

City of Tucker Housing Study

City of Tucker, Georgia



Prepared by:

KB | ADVISORY GROUP

 LORD AECK SARGENT

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Introduction

In April 2023, the City retained local consulting support led by KB Advisory Group — joined by Lord Aeck Sargent (LAS) to conduct the city’s first Housing Study. The goal of this study is to provide a data-driven housing analysis that can help decision-makers, stakeholders, and community members develop a meaningful sense of the current state of the local Tucker housing market.

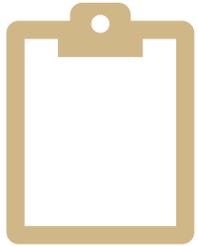


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Methodology



A **Tucker Housing Sentiment Survey** was created with feedback from City staff and Council. It was open during the entire month of May 2023. LAS and KB staff also attended Tucker Day to hand out flyers for the survey and provide an in-person opportunity for people to mark their housing preferences.



Demographic and housing characteristics are based on the **U.S. Census American Community Survey (ACS) 5-Year Estimates**. The 2017 ACS is the first year that survey information is available at the City of Tucker level and therefore is the start year for the baseline trends. The 2021 ACS is the most recent year released. A trendline based solely on the compound annual growth rate (CAGR) for 2017 and 2021 was used to estimate 2023 numbers. These estimates are not projections or forecasts based on market data but represent the current estimates based on the annual growth rates between 2017 and 2021 continued through 2023.

Home sale and price trends are based on sales captured by **SmartRE** and encapsulate total number of sales from the beginning of 2017 through the end of 2022. **CoStar** data was utilized to quantify the rental inventory and rental rates.



1 Executive Summary



Executive Summary

While population growth has dampened, new household formation has occurred from within the city, presenting new market dynamics within Tucker impacting residential growth. Fewer home sales and new construction activity create less opportunities for mobility to or within the city. With limited new population, the rate of income growth has also slowed. The city was already at a higher median income, and the new household generation is partially occurring within existing residents. These new households are going to be smaller and less likely to be made up of children-present households.

Similar to trends experienced in the region and nationally, housing prices have been on the rise. Even though Tucker's median household incomes have been relatively high, this still chips away at housing affordability. Tucker's home price appreciation of its aging housing stock is a factor in homeownership becoming further out of reach for moderate to middle income households. Furthermore, smaller households tend to be young couples and retired seniors. The former are more likely income restricted and less likely to be able to afford to move and the latter largely are on fixed incomes who face shifts in lifestyle needs or preferences as they age. With a strong concentration of single-family detached product, there is not enough variety in the market to accommodate those who cannot afford larger homes (whether it be new construction or the appreciated

older stock). Both of these facts have contributed to a higher rate of renters since 2017. This pool does span across multiple income, age, and housing type categories, which leads to a wider array of housing needs. However, Tucker's market only has a high concentration of rental housing at one price point so there may be unmet demand for other rental products, including luxury. With over half of renters being cost-burdened, there is also unmet demand for more accessible rental products meeting the financial capacity of these households. Lack of new rental housing contributes to rising rents within existing product as the rental market experiences little competition from new supply. A large senior age group and full occupancy of the current senior housing stock could also mean that future seniors who want to leave their current homes for senior-targeted developments may have to leave the city.

Housing construction overall has weakened for decades. Since 2017, large multifamily represented the largest share of new housing units, however, new residential deliveries have remained modest. Declining home sales mean that homeownership opportunities within the city have narrowed. Limited supply pushes up housing costs which increases the likelihood that new households will be renters.



Executive Summary

Limited land left for detached housing development, smaller households and rising prices have materialized the growing share of attached home sales. The current median price point for attached products is still lower than the median sale price of detached products in 2017. Survey results support that most respondents favor townhomes over other attached housing types. Based on relative affordability and current development capacity with existing zoning, attached products are likely to continue their growing share of the local housing market.

Local housing markets are not insular, and relative affordability and supply heavily influence what is experienced within any one municipal boundary.

Although the median Tucker household has a higher median income than the countywide average, it is lower than the Atlanta MSA's Area Median Income (AMI) as used by the Department of Housing and Urban Development. AMI is the metric most often used for determining income thresholds for housing affordability. With the region's AMI being higher than the median household in Tucker, the rising housing costs within the city are more of a burden for existing Tucker residents than a household moving from another part of the Atlanta region.

Rising costs can be exacerbated by limited housing supply. Given the current residential zoning and existing land uses, the city is estimated to reach its residential unit capacity in two decades. This can be extended, however, by continuing to support attached products and allowing for greater variety of housing types which serve current and future households. Without doing so, it will be harder for the municipality to accommodate new households, provide opportunities for existing residents to move within the city, and maintain a competitive economy. This is in contrast with some nearby cities.

In comparison to peer cities of Dunwoody, Chamblee, and Norcross, Tucker is behind in terms of household growth and residential delivery. Tucker's limited supply, coupled with high demand for housing in the Atlanta metro, contributes to the largest average home price growth since 2017 compared to its peers. Overall home sales volume, inclusive of both new and resale, within Tucker has continued to be below the peer cities. However, despite it leading its peers in the share of its residential parcels dedicated to detached products, Tucker has the largest rise in the share of home sales dedicated to attached products. Renter cost burden is highest in Tucker, which may be influenced by the comparatively low supply and limited price range of rental housing. This may continue to worsen as the current rental housing pipeline in Tucker is far below that of its peer cities.



2 Household Characteristics



Household Characteristics

Key Takeaways

Development and demographic shifts have influenced Tucker household composition to be trending smaller, older, and having a lower presence of children.



Since 2017, growth in Tucker household formation has outpaced population growth, suggesting that there has been an increase in new household formation from within the existing population.



The most significant population growth in Tucker has been in those older than 65 and children under the age of 5. By contrast, the city experienced a notable decline in those aged 5-14 and 35-44.



Compared to the county, average household size within Tucker trends smaller. Household size does not vary across renter and owner households with both averaging 2.4 people per household.



Similarly, families with children comprised 17% of households in 2023, dropping from 24% in 2017. Tucker experienced some growth in families with young children, but a larger decrease in families with school-aged children.



Household Characteristics

Key Takeaways

Demographic shifts are also reflected in tenure trends, with the number of renter households increasing across various age and income groups.



Owner households decreased or remained the same for all age cohorts except for those 65 or older.

Monthly housing costs among homeowners is currently more evenly distributed across price points while almost all rental households pay between \$1,000 to \$1,500 monthly.



Renter households increased across all age cohorts except for those under 25 and those between 35-44.

Over half of renters are spending more than 35% of their income on housing.

Notably, the number of renter households earning \$150,000 or more has grown since 2017.

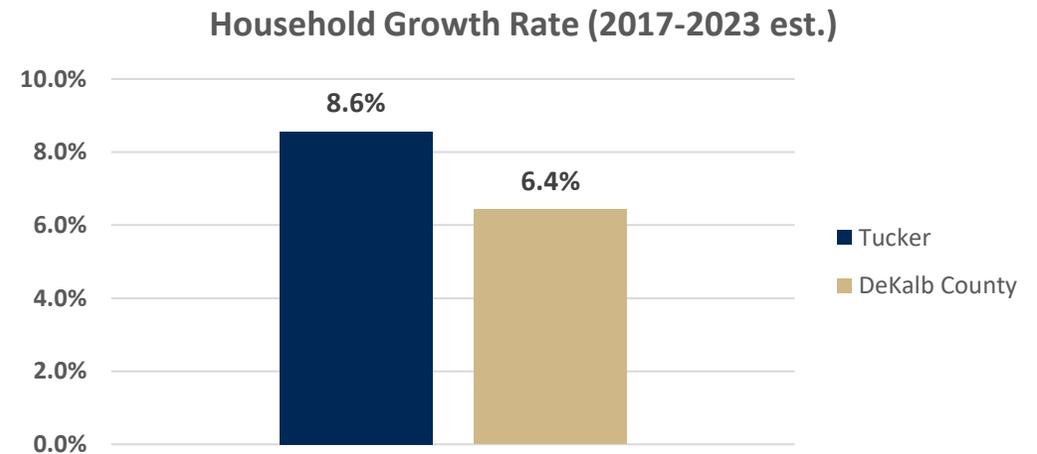
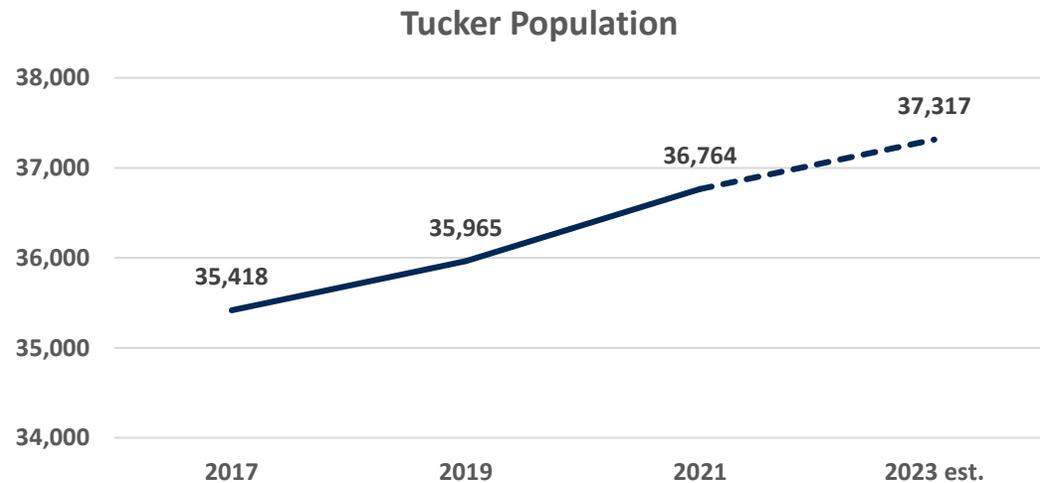


Population and Households

Household Characteristics

Since the city's incorporation, new household formation has grown faster than the population overall.

- Households have grown by approximately 8.6% since 2017, compared to a population growth of 5.4%.
- Higher household growth is partially the result of growth in new, smaller households forming from the existing population. With almost 80% of the current residential-approved land in Tucker zoned for only single-family residential, there may be insufficient supply to match the future demand for smaller units. This demand will emanate from current local households in turnover as well as new households to the area.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

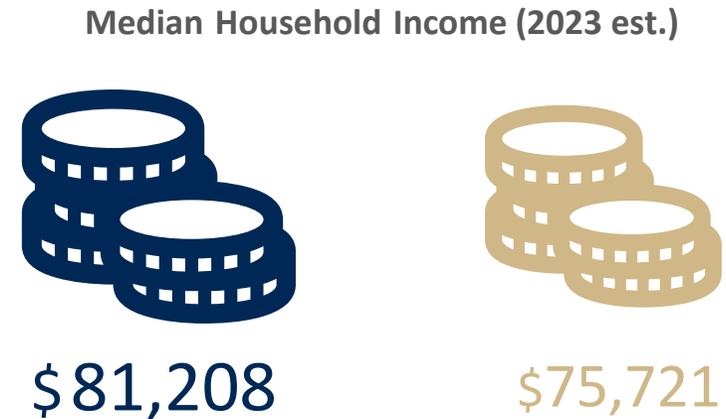
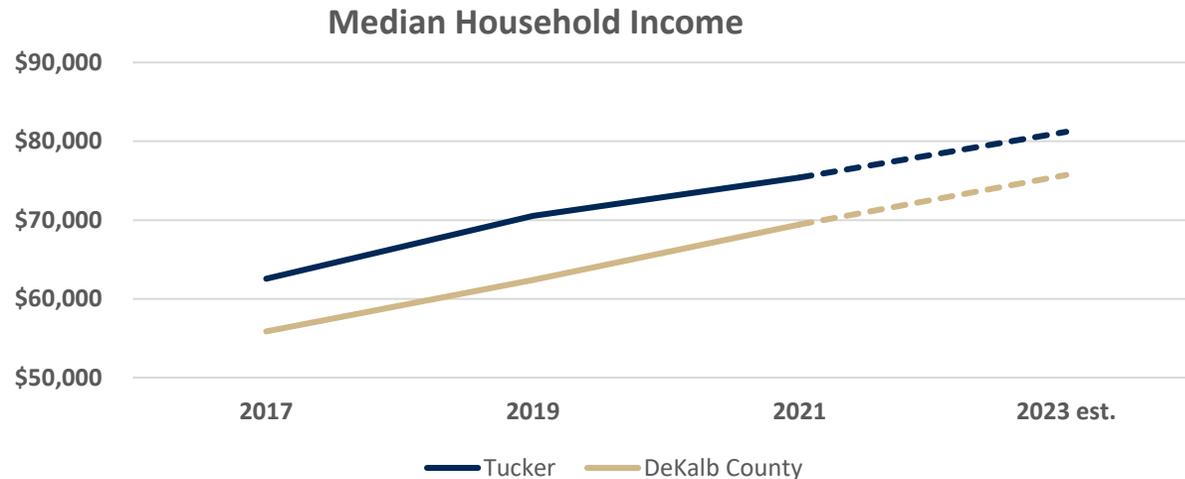


Income

Household Characteristics

The median household income in Tucker is higher than the county overall, but income growth has slowed.

- Since 2017, the growth in median household income has been approximately 30% compared to 36% in DeKalb County. A growth in household incomes increases the likelihood that existing households won't be overly burdened with growing housing-related costs.
- The gap in median household income between Tucker and the county has narrowed since the start of the pandemic.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



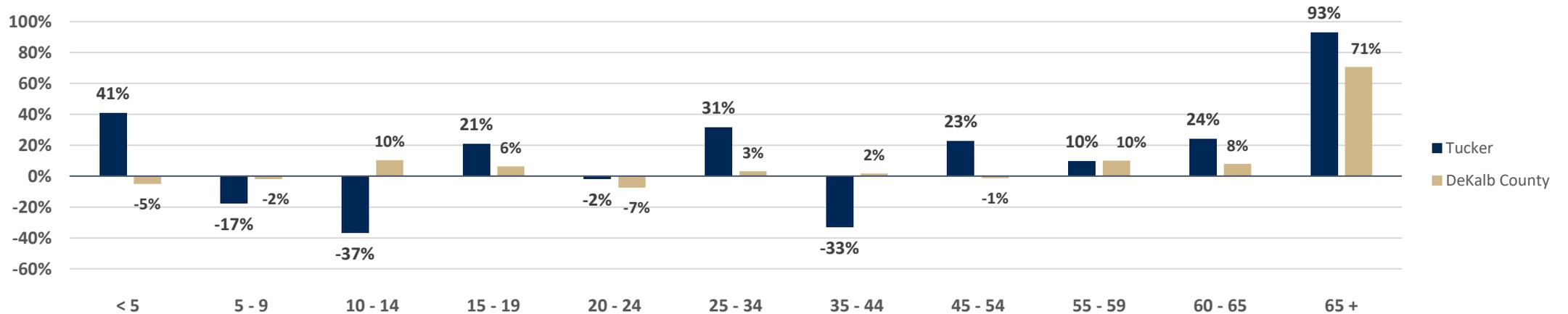
Age

Household Characteristics

Compared to DeKalb County overall, Tucker has been experiencing larger growth in its older generations and a decline in age groups typically constituting households with elementary or middle-school aged children.

- Since 2017, Tucker has seen the largest growth in children under 5 years old compared to the rest of the county. Over this same time period, Tucker has seen an almost equal decline in those aged 10-14 compared to the county.
- Fewer households with school-aged children may increase the demand for smaller housing units with closer access to amenities, while demand for single-family homes on larger lots could diminish.

Growth in Age Cohort (2017-2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



Household Size

Household Characteristics

Tucker has an average household size smaller than DeKalb County, both for renter households and those that own their homes.

- The average household size for owner-households in Tucker has slowly shrunk since 2017, compared to the gradual rise in DeKalb County.
- Over the same time period, the average renter-household size in Tucker has seen a gradual rise and DeKalb County has seen a slow shrinkage.



Tucker Average Household Size (2023 est.)

2.4 Owner-Occupied

2.4 Renter-Occupied



DeKalb County Average Household Size (2023 est.)

2.7 Owner-Occupied

2.5 Renter-Occupied



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



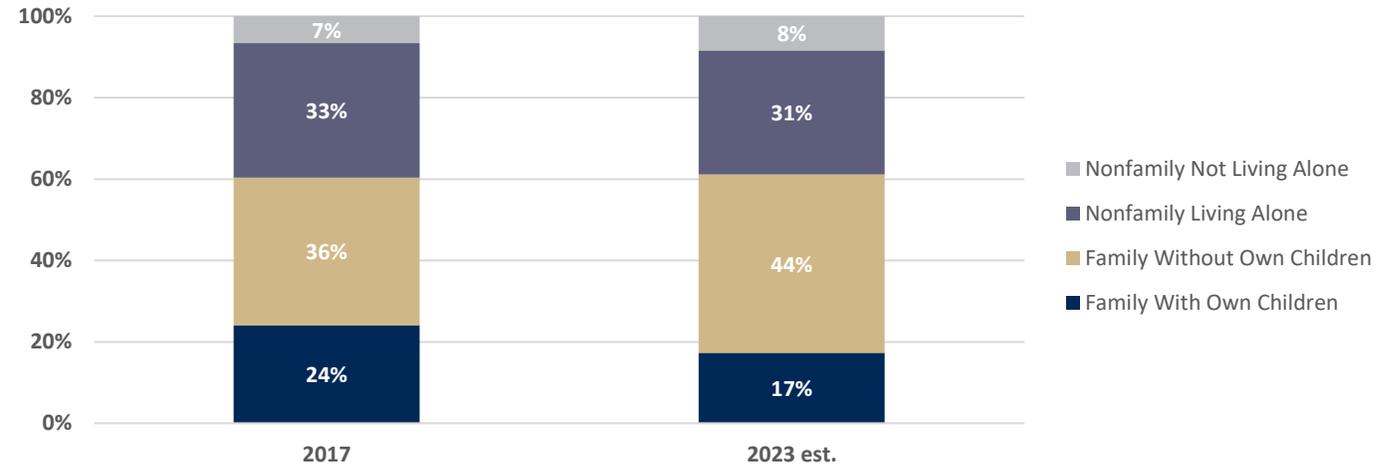
Household Types

Household Characteristics

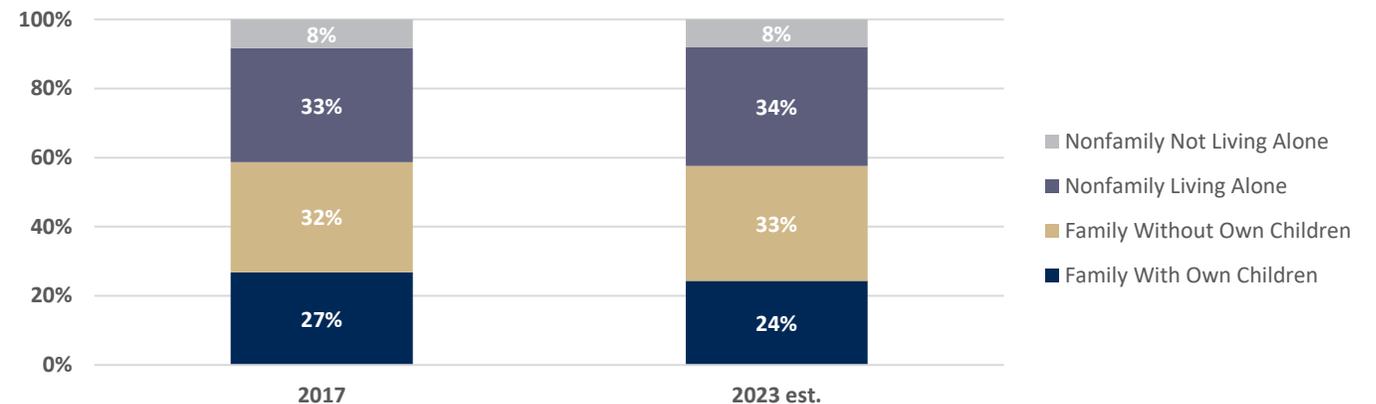
Tucker has a higher concentration of families without children compared to the county overall.

- Besides a small decrease in the share of families with children, DeKalb County has generally maintained its household composition since 2017.
- Over this same time period, families without children have continued to represent the largest share of household composition – growing by approximately 8%.

Tucker Household Composition (2017-2023 est.)



DeKalb County Household Composition (2017-2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



Tenure

Household Characteristics

Although Tucker has a higher rate of homeownership than the rest of DeKalb County, the share of owner-occupied housing units is falling.

- Since 2017, the number of renter-occupied units grew at 4x the rate of owner-occupied units, causing the overall share of owner-occupied housing units within the city to fall by 2%.
- Over the same time period, owner-occupied housing in DeKalb County dropped by 4% and grew by 2% in the Atlanta region.

Tucker

Tenure (2023 est.)

62% Owner

38% Renter

DeKalb County

Tenure (2023 est.)

58% Owner

42% Renter

Atlanta MSA

Tenure (2023 est.)

65% Owner

35% Renter

Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



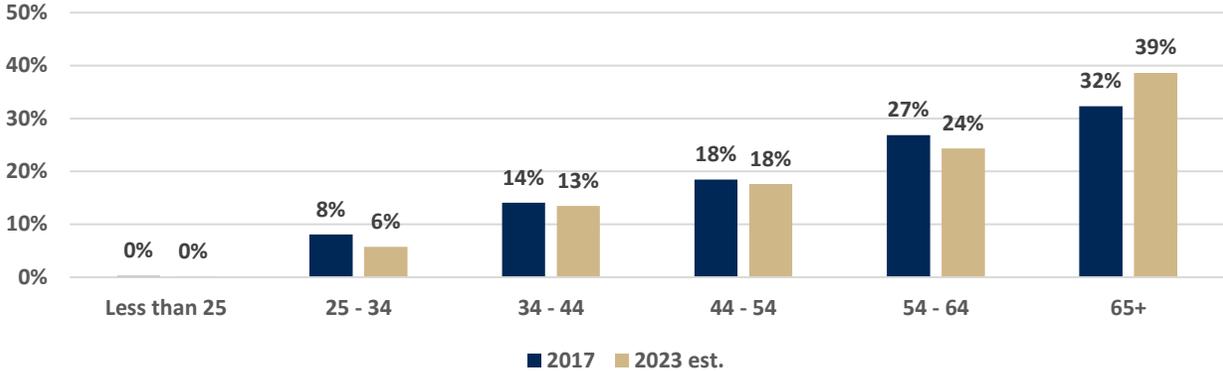
Tenure by Age of Householder

Household Characteristics

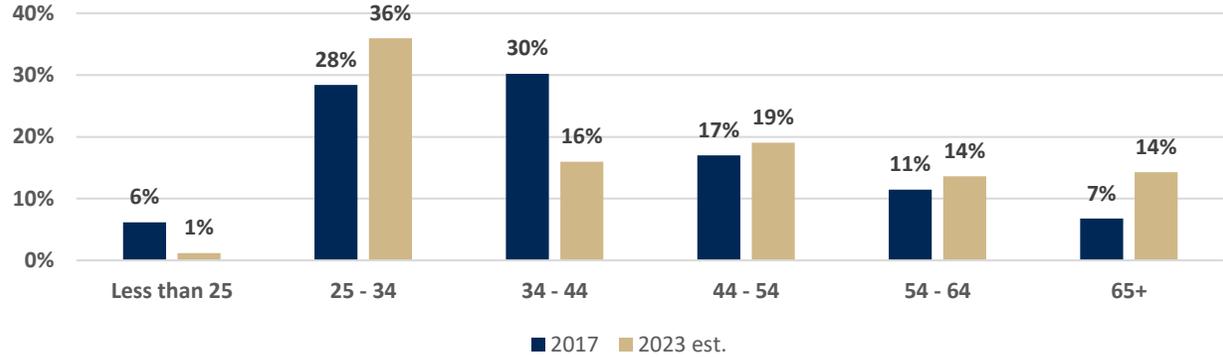
Tucker has seen a growth in renters among both younger and older generations.

- Since 2017, the only age group that has seen an increase in the rate of homeownership were those 65 or older.
- Over the same time period, the rates of rentership grew among all age groups except for those under 25 and those between 34 and 44 – rentership more than doubled among those above 65.

Owners by Age (2017-2023 est.)



Renters by Age (2017-2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



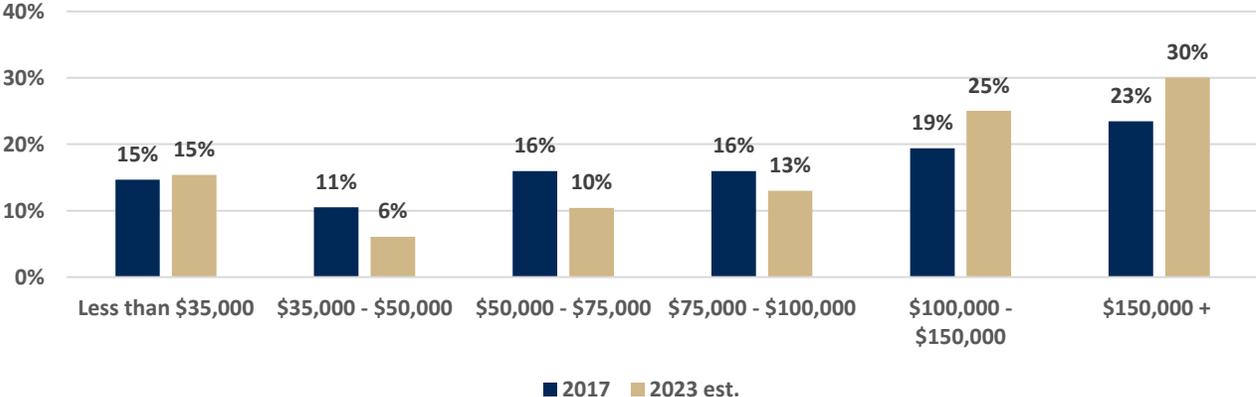
Tenure by Household Income

Household Characteristics

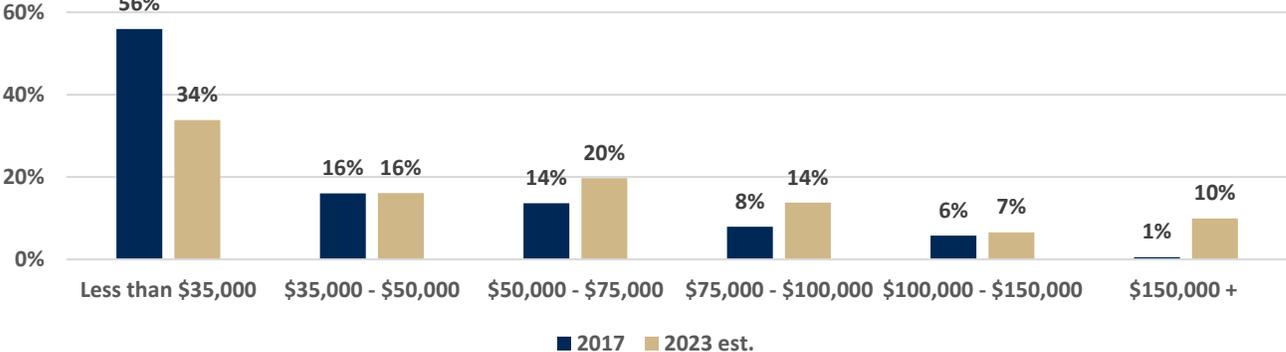
Tucker has seen homeownership rates fall for moderate- to middle-income households.

- Since 2017, homeownership rates dropped among households earning between \$35,000 - \$100,000 a year, leaving homeownership concentrated among households earning more than \$100,000 annually.
- Over the same time period, the rates of rentership grew among all income groups except for those making under \$35,000 a year – renters earning more than \$150,000 a year grew the most and now represent approximately 10% of renters in Tucker.

Owners by Income (2017-2023 est.)



Renters by Income (2017-2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

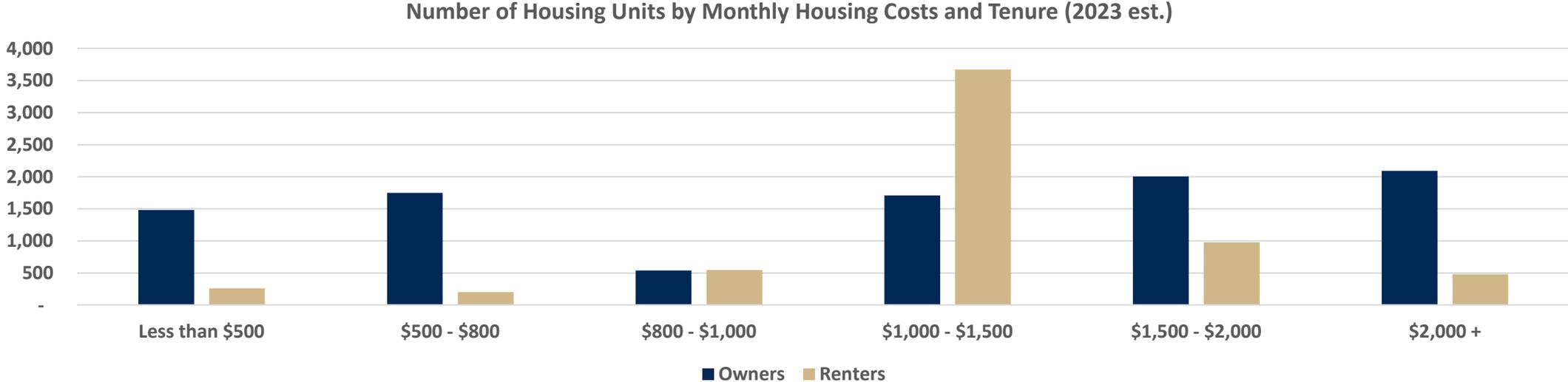


Tenure by Monthly Housing Costs

Household Characteristics

Homeowner housing costs are more diversified within Tucker than rental housing costs.

- Monthly rental housing costs within Tucker are concentrated at \$1,000 - \$1,500 per month, growing by 32% since 2017. However, there has been over 15% growth in the number of rental housing units costing more than \$1,500 per month. Coupled with the growth in higher-income renters, this may indicate potential demand for more luxury rental products.
- Homeowner monthly housing costs are less concentrated, but over 40% of homeowners pay more than \$1,500 a month for housing.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

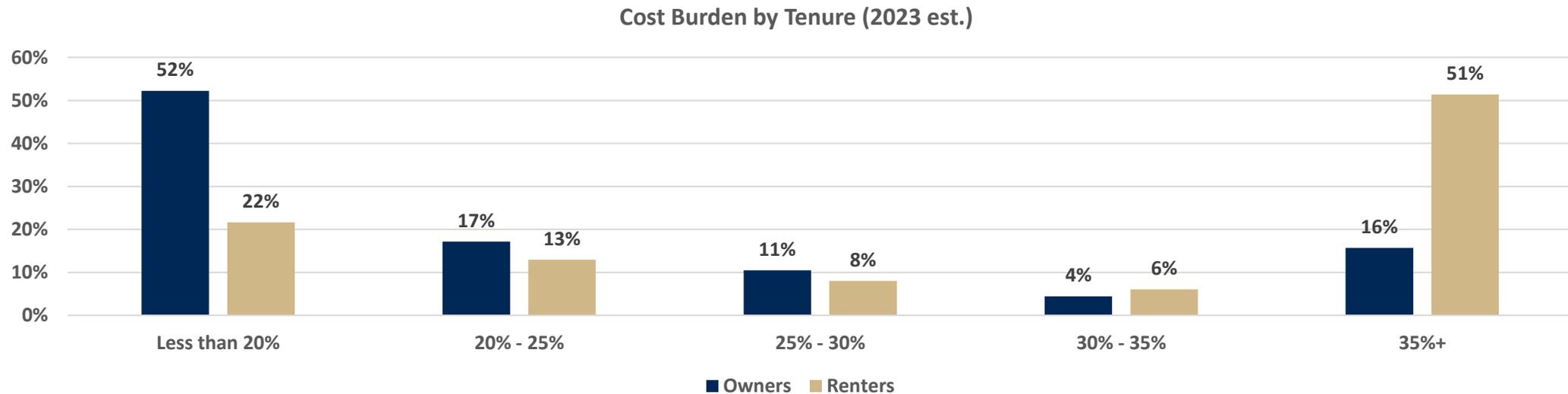


Cost Burden by Tenure

Household Characteristics

Over half of the renters in Tucker are cost burdened or spend more than 30% of their income on housing.

- Approximately 57% of renters within Tucker are cost burdened, compared to 20% of homeowners.
- Although an estimated 16% of homeowners currently spend more than 35% of their income on housing, this has dropped by approximately 5% since 2017 – the share of renters in this same category grew by almost the same percent.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

Tucker Housing Study



3 Housing Characteristics



Housing Characteristics

Key Takeaways

There has been limited new construction activity over the past five years within Tucker, but there have been moderate deliveries of varied housing products.



Over 70% of housing in Tucker was built before 1990. Average annual homes delivered within the City of Tucker declined from the 1970s through the 2000s. Tucker experienced a slight uptick in housing production in the 2010s, but still well below historic levels.



Single-family detached homes continue to comprise the majority of Tucker's housing inventory. However, townhomes and large multifamily (10+ units) experienced more growth compared to 2017.



Total home sales have declined year-over-year since 2020, especially for detached products where the number sold declined by 47% from 2017 to 2022. Home sales have shifted towards attached housing products with the number of units sold year-over-year surpassing the sales volume in 2017.



Considering tenure by housing type, nearly 90% of owners live in single-family detached homes compared with 21% of renters who live in single-family homes.



As Tucker's for-sale market experienced shifts in product delivery and a slowing supply of homes, average median sale prices have grown 94% across all housing products since 2017.

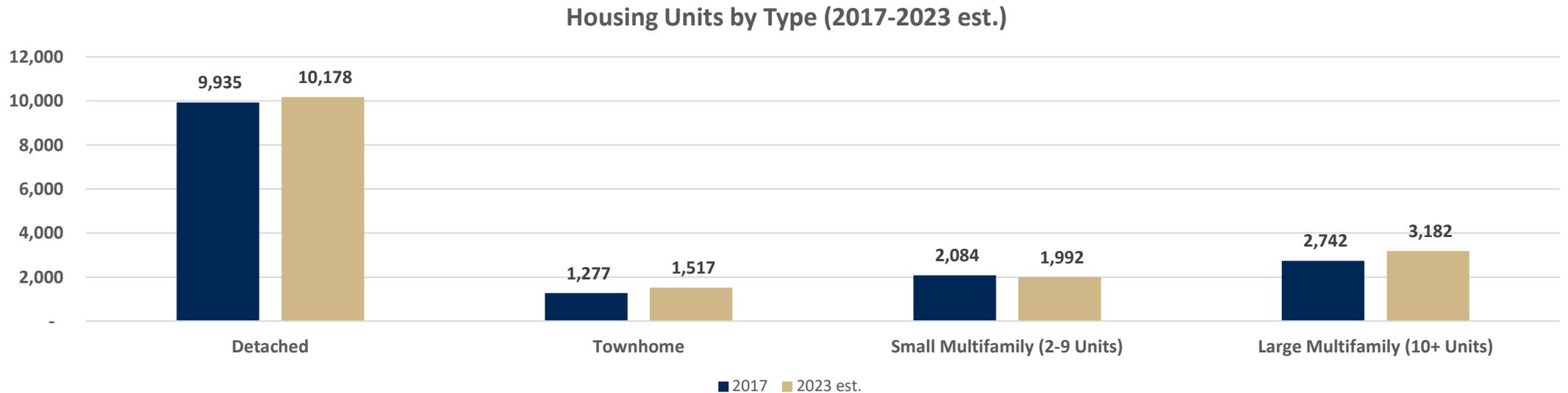


Housing Type

Housing Characteristics

The existing housing stock within Tucker is predominately detached homes.

- Approximately 60% of the current housing inventory consists of detached homes. Since 2017, however, the housing units that have grown the most are townhomes (19% growth) and apartments with more than 10 units (16% growth).
- With the number of estimated renter-occupied units growing at more than double the growth in apartments units, some of the existing rental demand is being filled by detached and attached rental products.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

Tucker Housing Study

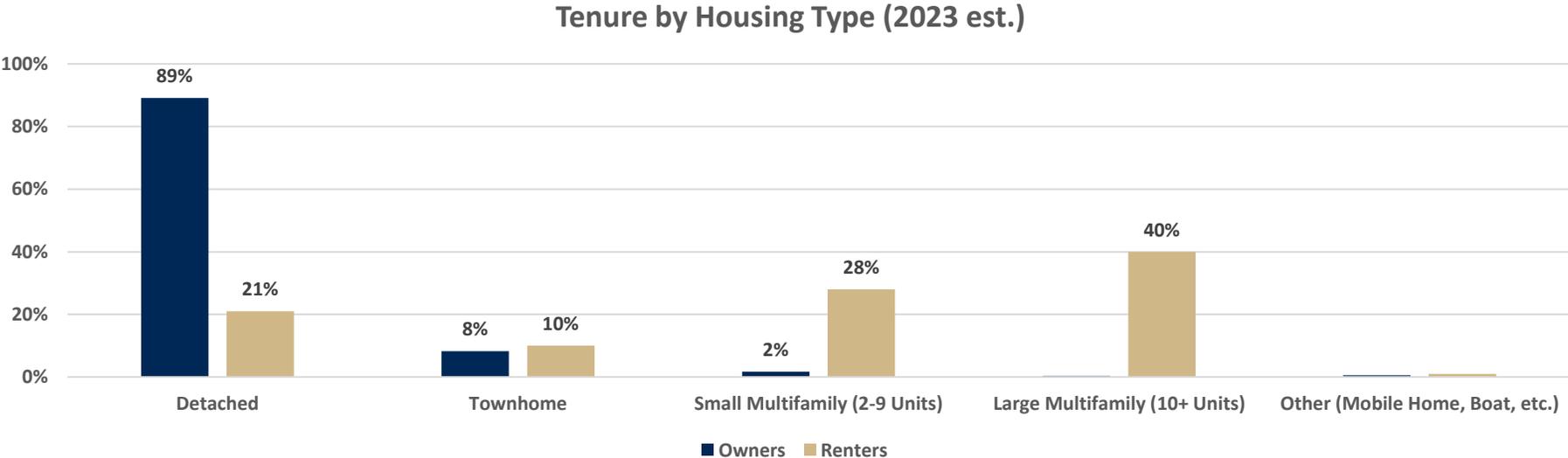


Tenure by Housing Type

Housing Characteristics

While owner-occupied housing is highly concentrated in detached housing units, renters are more diversified across housing types - a trend that has stayed constant since 2017.

- Almost 90% of homeowners live in detached housing units.
- Renters live across multiple single- and multifamily housing types, but an estimated 40% live in buildings with more than 10 units.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



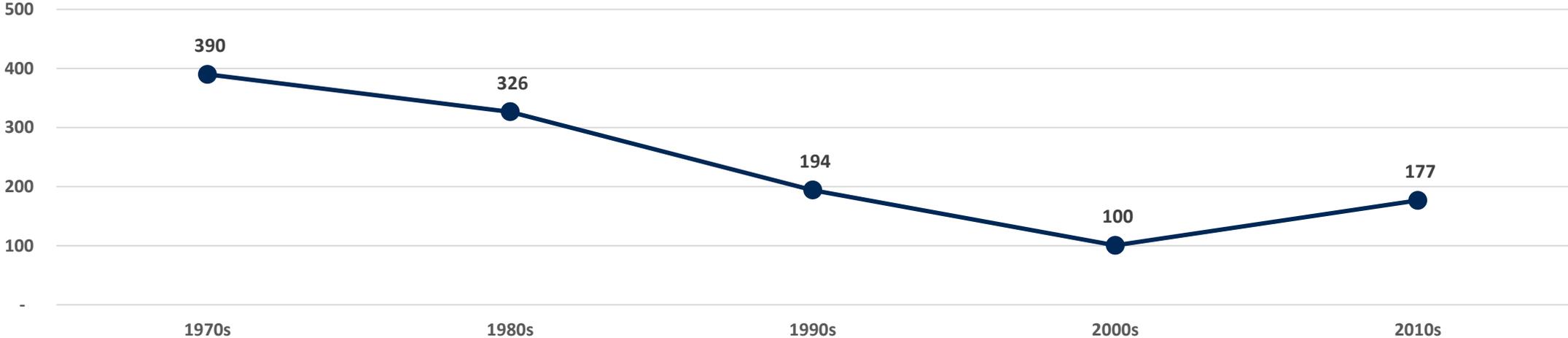
Age of Housing

Housing Characteristics

The majority of the housing stock within Tucker was constructed before 1990.

- Over 70% of the existing housing stock was built before 1990 – conversely approximately 170 housing units have been built per year since 2010.
- Since 2017, there has been a larger growth in renter-occupied units compared to owner-occupied units.

Avg. Residential Units Constructed per Year by Decade in Tucker



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



Home Sales

Housing Characteristics

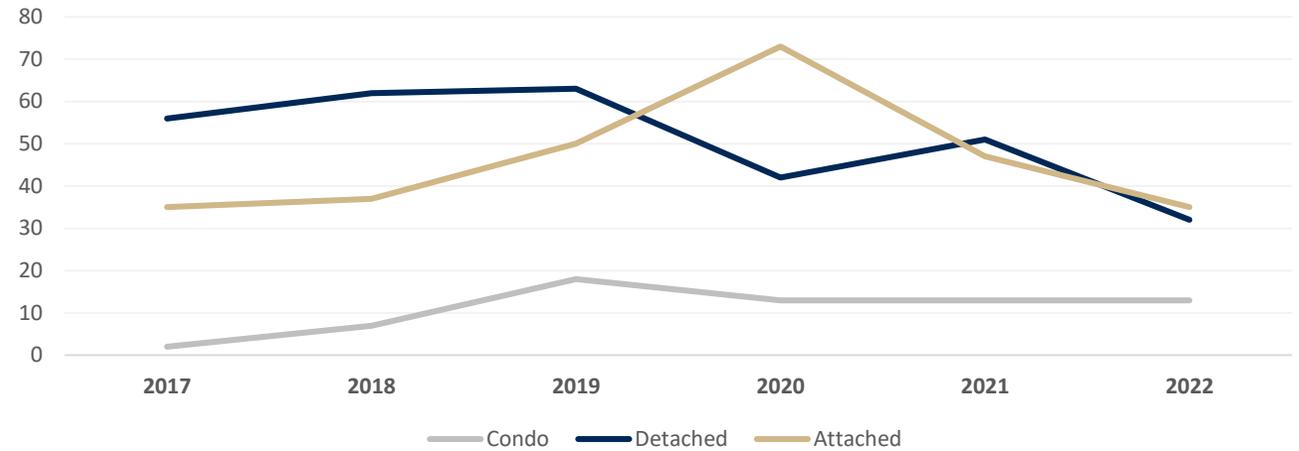
The number of homes sold* has declined over the past six years, especially for detached housing.

- The number of homes sold per year began to decline starting in 2020, falling below 2017 levels in 2022.
- Since 2017, there has been greater diversity in the types of home sold, with attached products representing the largest share of homes sold in 2020 and 2022.

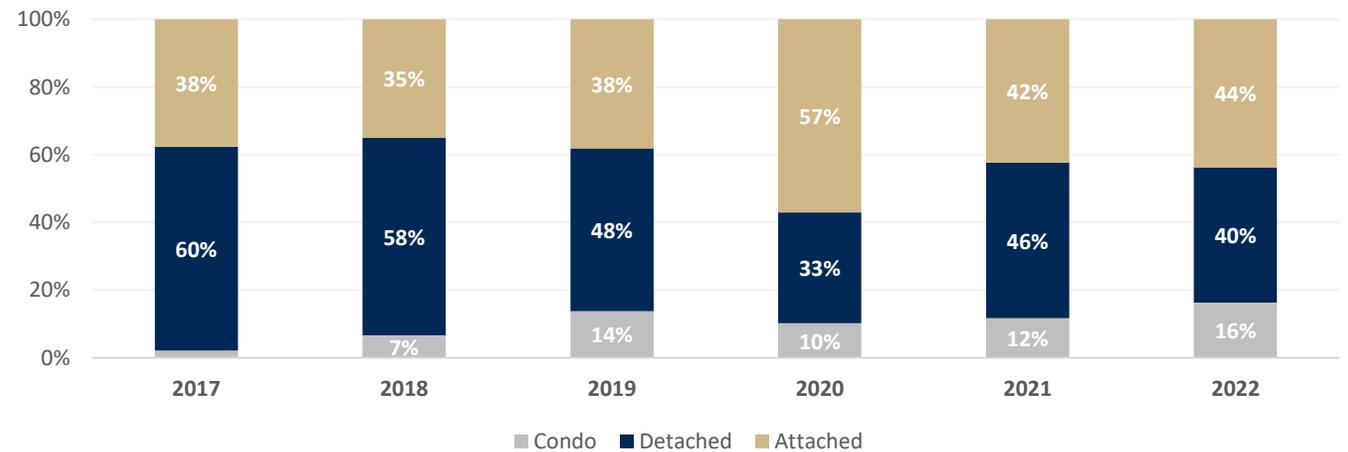
*Inclusive of both new and resale



Number of Total Homes Sold (2017 - 2022)



Share of Total Homes Sold by Type (2017 - 2022)



Source: KB Advisory Group with data from SmartRE

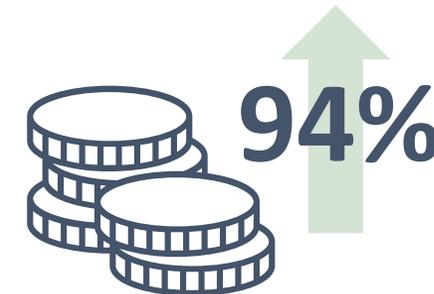
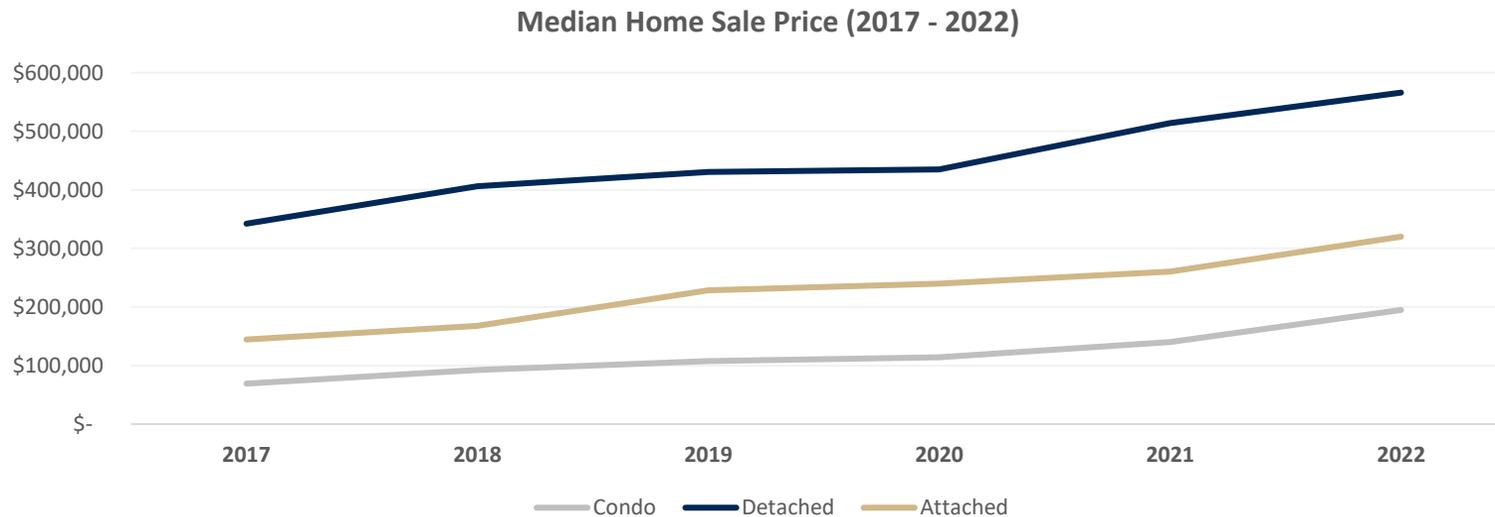


Home Prices

Housing Characteristics

Following general increases since 2017, median home prices across all product types rose sharply during the pandemic.

- The median home sale price, inclusive of all product types, grew by 94% from 2017 through 2022.
- Although attached products experienced a higher rate of price growth over this time period compared to detached products, the median 2022 sale price for an attached home was still lower than the median detached home sale price in 2017.



Source: KB Advisory Group with data from SmartRE

Tucker Housing Study



New v. Resale

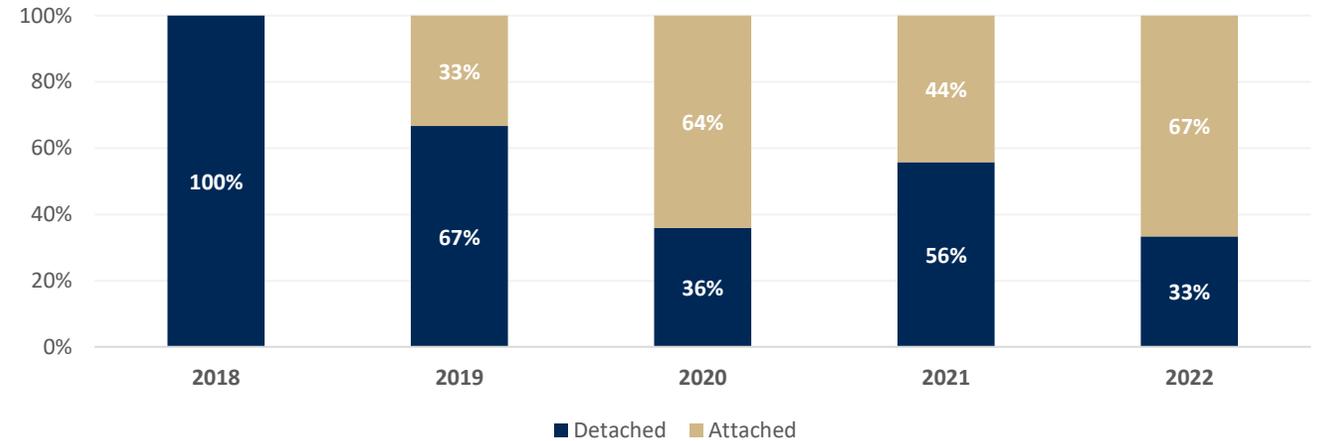
Housing Characteristics

New construction in Tucker over the past five years has seen shifts in delivery of detached and attached products.

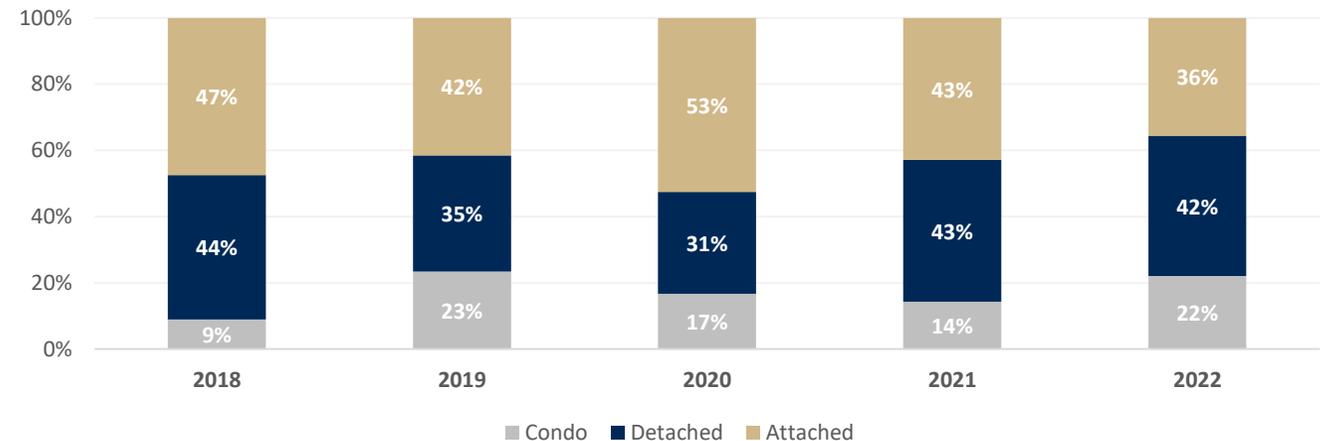
- New attached housing product represents a growing share of new construction deliveries since 2019.
- Since 2018, at least 60% of homes sold each year in Tucker have continued to be resales - of which, detached product has constituted at least a third of resales per year.



Share of New Construction by Type (2018 - 2022)



Share of Resale by Type (2018 - 2022)



*No new homes were captured in 2017

Source: KB Advisory Group with data from SmartRE



Senior Housing

Housing Characteristics

Tucker’s current independent senior housing inventory is at full occupancy.

- There are 202 senior units across the two developments within the city, the oldest of which was built in 2016.
- Despite the almost \$1,000 average rent difference between the two developments, both have practically no vacancy. Thus, if there is excess demand for senior units, individuals would have to seek non-senior targeted rental units or senior units outside of Tucker.



Senior Development	Address	Year Built	Number of Units	Average Asking Rent/Unit	Vacancy Rate
Northlake Senior Apartments	2152 Northlake Pky	2019	90	\$809	0%
Hearthside Club at Tucker	4358 Lynburn Dr	2016	112	\$1,722	0.1%

Image Source: CoStar (Hearthside, Top; Northlake, Bottom)
 Source: KB Advisory Group with data from CoStar



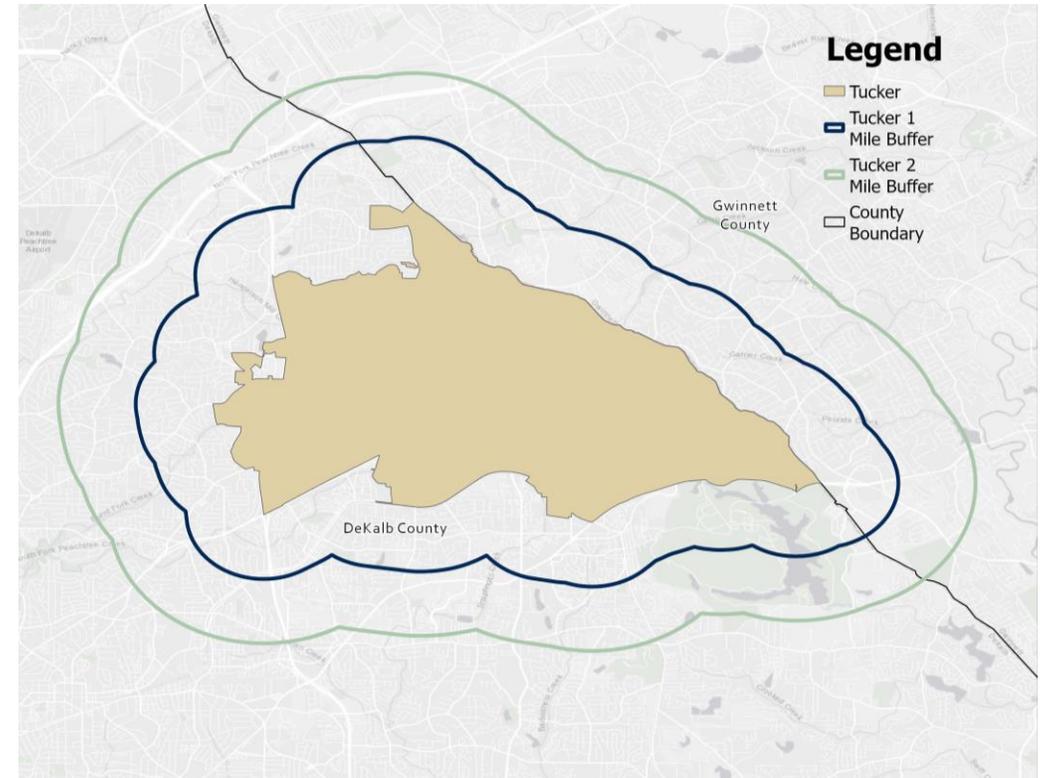
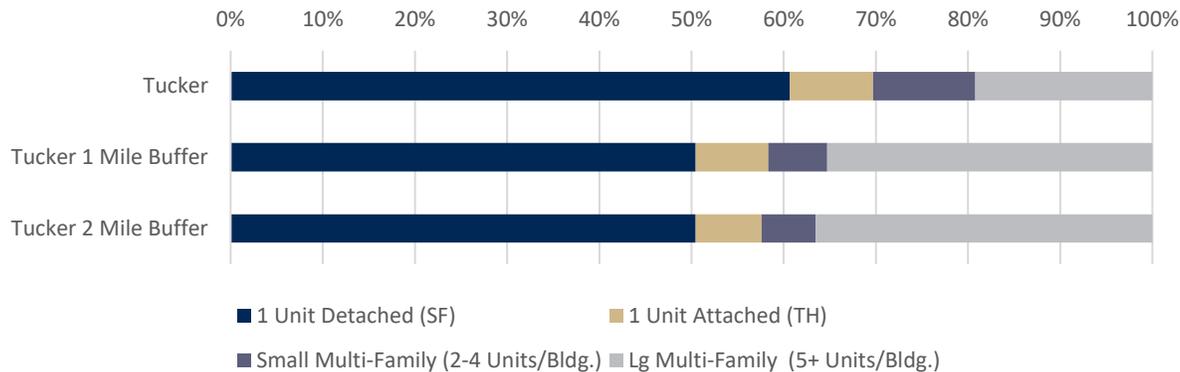
Greater Tucker Housing Inventory

Housing Characteristics

Considering a 1-mile and 2-mile Greater Tucker market area, the City of Tucker proper has a greater share of single-family detached housing.

- Large multifamily accounts for 35% and 36% of the housing stock when considering housing inventory with one and two miles of Tucker. Large multifamily housing units represent just 19% of Tucker’s housing stock.
- Small multifamily, less than 4 units/building, presents a larger share (11%) within Tucker than surrounding areas (6%).

Share of Housing Type, 2023



Source: KB Advisory Group with data from Claritas

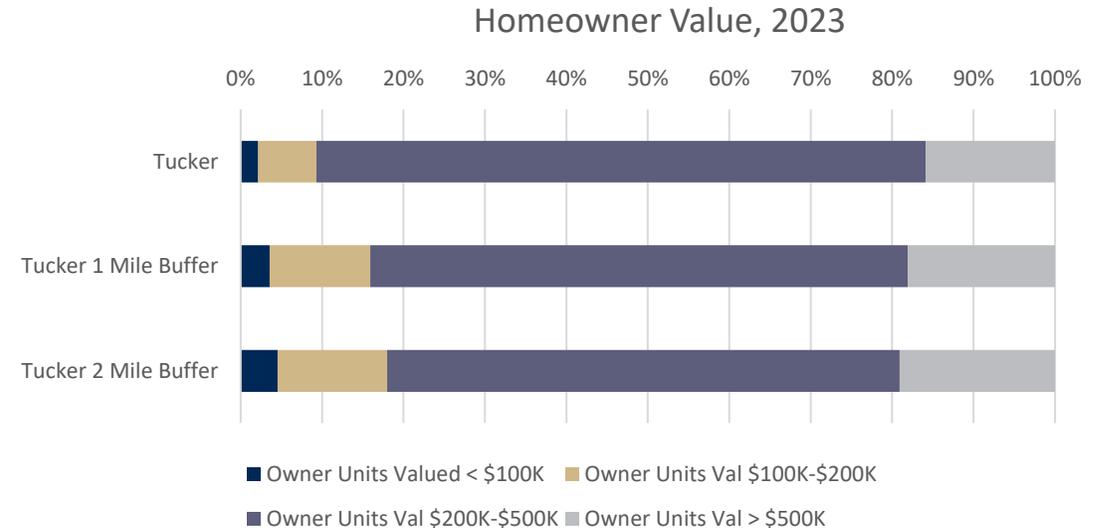


Greater Tucker Housing Inventory

Housing Characteristics

There is greater home value diversity of owner-occupied housing within the Greater Tucker market.

- At both the upper and lower ends of the housing market, home value is more variable outside of the Tucker city limits.
- Within the City of Tucker, 75% of homes are valued between \$200,000 and \$500,000 with 16% valued over \$500,000.
- Considering a 1-mile radius, 18% of homes are valued over \$500,000 and this increases to 19% when considering a 2-mile radius.
- Median home value decreases slightly, less than 10%, for owner-occupied home values just outside of the city.



Geography	Median Home Value (Owners)
Tucker	\$356,705
Tucker 1-mile	\$342,994
Tucker 2-mile	\$332,616

Source: KB Advisory Group with data from Claritas

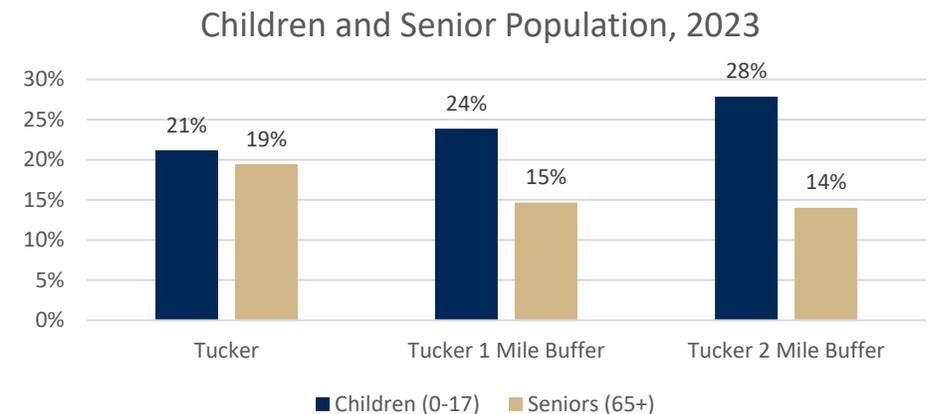
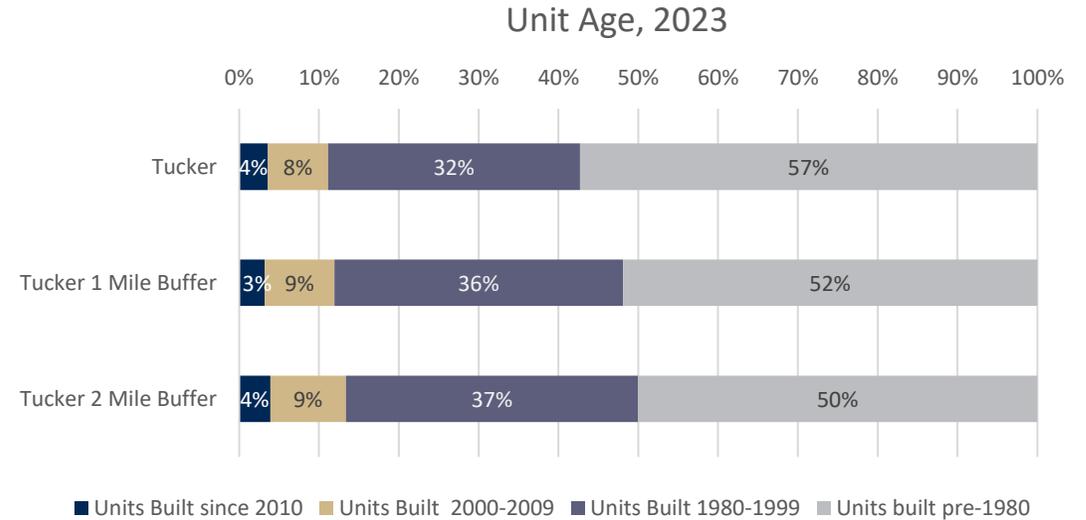


Greater Tucker Housing Inventory

Housing Characteristics

Housing in Tucker is older than surrounding areas.

- Over half of housing in Tucker was built before 1980.
- This remains true for housing within a one- and two-mile radius, but the share of older housing decreases when considering the Greater Tucker market.
- Within the Greater Tucker market, units built from 1980 to 2009 comprise a larger share of the inventory than within only Tucker city limit.
- In addition, the City of Tucker also has a higher concentration of Seniors and a smaller share of children than surrounding areas.



4 Peer City Housing Comparison



Peer City Housing Comparison

Introduction

In order to better understand the context behind the supply and demand drivers for housing in Tucker, three comparable cities were chosen for analysis. Comparable cities were chosen based on a criteria that includes, but isn't limited to population, geographic proximity, and similarities and differences in character.

The four cities chosen for this analysis were:

- Dunwoody
- Chamblee
- Norcross



Peer City Housing Comparison

Key Takeaways

Tucker has experienced slower household growth compared to most of its peer cities, which coincides with the comparably lower delivery of new housing.



Despite its size, the City of Tucker has experienced the second lowest household growth since 2017 compared to its peer cities.



Tucker does not lead its peer cities in the growth of any specific housing type.



Since 2017, average home prices in Tucker have grown significantly higher than its peer comparisons (94%). However, rental housing in Tucker continues to be priced below its peer cities, on average.



Compared to its peer cities, Tucker has the third highest amount of rental housing and second lowest growth in new rental unit deliveries



Unlike some of its peer cities, Tucker has seen a decrease in overall cost-burden for both renters and owners, but still leads its peer cities in the ratio of renter cost-burden.



Tucker has both the third highest share of students enrolled in public school and four-year high school graduation rate.

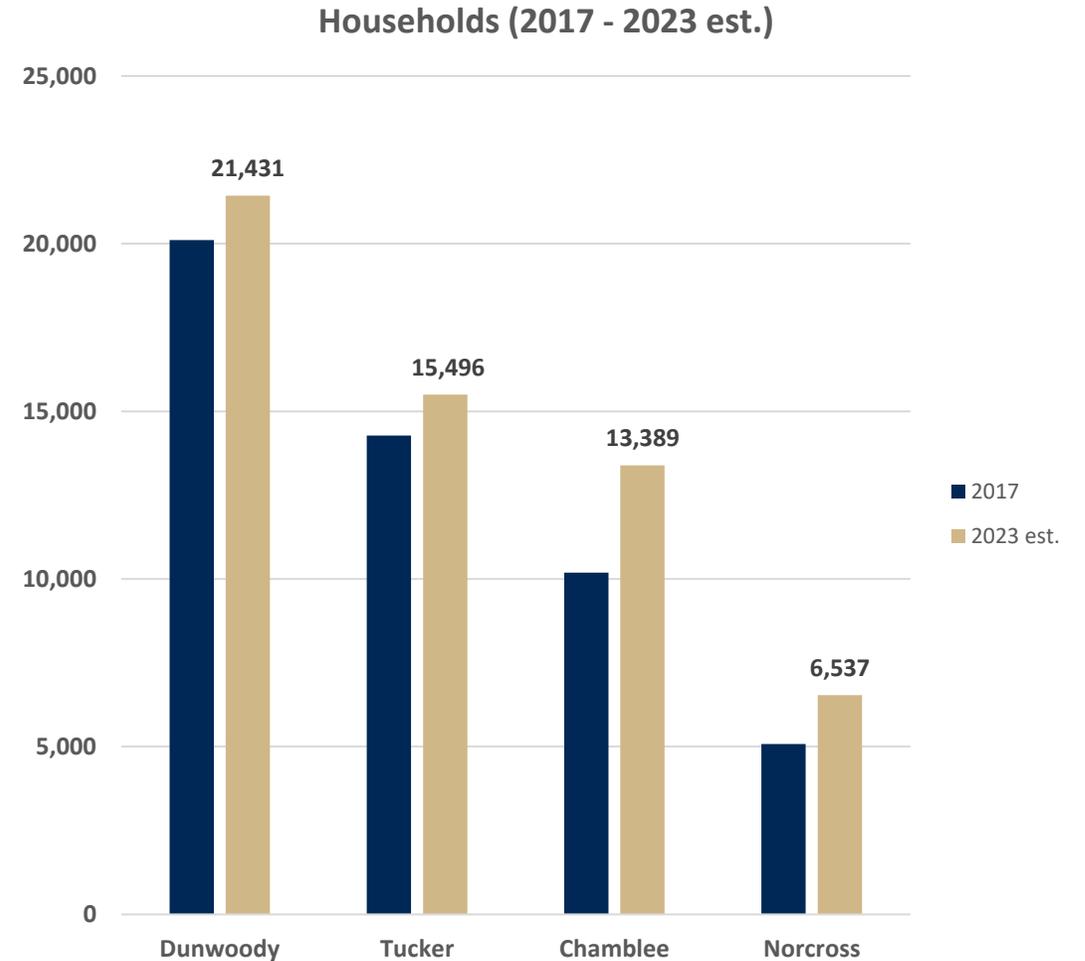


Household Growth

Peer City Housing Comparison

Despite its size, the City of Tucker has experienced the second lowest household growth since 2017 compared to its peer cities.

- Compared to its peer cities, Tucker has the second highest number of households with almost 15,000.
- Since 2017, the number of households within Tucker is estimated to have grown 9% which is lower than its two smaller peer cities.
 - Chamblee grew the most at 31%.
 - Norcross grew at 29%.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

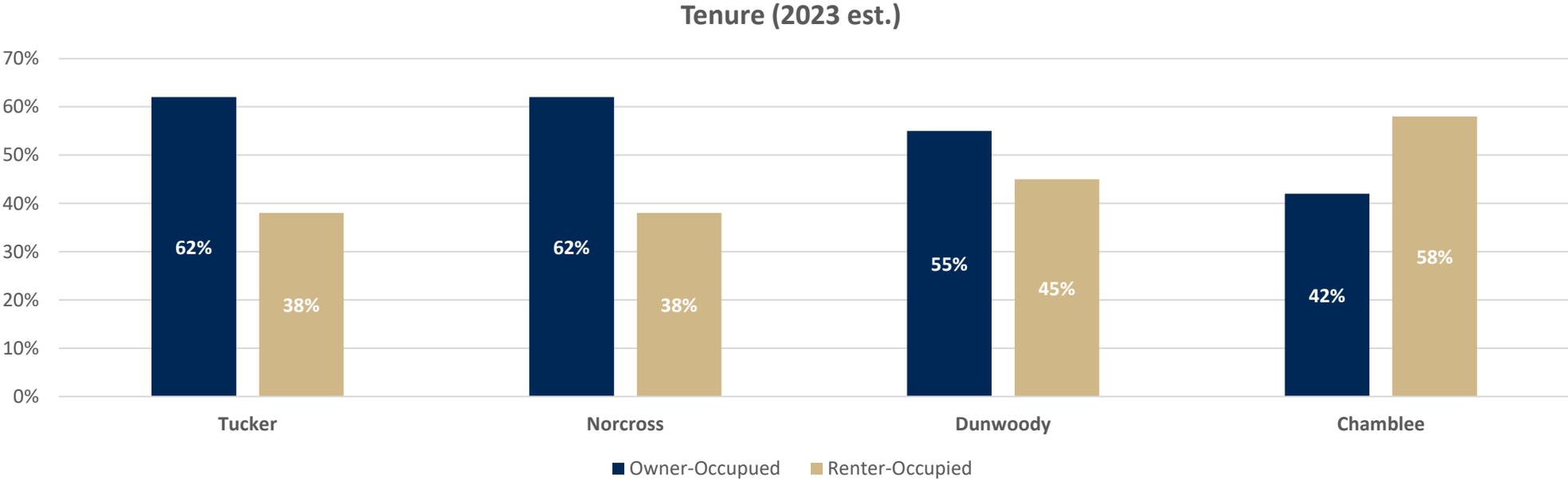


Tenure Mix

Peer City Housing Comparison

Tucker has a similar or higher rate of homeownership than its peer cities.

- Tucker and Norcross both have similar rates of homeownership at 62%.
- Of the peer cities, Chamblee is the only one with a higher rate of renter-occupied housing.



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



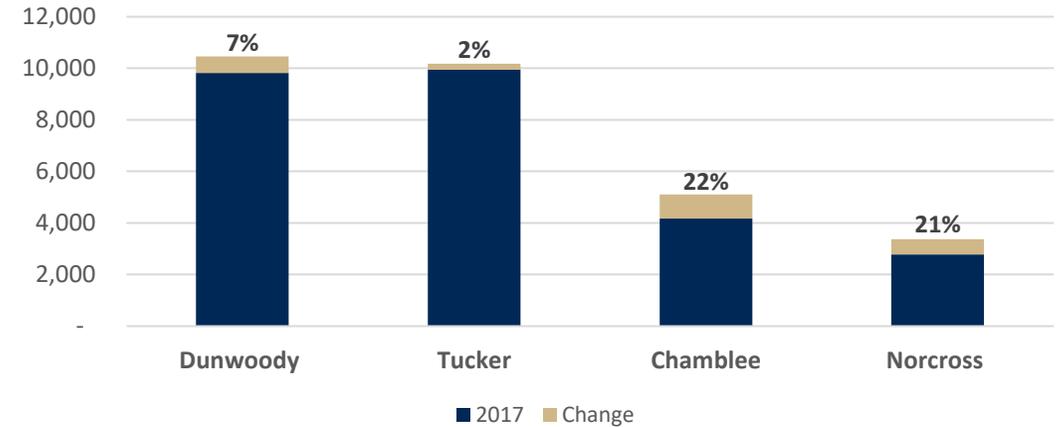
Inventory Change

Peer City Housing Comparison

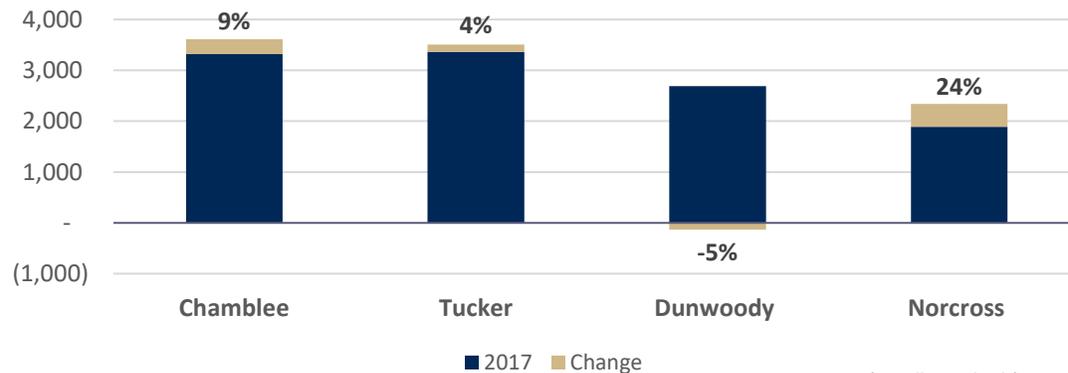
Tucker does not lead its peer cities in the growth of any specific housing type.

- Although Tucker had the highest number of detached and single, attached units in 2017, other cities have since experienced faster growth in these housing types.

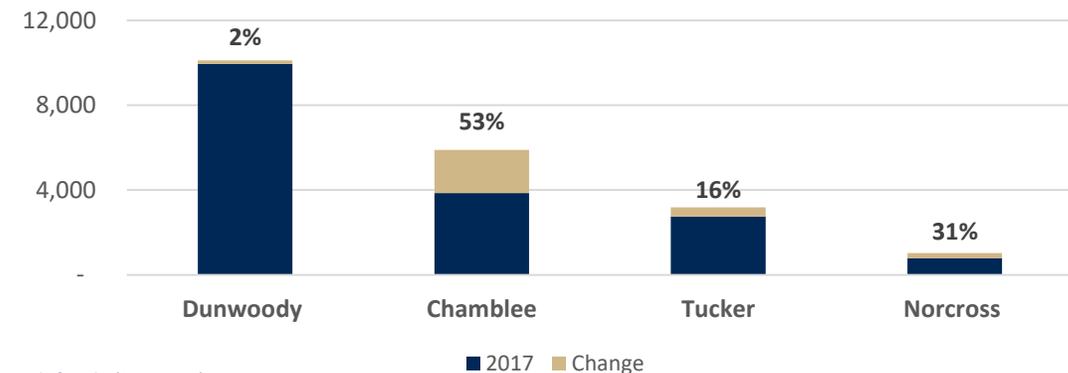
Change in Number of Detached Units
(2017 - 2023 est.)



Change in Number of Small, Attached Units*
(2017 - 2023 est.)



Change in Number of Large, Attached Units*
(2017 - 2023 est.)



*Small attached (2-9 units), large multifamily (10+ units)

Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)

Tucker Housing Study

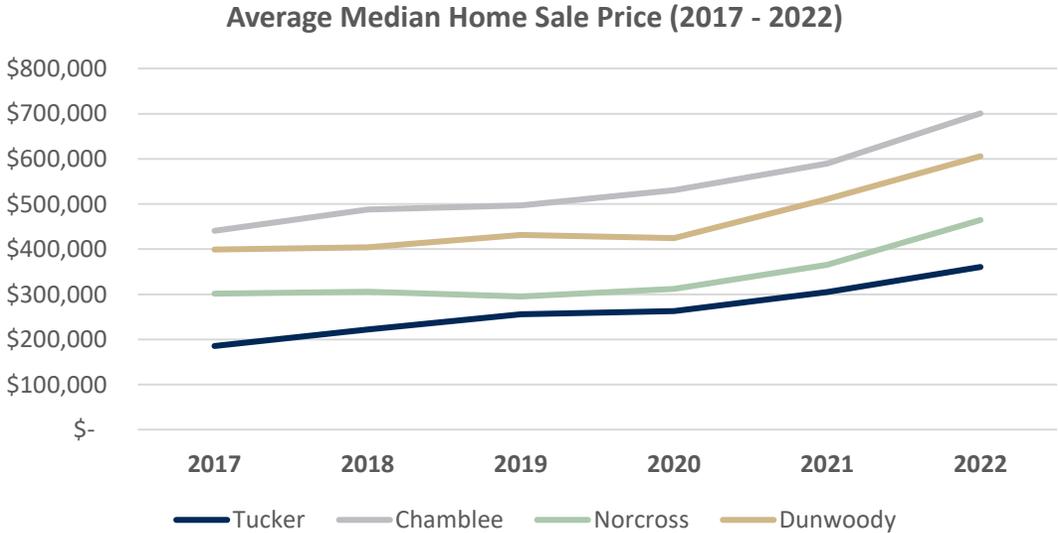


Average Home Price

Peer City Housing Comparison

Since 2017, average home prices in Tucker have grown significantly higher than its peer comparisons.

- Home prices in Tucker grew by 94%, over a third more than Chamblee which had prices rise the second highest at almost 60%.
- Although home prices grew the fastest in Tucker, the city had the lowest average median sale price compared to its peers at \$360,000 in 2022.



Source: KB Advisory Group with data from SmartRE

Tucker Housing Study



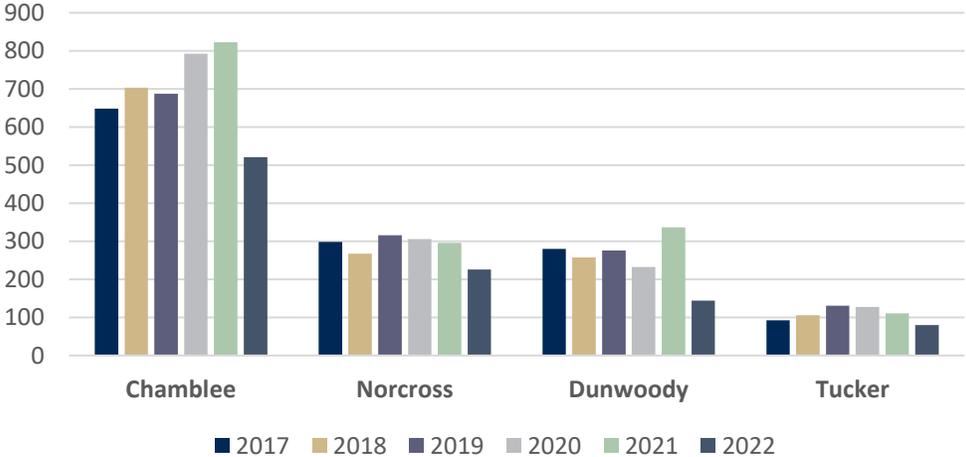
Total Home Sales

Peer City Housing Comparison

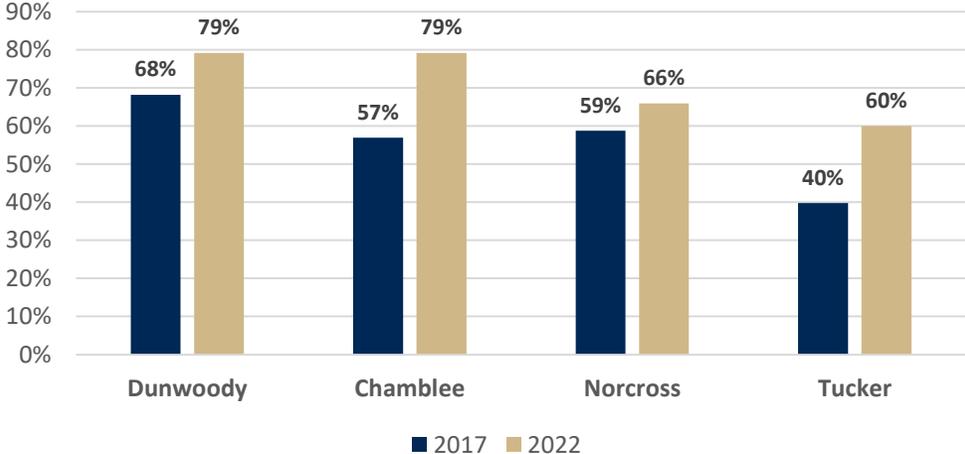
Since 2017, overall sales volume was significantly lower than its peers, but growth in the share of attached home sales was higher.

- Inclusive of both new and resales, Tucker has had the lowest sales volume each year compared to its peer cities.
- Compared to 2017, Tucker has had the second highest growth in the share of its total home sales in attached products.

Annual Home Sales (2017 - 2022)



Share of Attached Home Sales (2017 - 2022)



Source: KB Advisory Group with data from SmartRE



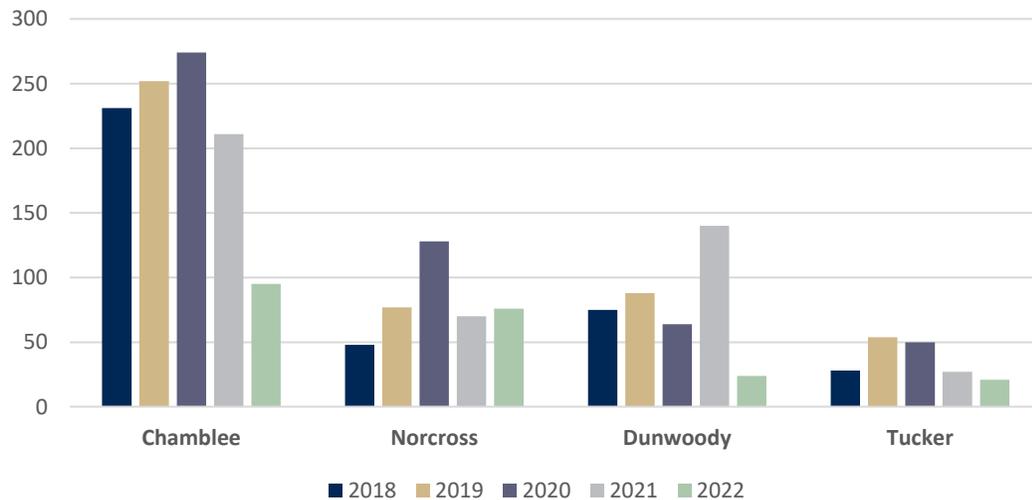
New Construction Sales

Peer City Housing Comparison

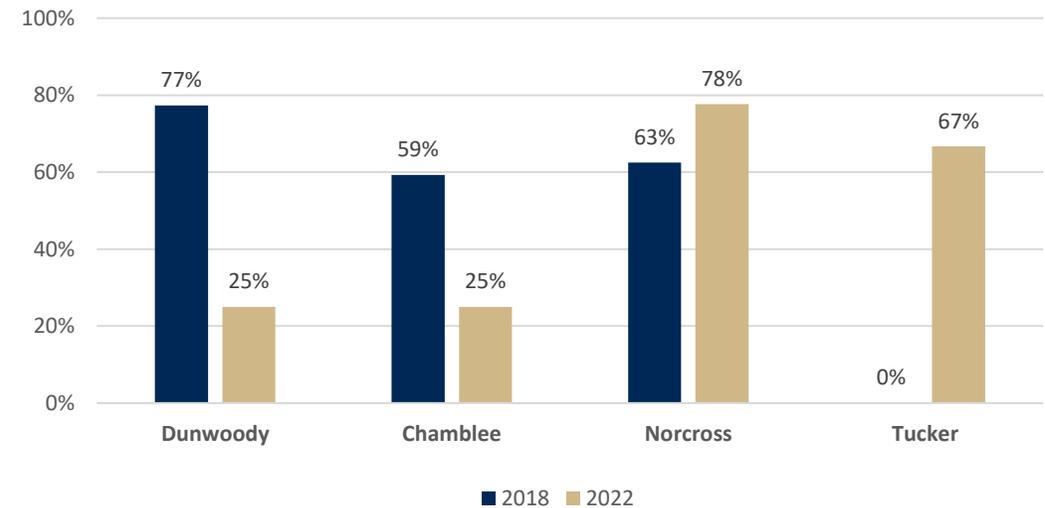
Tucker does not lead its peers in the construction of any new housing product.

- From 2018 to 2022, Tucker’s new construction lagged behind its peer cities.
- Despite having no delivery of new attached product in 2018, Tucker had the second highest share of new construction attached sales in 2022.

Annual New Construction Sales (2018 - 2022)



Share of Attached New Construction Sales (2018 - 2022)



Source: KB Advisory Group with data from SmartRE

Tucker Housing Study

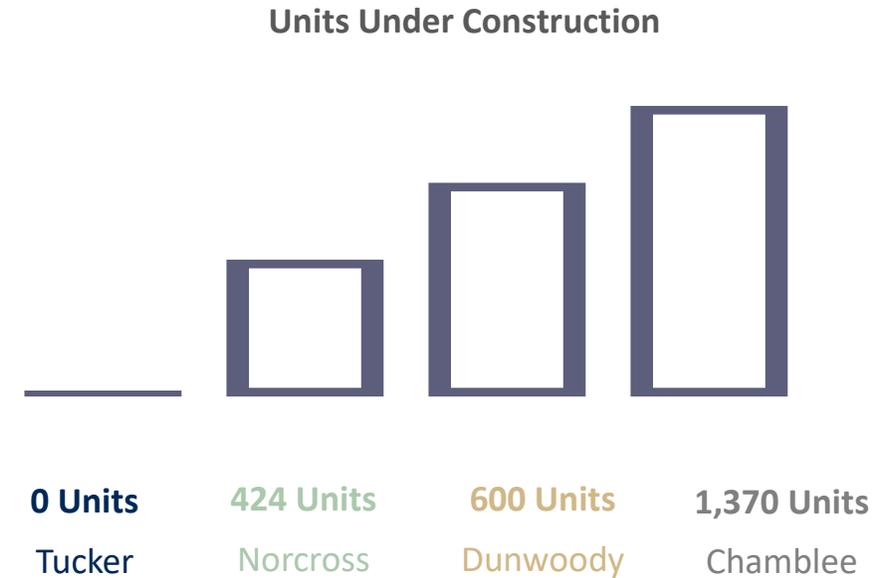
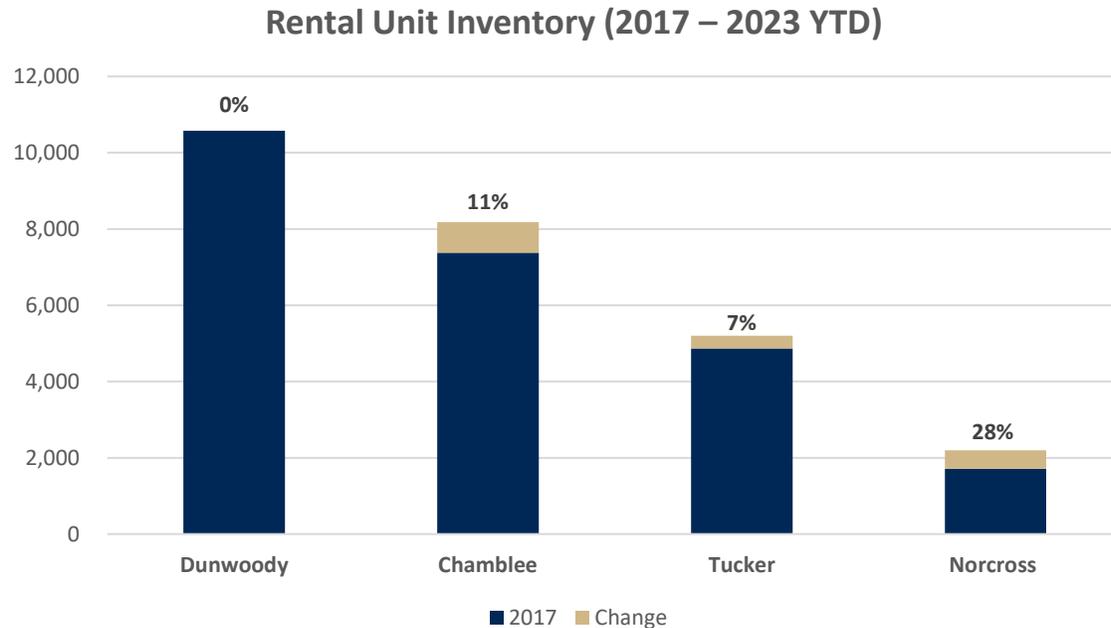


New Rental Home Construction*

Peer City Housing Comparison

Compared to its peer cities, Tucker has the third highest amount of rental housing.

- Since 2017, Tucker has also had the second lowest growth in new rental unit deliveries. It currently trails its comparison cities for current rental units under construction.



*Units refer only to those built with the intention of being rental units
2023 YTD is as of June 2023

Source: KB Advisory Group with data from CoStar
Tucker Housing Study



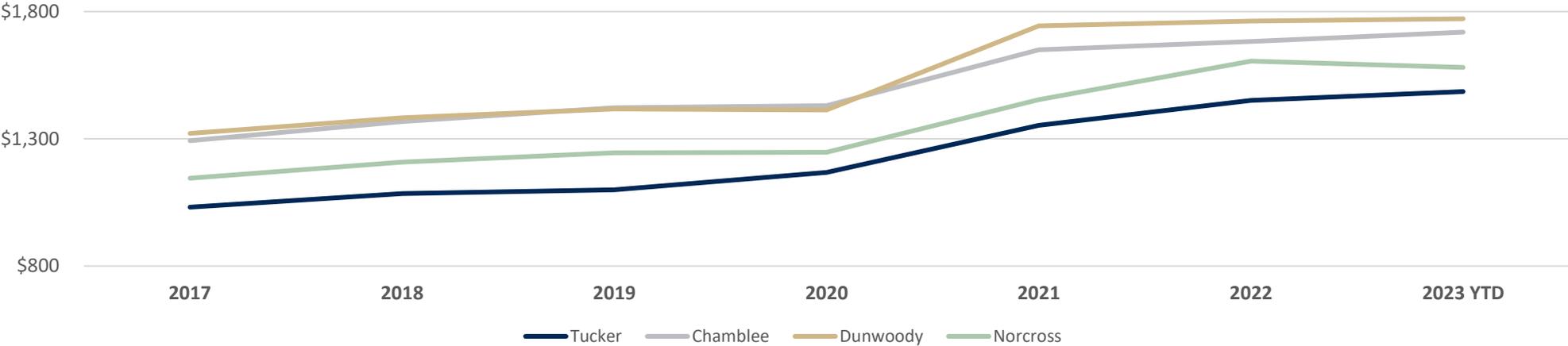
Average Rents

Peer City Housing Comparison

Rental housing in Tucker continues to be priced below its peer cities, on average.

- All the comparison cities experienced jumps in market rents over \$180/month between 2020 and 2021, but the year-on-year change in rents in Tucker increased the least.
- However, Tucker leads its peer cities in the increase in average market rents compared to 2017.

Average Market Rent per Unit (2017 - 2023 YTD)



2023 YTD is as of June 2023

Source: KB Advisory Group with data from CoStar

Tucker Housing Study



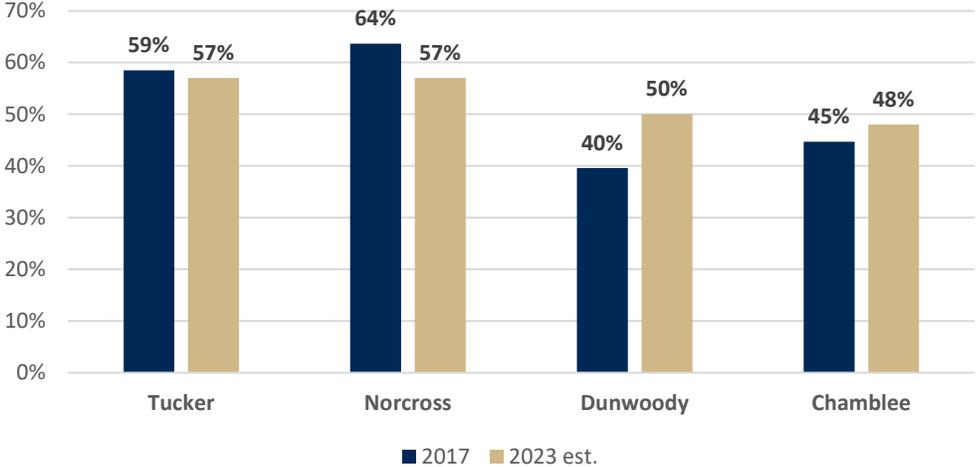
Affordability Index by Tenure

Peer City Housing Comparison

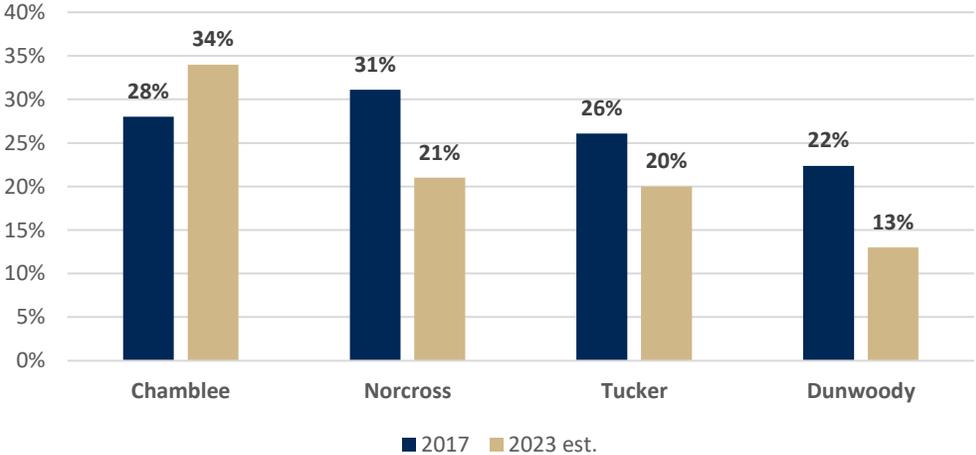
Unlike some of its peer cities, Tucker has seen a decrease in overall cost-burden for both renters and owners.

- However, the decrease in the share of cost-burdened renters in Tucker has been marginal and it still leads its peer cities in the ratio of renter cost-burden.
- Of the peer cities that have seen a smaller share of cost-burdened homeowners, Tucker had the smallest decrease.

Share of Cost-Burdened Renters
(2017 - 2023 est.)



Share of Cost-Burdened Owners
(2017 - 2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021)



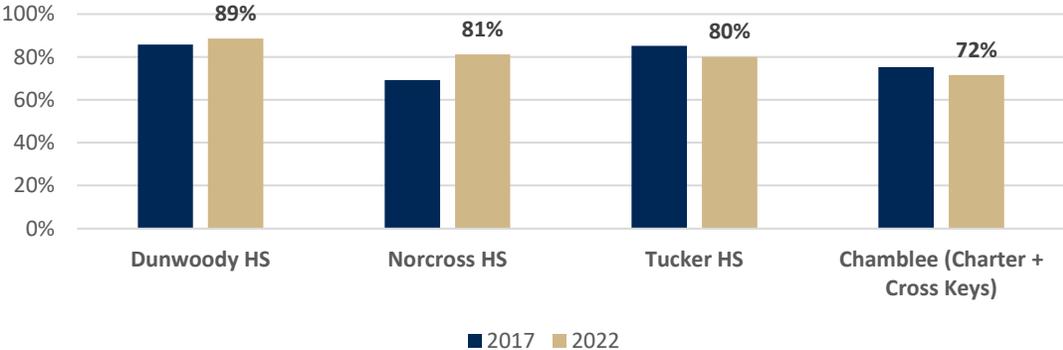
Schools

Peer City Housing Comparison

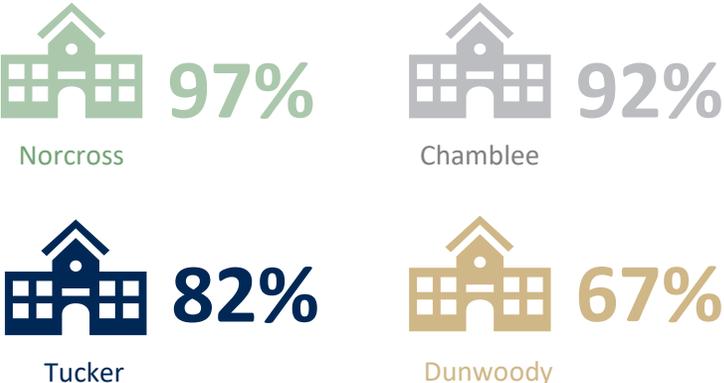
Tucker has both the third highest share of students enrolled in public school and four-year high school graduation rate.

- Although Tucker HS’s graduation rate has lowered since 2017, it still boasts rates higher than the county average (76%).
- Unlike its peer cities, Tucker has seen a decline in students enrolling in private schools across all grade groups except for kindergarten.

High School Graduation Rates (2017 - 2022)



Share of Enrolled K-12 Students in Public School (2023 est.)



Source: KB Advisory Group with data from the U.S. Census American Community Survey 5-Year Estimates (2017, 2021), Georgia Department of Education College and Career Ready Performance Index Reports



5 Affordability Assessment



Area Median Income (AMI)

What is it?

Area Median Income (AMI) captures the median income of residents living within a general geographic area – normally a metropolitan statistical area.

As calculated annually by the U.S. Department of Housing and Urban Development (HUD) it is often used to determine income thresholds used for various federally-funded housing initiatives and programs.

Annual incomes are determined for each household within the specified geographic area and the income in the middle is determined as the AMI.

This means half of the households in the area earn less than the AMI and half earn more.

AMI thresholds are reported based on the number of persons per household.

\$96,400

Atlanta MSA Area Median Income

\$81,208

Tucker Median Household Income



Affordability by Area Median Income (AMI)

Maximum rental and purchase potential is based on 30% of household income. Compared to the larger Atlanta MSA, Tucker has a lower area median income and therefore has more sensitivity to housing costs.

For example, the average home sale price in Tucker in 2022 was almost \$320,000, which would be affordable for a household earning the region’s AMI, but not for a household earning at or below the Tucker AMI.

Atlanta MSA				
Income	AMI	Household Income	Maximum Rent	Maximum Purchase Price**
Extremely Low	30%	\$28,920	\$723	\$109,545
Very Low	60%	\$57,840	\$1,446	\$219,091
Low	80%	\$77,120	\$1,928	\$292,121
Middle	100%	\$96,400	\$2,410	\$365,152
Middle	120%	\$115,680	\$2,892	\$438,182
Upper Middle	150%	\$144,600	\$3,615	\$547,727
Upper	200%	\$192,800	\$ 4,820	\$730,303
High	250%	\$241,000	\$6,025	\$912,879
High	300%	\$289,200	\$ 7,230	\$1,095,455

City of Tucker				
Income	AMI	Household Income	Maximum Rent	Maximum Purchase Price**
Extremely Low	30%	\$24,362	\$609	\$92,282
Very Low	60%	\$48,725	\$1,218	\$184,564
Low	80%	\$64,966	\$1,624	\$246,085
Middle	100%	\$81,208	\$2,030	\$307,606
Middle	120%	\$97,450	\$2,436	\$369,127
Upper Middle	150%	\$121,812	\$3,045	\$461,409
Upper	200%	\$162,416	\$4,060	\$615,212
High	250%	\$203,020	\$5,076	\$769,015
High	300%	\$243,624	\$6,091	\$922,818

*Based on a monthly mortgage with a 7% annual interest rate, does not include taxes or private insurance

Source: KB Advisory Group with data from the U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (Q4 2022) and HUD

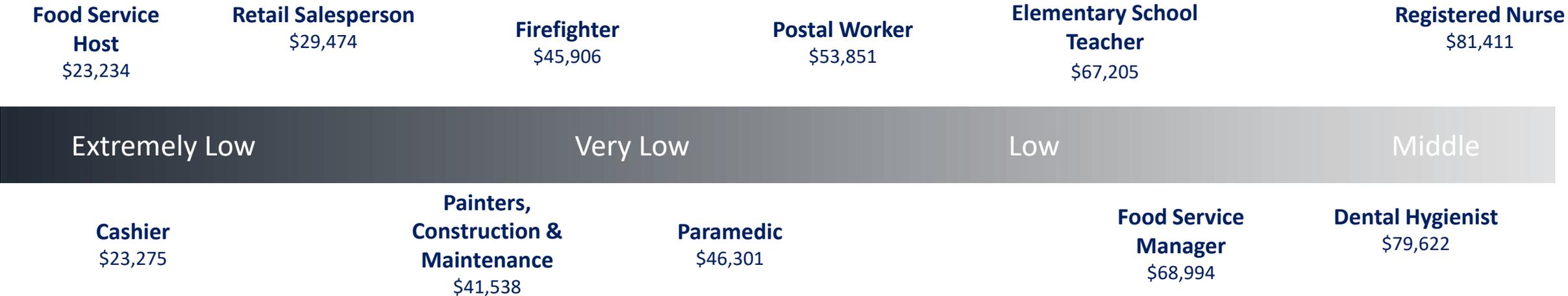


Affordability

11-County* Annual Wages by Occupation

Looking at more detailed income by the smaller 11-county Atlanta region, many essential workers and key occupations, especially within Tucker, are classified as extremely low to middle income earners.

With a quarter of Tucker’s jobs concentrated in the Retail Trade and Health Care industries, it would take multiple income earners per household to keep up with housing costs in the region.



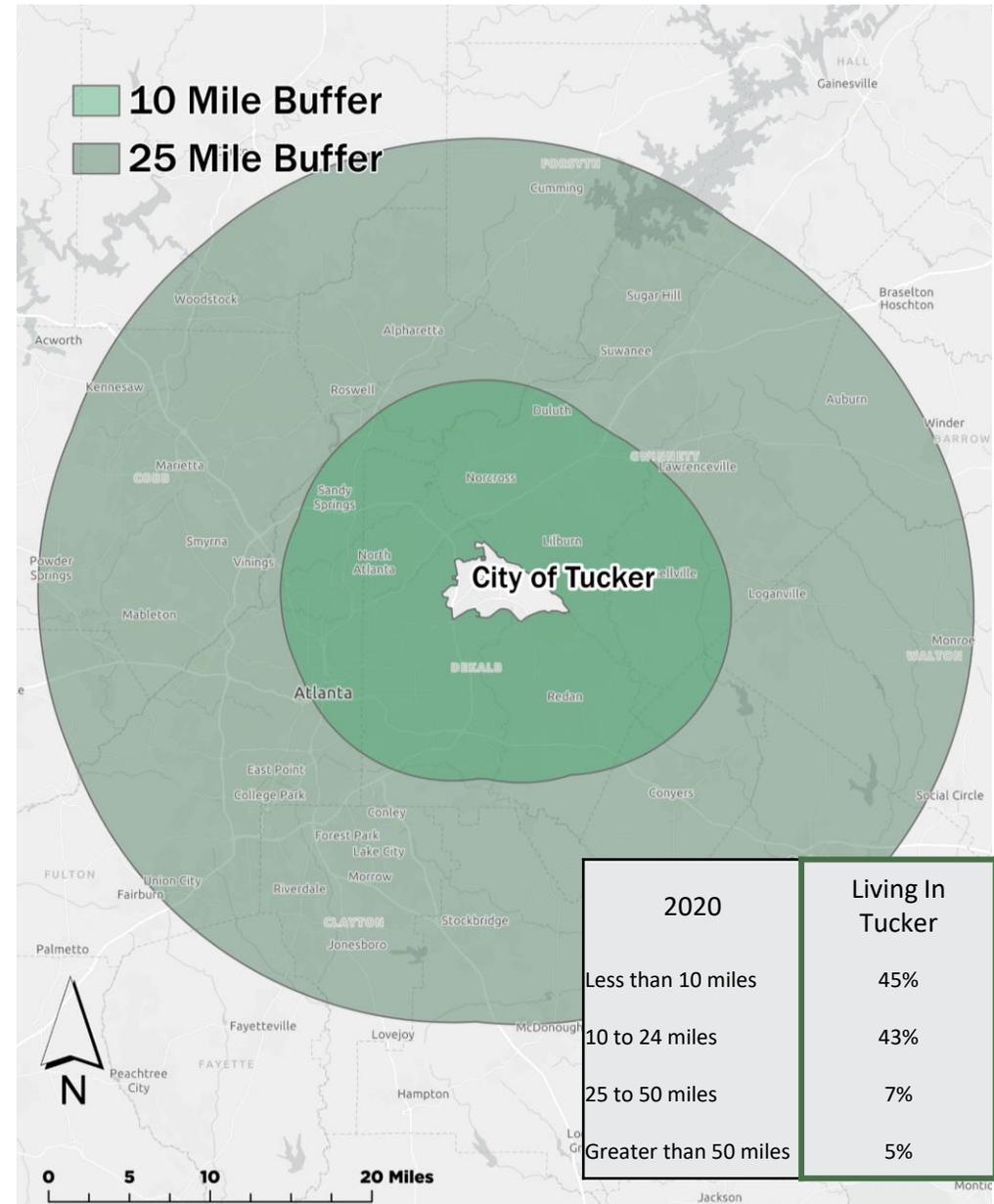
*Also known as the Georgia Region 3 Service Area or counties covered by the Atlanta Regional Commission: Cherokee, Cobb, Clayton, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Rockdale
 Source: KB Advisory Group with data from the Georgia Department of Labor Quarterly Census of Employment and Wages by Region (2022)



Affordability

Housing + Transportation Costs

- Nearly all residents living in Tucker commute less than 25 miles to work, with a large concentration commuting southwest of the city.
- The estimated annual transportation costs for Tucker households is approximately \$9,000.
- **With an estimated median household income of \$81,208, approximately 11% of a household’s income in Tucker goes to just transportation costs.**
- Before incorporating transportation costs, an estimated 34% of households in Tucker are already cost-burdened and another quarter spend 20-30% of their income on housing alone. Adding in transportation costs deepens the cost-burden for some households and pushes others above the 30% threshold.



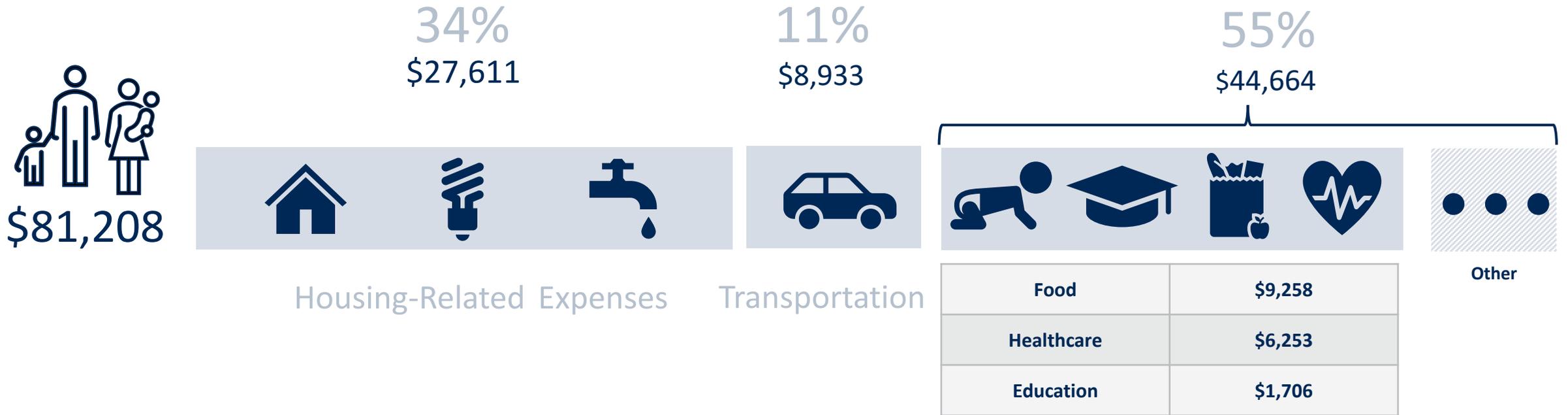
Source: KB Advisory Group with data from the U.S. Census Bureau (2020), Esri

Tucker Housing Study



Household Spending Profile

Average Tucker Household Annual Spending 2023 Estimates



KB Advisory Group with data from U.S. Census American Community Survey 5-Year Estimates (2017, 2021), Esri



6 Residential Capacity



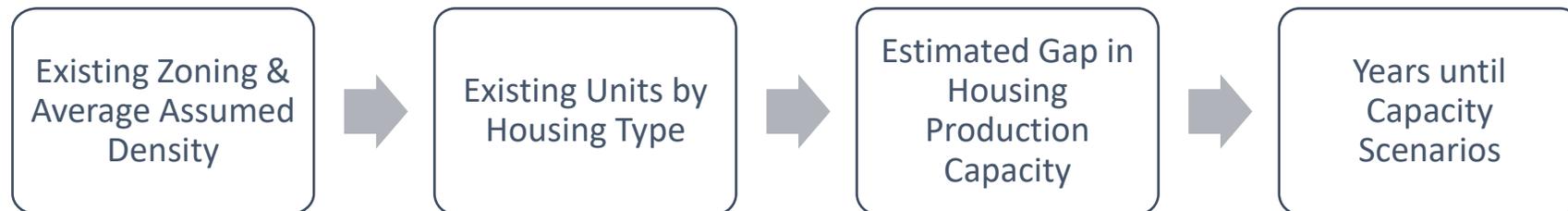
Methodology

Residential Housing Capacity

Based on current zoning and housing density, we analyzed the future potential for housing within the City of Tucker by housing type. While not all of Tucker’s land is suitable for development, this theoretical approach aims to help policy makers, city staff, and Tucker leadership be better informed on the future growth potential based on the current regulatory environment.

Organized by housing type, this assessment matches zoning to allowed housing type in terms of single-family detached, townhomes and small multifamily, and larger multifamily or mixed-use. As an alternative to considering vacant residential parcels, data which is not available, existing units were compared against potential residential capacity of land to understand the gap.

Finally, historic annual housing production estimates were used to understand temporal implications of the gap in existing and potential housing. For example, during the 1970s an average of 390 housing units were delivered per year compared to 177 annual units during the 2010s. While it is understood that multiple factors impact production, such as quality and quantity of available land, this analysis serves as a theoretical analysis of the future growth Tucker could support assuming no changes in policy or zoning regulations.



Residential Density

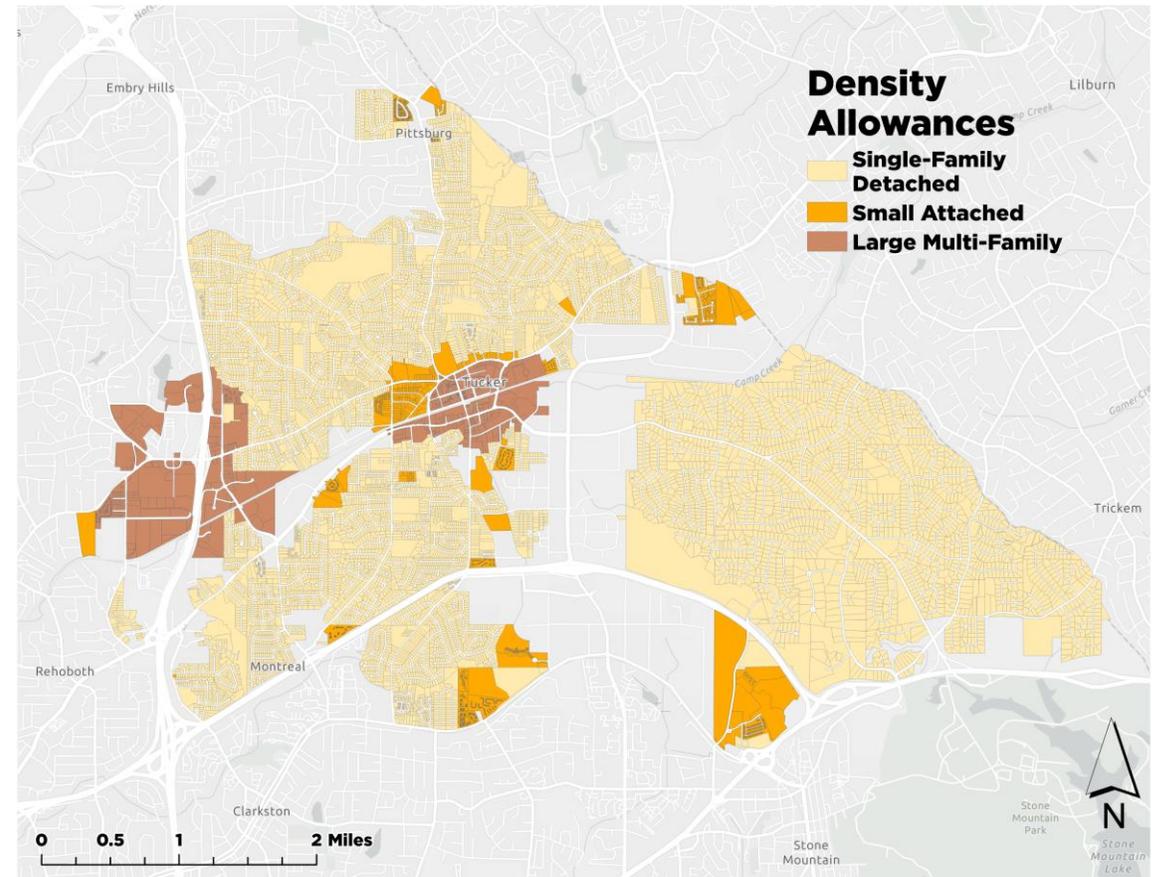
Existing Land Use Density

Rezoning, variances, and physical parameters can all influence actualized density; this analysis assumes a range of densities based on the current regulatory environment.

Single-Family Detached density is the weighted average based on parcels per acre existing in Tucker today.

In order to better estimate potential, 80% of land is assumed to be developable to further contextualize this analysis. Additionally, a land utilization ratio was applied to areas zoned for mixed-use in which residential is not the exclusive land use.

Housing Type	Existing Zoning	Density Range (Current Zoning)	Average Density
Single-Family Detached	RE, RLG, R-60, R-75, R-80, R-100, RSM, NL-4	1-6	1.4 units/acre
Townhome, Single-Family Attached, and Small Multifamily	MR-1, MR-2, DT-1	2-12	10 unit/acre
Large Multifamily	HR-1, DT-2, DT-3, NL-1, NL-2, NL-3	24-60	24 units/acre

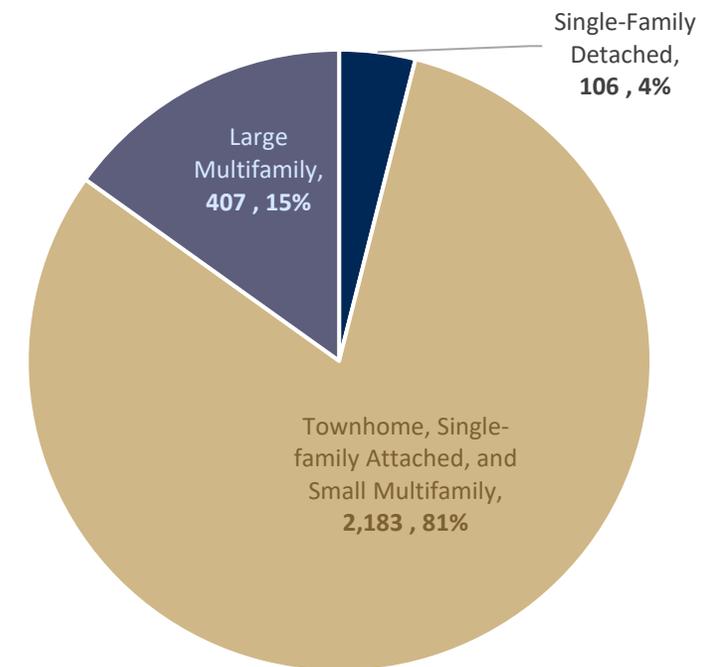


Residential Capacity

Future Potential of Continued Existing Land use

Housing Type	Acres Zoned for Housing Type	Estimated Housing Capacity	Existing Housing Units	Gap	Status Quo: Time until Housing Production Capacity	Aggressive: Time until Housing Production Capacity
Single-Family Detached	7,346	10,284	10,178	106		
Townhome, Single-family Attached, and Small Multifamily	569	5,692	3,509	2,183		
Large Multifamily	150	3,589	3,182	407		
TOTAL	8,065	19,565	16,869	2,696	15.2 Years	6.9 Years

Potential Future Residential Capacity by Housing Type



Based on estimated availability of land by housing type, Tucker is nearly at capacity for SFD housing based on current zoning, with an estimated capacity of 106 more units. The greatest potential housing growth exists within townhomes and small multifamily at a future potential of 2,183 housing units given no changes in zoning. Potential for large multifamily is currently estimated at 407 additional housing units. This considers mixed-use capacity as there is currently no land zoned for high-density residential (HR-1), although the zoning district exists. Considering this, we estimate 15.2 years of housing growth under existing conditions and recent housing production trends. If Tucker experienced the residential growth of the 1970s, current regulation is anticipated to support capacity for 7 years.



Residential Capacity

Housing Needs by Age & Income

Utilizing household growth projections and assuming a continuation of recent trends, housing need within the next 10 years is summarized below by age and income. These projections assume no major change in policy and rely on historic trends.

Income Range	Housing Unit Price Range	Rent Range	Under 25	25-34	35-44	45-54	55-64	65+	Total
Up to \$34,999	Up to \$150,000	Up to \$875	1%	0%	1%	1%	0%	2%	6%
\$35,000 - \$49,999	\$150,000 - \$195,000	\$875 - \$1,250	0%	-1%	0%	2%	0%	2%	3%
\$50,000 - \$74,999	\$195,000 - \$280,000	\$1,250 - \$1,875	1%	1%	2%	3%	2%	5%	13%
\$75,000 - \$99,999	\$280,000 - \$385,000	\$1,875 - \$2,325	2%	2%	4%	1%	1%	3%	14%
\$100,000 - \$149,999	\$385,000 - \$550,000	\$2,325 - \$3,125	1%	2%	5%	6%	4%	6%	23%
\$150,000+	\$550,000+	\$3,125+	0%	6%	12%	9%	6%	8%	40%
Total			5%	11%	24%	21%	14%	26%	100%

21% of demand will likely not be met by the for-sale market and 9% will likely remain unmet for rental housing.

Strong demand (63%) for both for-sale and rental housing at the higher-end of the market. Incomes support mixed-use, high-lifestyle housing currently not available within the Tucker market.

Nearly 50% of demand will exist within middle to high income households aged between 34 to 54.

Within the next 10-years, households aged 65+ represent over a quarter of demand.



7 Glossary



Glossary

Detached – Independent dwelling units that are not part of the same building structure and do not share walls with any other dwelling units and are not located above or below any other dwelling units. The most common example of detached units are single-family detached units.

Single-Family Detached – A building occupied by just one household or family that does not share walls with other houses.

Attached – Two or more independent dwelling units that are within the same structure that may share common walls and may be located above or below another dwelling unit in the same structure. Some examples of the varieties of attached units are as follows:

Single-Family Attached – A building occupied by just one household or family. Single-family attached units are separated by a ground to roof wall, have separate heating systems, have individual meters for utilities and have no units located above or below them. Single-family attached units can include row houses, duplexes, quadraplexes and townhouses.

Townhome – A multi-floor, single-family attached home built with shared walls with adjacent properties but without units located above or below.

Condominium – A type of **ownership** in which each owner owns the interior walls of the unit. The owner of each unit also holds a common or joint ownership in all common areas and facilities associated with the unit. Condominium ownership may apply to single-family and multifamily structures. A condominium multifamily building is often classified with rental apartment buildings in structures with five units or more despite the fact that each unit is individually owned.

Multifamily – Residential buildings containing units built one on top of another and those built side-by-side which do not have a ground-to-roof wall and/or have common

facilities.

+ **Small Multifamily** – Multifamily residential buildings containing between two and nine dwelling units

+ **Large Multifamily** – Multifamily residential buildings containing more than ten dwelling units

Income – Money received on a regular basis received from wages, salary, commissions, bonuses and tips; self-employment income from businesses, dividends, net rental income, income from estates and trusts, Social Security or pension or any cash public assistance.

Renter-occupied- All occupied units which are not owner occupied. Units may be rented for cash rent or occupied without payment of cash rent.

Owner-occupied – A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for

Housing Units – A housing unit is a house, apartment, group of rooms or a single room intended for occupancy as separate living quarters. Separate living quarters are those in which occupants live separately from any other individuals in the building and have direct access from the outside of the building or through a common hall.

Affordable Housing – Housing that is affordable to households with incomes typically ranging from 30% to 60% % of the area median income (AMI). Affordable housing programs often include subsidies and/or income-based regulations on housing costs.

Workforce Housing – Housing that is affordable to households with incomes typically ranging from 60% to 120% of the area median income (AMI) located in or near employment centers and typically targeting essential workers in a variety of industries– public safety, education, healthcare, etc.



8 Appendix



Survey Results Overview

Demographics

Open for the month of May 2023, this survey received 230 responses with a completion rate of 100%. Although the response rate was high, there was limited demographic distribution among respondents, so results outlined here should not be interpreted to reflect the preferences of Tucker residents as a whole.



230
survey responses



85%
live within Tucker's city limits



39%
were over the age of 54



96%
are homeowners



91%
live in a single-family detached home



39%
have lived in their current home over 10 years



Survey Results Overview

Lifestyle



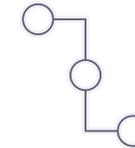
97%
were “very” or “somewhat”
satisfied with their
current residence



76%
would be “very” or “somewhat”
likely to stay within Tucker if they
moved



47%
“strongly” or “somewhat” agree
that they’d live in a smaller
residence if they could walk to
more amenities



40%
of those who wouldn’t stay in
Tucker cited “lack of desired
amenities”



87%
were “very” or “somewhat”
satisfied with their
commute to work



60%
work from home at least one
day a week



Survey Results Overview

Housing Preferences

“Please rank the following housing types in terms of how you feel about them being built in the City of Tucker.”

(This question was accompanied with pictures.)



68%

were “favorable” or “indifferent” to mixed-use apartments



69%

were “not favorable” towards standalone apartments



70+%

in favor of single-family detached homes (81%) and cottages (72%)



44%

in favor of senior housing



38%

interested in building an accessory dwelling unit (ADU) on their property



57%

in favor of townhomes



Survey Results

Demographics

230 overall respondents, all in English (Spanish survey was offered). 82 respondents provided additional write-in comments at the end of the survey.

1. Where do you live (primary residence only)?



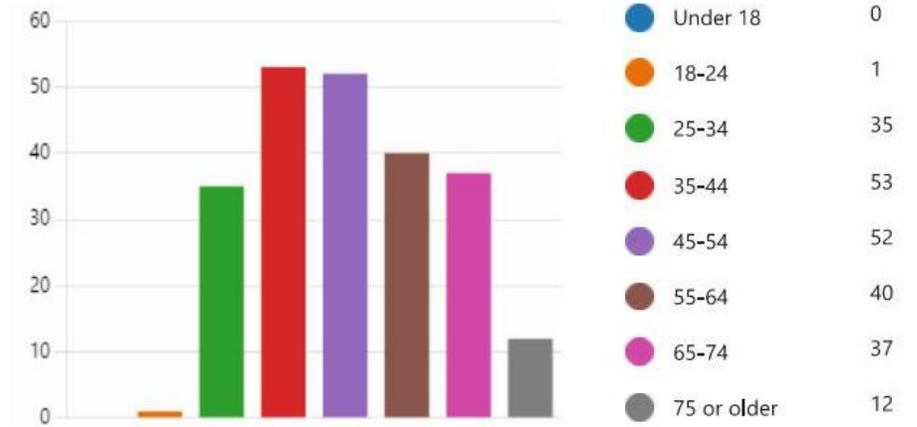
- Inside the city limits of Tucker 196
- Outside of Tucker, but in DeKalb County 24
- Outside of DeKalb County 10

2. Where do you work? (pick all that apply)?



- Inside the city limits of Tucker 65
- Outside of Tucker, but in DeKalb County 55
- Outside of DeKalb County 76
- Not applicable 54

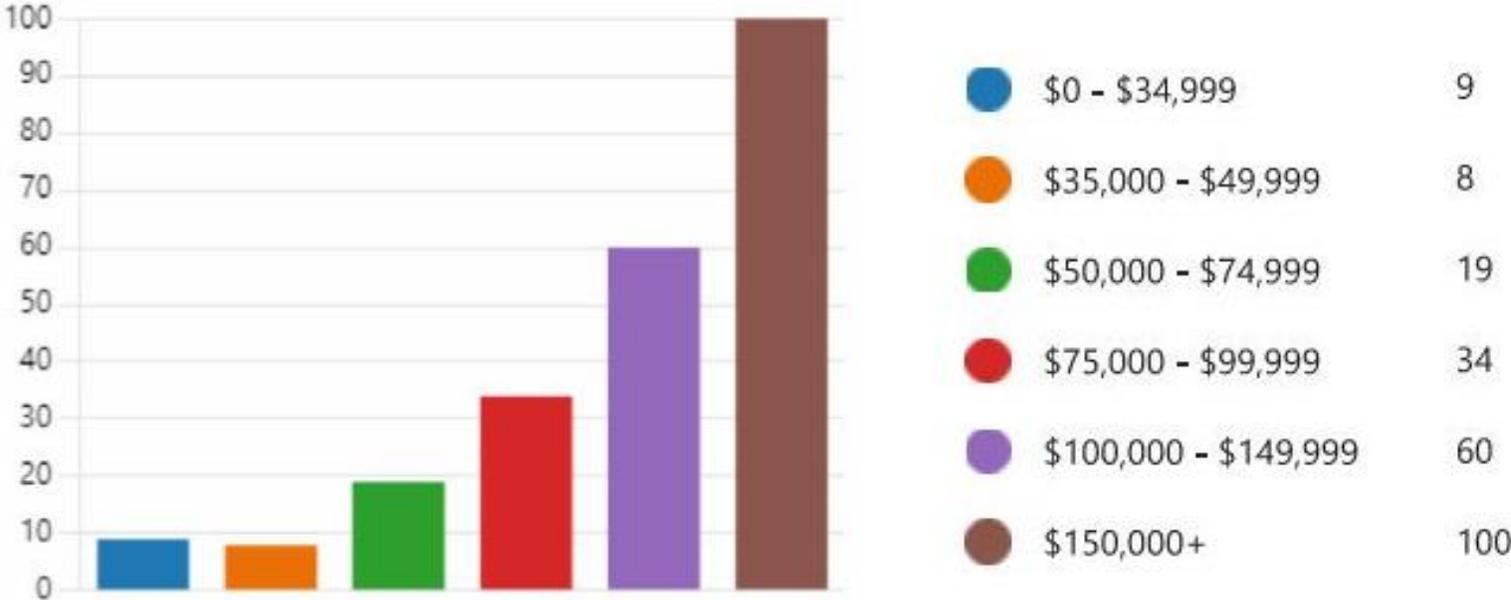
3. What is your age?



Survey Results

Demographics

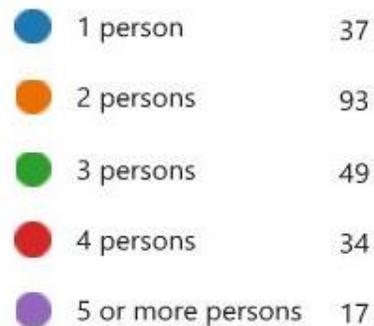
7. What is your estimated household income?



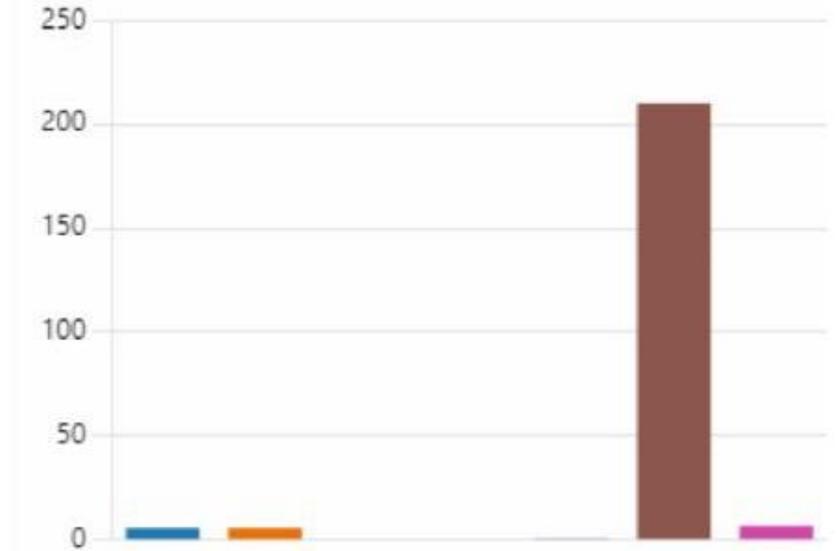
Survey Results

Current Living Situation

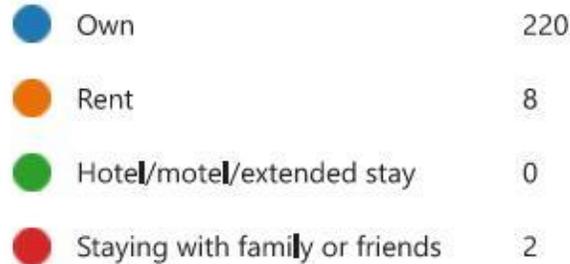
4. How many people live in your household, including yourself and children?



5. What type of residence do you currently live in (primary residence only)?



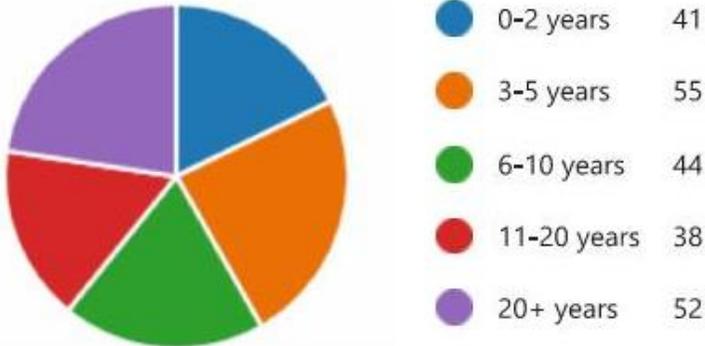
6. What best describes your current living status (check all that apply)?



Survey Results

Current Living Situation

8. How long have you lived in your current home?



9. If you own your home, do you have a mortgage or is your home paid off?



Survey Results

Tucker Upsides

10. If you live in Tucker, what do you like best about where you live?

- 195 people responded to this question
- 39 respondents (20%) answered community for this question

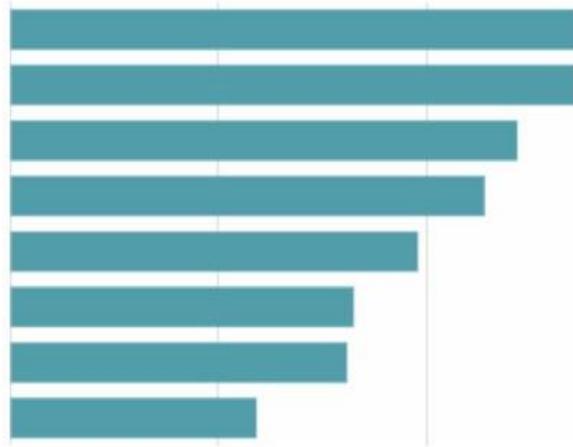


Survey Results

Housing Choice / Satisfaction

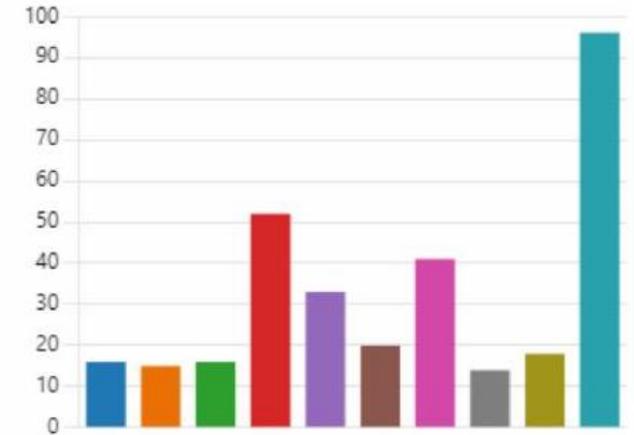
11. How important are the following considerations for where you choose to live? (Rank from 1-8, 1 being most important)

- 1 Safety/crime
- 2 The look and feel of the neighb...
- 3 Proximity to community assets li...
- 4 The cost of housing
- 5 The type of housing (e.g., single...
- 6 Proximity to work
- 7 Quality of local school system
- 8 Proximity to transit/transportati...



12. Which of these things are an issue for you in your current home? (pick all that apply)

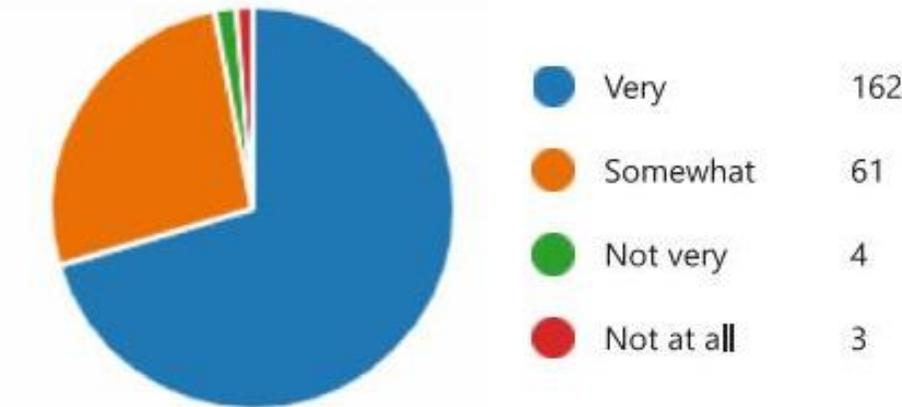
- Don't like the look and feel of m... 16
- Not convenient to work 15
- Not convenient to community a... 16
- Not convenient to transit/transp... 52
- Safety/crime 33
- Paying too much in mortgage/r... 20
- Physical condition, needs repairs 41
- Size is too big 14
- Size is too small 18
- None of the above 96



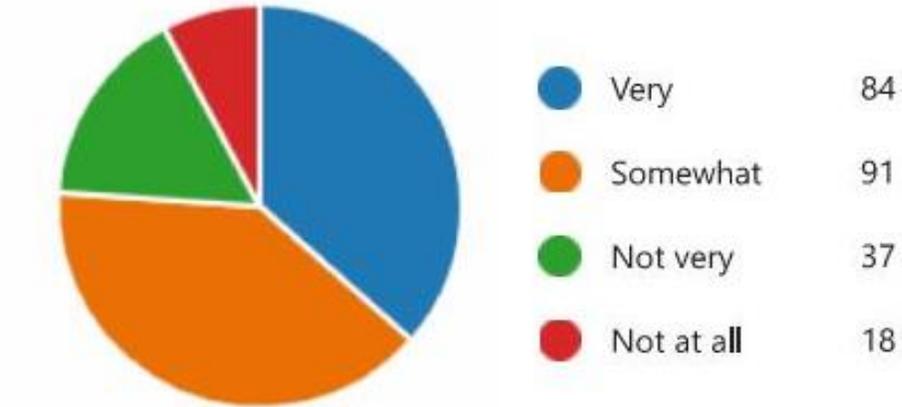
Survey Results

Housing Choice / Satisfaction

13. How satisfied are you with your current residence?



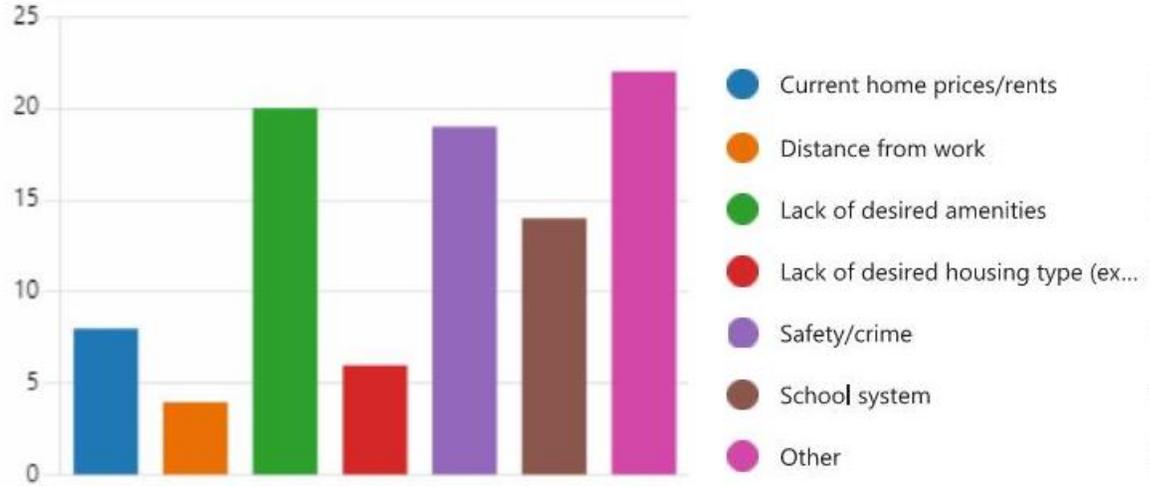
14. If you were to change your place of current residence, how likely would be you move to or stay within Tucker



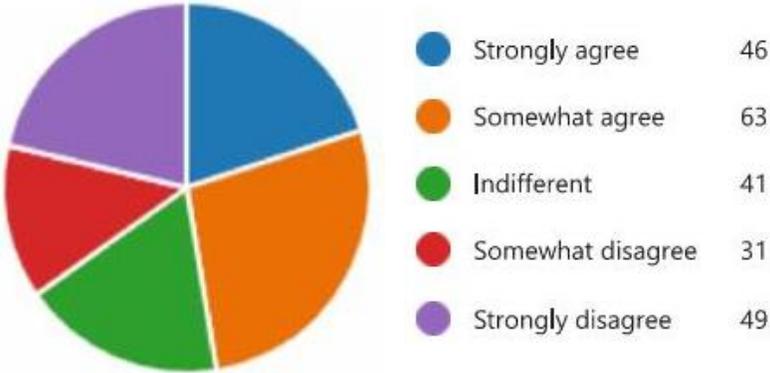
Survey Results

Housing Choice / Satisfaction

15. If you answered "not very" or "not at all" to the previous question, which factors influenced your response? (pick all that apply)



16. If given the option, I would choose to live in a smaller living quarters if it meant I could walk to more amenities.



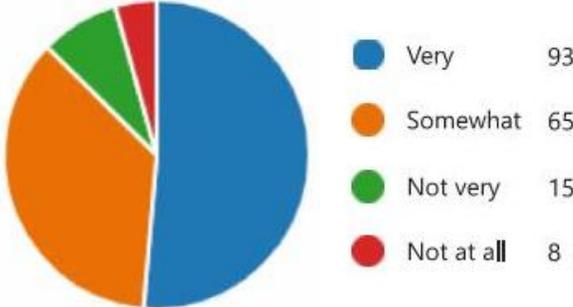
Survey Results

Commute / WFH

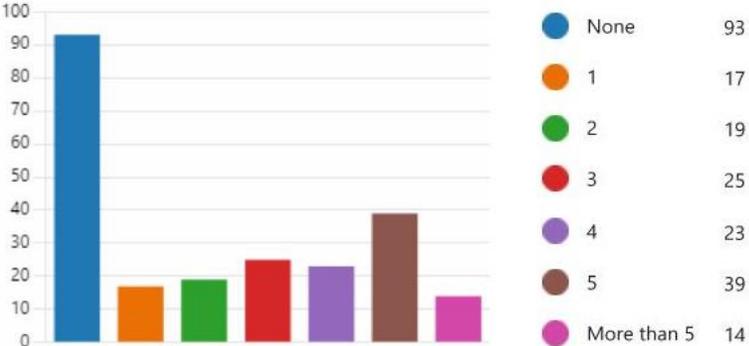
17. On average, how long does it take you to commute to work?



18. If applicable, how satisfied are you with your commute to work?



19. On average, how many days a week do you spend doing paid work from home?

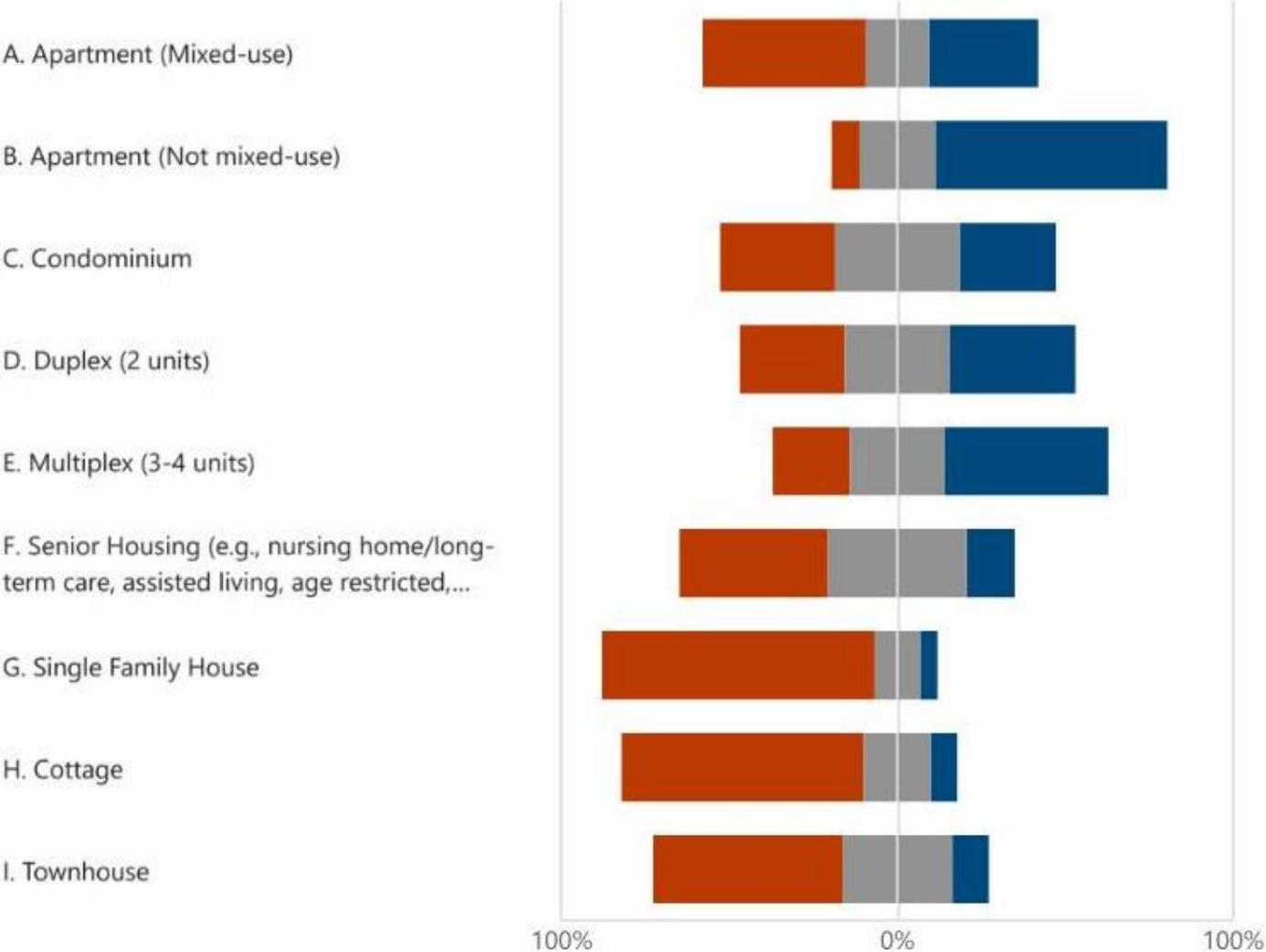


Survey Results

Housing Preferences in Tucker

20. Please rank the following housing types in terms of how you feel about them being built in the City of Tucker. (This question was accompanied with pictures)

■ Favorable ■ Indifferent ■ Not favorable

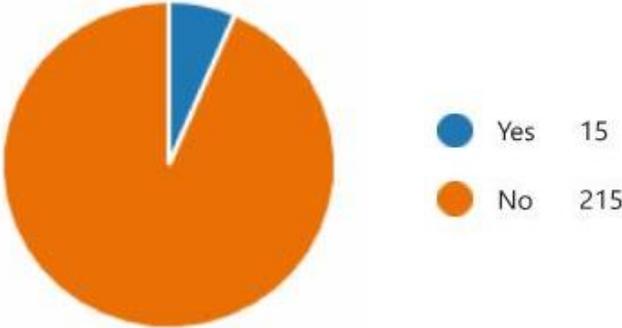


Survey Results

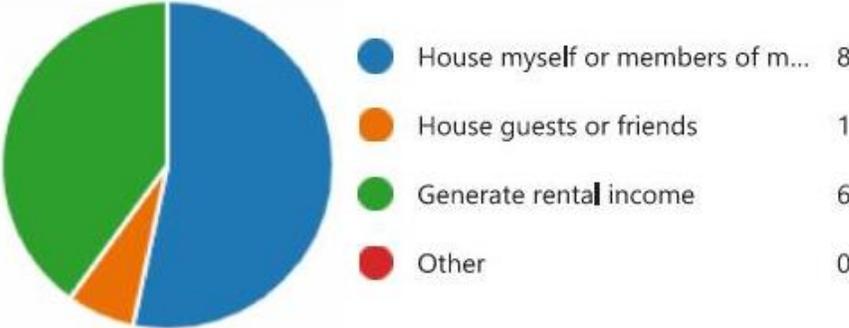
Accessory Dwelling Units

An ADU is a secondary housing unit on a single-family lot that may be a detached structure, an attached addition to a main home, or be located with a main home, such as a converted basement, wing, or attic.

21. ADUs are allowed by-right in several areas of the city. Does your property currently house an ADU?



22. If you answered "Yes", how do you primarily use your ADU?

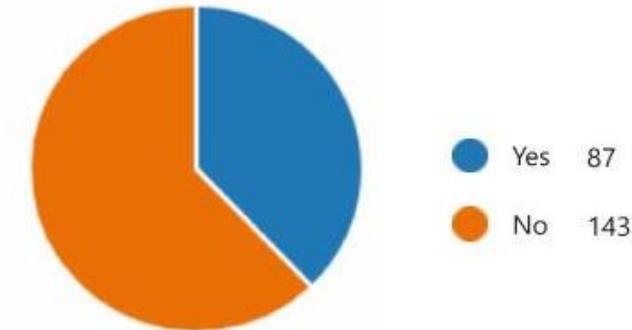


Survey Results

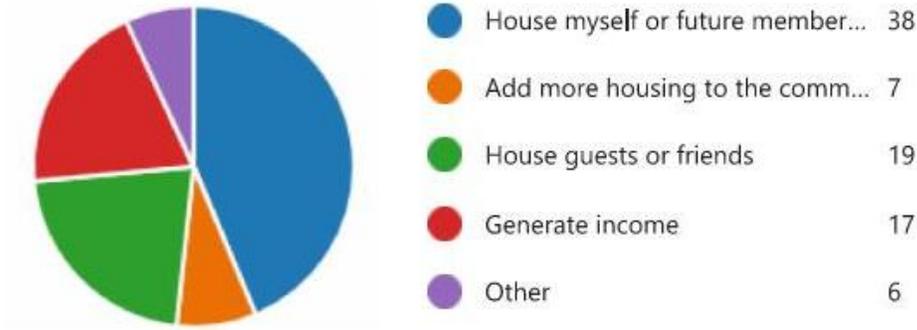
Accessory Dwelling Units

An ADU is a secondary housing unit on a single-family lot that may be a detached structure, an attached addition to a main home, or be located with a main home, such as a converted basement, wing, or attic.

23. If you answered "No", are you interested in building an accessory dwelling unit (ADU) on your property?



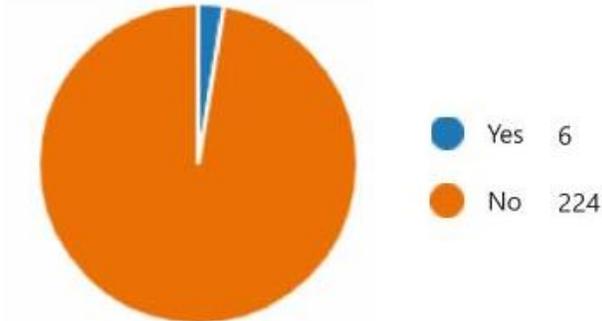
24. If you answered "Yes", what is your primary interest in adding an ADU?



Survey Results

Secondary Residential Units

25. Do you own residential property within the City of Tucker that is not your primary residence?



26. If you answered "Yes", please mark which best relates to the usage of the property.

