Insurance	74	\$509.10	\$33,251,966
Health Insurance	78	\$3,642.80	\$237,929,774
Personal Care Products (18)	81	\$457.91	\$29,908,289
School Books and Supplies (19)	83	\$123.12	\$8,041,773
Smoking Products	81	\$353.06	\$23,059,996
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,461.35	\$160,763,236
Gasoline and Motor Oil	82	\$2,230.45	\$145,681,816
Vehicle Maintenance and Repairs	81	\$1,018.17	\$66,501,628
<b>Travel</b>			
Airline Fares	76	\$546.44	\$35,690,663
Lodging on Trips	75	\$605.45	\$39,544,786
Auto/Truck Rental on Trips	79	\$49.08	\$3,205,397
Food and Drink on Trips	77	\$522.95	\$34,156,171

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

The Mall At Stonecrest  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 33.69871  
Longitude: -84.09455

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 13, 2023





Community  
& Economic  
Development

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

Property:



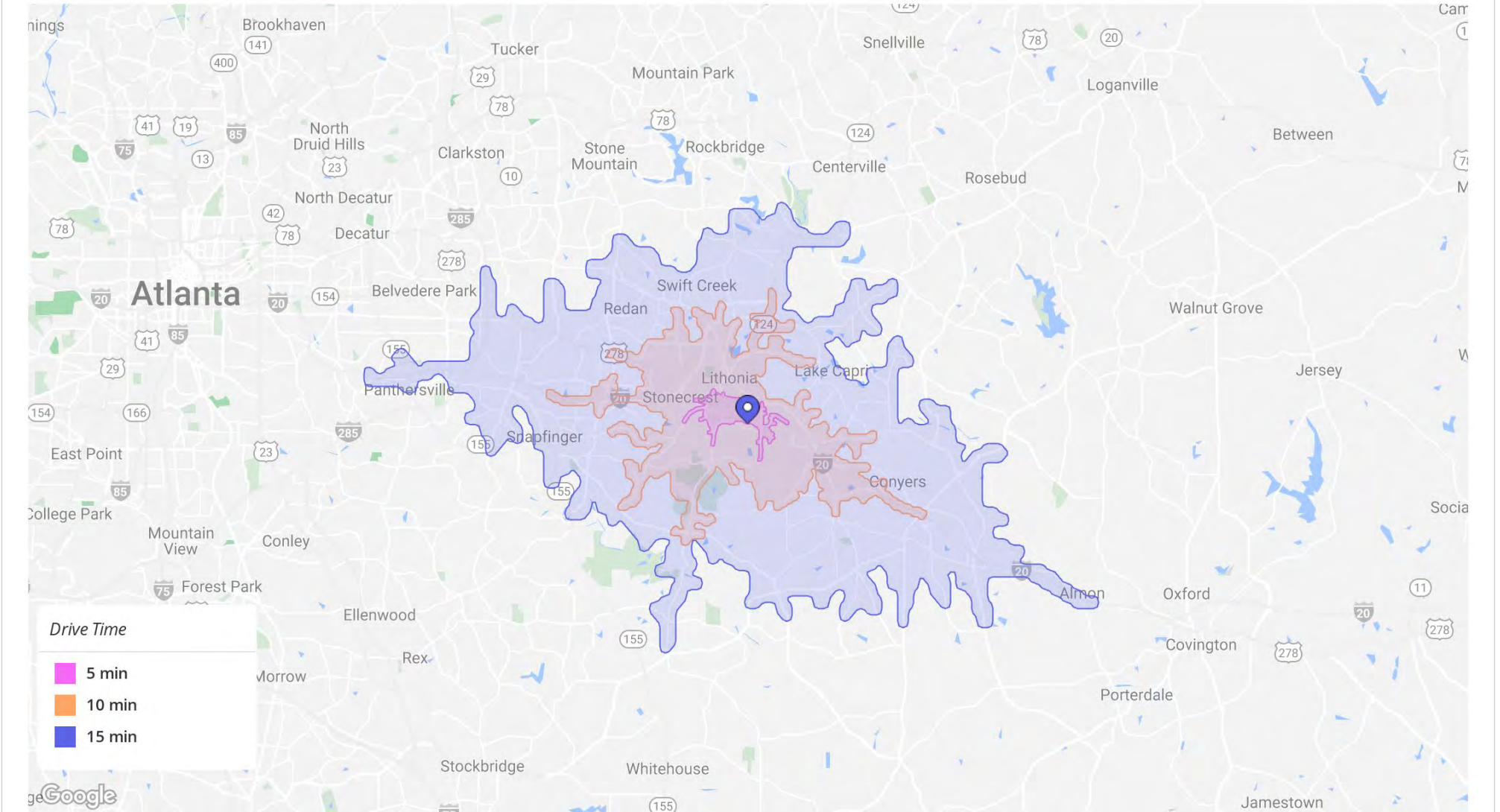
**The Mall at Stonecrest**

2929 Turner Hill Rd, Stonecrest, GA 30038

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest / 2929 Turner Hill Rd, Stonecrest, GA 30038



# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Overview

Category	5 Min Drive	10 Min Drive	15 Min Drive
Housing	\$82.11 (25.6%) 85	\$86.2 (25.3%) 89	\$87.2 (25.3%) 90
Transportation	\$71.72 (22.4%) 87	\$78.17 (22.9%) 95	\$78.83 (22.9%) 96
Food	\$61.36 (19.1%) 90	\$63.37 (18.6%) 93	\$63.88 (18.5%) 94
Healthcare	\$37.06 (11.6%) 83	\$40.55 (11.9%) 91	\$41.27 (12%) 93
Entertainment	\$16.87 (5.3%) 83	\$17.9 (5.2%) 88	\$18.13 (5.3%) 89
Cash Contributions	\$14.92 (4.7%) 77	\$16.93 (5%) 87	\$17.49 (5.1%) 90
Apparel and Services	\$10.51 (3.3%) 92	\$10.7 (3.1%) 94	\$10.74 (3.1%) 94
Education	\$6.07 (1.9%) 87	\$6.08 (1.8%) 87	\$6.04 (1.8%) 86
Personal Care Products and Services	\$5.36 (1.7%) 89	\$5.62 (1.6%) 93	\$5.68 (1.6%) 94

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

	● 5 Min Drive			● 10 Min Drive			● 15 Min Drive		
Miscellaneous	\$4.19	(1.3%)	87	\$4.47	(1.3%)	92	\$4.49	(1.3%)	93
Alcoholic Beverages	\$3.65	(1.1%)	7	\$4.12	(1.2%)	88	\$4.18	(1.2%)	90
Personal Insurance	\$3.21	(1%)	8	\$3.51	(1%)	88	\$3.57	(1%)	89
Tobacco Products and Smoking Supplies	\$3.11	(1%)	108	\$2.95	(0.9%)	103	\$2.93	(0.8%)	102
Reading	\$0.47	(<0.5%)	7	\$0.52	(<0.5%)	87	\$0.53	(<0.5%)	90
<b>Food</b>									
At home	\$42.58	(13.3%)	91	\$43.45	(12.7%)	93	\$43.79	(12.7%)	94
Away from home	\$18.78	(5.9%)	87	\$19.92	(5.8%)	92	\$20.09	(5.8%)	93

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Alcoholic Beverages

	5 Min Drive	10 Min Drive	15 Min Drive
At home	\$2.5 (0.8%)	\$2.8 (0.8%)	\$2.85 (0.8%)
Away from home	\$1.16 (<0.5%)	\$1.32 (<0.5%)	\$1.33 (<0.5%)

### Housing

Utilities, fuels, and public services	\$32.48 (10.1%)	\$33.17 (9.7%)	\$33.35 (9.7%)
Shelter	\$17.63 (5.5%)	\$18.99 (5.6%)	\$19.35 (5.6%)
Household furnishings and equipment	\$15.16 (4.7%)	\$16.19 (4.7%)	\$16.46 (4.8%)
Household operations	\$10.16 (3.2%)	\$10.86 (3.2%)	\$10.99 (3.2%)
Housekeeping supplies	\$6.68 (2.1%)	\$6.99 (2%)	\$7.05 (2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Apparel and Services

Women and girls	\$4.23	(1.3%)	93	\$4.24	(1.2%)	94	\$4.27	(1.2%)	94
Footwear	\$2.54	(0.8%)	95	\$2.54	(0.7%)	95	\$2.54	(0.7%)	95
Men and boys	\$2.1	(0.7%)	85	\$2.27	(0.7%)	93	\$2.28	(0.7%)	93
Other apparel products and services	\$1.36	(<0.5%)	96	\$1.34	(<0.5%)	95	\$1.34	(<0.5%)	95
Children (Age < 2)	\$0.29	(<0.5%)	88	\$0.31	(<0.5%)	95	\$0.31	(<0.5%)	95

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Transportation

	5 Min Drive	10 Min Drive	15 Min Drive
Vehicle purchases (net outlay)	\$30.83 (9.6%) 84	\$34.61 (10.1%) 94	\$34.94 (10.1%) 95
Other vehicle expenses	\$26.56 (8.3%) 89	\$28.48 (8.3%) 96	\$28.75 (8.3%) 96
Gasoline and motor oil	\$12.87 (4%) 94	\$13.48 (4%) 98	\$13.51 (3.9%) 99
Public transportation	\$1.47 (<0.5%) 85	\$1.6 (<0.5%) 89	\$1.63 (<0.5%) 91

### Healthcare

Health insurance	\$28.15 (8.8%) 83	\$30.94 (9.1%) 91	\$31.55 (9.1%) 93
Medical services	\$4.9 (1.5%) 88	\$5.5 (1.6%) 91	\$5.55 (1.6%) 92
Drugs	\$2.96 (0.9%) 92	\$2.99 (0.9%) 94	\$3.02 (0.9%) 94
Medical supplies	\$1.06 (<0.5%) 85	\$1.12 (<0.5%) 90	\$1.14 (<0.5%) 92

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Entertainment

Category	5 Min Drive	10 Min Drive	15 Min Drive
Television, radios, sound equipment	\$7.36 (2.3%) 84	\$7.6 (2.2%) 87	\$7.66 (2.2%) 87
Pets, toys and playground equipment	\$5.44 (1.7%) 87	\$5.73 (1.7%) 92	\$5.82 (1.7%) 94
Fees and admissions	\$2.39 (0.7%) 73	\$2.71 (0.8%) 83	\$2.76 (0.8%) 85
Other entertainment supplies, equipment, and services	\$1.69 (0.5%) 81	\$1.87 (0.5%) 89	\$1.88 (0.5%) 89

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Education

	5 Min Drive	10 Min Drive	15 Min Drive
College tuition	\$4.66 (1.5%) 93	\$4.53 (1.3%) 90	\$4.46 (1.3%) 89
Elementary and high school tuition	\$0.64 (<0.5%) 55	\$0.79 (<0.5%) 69	\$0.82 (<0.5%) 71
School books, supplies, equipment for college	\$0.36 (<0.5%) 113	\$0.32 (<0.5%) 101	\$0.31 (<0.5%) 98
Other school expenses including rentals	\$0.21 (<0.5%) 99	\$0.2 (<0.5%) 96	\$0.2 (<0.5%) 95
School books, supplies, equipment for elementary, high school	\$0.09 (<0.5%) 7	\$0.1 (<0.5%) 90	\$0.1 (<0.5%) 91
Test preparation, tutoring services	\$0.06 (<0.5%) 57	\$0.08 (<0.5%) 7	\$0.08 (<0.5%) 8
Other schools tuition	\$0.04 (<0.5%) 66	\$0.05 (<0.5%) 8	\$0.05 (<0.5%) 8
School books, supplies, equipment for daycare, nursery, other	\$0.01 (<0.5%) 75	\$0.01 (<0.5%) 86	\$0.01 (<0.5%) 87

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

















Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Cash Contributions

	5 Min Drive	10 Min Drive	15 Min Drive
Cash contributions to church, religious organizations	\$5.53 (1.7%) 	\$5.97 (1.8%) 	\$6.12 (1.8%) 
Other cash gifts	\$4.1 (1.3%) 	\$4.44 (1.3%) 	\$4.61 (1.3%) 
Cash contributions to charities and other organizations	\$2.74 (0.9%) 	\$3.7 (1.1%) 	\$3.92 (1.1%) 
Child support expenditures	\$1.11 (<0.5%) 	\$1.28 (<0.5%) 	\$1.29 (<0.5%) 
Support for college students	\$0.74 (<0.5%) 	\$0.77 (<0.5%) 	\$0.76 (<0.5%) 
Cash contributions to educational institutions	\$0.44 (<0.5%) 	\$0.43 (<0.5%) 	\$0.43 (<0.5%) 
Cash contributions to political organizations	\$0.26 (<0.5%) 	\$0.34 (<0.5%) 	\$0.36 (<0.5%) 

### Miscellaneous

Legal fees	\$1.19 (<0.5%) 	\$1.24 (<0.5%) 	\$1.23 (<0.5%) 
------------	--	--	--

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

	● 5 Min Drive			● 10 Min Drive			● 15 Min Drive		
Funeral expenses	\$0.74	(<0.5%)	110	\$0.69	(<0.5%)	102	\$0.67	(<0.5%)	100
Accounting fees	\$0.53	(<0.5%)	7	\$0.59	(<0.5%)	85	\$0.6	(<0.5%)	88
Lotteries and parimutuel losses	\$0.42	(<0.5%)	94	\$0.42	(<0.5%)	96	\$0.43	(<0.5%)	97
Occupational expenses	\$0.32	(<0.5%)	66	\$0.42	(<0.5%)	87	\$0.43	(<0.5%)	88
Shopping club membership fees	\$0.31	(<0.5%)	8	\$0.35	(<0.5%)	93	\$0.35	(<0.5%)	94
Expenses for other properties	\$0.28	(<0.5%)	67	\$0.34	(<0.5%)	8	\$0.35	(<0.5%)	83
Checking accounts, other bank service charges	\$0.2	(<0.5%)	110	\$0.18	(<0.5%)	101	\$0.18	(<0.5%)	101
Online Entertainment and games	\$0.06	(<0.5%)	8	\$0.07	(<0.5%)	94	\$0.07	(<0.5%)	94
Cemetery lots, vaults, maintenance fees	\$0.05	(<0.5%)	88	\$0.06	(<0.5%)	103	\$0.06	(<0.5%)	101
Credit card memberships	\$0.04	(<0.5%)	75	\$0.05	(<0.5%)	84	\$0.05	(<0.5%)	86

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

	● 5 Min Drive			● 10 Min Drive			● 15 Min Drive		
Safe deposit box rental	\$0.03	(<0.5%)	84	\$0.03	(<0.5%)	88	\$0.03	(<0.5%)	91
Miscellaneous personal services	\$0.02	(<0.5%)	72	\$0.03	(<0.5%)	8	\$0.03	(<0.5%)	83
Dating Services	\$0.01	(<0.5%)	98	\$0.01	(<0.5%)	98	\$0.01	(<0.5%)	98
<b>Personal Care Products and Services</b>									
Personal care products	\$3.55	(1.1%)	92	\$3.64	(1.1%)	94	\$3.67	(1.1%)	95
Personal care services	\$1.81	(0.6%)	83	\$1.98	(0.6%)	91	\$2.01	(0.6%)	92
<b>Personal Insurance</b>									
Life, endowment, annuity, other personal insurance	\$2.99	(0.9%)	8	\$3.27	(1%)	88	\$3.32	(1%)	89
Other non health insurance	\$0.22	(<0.5%)	7	\$0.25	(<0.5%)	88	\$0.26	(<0.5%)	92

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns

# Spending Patterns

Apr 1, 2022 - Mar 31, 2023

## The Mall at Stonecrest

2929 Turner Hill Rd, Stonecrest, GA 30038

Benchmark: Nationwide

● 5 Min Drive

● 10 Min Drive

● 15 Min Drive

### Reading

Category	5 Min Drive	10 Min Drive	15 Min Drive
Magazine/Newspaper subscriptions	\$0.24 (<0.5%)	\$0.27 (<0.5%)	\$0.28 (<0.5%)
Books not through book clubs	\$0.21 (<0.5%)	\$0.22 (<0.5%)	\$0.23 (<0.5%)
Magazines/Newspapers, non-subscription	\$0.03 (<0.5%)	\$0.03 (<0.5%)	\$0.03 (<0.5%)

### Tobacco Products and Smoking Supplies

Category	5 Min Drive	10 Min Drive	15 Min Drive
Cigarettes	\$2.72 (0.8%)	\$2.53 (0.7%)	\$2.51 (0.7%)
Other tobacco products	\$0.36 (<0.5%)	\$0.38 (<0.5%)	\$0.39 (<0.5%)
Smoking accessories	\$0.03 (<0.5%)	\$0.03 (<0.5%)	\$0.03 (<0.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



# Tapestry Segmentation Area Profile

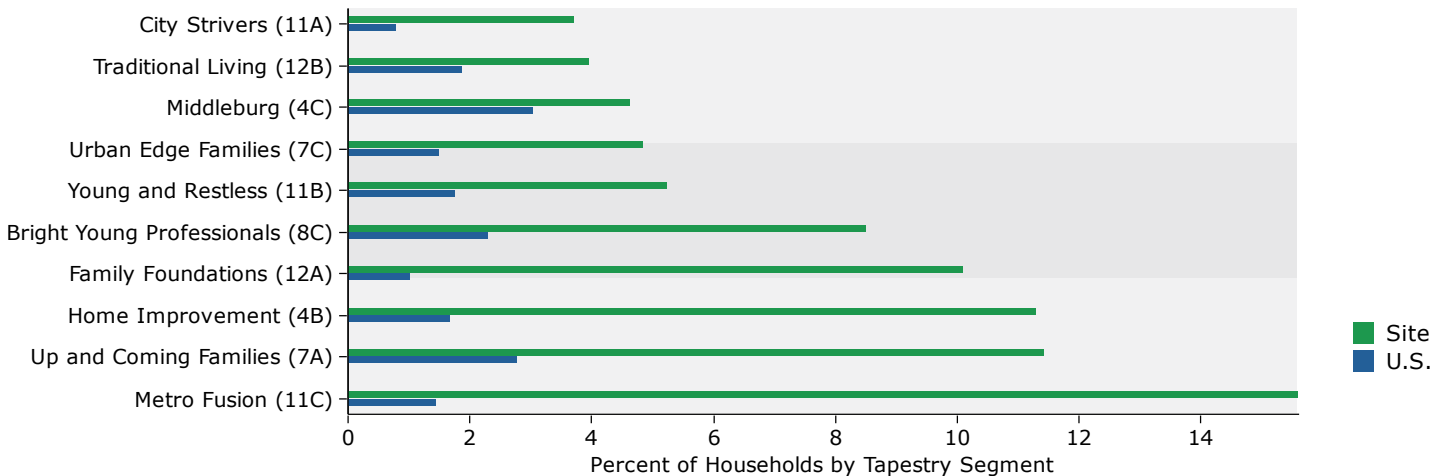
The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Fusion (11C)	15.6%	15.6%	1.5%	1.5%	1072
2	Up and Coming Families (7A)	11.4%	27.0%	2.8%	4.2%	411
3	Home Improvement (4B)	11.3%	38.3%	1.7%	5.9%	668
4	Family Foundations (12A)	10.1%	48.4%	1.0%	7.0%	980
5	Bright Young Professionals (8C)	8.5%	57.0%	2.3%	9.3%	368
<b>Subtotal</b>		<b>56.9%</b>		<b>9.3%</b>		
6	Young and Restless (11B)	5.3%	62.2%	1.8%	11.0%	296
7	Urban Edge Families (7C)	4.9%	67.1%	1.5%	12.6%	321
8	Middleburg (4C)	4.6%	71.7%	3.1%	15.6%	152
9	Traditional Living (12B)	4.0%	75.7%	1.9%	17.5%	210
10	City Strivers (11A)	3.7%	79.4%	0.8%	18.3%	471
<b>Subtotal</b>		<b>22.5%</b>		<b>9.1%</b>		
11	Workday Drive (4A)	3.0%	82.4%	3.1%	21.3%	98
12	Hometown Heritage (8G)	2.9%	85.3%	1.2%	22.5%	247
13	Savvy Suburbanites (1D)	2.6%	87.9%	3.0%	25.5%	88
14	Green Acres (6A)	2.6%	90.5%	3.3%	28.7%	80
15	Front Porches (8E)	1.7%	92.3%	1.6%	30.3%	110
<b>Subtotal</b>		<b>12.8%</b>		<b>12.2%</b>		
16	Set to Impress (11D)	1.3%	93.5%	1.4%	31.7%	93
17	NeWest Residents (13C)	1.1%	94.6%	0.8%	32.5%	134
18	Comfortable Empty Nesters (5A)	1.0%	95.6%	2.4%	34.9%	41
19	Down the Road (10D)	0.8%	96.4%	1.2%	36.1%	71
20	Salt of the Earth (6B)	0.8%	97.2%	2.8%	38.9%	27
<b>Subtotal</b>		<b>5.0%</b>		<b>8.6%</b>		
<b>Total</b>		<b>97.2%</b>		<b>38.9%</b>		<b>250</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

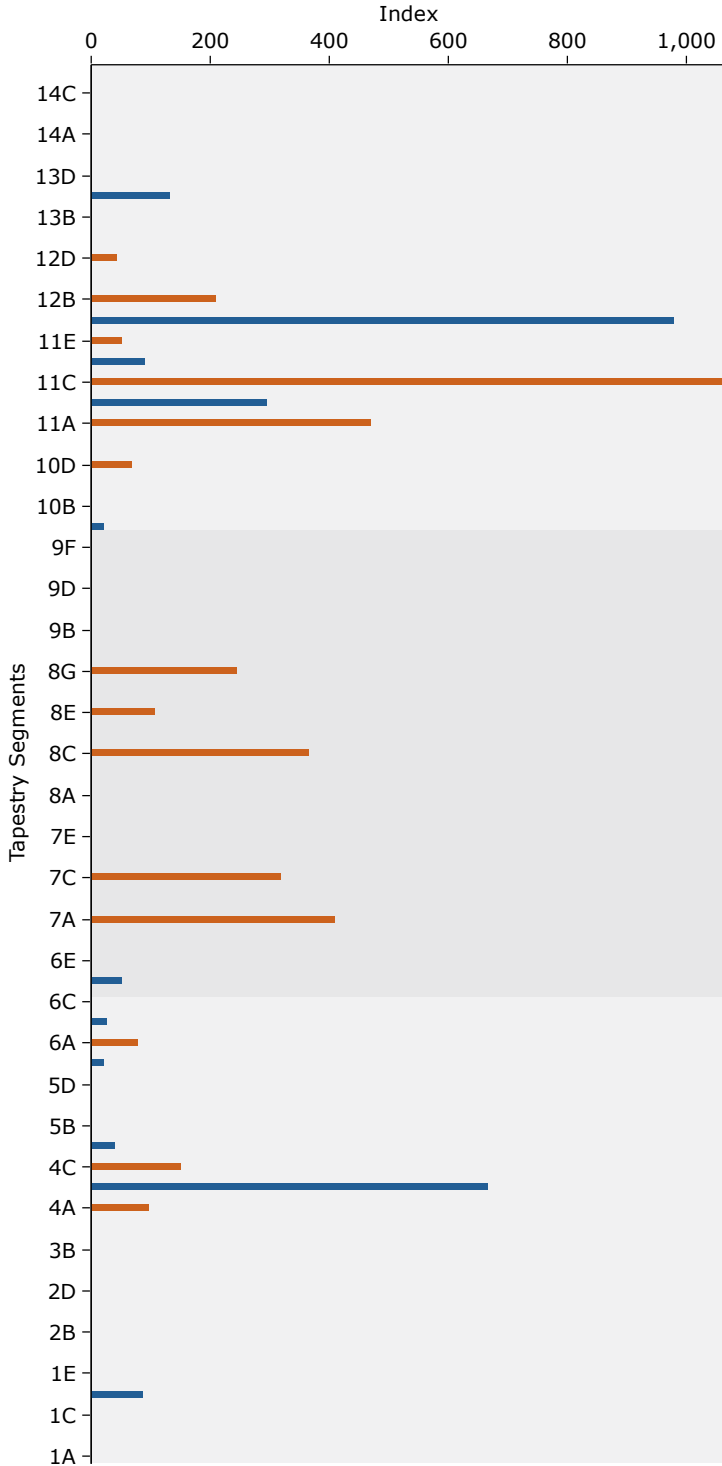


# Tapestry Segmentation Area Profile

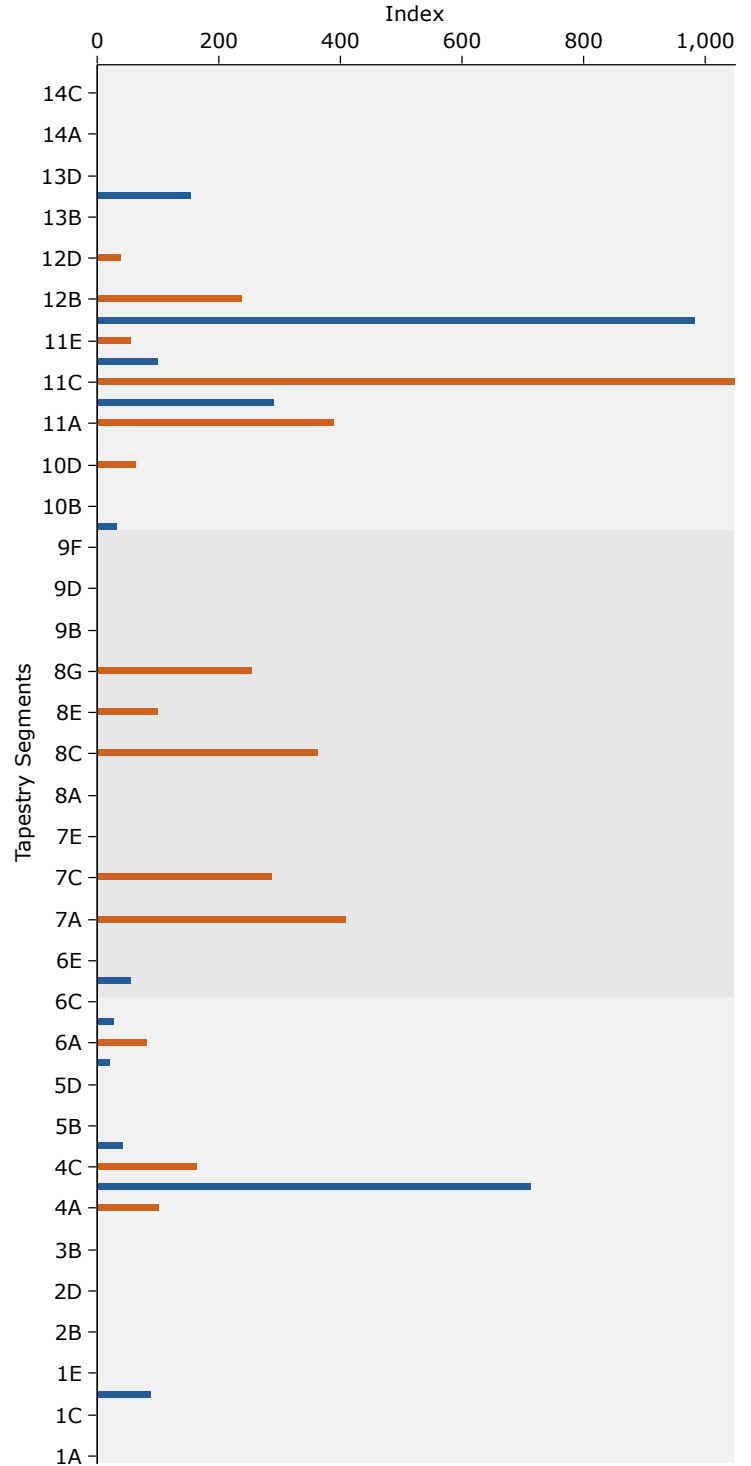
The Mall At Stonecrest  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 33.69871  
Longitude: -84.09455

### 2022 Tapestry Indexes by Households



### 2022 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	65,316	100.0%		135,361	100.0%	
<b>1. Affluent Estates</b>	<b>1,709</b>	<b>2.6%</b>	<b>27</b>	<b>3,942</b>	<b>2.9%</b>	<b>27</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,709	2.6%	88	3,942	2.9%	90
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>12,370</b>	<b>18.9%</b>	<b>243</b>	<b>29,056</b>	<b>21.5%</b>	<b>264</b>
Workday Drive (4A)	1,960	3.0%	98	4,575	3.4%	104
Home Improvement (4B)	7,377	11.3%	668	17,612	13.0%	715
Middleburg (4C)	3,033	4.6%	152	6,869	5.1%	166
<b>5. GenXurban</b>	<b>1,006</b>	<b>1.5%</b>	<b>14</b>	<b>2,226</b>	<b>1.6%</b>	<b>15</b>
Comfortable Empty Nesters (5A)	640	1.0%	41	1,459	1.1%	44
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	366	0.6%	23	767	0.6%	24
<b>6. Cozy Country Living</b>	<b>2,531</b>	<b>3.9%</b>	<b>33</b>	<b>5,720</b>	<b>4.2%</b>	<b>36</b>
Green Acres (6A)	1,690	2.6%	80	3,823	2.8%	84
Salt of the Earth (6B)	493	0.8%	27	1,144	0.8%	30
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	348	0.5%	54	753	0.6%	57
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Sprouting Explorers</b>	<b>10,641</b>	<b>16.3%</b>	<b>107</b>	<b>22,989</b>	<b>17.0%</b>	<b>202</b>
Up and Coming Families (7A)	7,471	11.4%	411	16,347	12.1%	411
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,170	4.9%	321	6,642	4.9%	288
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri





# Tapestry Segmentation Area Profile

The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	65,316	100.0%		135,361	100.0%	
<b>8. Middle Ground</b>	<b>8,601</b>	<b>13.2%</b>	<b>121</b>	<b>16,260</b>	<b>12.0%</b>	<b>118</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5,559	8.5%	368	10,357	7.7%	365
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,140	1.7%	110	2,105	1.6%	102
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,902	2.9%	247	3,798	2.8%	257
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>997</b>	<b>1.5%</b>	<b>19</b>	<b>2,482</b>	<b>1.8%</b>	<b>23</b>
Southern Satellites (10A)	463	0.7%	23	1,439	1.1%	34
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	534	0.8%	71	1,043	0.8%	66
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>17,213</b>	<b>26.4%</b>	<b>419</b>	<b>30,841</b>	<b>22.8%</b>	<b>416</b>
City Strivers (11A)	2,431	3.7%	471	4,275	3.2%	391
Young and Restless (11B)	3,435	5.3%	296	5,680	4.2%	293
Metro Fusion (11C)	10,196	15.6%	1,072	18,747	13.8%	1,050
Set to Impress (11D)	840	1.3%	93	1,572	1.2%	100
City Commons (11E)	311	0.5%	54	567	0.4%	56
<b>12. Hometown</b>	<b>9,548</b>	<b>14.6%</b>	<b>246</b>	<b>20,154</b>	<b>14.9%</b>	<b>268</b>
Family Foundations (12A)	6,600	10.1%	980	13,882	10.3%	985
Traditional Living (12B)	2,587	4.0%	210	5,628	4.2%	239
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	361	0.6%	45	644	0.5%	41
<b>13. Next Wave</b>	<b>700</b>	<b>1.1%</b>	<b>27</b>	<b>1,691</b>	<b>1.2%</b>	<b>30</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	700	1.1%	134	1,691	1.2%	155
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	65,316	100.0%		135,361	100.0%	
<b>1. Principal Urban Center</b>	<b>3,131</b>	<b>4.8%</b>	<b>66</b>	<b>5,966</b>	<b>4.4%</b>	<b>65</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	2,431	3.7%	471	4,275	3.2%	391
NeWest Residents (13C)	700	1.1%	134	1,691	1.2%	155
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>25,886</b>	<b>39.6%</b>	<b>162</b>	<b>50,272</b>	<b>37.1%</b>	<b>213</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,170	4.9%	321	6,642	4.9%	288
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5,559	8.5%	368	10,357	7.7%	365
Metro Fusion (11C)	10,196	15.6%	1,072	18,747	13.8%	1,050
Family Foundations (12A)	6,600	10.1%	980	13,882	10.3%	985
Modest Income Homes (12D)	361	0.6%	45	644	0.5%	41
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>10,215</b>	<b>15.6%</b>	<b>86</b>	<b>19,350</b>	<b>14.3%</b>	<b>85</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,140	1.7%	110	2,105	1.6%	102
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,902	2.9%	247	3,798	2.8%	257
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	3,435	5.3%	296	5,680	4.2%	293
Set to Impress (11D)	840	1.3%	93	1,572	1.2%	100
City Commons (11E)	311	0.5%	54	567	0.4%	56
Traditional Living (12B)	2,587	4.0%	210	5,628	4.2%	239
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

The Mall At Stonecrest  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 33.69871  
 Longitude: -84.09455

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	65,316	100.0%		135,361	100.0%	
<b>4. Suburban Periphery</b>	<b>19,523</b>	<b>29.9%</b>	<b>93</b>	<b>44,702</b>	<b>33.0%</b>	<b>99</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,709	2.6%	88	3,942	2.9%	90
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	1,960	3.0%	98	4,575	3.4%	104
Home Improvement (4B)	7,377	11.3%	668	17,612	13.0%	715
Comfortable Empty Nesters (5A)	640	1.0%	41	1,459	1.1%	44
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	366	0.6%	23	767	0.6%	24
Up and Coming Families (7A)	7,471	11.4%	411	16,347	12.1%	411
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>3,567</b>	<b>5.5%</b>	<b>59</b>	<b>7,912</b>	<b>5.8%</b>	<b>65</b>
Middleburg (4C)	3,033	4.6%	152	6,869	5.1%	166
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	534	0.8%	71	1,043	0.8%	66
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>2,994</b>	<b>4.6%</b>	<b>28</b>	<b>7,159</b>	<b>5.3%</b>	<b>32</b>
Green Acres (6A)	1,690	2.6%	80	3,823	2.8%	84
Salt of the Earth (6B)	493	0.8%	27	1,144	0.8%	30
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	348	0.5%	54	753	0.6%	57
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	463	0.7%	23	1,439	1.1%	34
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

# Appendix



## **EDPAC Recommendations - General**

- As additional focus areas for economic development:
  - Acquire resources and establish relationships to develop ongoing initiatives to fully, engage the international business sector, including with entrepreneurial development initiatives.
  - Strategize ways to monetize visitors to the natural areas via retail services (natural food café, bicycle and kayak sales and rental, etc.). This will increase (a) visitorship and (b) shopping and dining opportunities for visitors to spend money on.
  - Provide a micro-transit shuttle service to connect commercial destinations such as the Stonecrest Mall and NBWS with trailheads and with cultural resources such as the Lyons Farm and the Flat Rock Archives as well as other resources within the Arabia Mountain National Heritage Area.
  - Support the South River as an emerging destination for kayakers, and the planned botanical garden at the New Fairington Park as a future destination. Promote our natural attractions (such as Arabia Mountain, other Stonecrest trails and green spaces, the South River, and the future botanical gardens) as a package of destinations that work together to bring nature-oriented visitors. Include the Big Ledge Quarry if this property opens to the public.
- To remove key barriers to development:
  - Move as quickly as possible to revisit the DeKalb County agreement for police services and/or move forward with Stonecrest police department. Ensure that the city is leveraging the DeKalb police department's Stonecrest liaison as effectively as possible.
  - Establish a standing Council-Community Committee to evaluate school performance and recommend initiatives with DCSS and other stakeholder organizations to address performance deficits that impact Stonecrest economic development appeal to businesses and workforce. [Note: School performance is a major determinant of location selection for high skills-high-high income earners, and the businesses that hire them. Currently, 75% of DeKalb County schools that serve Stonecrest perform in bottom 25% of metro-Atlanta and the State of Georgia.]
- Give more emphasis to the potential for a thriving industrial CID.