

PROJECT TITLE:

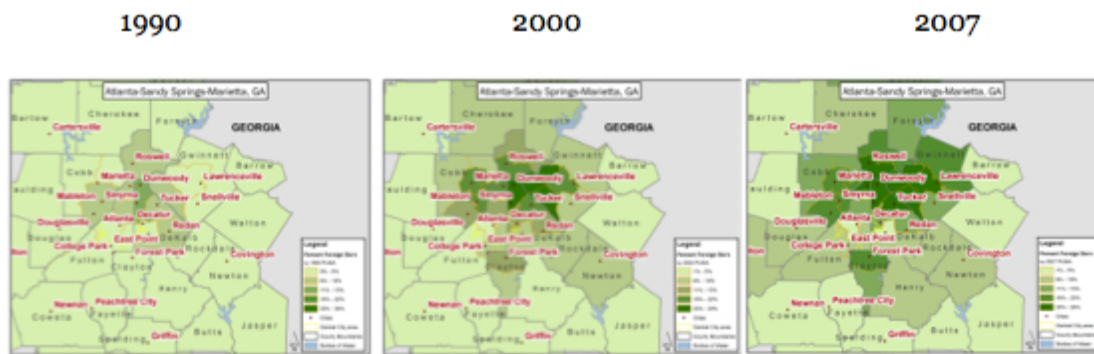
Planning with Immigrant Communities in Norcross

POTENTIAL PROJECT PARTNERS:

Mayor Bucky Johnson; City of Norcross City Council; Gwinnett Village CID; Georgia Tech Foundation (includes matching funds).

LAY OF THE LAND:

In the last thirty years, the Atlanta metropolitan’s immigrant population has increased by 425%. Regionally, and nationally, the image of a city that embraces its immigrant communities is very important, and it is time to seek a more integrated scale of planning for immigrant communities. Norcross is at the nexus of new immigration in Georgia, as it has expanded post initial 1970s refugee resettlements into the older housing stock along Buford Highway. Recent immigrant booms and ethnic entrepreneurship have fueled residential and economic growth in the area but also migrated further north along the corridor into Gwinnett County.



Author: Anna Kim. Map of immigrant growth in the Atlanta Metropolitan Statistical Area  
Data Sources: ACS PUMS, ESRI/TIGER

Spanish language speaking neighborhoods in Southeast Atlanta (central city) declined over the 1990s, while the percentage of Spanish speakers in suburban Atlanta neighborhoods grew. Gwinnett county is perhaps the current poster child of new levels of Georgian diversity, where “nearly one in four residents is foreign-born...different from other metro counties because its minority make up is a more balanced mix of black, Hispanic, and Asian” (Pickel, AJC, 2008). The highest growth in absolute numbers came to suburban Spanish language suburbs in Atlanta.

Where Latinos are the largest foreign-born group in Atlanta, Asians are the fastest growing group, with the Korean population alone estimated at 100,000. Many Koreans have made Norcross both a center for community, and a place of economic investment and opportunity. In addition to being home to Hyundai’s construction equipment site (approximately \$10 million invested), Norcross was also chosen as the 2014 location for the Korean Cultural Center at 5900

Brook Hollow Parkway, where business leader Mr. Baik Kim fundraised over \$1.5 million dollars from the Korean community in just 8 months to build it.

The city is already an important place of commerce and industry, and becoming even more culturally vibrant. Hong Kong Supermarket and the Vietnamese Community Center are a draw for the diverse Asian community, another reason why many service organizations have chosen to operate out of the Norcross. Rapid population growth from both Asian and Latino immigrants have led to wonderful contributions to the diversity of Norcross, and in general, these two groups will lead residential growth in Gwinnett County and Atlanta metro for a long time to come. As growth happens, we at Georgia Tech propose strategic, smart growth, to accompany the efforts of residential and business leaders from those communities.

CONTENT OF PROJECT: (Purpose, Products and Deliverables)

Although diversity has led the region's growth, it is important for cities to understand these emergent communities, new challenges, and growth opportunities along two parallel topics of immigrant integration:

- 1) Civic Engagement and Increased Community Participation
- 2) Economic Development and Small Business Growth

The two arms will examine the immigrant community's needs and strengths from both a residential, and business perspective.

a. Data collection and analysis on Hispanic/Latino and Asian housing preferences and employment outcomes (BLS; ACS PUMS 2000-2010).

b. Interviews with business owners will be led by studio students to collect primary source data on challenges and benefits of entrepreneurship and economic development along the Buford Highway corridor. There is intense business activity clustered along the I-75/85 and GA-400, and "the pattern of Hispanic and Asian self-employment by workplace coincides with their residential concentration...the correlation between ethnic residential concentration and self-employment spatial clustering suggests that ethnic communities may provide certain resources such as ethnic market, labor and even capital to the development of ethnic businesses" (Wang and Walcott, 2010, p. 330, 331).

c. Spring 2015 Graduate Student Studio – Approved at Georgia Tech, possible client partners include City of Norcross. Current Title: "Planning with Immigrant Communities"

The studio team will conduct a comprehensive analysis of Hispanic/Latino residential clustering, community needs, and economic development opportunities. Should this proposal be funded, we anticipate a partnership among three target clients: Latino American Association, City of Norcross, and Gwinnett County CIDs. GT/SCARP students will play an important role in understanding the process of change, across cultural differences in these areas and translating them into recommendations for strategic improvements. Tech has provided Dr. Kim with \$10,000 in funds for this project (to be used for initial data collection and research design).

d. Report and Recommendations:

Deliverable: Survey of needs and assets, and Strengths Weaknesses Opportunities Threats (SWOT) analysis of immigrant communities with focus on various Asian and Hispanic/Latino groups, acknowledging and understanding that there is great diversity within the community.

This studio will aid the City of Norcross in understanding the strengths of immigrant contributions and the needs of Georgia’s growing Asian and Latino constituents in order to produce an informed strategic plan – thus helping Atlanta metro to keep pace with cities and counties that have already implemented their own plans for immigrant integration (Chicago, 2012; NYC, 2013).

Budget: \$15,000 requested. Including matching funds, total budget: \$25,000.

Budget	Line Item	Description
\$17,500	Studio/ Staffing Fees	Outreach to relevant business and residential organizations, social-service organizations, and city agencies. Analysis of Census data (population and economic), minority business database, and other secondary datasets with particular attention to year of immigration, non-Citizen immigrants, and ethnic differences.
\$5500	Research assistance	Spanish-speaking GRA to conduct in-depth interviews with ethnic businesses & translate survey instrument into Spanish.
\$2000	Stipends, Travel and Materials	Business owner interviews, stipends for participation. Printing and materials costs.

Time period of performance and schedule.

Time Period	Goal
October-November 2014	Outreach to potential partners: Dr. Kim has met with Mayor Bucky Johnson, and Gwinnett Village CID, both parties are interested in participating in a county-scale analysis of immigrant communities.
December 2014	Finalize research design and methods. Translation of materials
January 2015	Launch of small-scale ethnographic study of Atlanta metro Asian and Hispanic/Latino experiences (via business owners and associations).
February 2015	Outreach to service and advocacy organizations at the forefront of discussions on how Georgia is doing on issues of immigrant integration (e.g. AALAC, CPACS, Georgia Immigrant and Refugee Rights Coalition, Georgia Latino Alliance for Human Rights, Freedom University Georgia).
February-March 2015	Secondary data collection, GIS mapping, and statistical analysis of immigrant residential and business patterns
April-May 2015	SWOT Report/Recommendations