

# 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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2

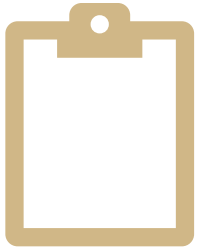
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# Table of Contents

Methodology	4
Executive Summary	5
Survey Results	8
Household Characteristics	12
Housing Characteristics	25
Peer City Housing Comparison	34
Affordability Assessment	46
Residential Capacity	52
Appendix	

# 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.



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# 1 Executive Summary



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5

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# 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.



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# 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.



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# 2 Survey Results



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# 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



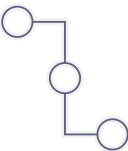
76%

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

# 3 Household Characteristics



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12

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# 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.



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# Household Characteristics

## Key Takeaways

Demographic shifts are also reflected in tenure trends, with the number of renter households increased 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.



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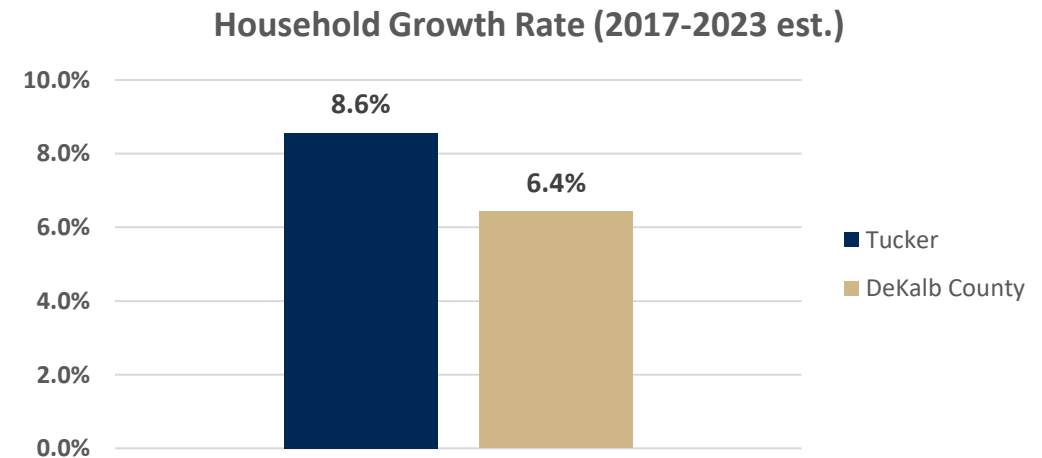
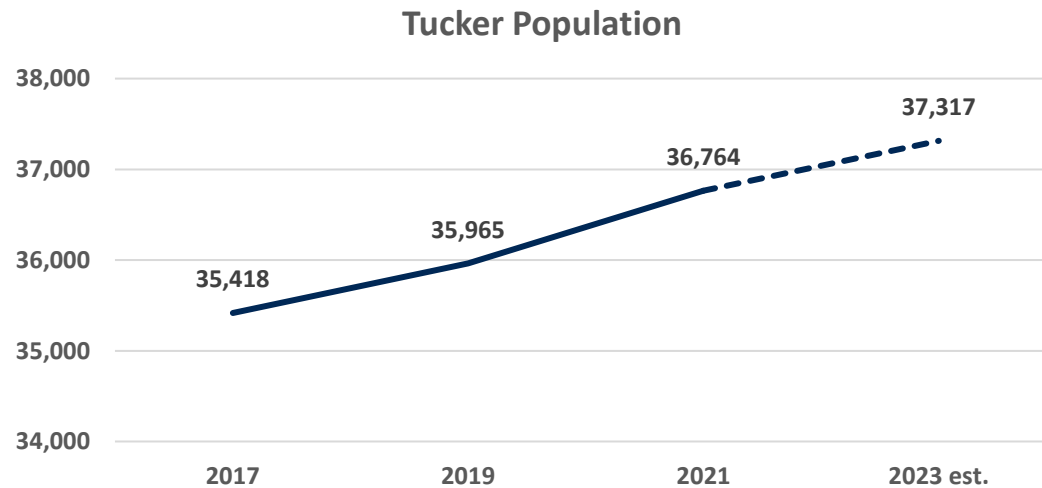


# Population and Households

## 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)



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15

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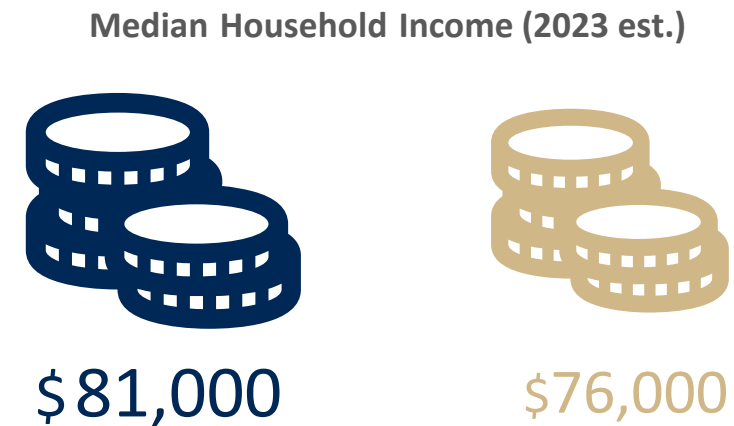
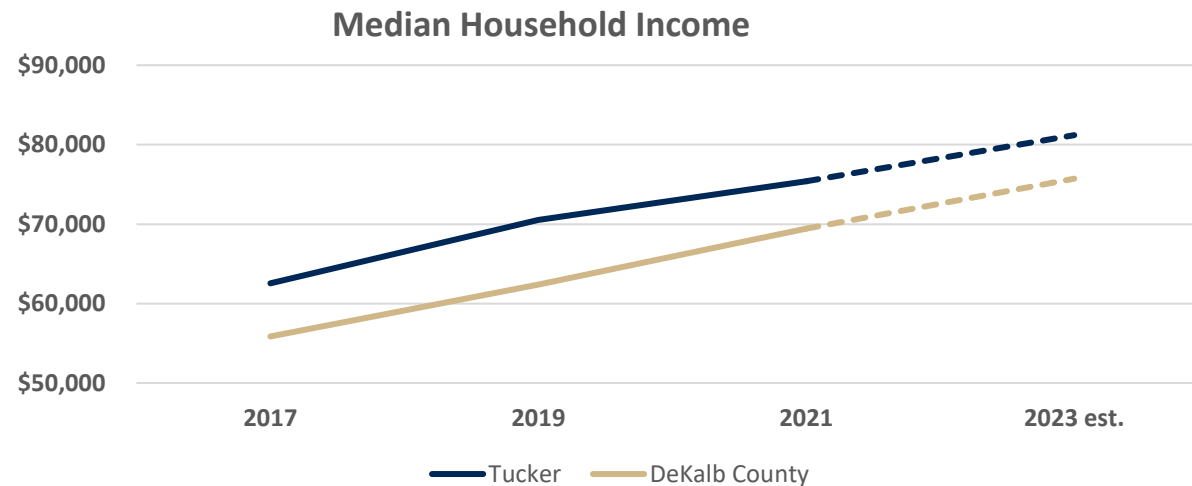


# Income

## 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)



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16

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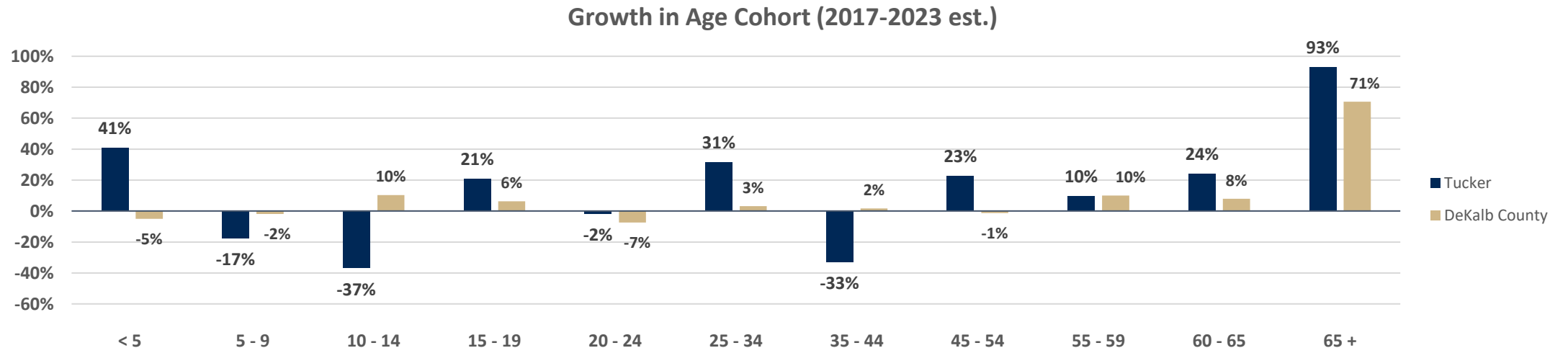


# Age

## 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.



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



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# 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)



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18

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# Household Types

## Household Characteristics

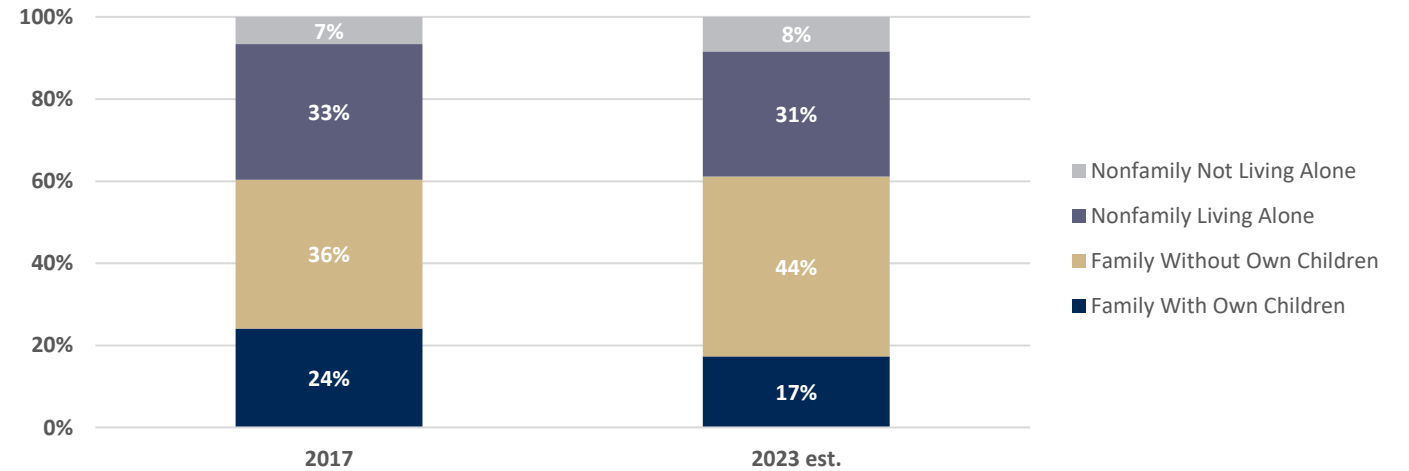
**Tucker has a higher concentration of families without children compared to the county overall.**

- 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%.

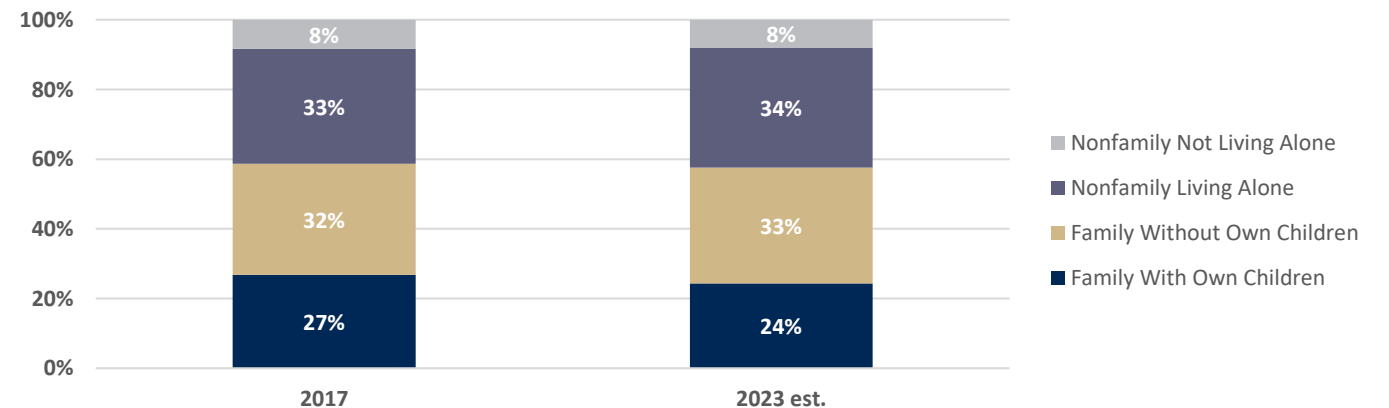


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**Tucker Household Composition (2017-2023 est.)**



**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)

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# 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)



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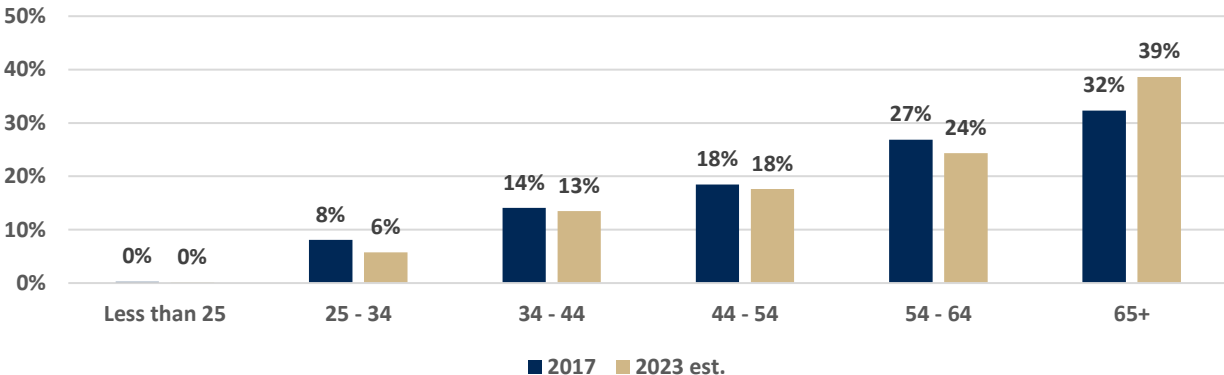
# Tenure by Age of Householder

## Household Characteristics

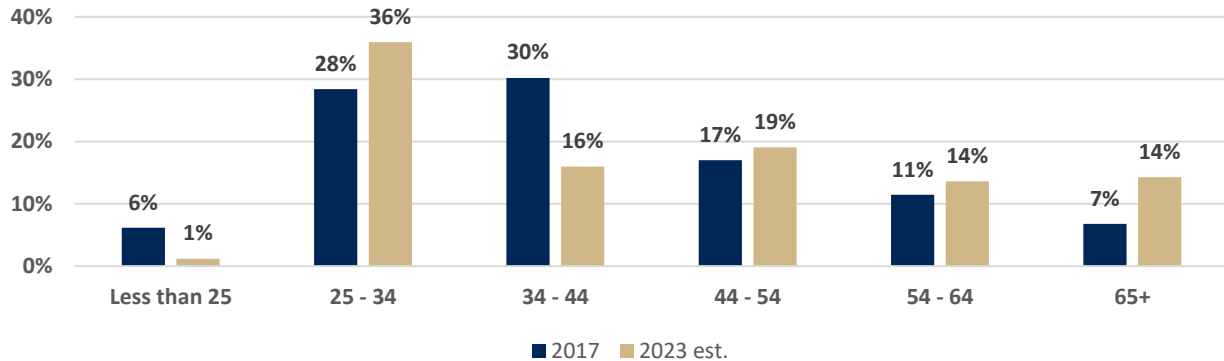
**Tucker has seen a growth in renters among both younger and older generations.**

- 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 35 and 45 – 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)



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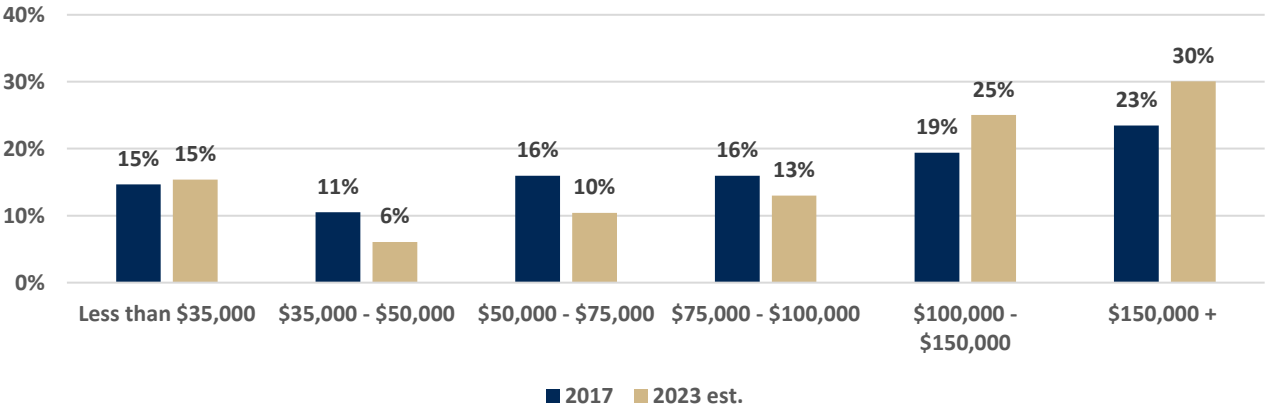
# Tenure by Household Income

## Household Characteristics

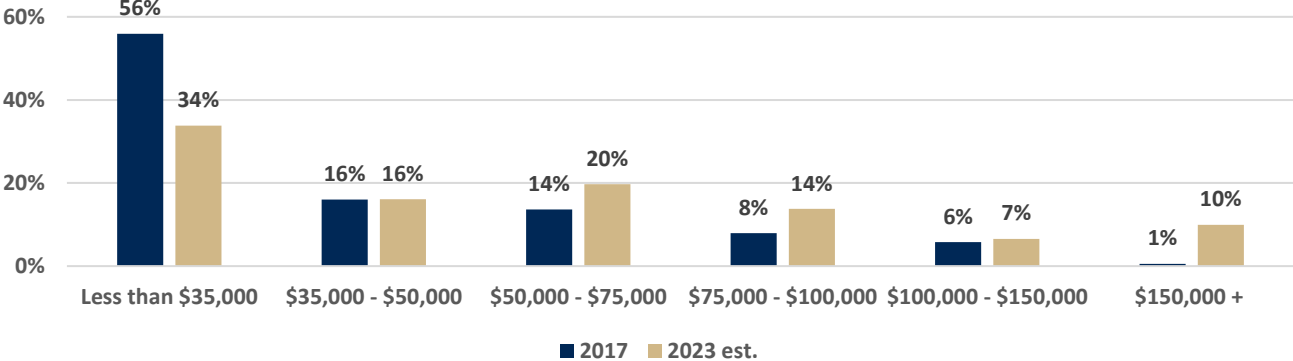
**Tucker has seen homeownership rates fall for moderate- to middle-income households.**

- 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)

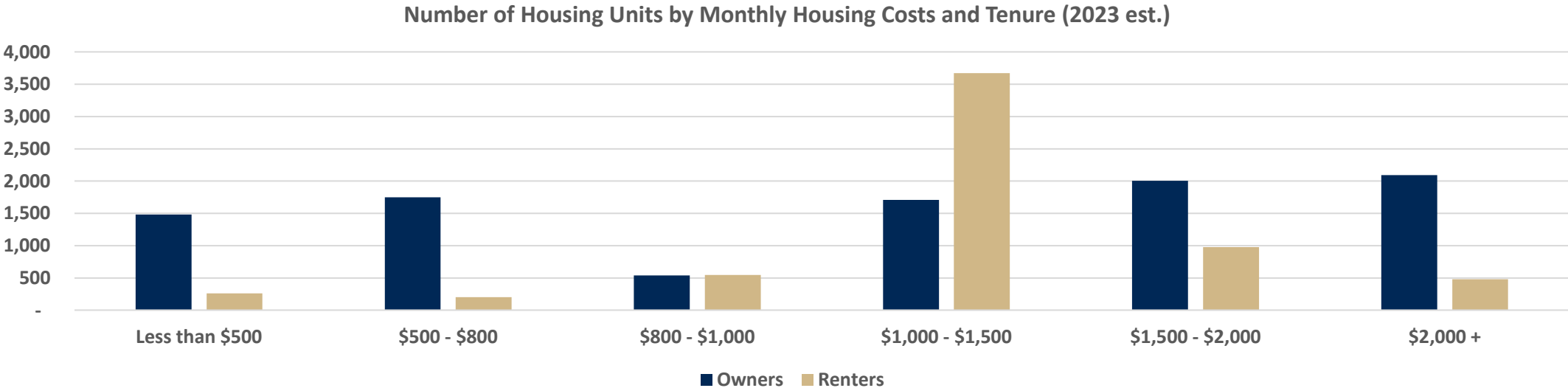


# Tenure by Monthly Housing Costs

## 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 rental housing units that cost more than \$1,500 per month, indicating 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)



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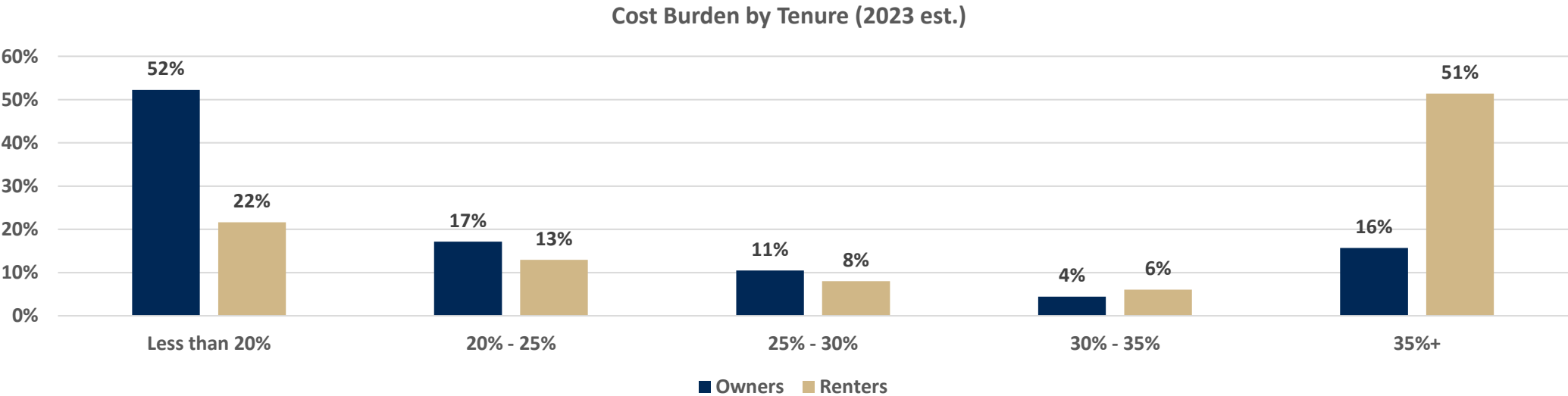


# Cost Burden by Tenure

## 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)



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# 4 Housing Characteristics



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25

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# 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 1970. 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.



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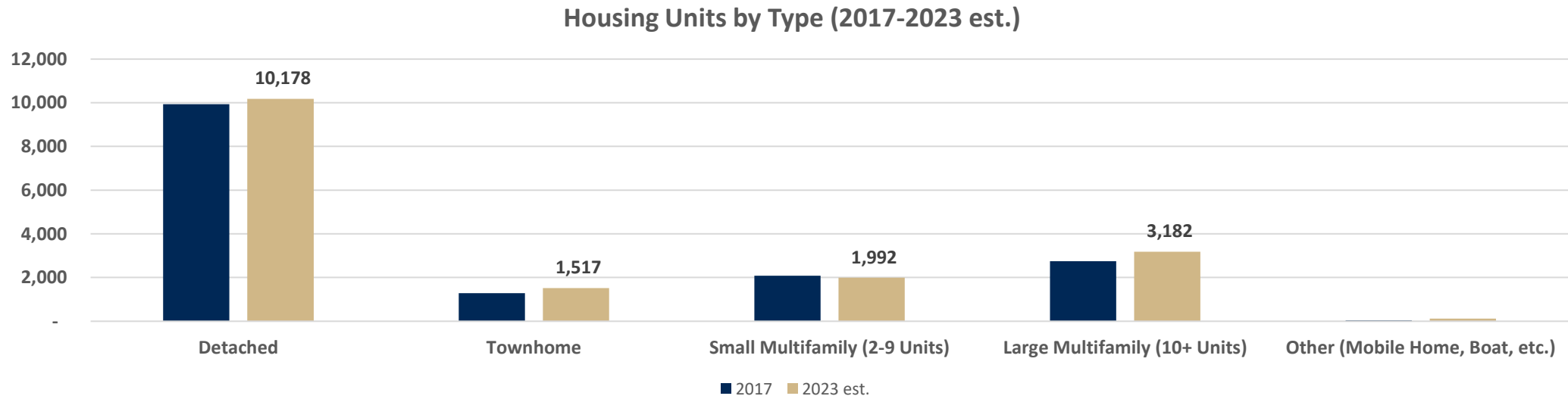


# Housing Type

## 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 products that have grown the most are townhomes (19%) and apartments with more than 10 units (16%).
- 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)



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27

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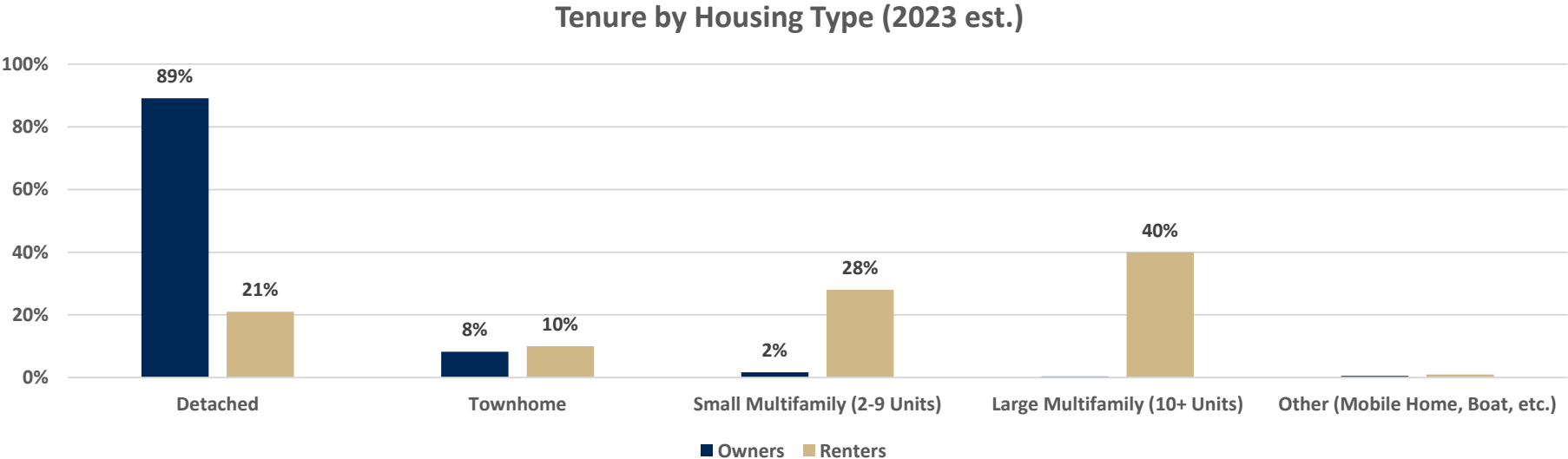


# Tenure by Housing Type

## 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)



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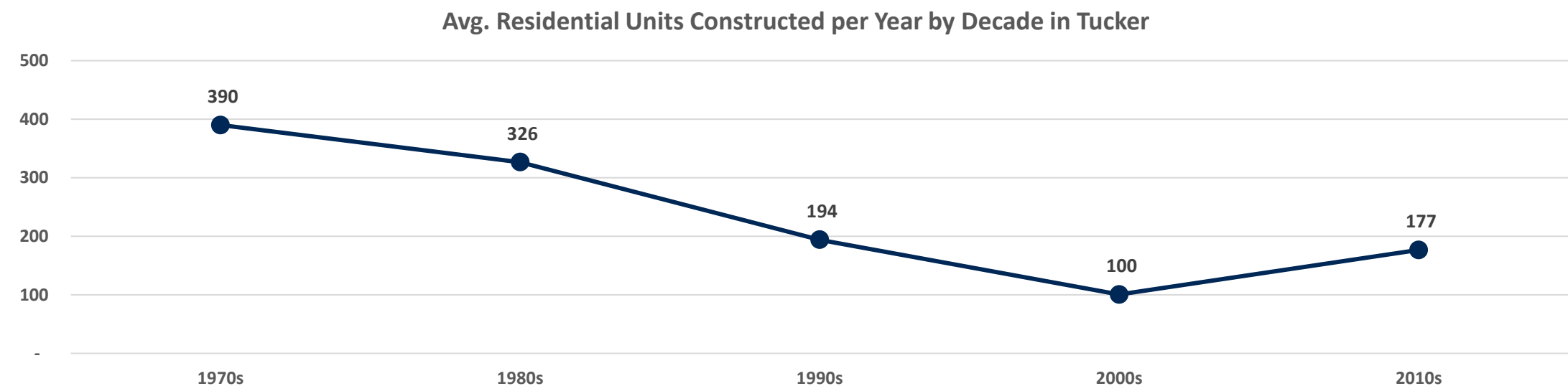


# Age of Housing

## 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.



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



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# Home Sales

## Housing Characteristics

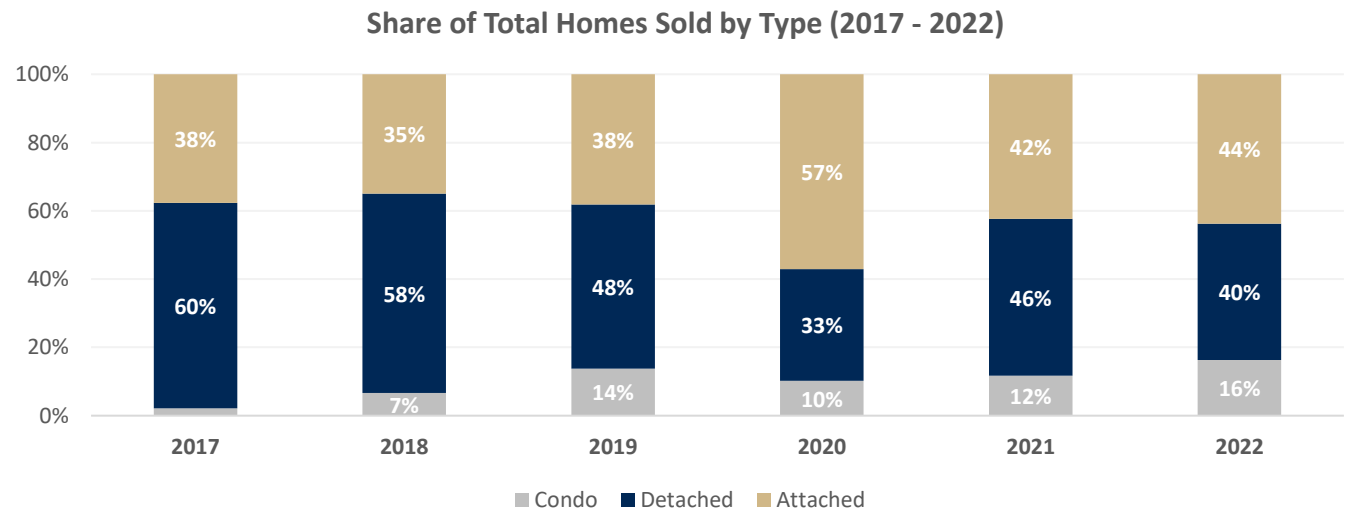
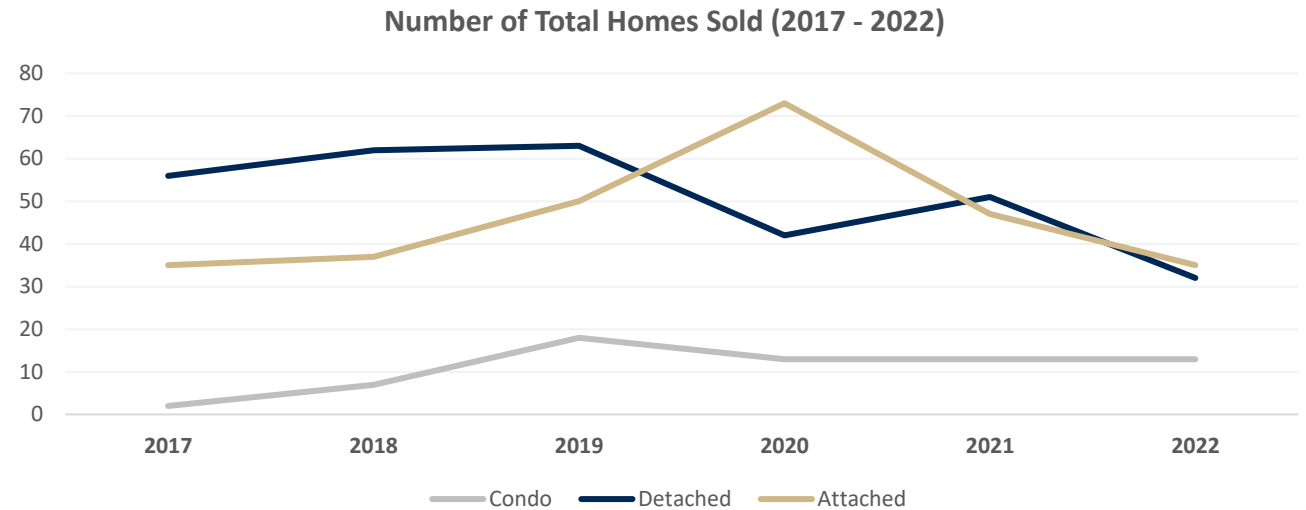
**The number of homes sold\* has declined over the past six years, especially for detached housing.**

- 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



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Source: KB Advisory Group with data from SmartRE

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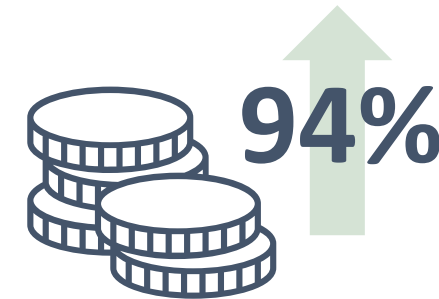
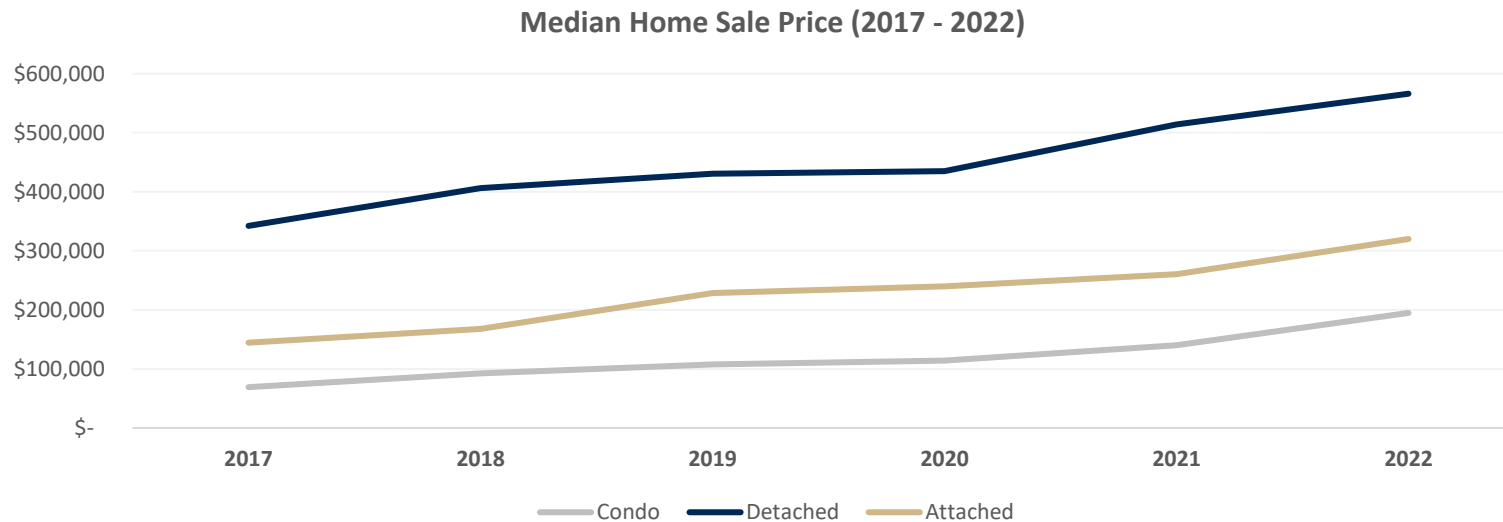


# Home Prices

## 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 over 90% 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

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# New v. Resale

## Housing Characteristics

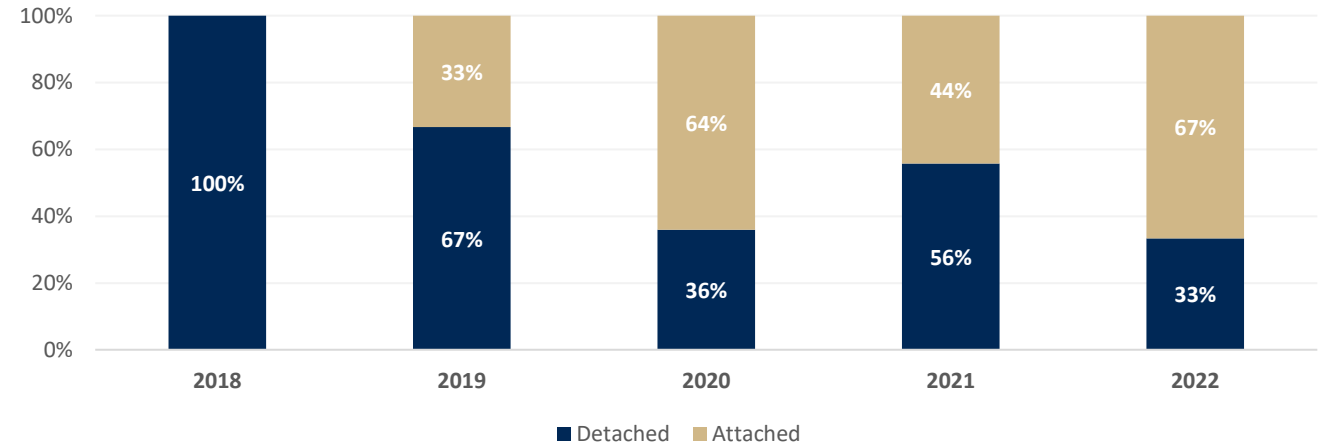
**New construction in Tucker over the past five years has seen shifts in delivery of detached and attached products.**

- 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.

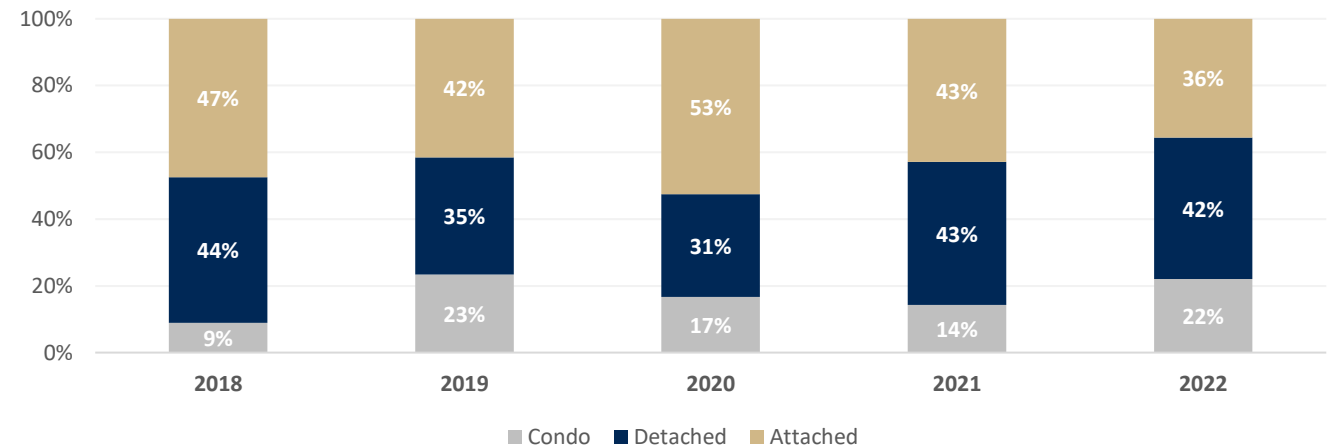


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Share of New Construction by Type (2018 - 2022)



Share of Resale by Type (2018 - 2022)



\*No new homes were captured in 2017

Source: KB Advisory Group with data from SmartRE

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# Senior Housing

## Housing Characteristics

**Tucker’s current 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



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# 5 Peer City Housing Comparison



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# 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.



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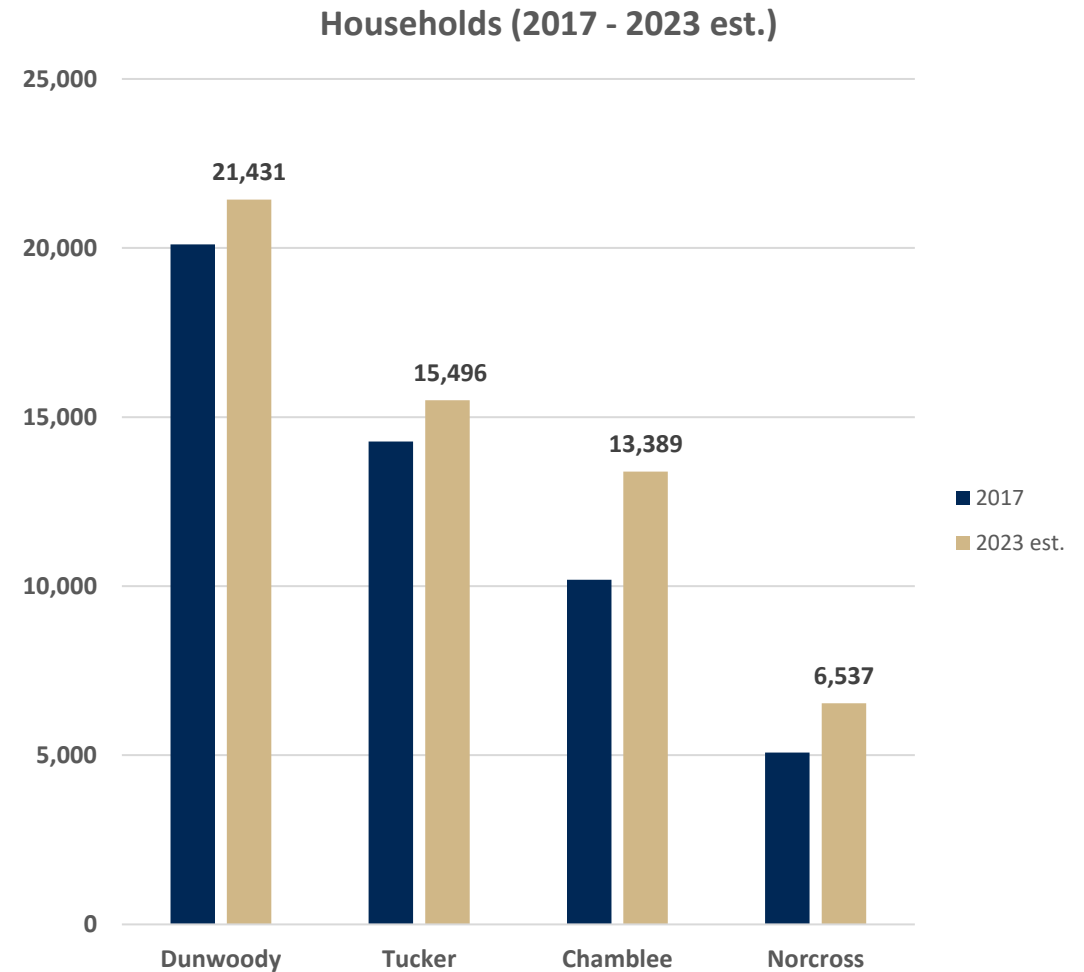


# Household Growth

## 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)



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36

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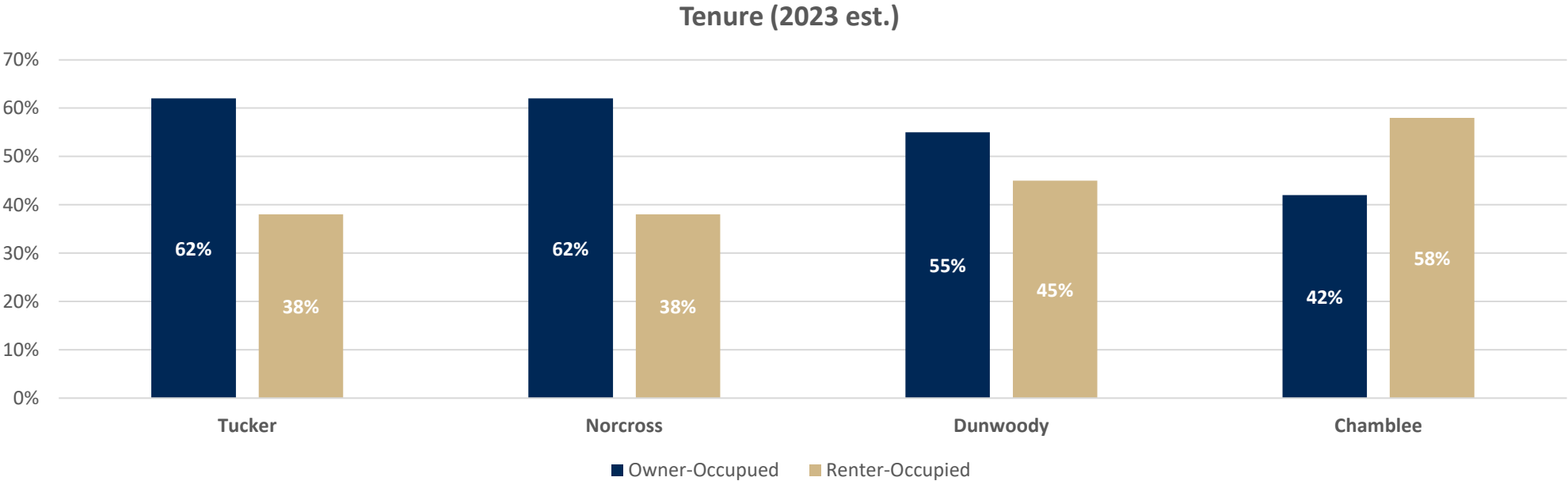


# Tenure Mix

## 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)



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Tucker Housing Study

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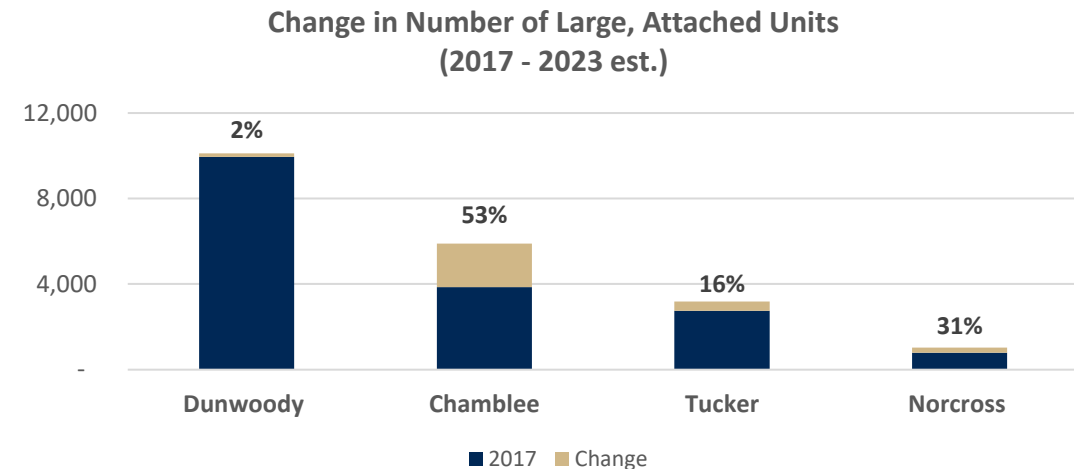
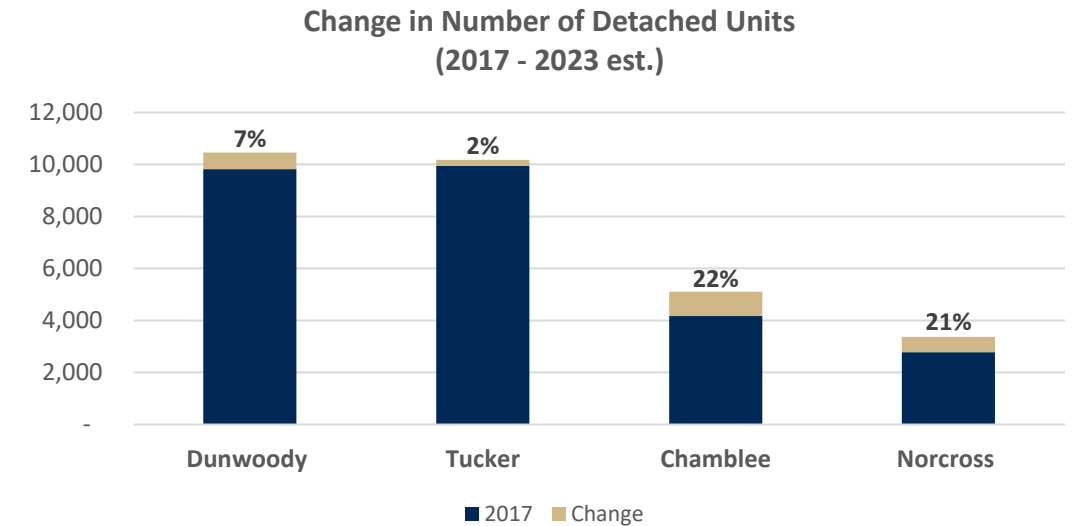
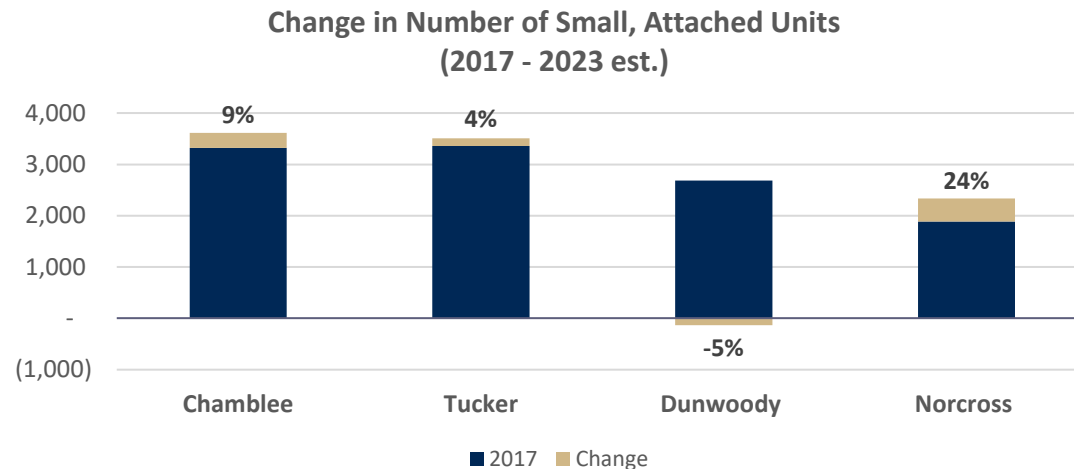


# Inventory Change

## 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.



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



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Tucker Housing Study

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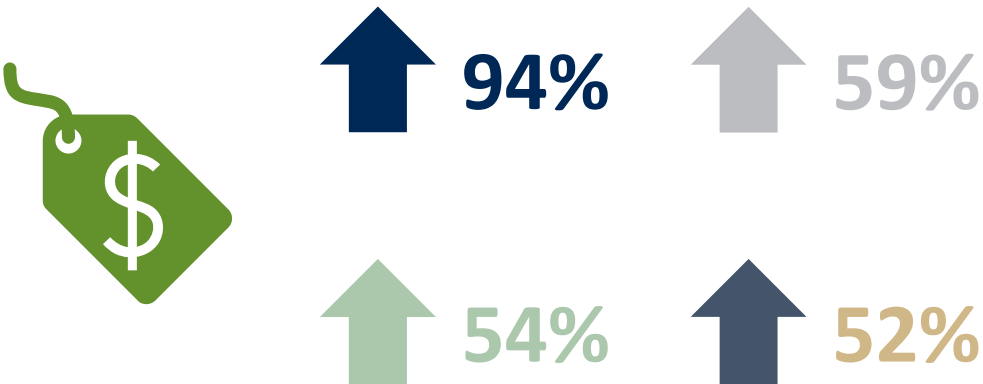
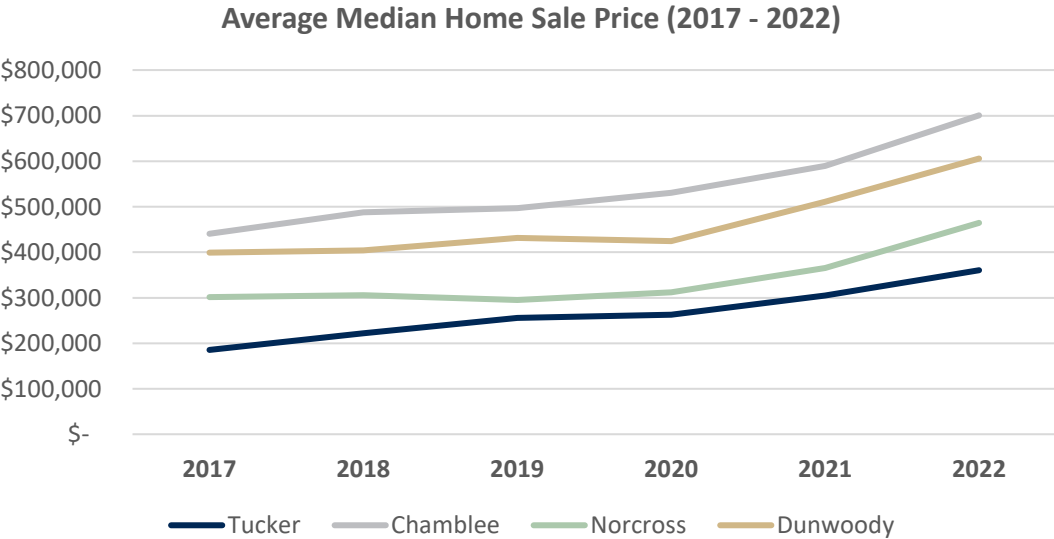


# Average Home Price

## 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.



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Source: KB Advisory Group with data from SmartRE

Tucker Housing Study

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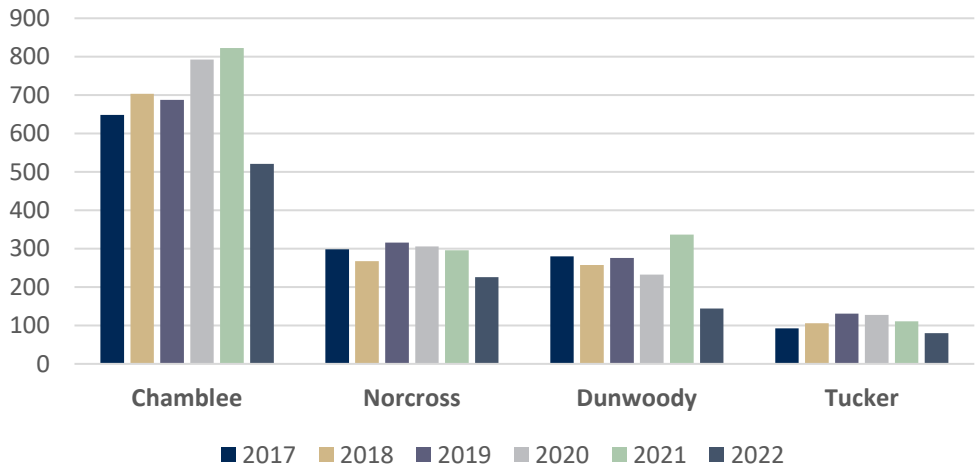
# Total Home Sales

## Peer City Housing Comparison

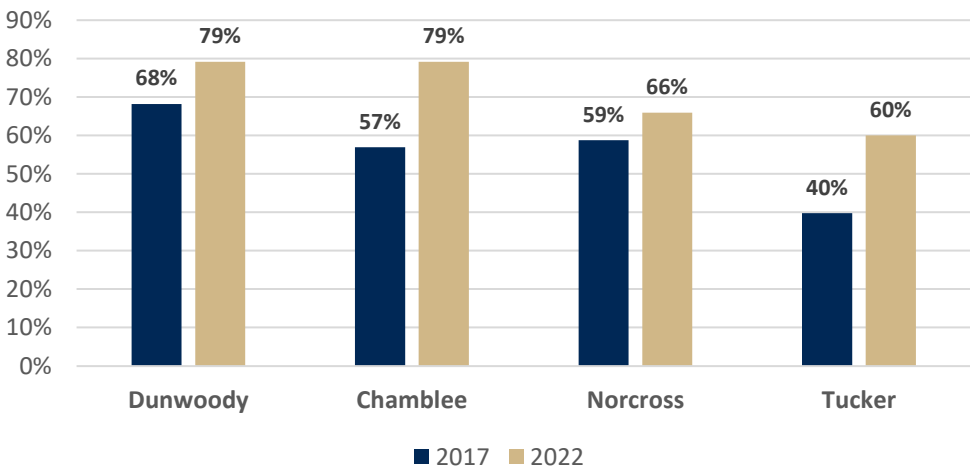
Since 2017, overall sales volume was significantly lower than its peers, but growth in the share of attached home sales was higher.

- 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)



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Source: KB Advisory Group with data from SmartRE

Tucker Housing Study

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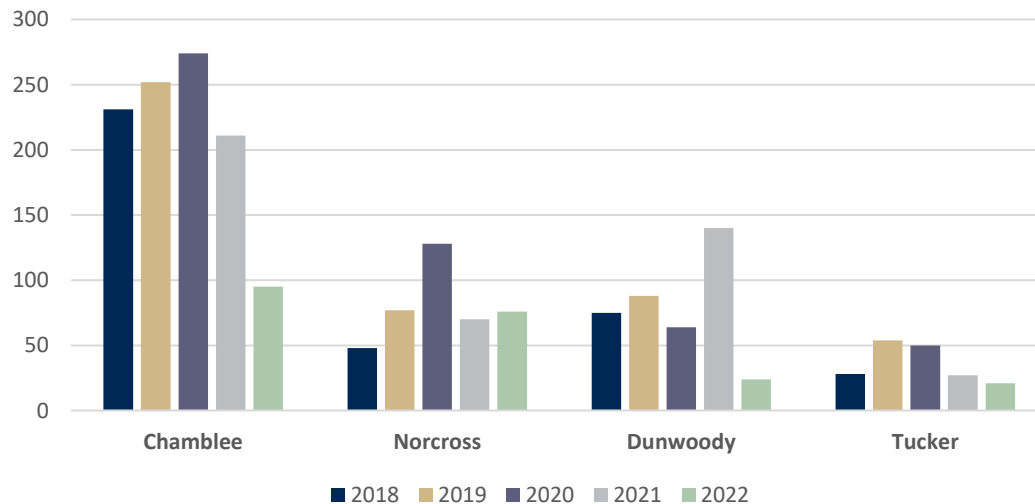
# New Construction Sales

## Peer City Housing Comparison

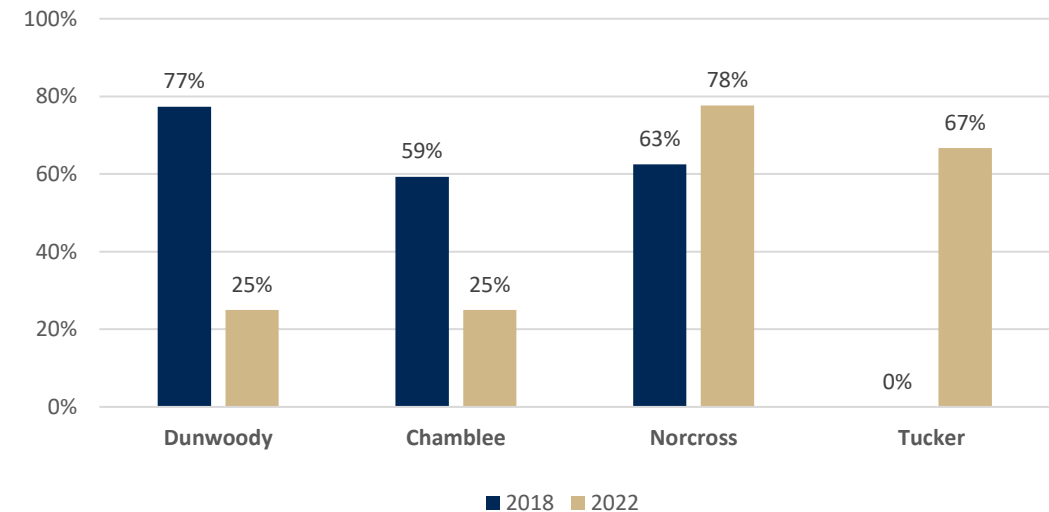
**Tucker does not lead its peers in the construction of any new housing product.**

- 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)



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Source: KB Advisory Group with data from SmartRE

Tucker Housing Study

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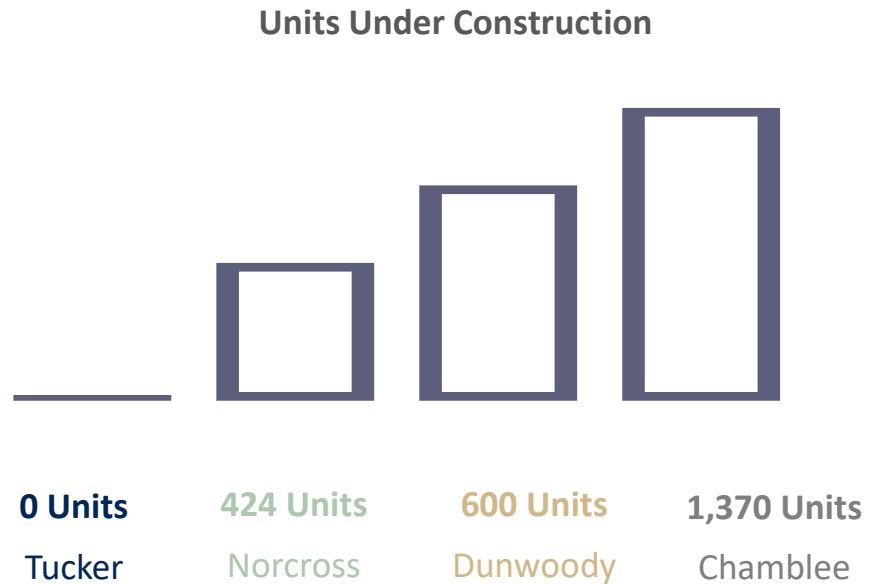
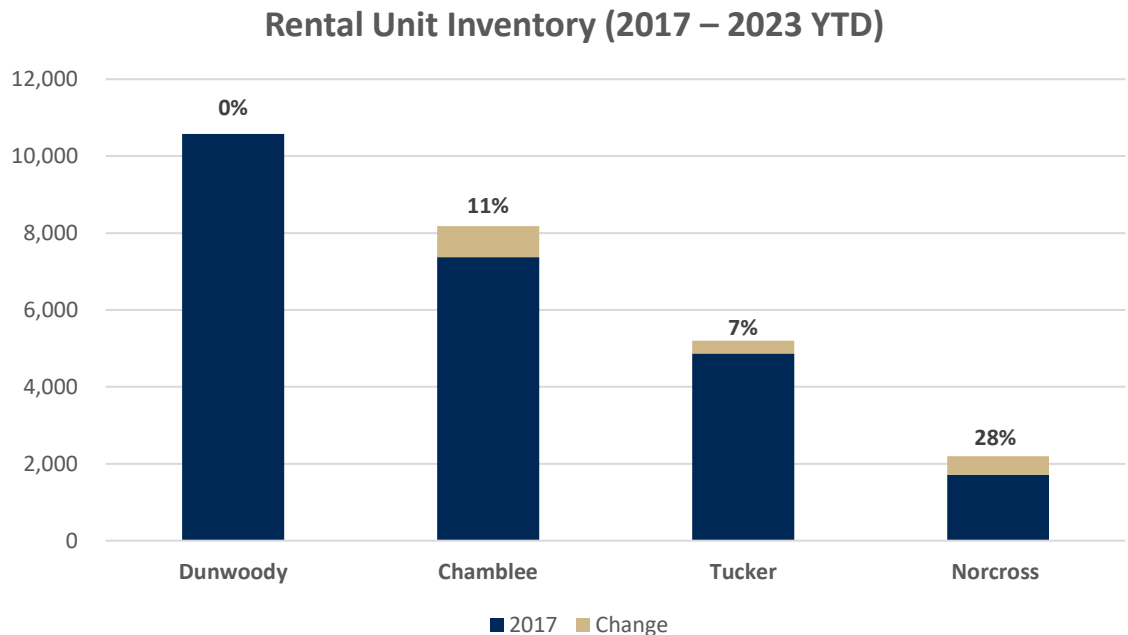


# New Rental Home Construction

## 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.



2023 YTD is as of June 2023  
Source: KB Advisory Group with data from CoStar



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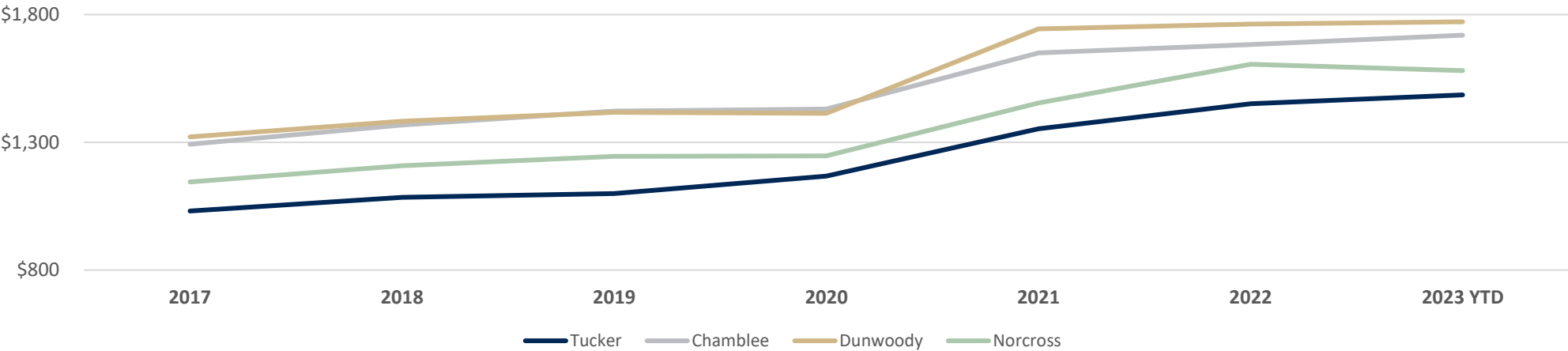
# Average Rents

## 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 is the second highest among its peer cities in the increase in average market rents compared to 2022.

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



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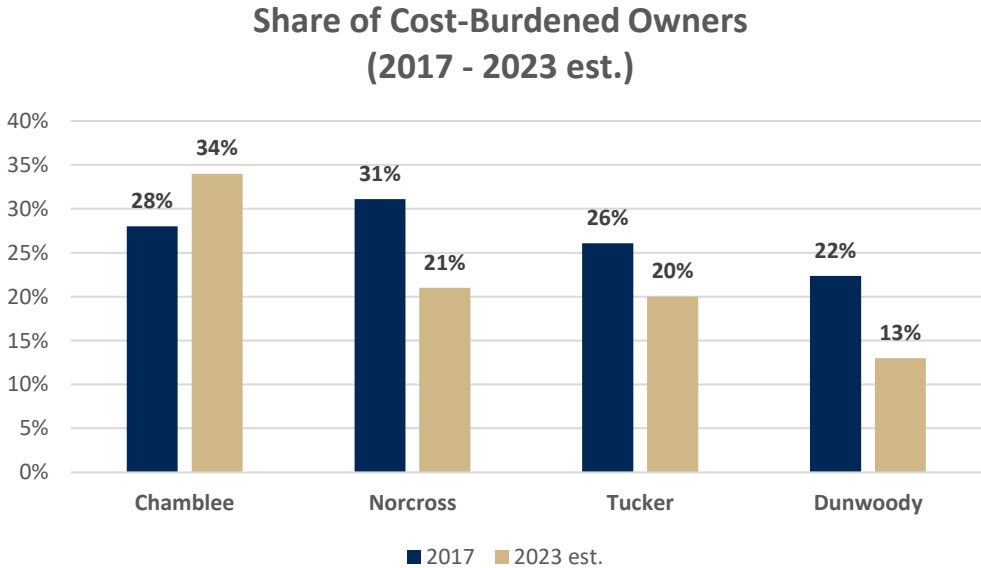
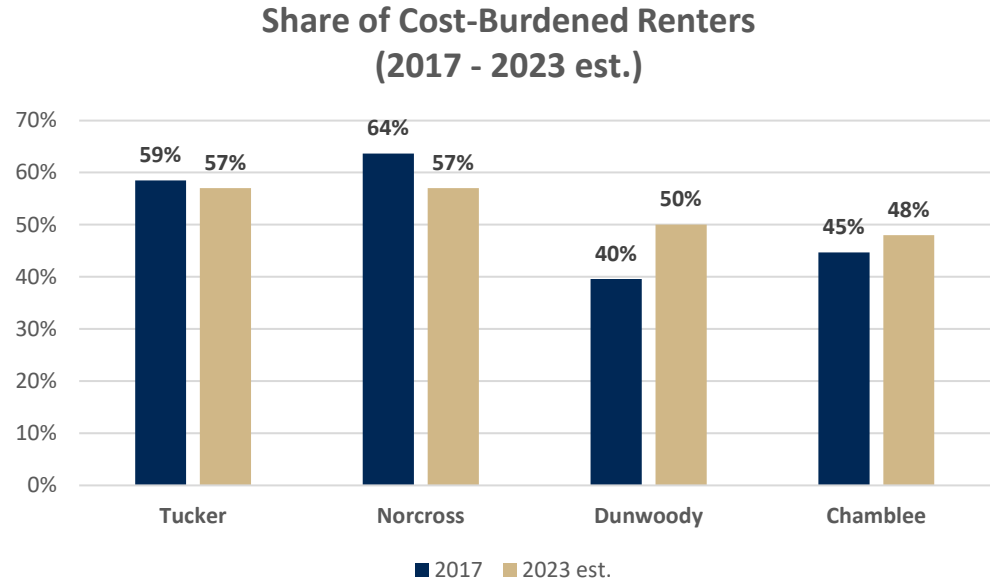


# Affordability Index by Tenure

## 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.



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



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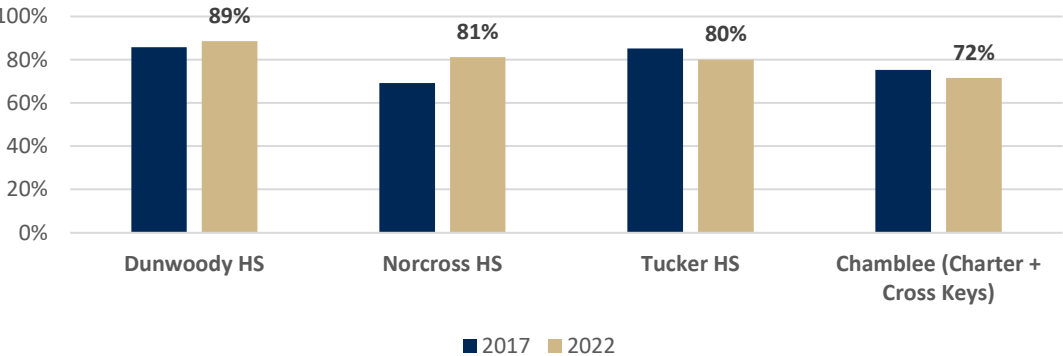
# Schools

## Peer City Housing Comparison

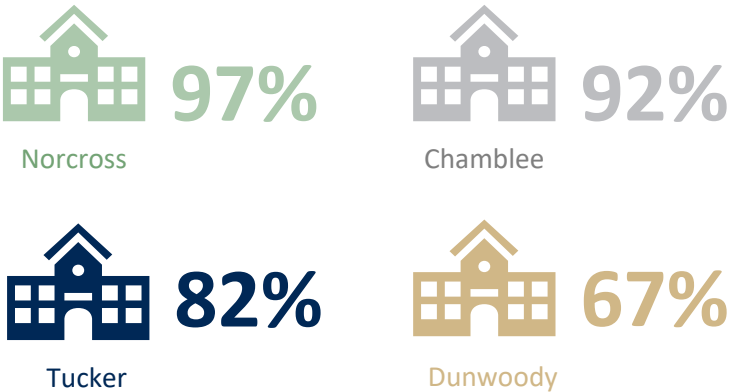
**Tucker has both the third highest share of students enrolled in public school and four-year high school graduation rate.**

- 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



# 6 Affordability Assessment



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46

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# 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



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47

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# 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



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48

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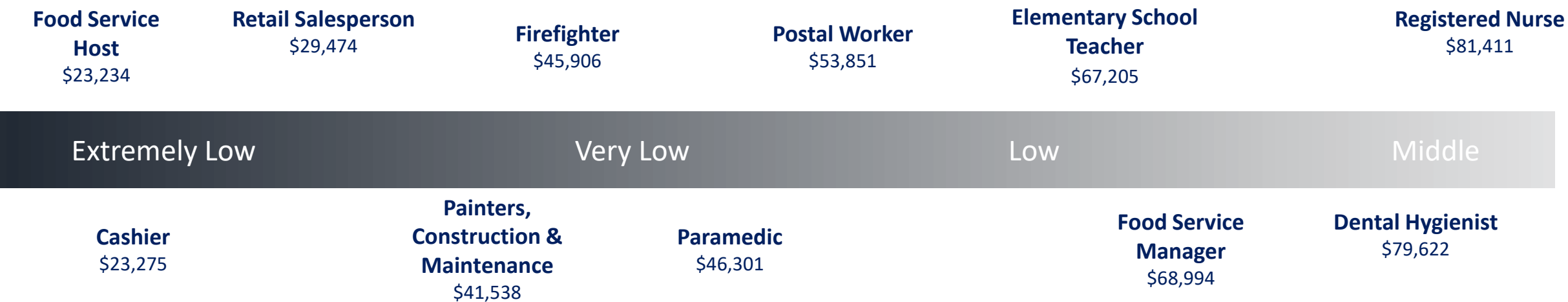


# Affordability

## 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)



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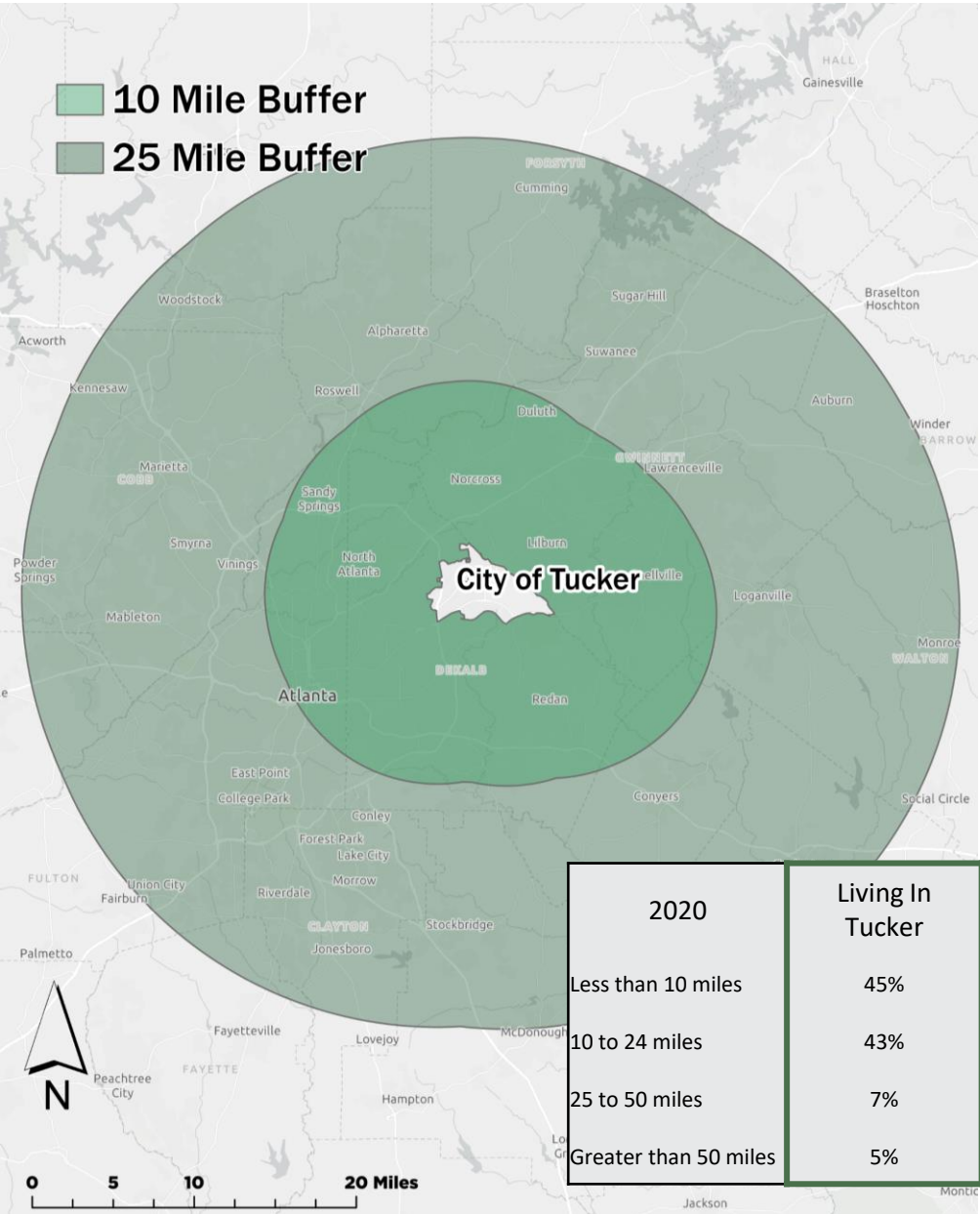
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# Affordability

## 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 \$11,500.
- **With an estimated median household income of \$81,208, approximately 14% of a household’s income in Tucker goes to just transportation costs.**
- Before incorporating transportation costs, an estimated 38% 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



# Household Spending Profile

City of Tucker 2023 Estimates



43%  
\$34,919



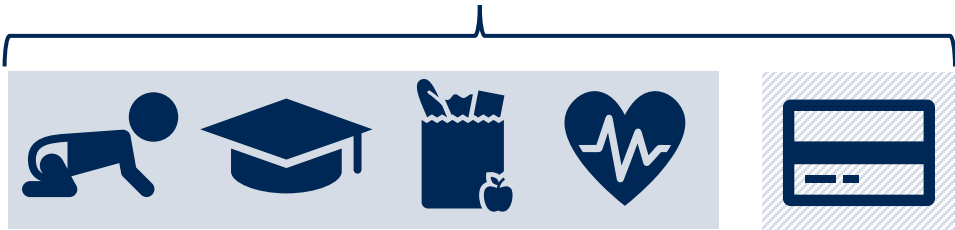
Housing-Related Expenses

14%  
\$11,369



Transportation

47%  
\$38,168



Food	\$11,928
Healthcare	\$7,977
Education	\$2,061

Savings,  
Liquidity, and  
Access to  
Financial  
Markets

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



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# 7 Residential Capacity



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52

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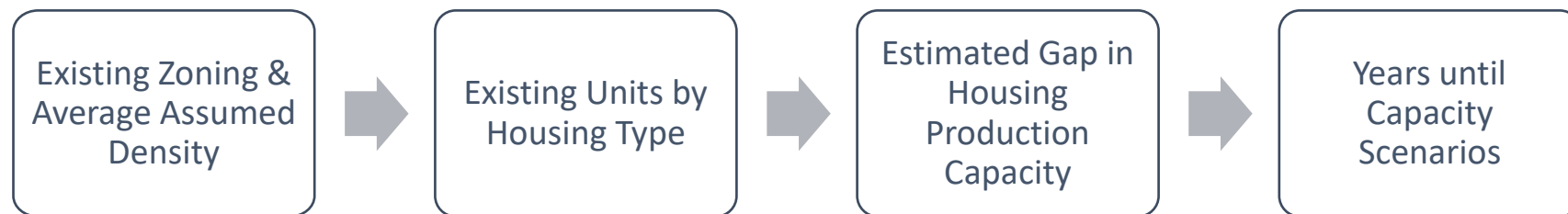
# Methodology

## 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.



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# Residential Density

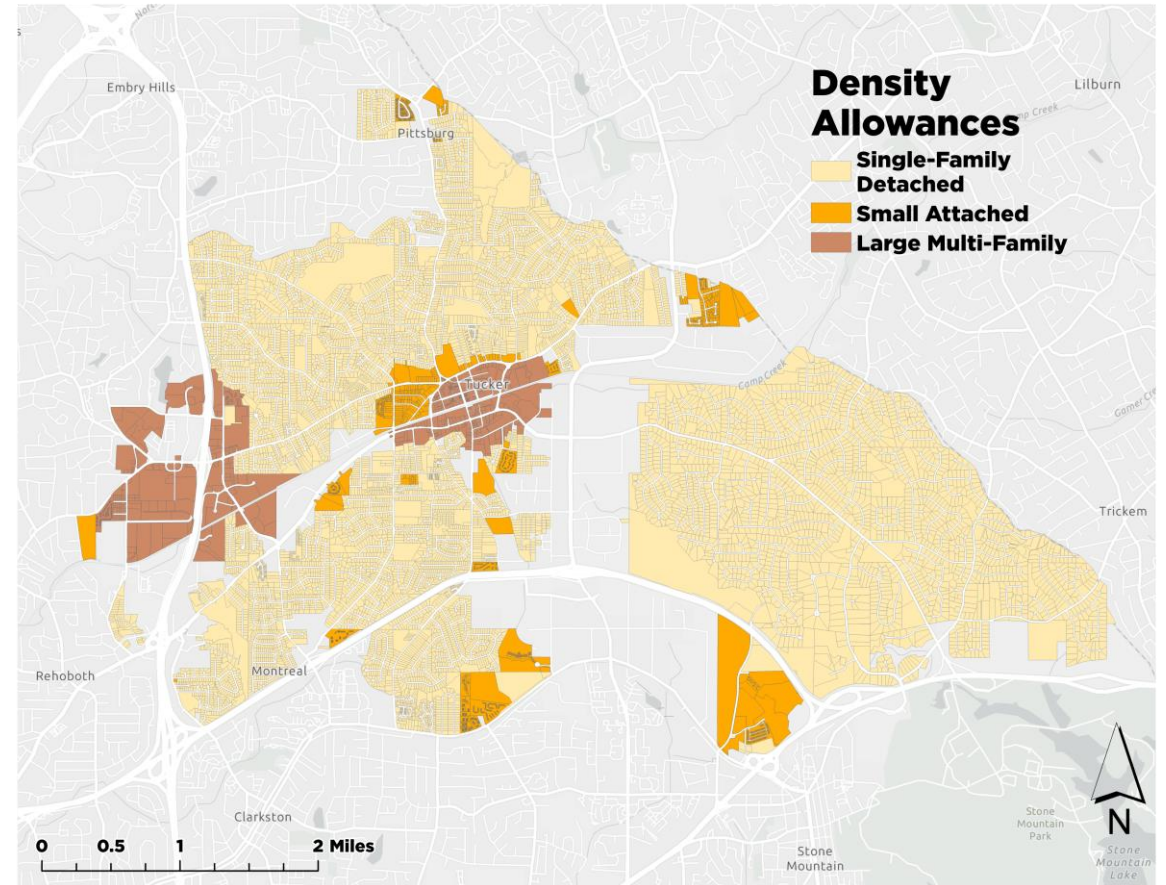
## Existing Land Use Density

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, HR-2, HR-3, DT-2, DT-3, NL-1, NL-2, NL-3	24-60	24 units/acre



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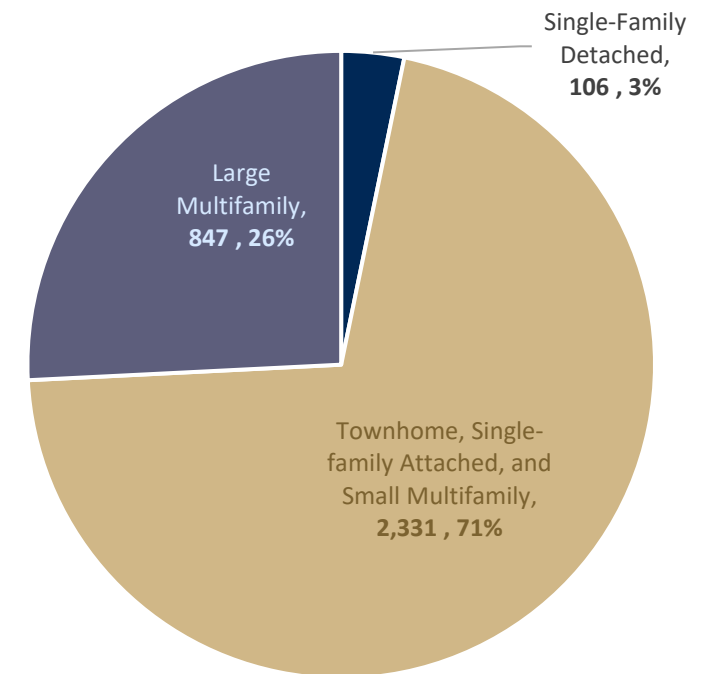
# Residential Capacity

## 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	3,361	2,331		
Large Multifamily	150	3,589	2,742	847		
<b>TOTAL</b>	<b>8,065</b>	<b>19,565</b>	<b>16,281</b>	<b>3,284</b>	<b>18.5 Years</b>	<b>8.4 Years</b>

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 2,331 housing units given no changes in zoning. Potential for large multifamily is currently estimated at 847 additional housing units. This considers mixed-use capacity as there is currently no land zoned for high-density residential (HR-1,2,3), although the zoning district exists. Considering this, we estimate 18.5 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 8 years.

Potential Future Residential Capacity by Housing Type



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# 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.



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# 7 Appendix



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Tucker Housing Study

57

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# 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)?



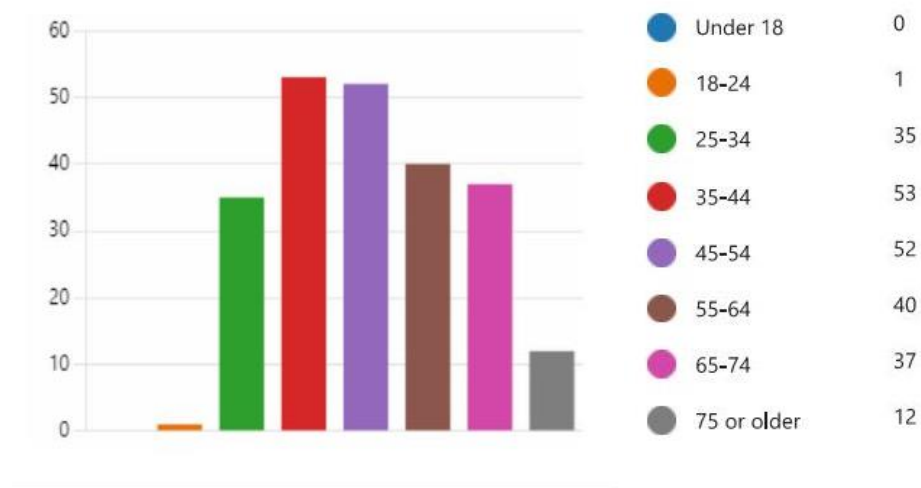
Inside the city limits of Tucker	196
Outside of Tucker, but in DeKalb County	24
Outside of DeKalb County	10

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?



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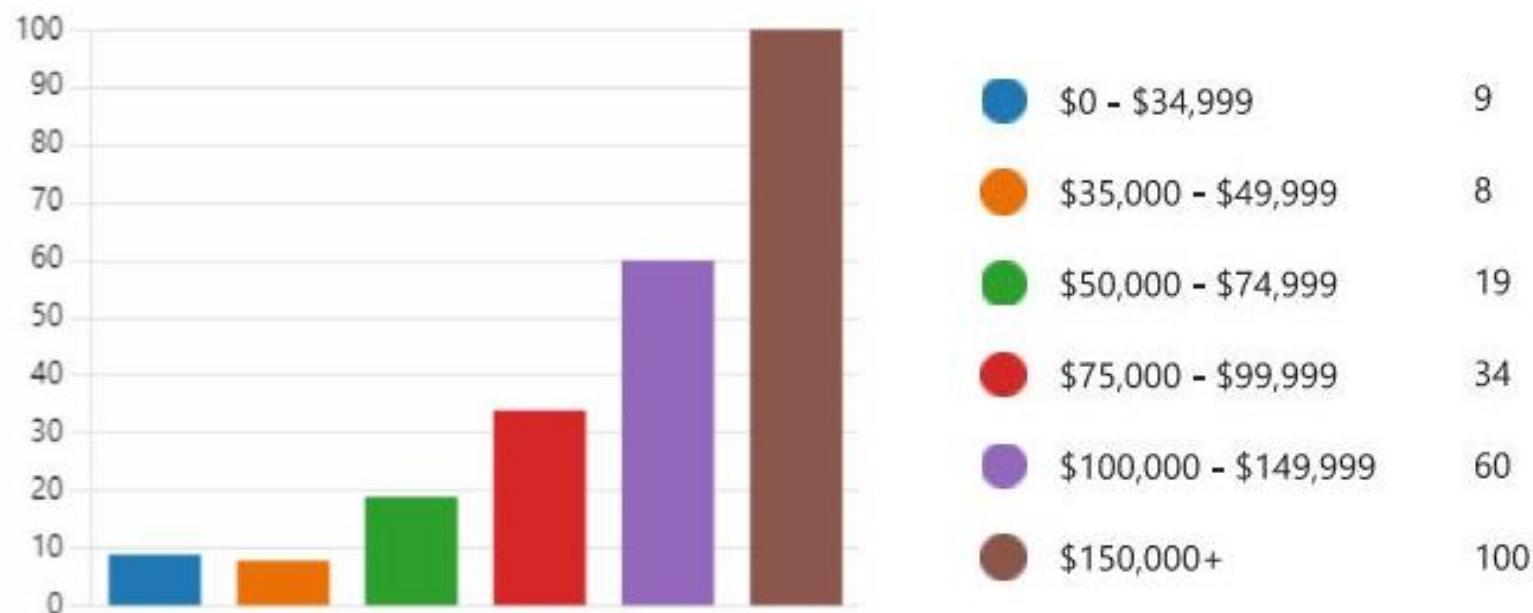
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# Survey Results

## Demographics

7. What is your estimated household income?



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# Survey Results

## Current Living Situation

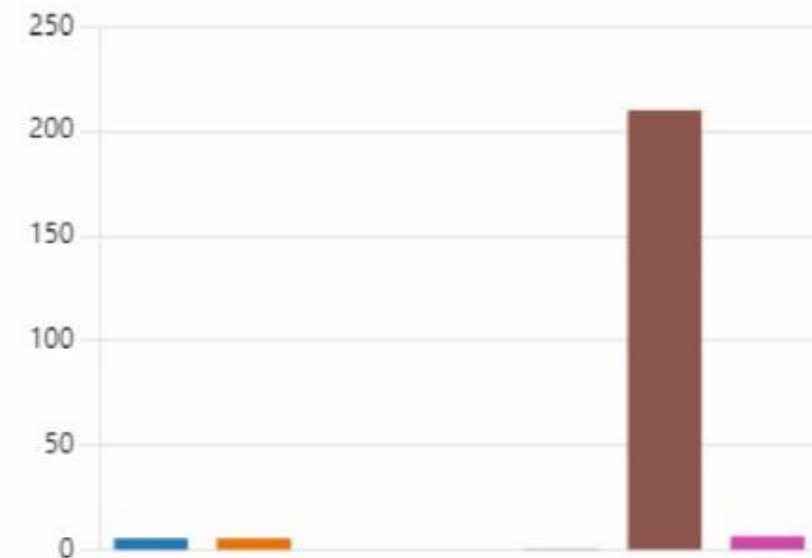
4. How many people live in your household, including yourself and children?



1 person	37
2 persons	93
3 persons	49
4 persons	34
5 or more persons	17

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

Apartment	6
Condominium	6
Duplex (2 units per building) or ...	0
Hotel/motel/extended stay	0
Senior Housing (e.g., nursing ho...	1
Single family house	210
Townhouse	7



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

Own	220
Rent	8
Hotel/motel/extended stay	0
Staying with family or friends	2



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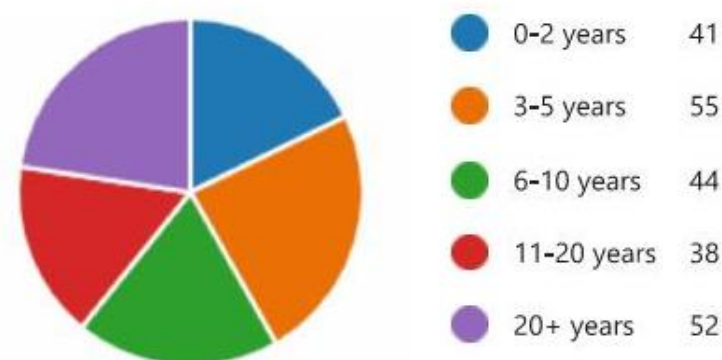
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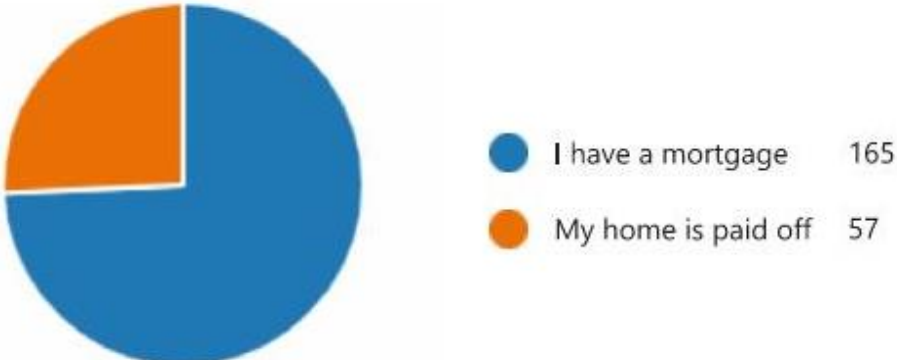
# Survey Results

## 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?



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# 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



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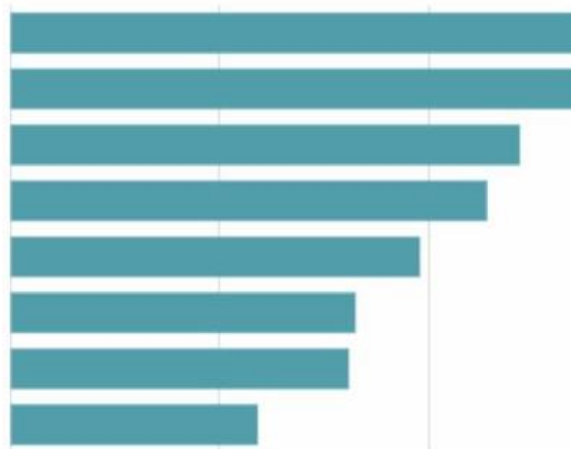


# Survey Results

## Housing Choice / Satisfaction

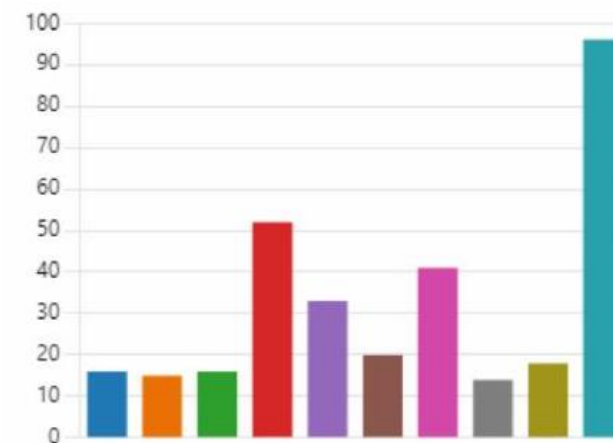
11. How important are the following considerations for where you choose to live? (Rank from 1-8, 1 being most important)

- 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 my current home 16
- Not convenient to work 15
- Not convenient to community assets like parks and libraries 16
- Not convenient to transit/transportation 52
- Safety/crime 33
- Paying too much in mortgage/rent 20
- Physical condition, needs repairs 41
- Size is too big 14
- Size is too small 18
- None of the above 96



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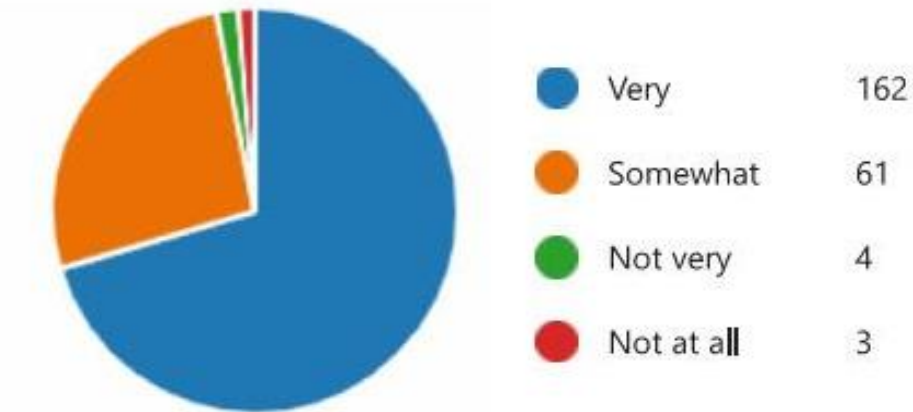
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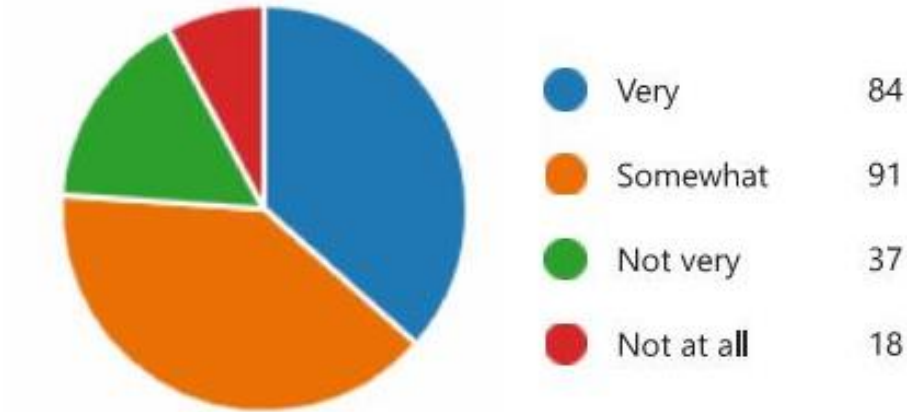
# Survey Results

## 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



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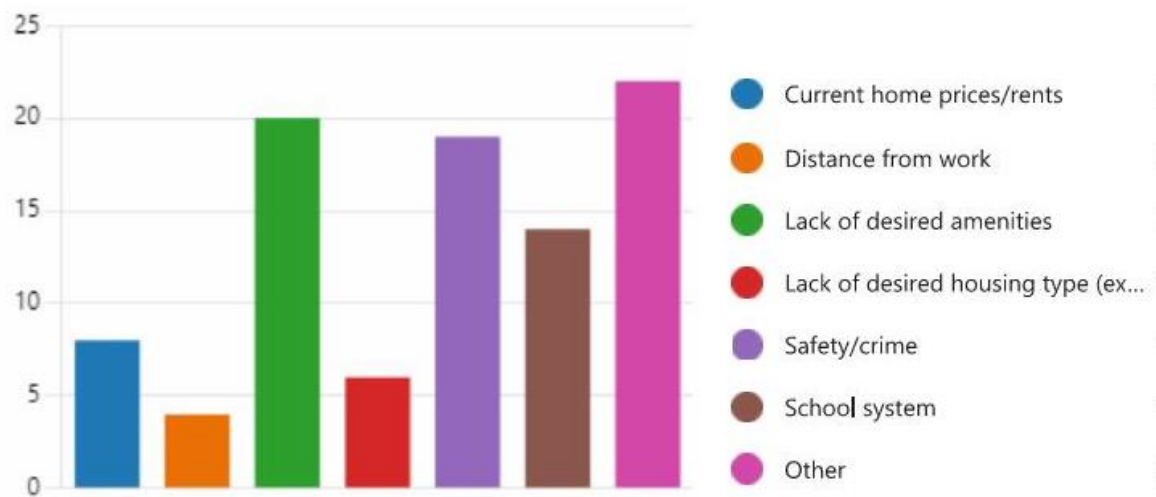




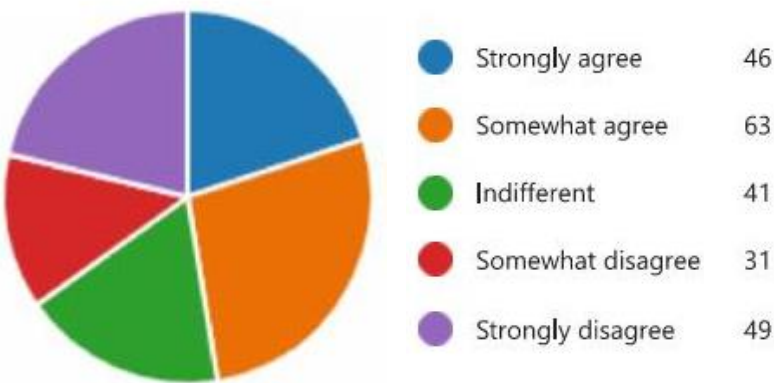
# Survey Results

## 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.



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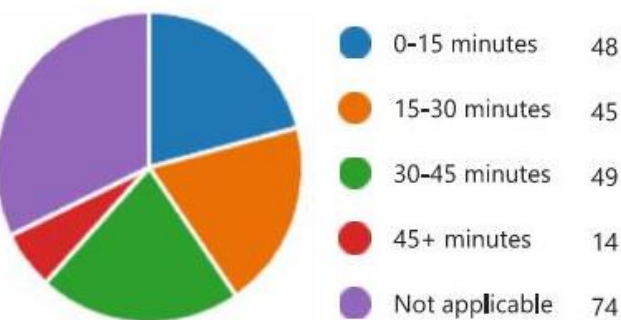
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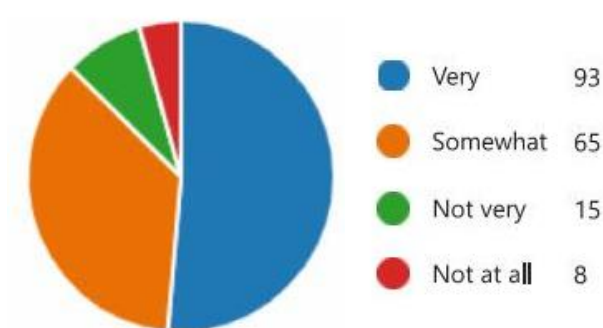
# Survey Results

Commute / WFH

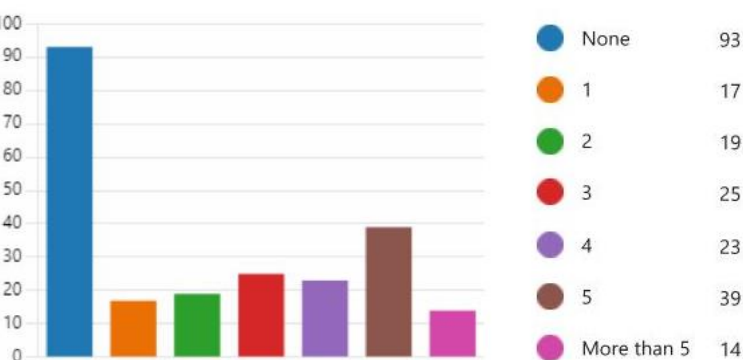
17. On average, how long does it take you to commute to work?



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?



DRAFT

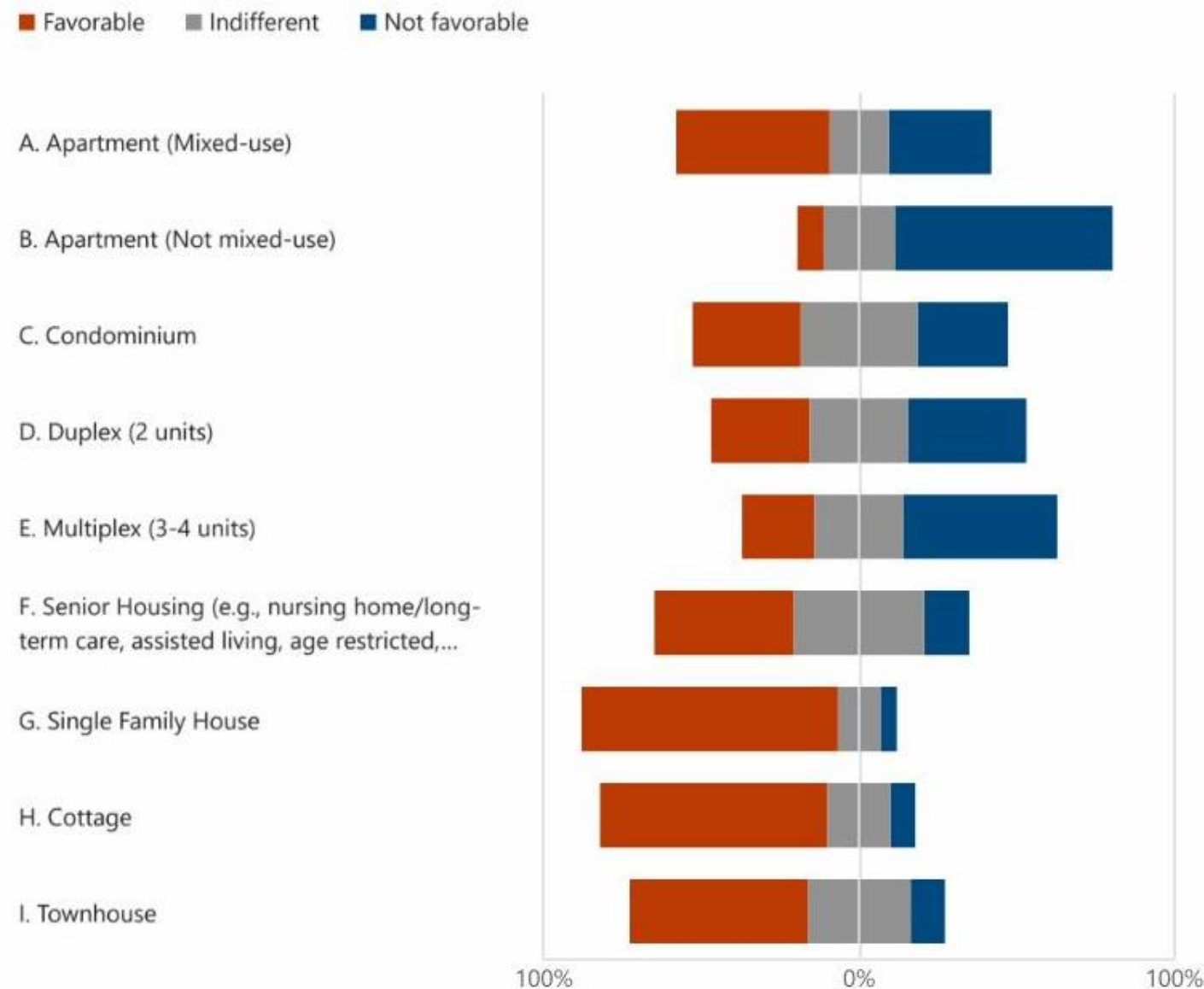
DRAFT



# 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)



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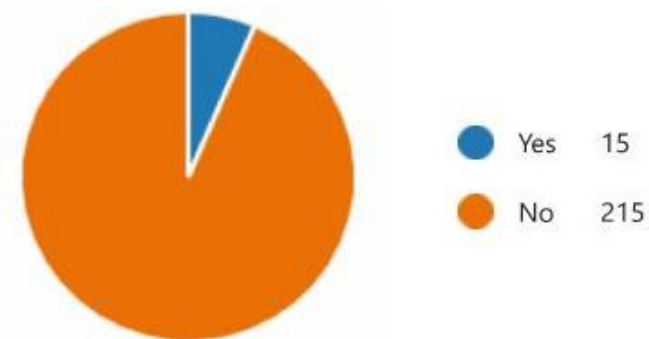


# Survey Results

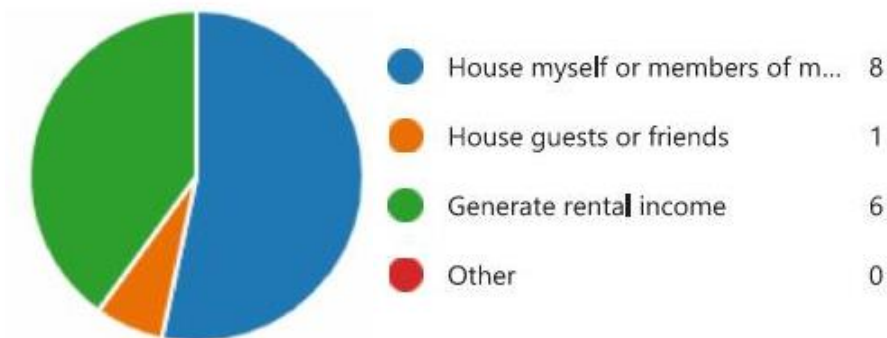
## Accessory Dwelling Units

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?

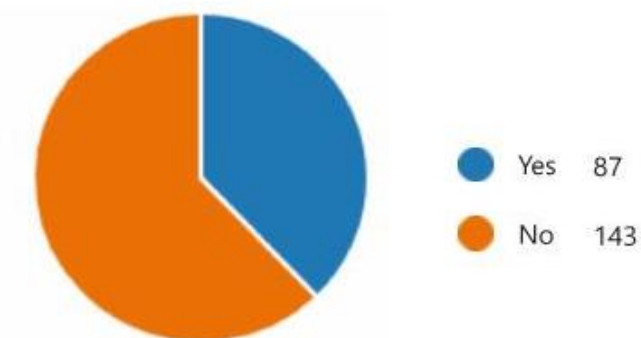


# Survey Results

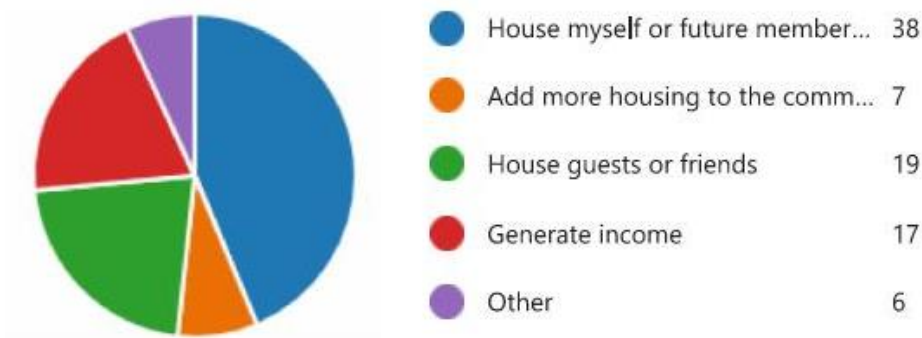
## Accessory Dwelling Units

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?



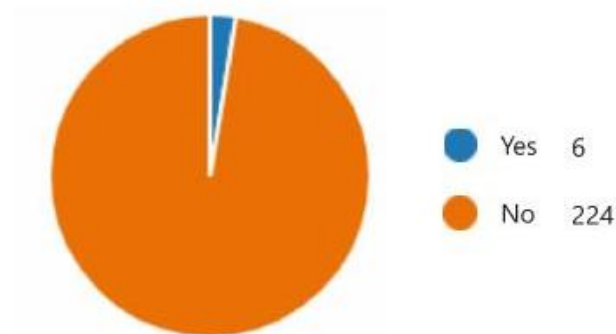
24. If you answered "Yes", what is your primary interest in adding an ADU?



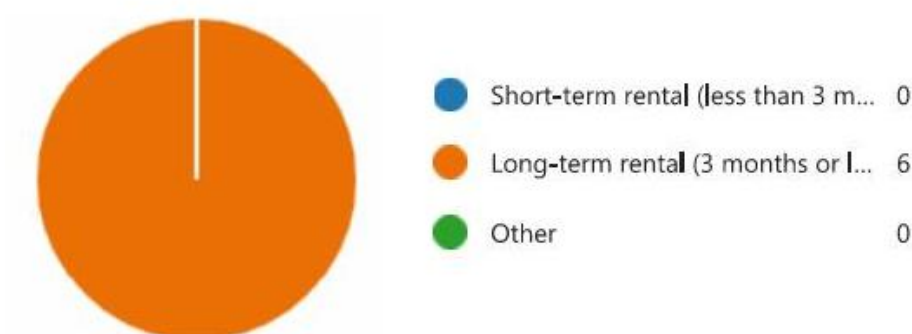
# Survey Results

## 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.



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