



PROJECT PROPOSAL:

Planning with Immigrant Communities in Norcross

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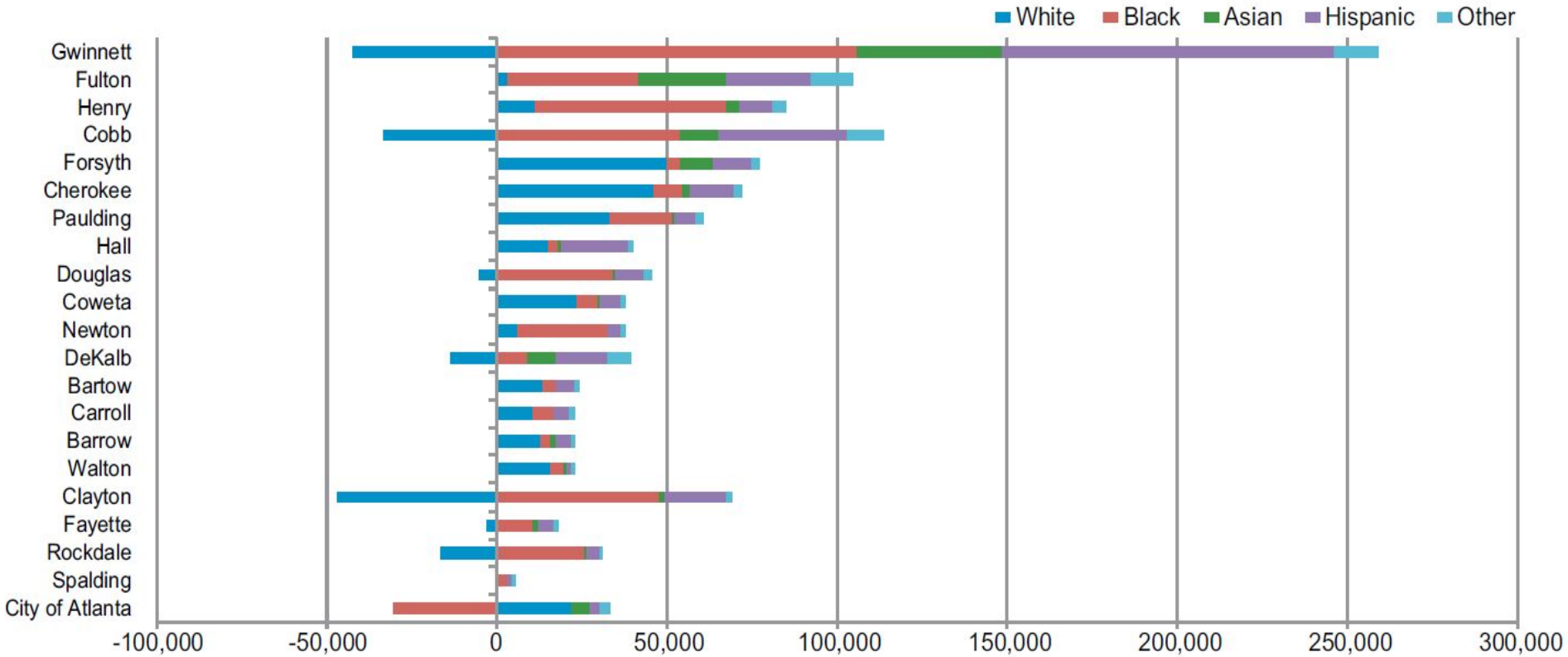
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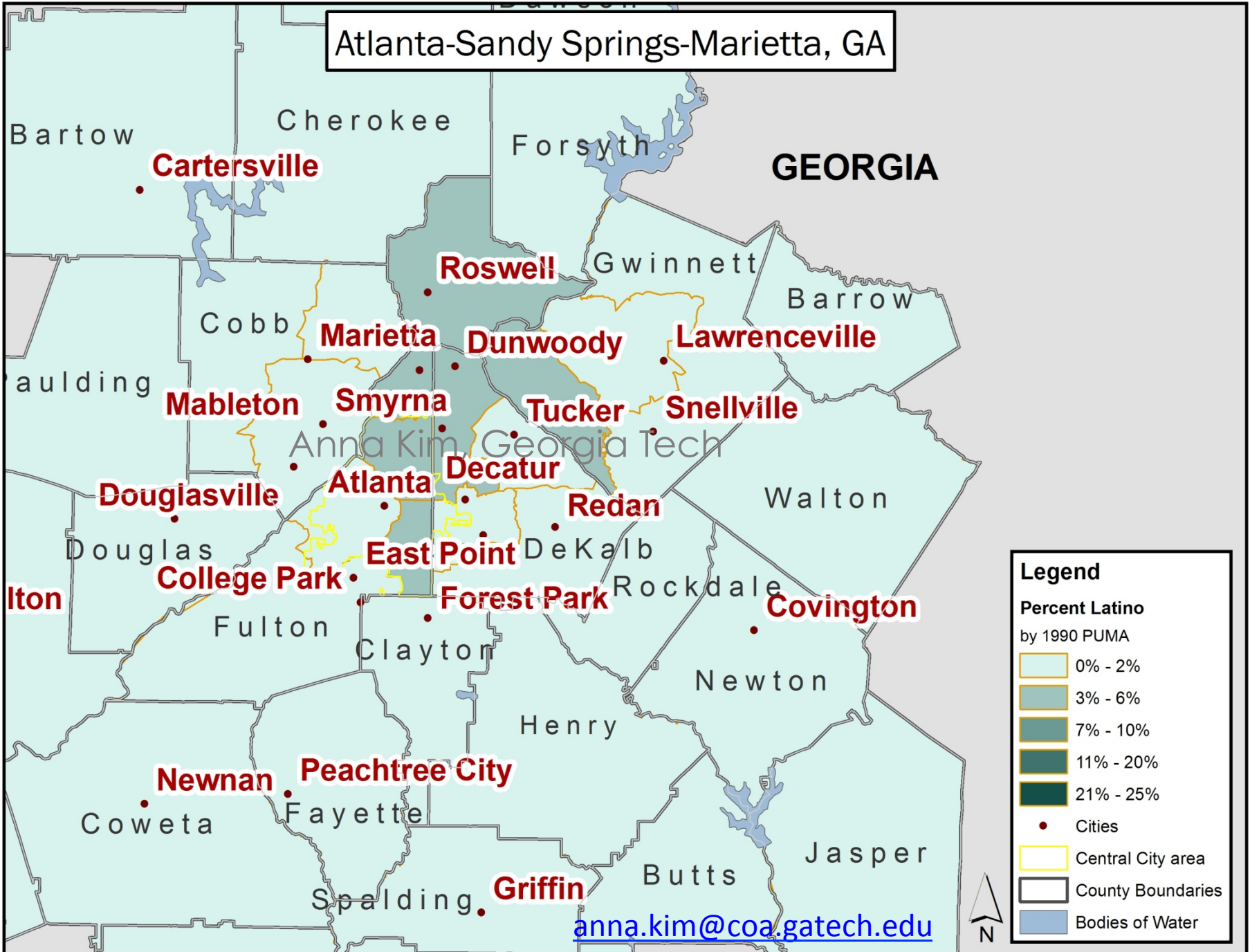
Sponsors: City of Norcross, Gwinnett Village CID, and the Georgia Tech Foundation.

Total Population Change by County for Atlanta-Sandy Springs-Marietta, GA 2000-2010



Anna Kim, Georgia Tech
Information NOT for Public Distribution
 RE: NORCROSS CITY COUNCIL Immigrant
 Integration Proposal

Atlanta-Sandy Springs-Marietta, GA



Bartow

Cherokee

Forsyth

GEORGIA

Cartersville

Roswell

Gwinnett

Barrow

Cobb

Marietta

Dunwoody

Lawrenceville

Paulding

Mableton

Smyrna

Tucker

Snellville

Anna Kim

Georgia Tech

Douglasville

Atlanta

Decatur

Redan

Walton

Douglas

East Point

DeKalb

Iston

College Park

Forest Park

Rockdale

Covington

Fulton

Clayton

Newton

Henry

Newnan

Peachtree City

Coweta

Fayette

Griffin

Butts

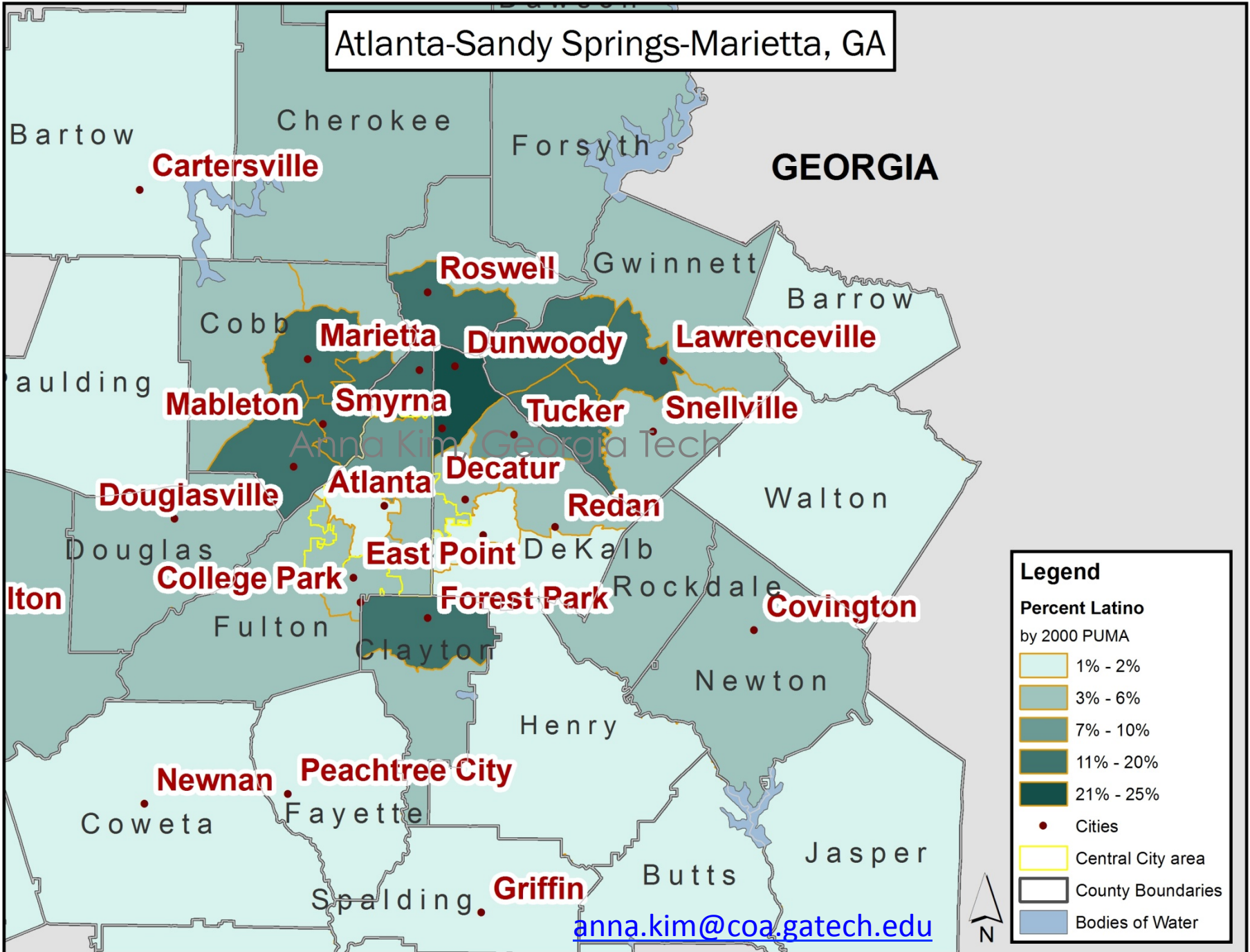
Jasper

Spalding

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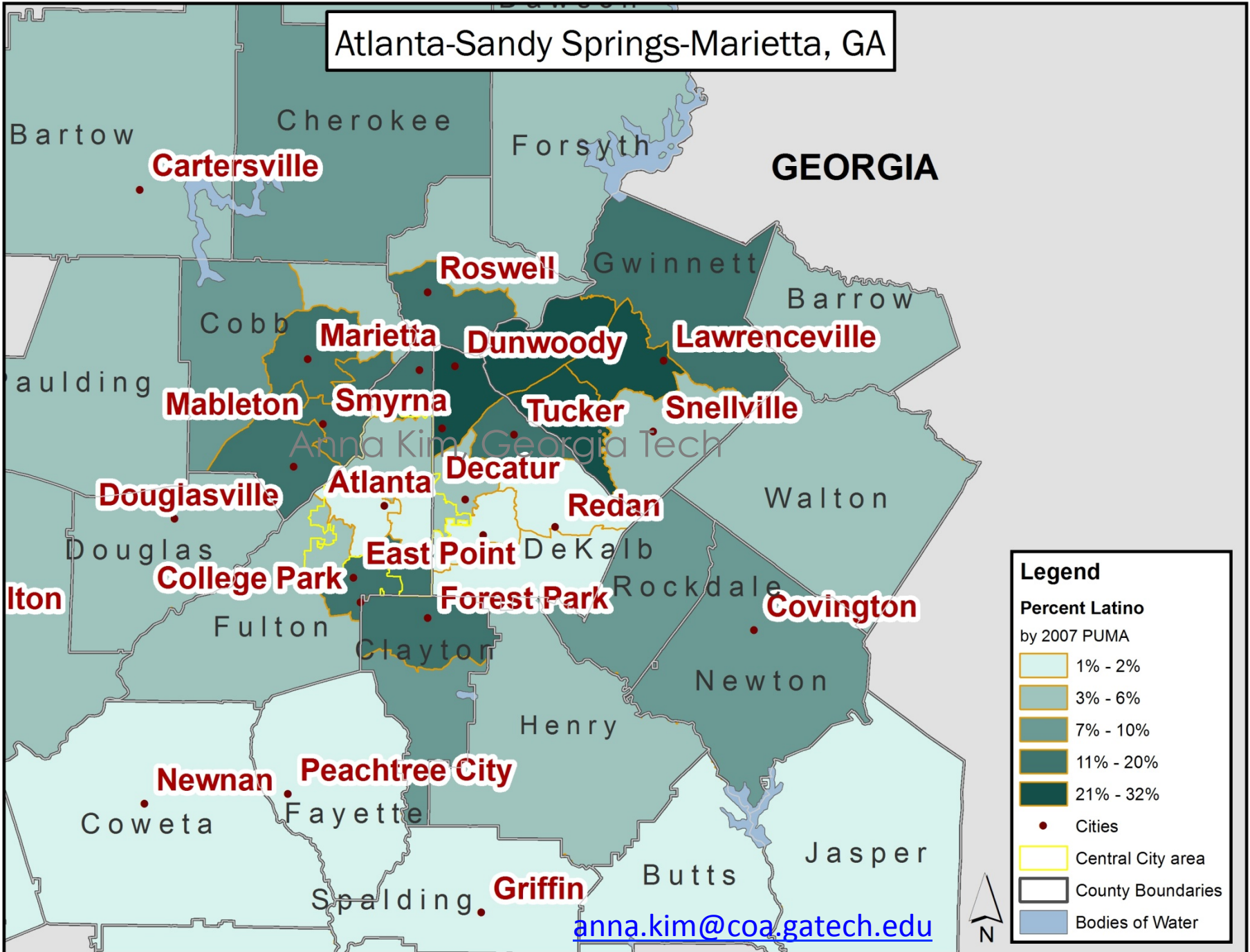


Atlanta-Sandy Springs-Marietta, GA



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Atlanta-Sandy Springs-Marietta, GA



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Griffin

Butts

Jasper

Spalding

Population Quick Facts

Aggregated for 2008-2012	Georgia	Norcross
Non Hispanic White	56%	27%
African American	31%	20%
Asian	3%	13%
Hispanic or Latino	8.8%	40%
Foreign Born	10%	47%
Language other than English spoken at home	13%	63%
High School Grad	84%	71%

Areas of improvement: Immigrant integration, voter participation, linguistic isolation, educational attainment

Economic Quick Facts

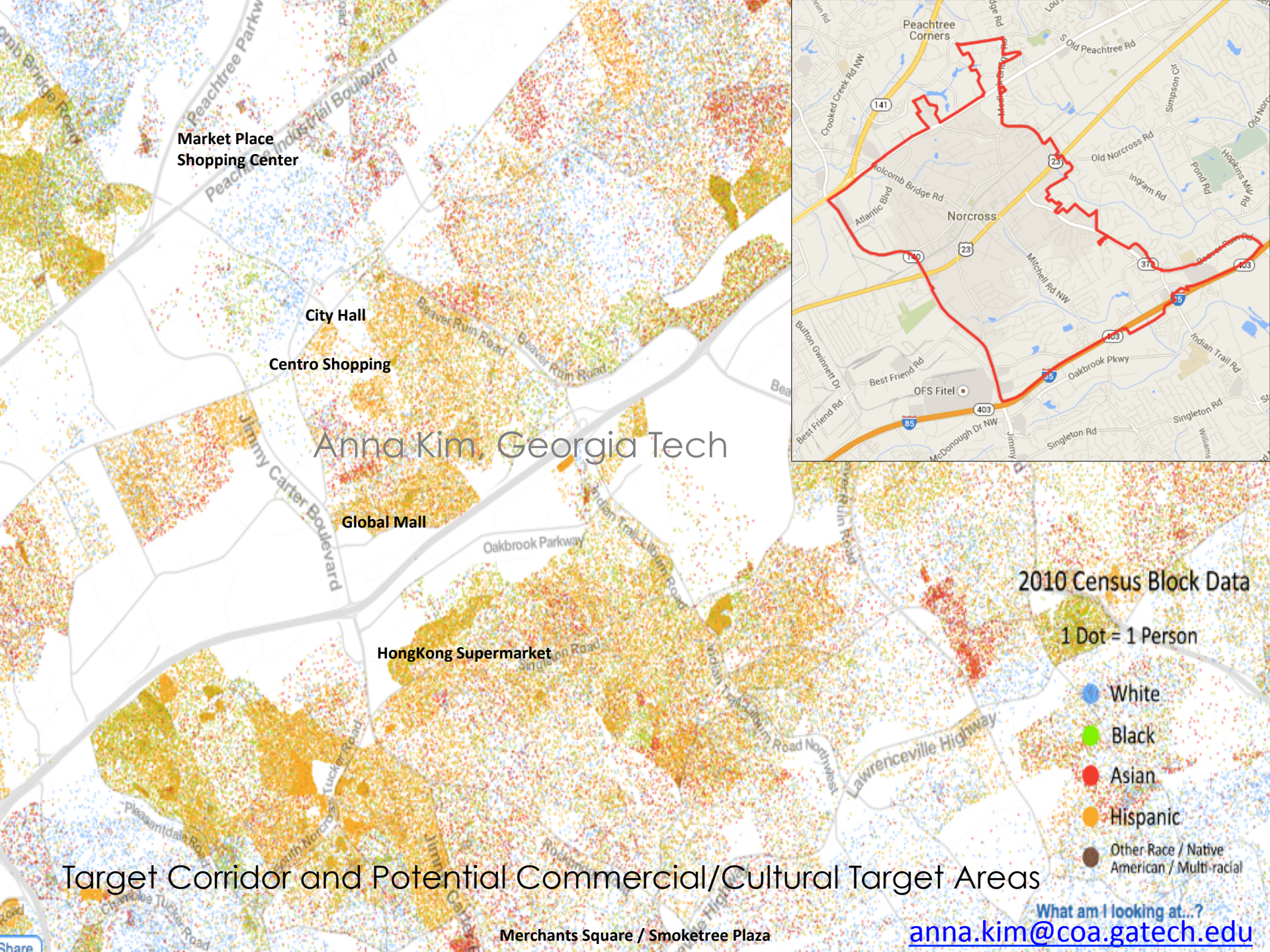
Aggregated for 2008-2012	Georgia	Norcross
Homeownership rate	66%	52%
Median Income	\$49k	\$42k
Poverty	17%	31%

Economic Census 2007	Georgia	Norcross
Black-owned firms	20%	14%
Asian-owned firms	5.1%	22%
Hispanic-owned firms	3.6%	9.7%
Retail sales per capita	\$12,326	\$71,800

Areas of improvement: housing, distance to jobs, poverty, small business and large business growth.

Economic Development Opportunities

- Focus on Retail/Commercial Plazas along Jimmy Carter Blvd: Centro, Global Mall, Hong Kong Supermarket, Merchant Square
- Employment and Economic Development Opportunities, including support for ethnic entrepreneurs and small businesses owners
- Focus on Manufacturing and Industrial Uses along Peachtree Industrial Blvd (inc Atlantic) and Beaver Run Rd.
- Business growth, Employment, Transit and Jobs Analysis and projections.
- Collaboration with Ethnic Chambers of Commerce



Market Place Shopping Center

City Hall

Centro Shopping

Anna Kim, Georgia Tech

Global Mall

HongKong Supermarket

Merchants Square / Smoketree Plaza



2010 Census Block Data

1 Dot = 1 Person

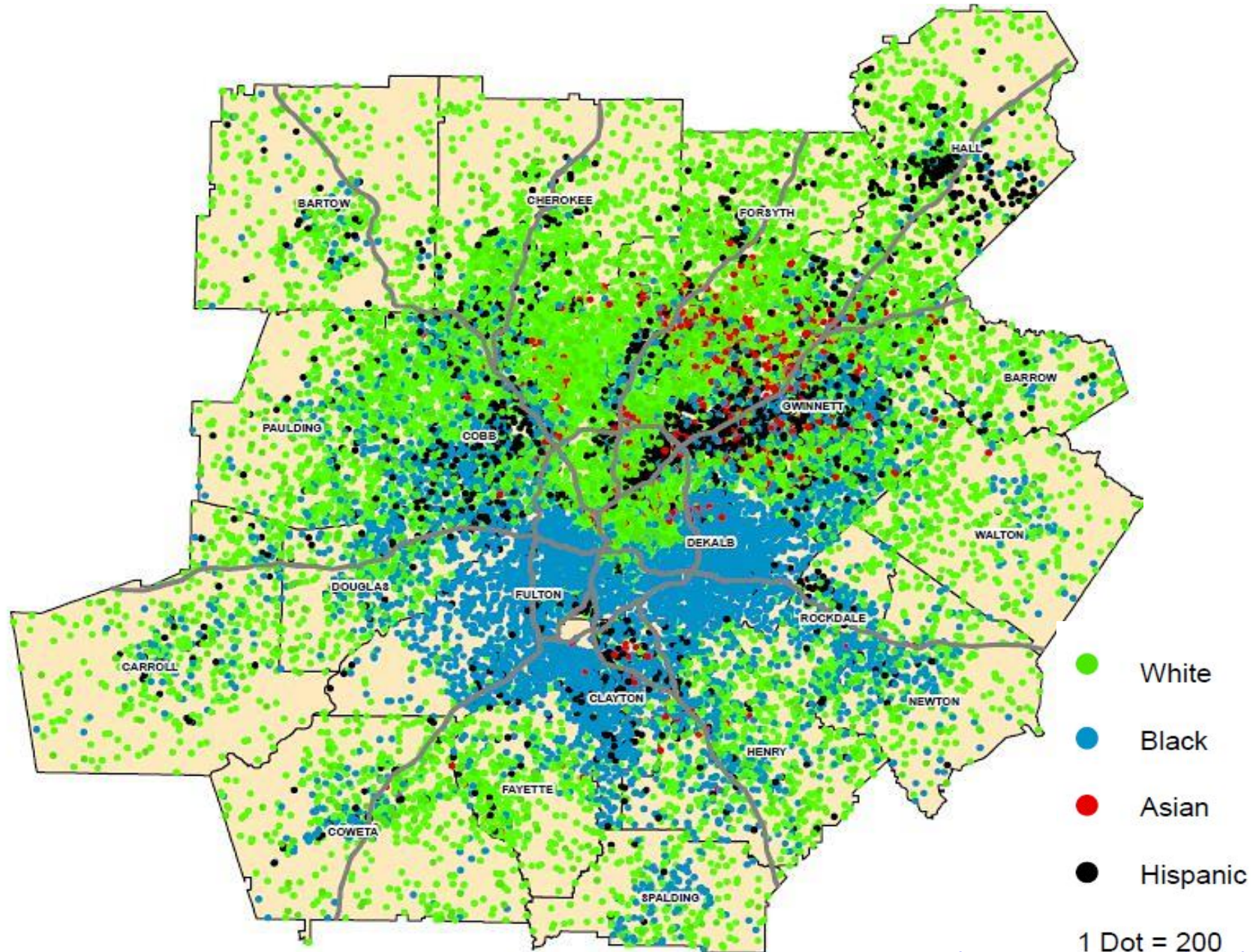
- White
- Black
- Asian
- Hispanic
- Other Race / Native American / Multi-racial

Target Corridor and Potential Commercial/Cultural Target Areas

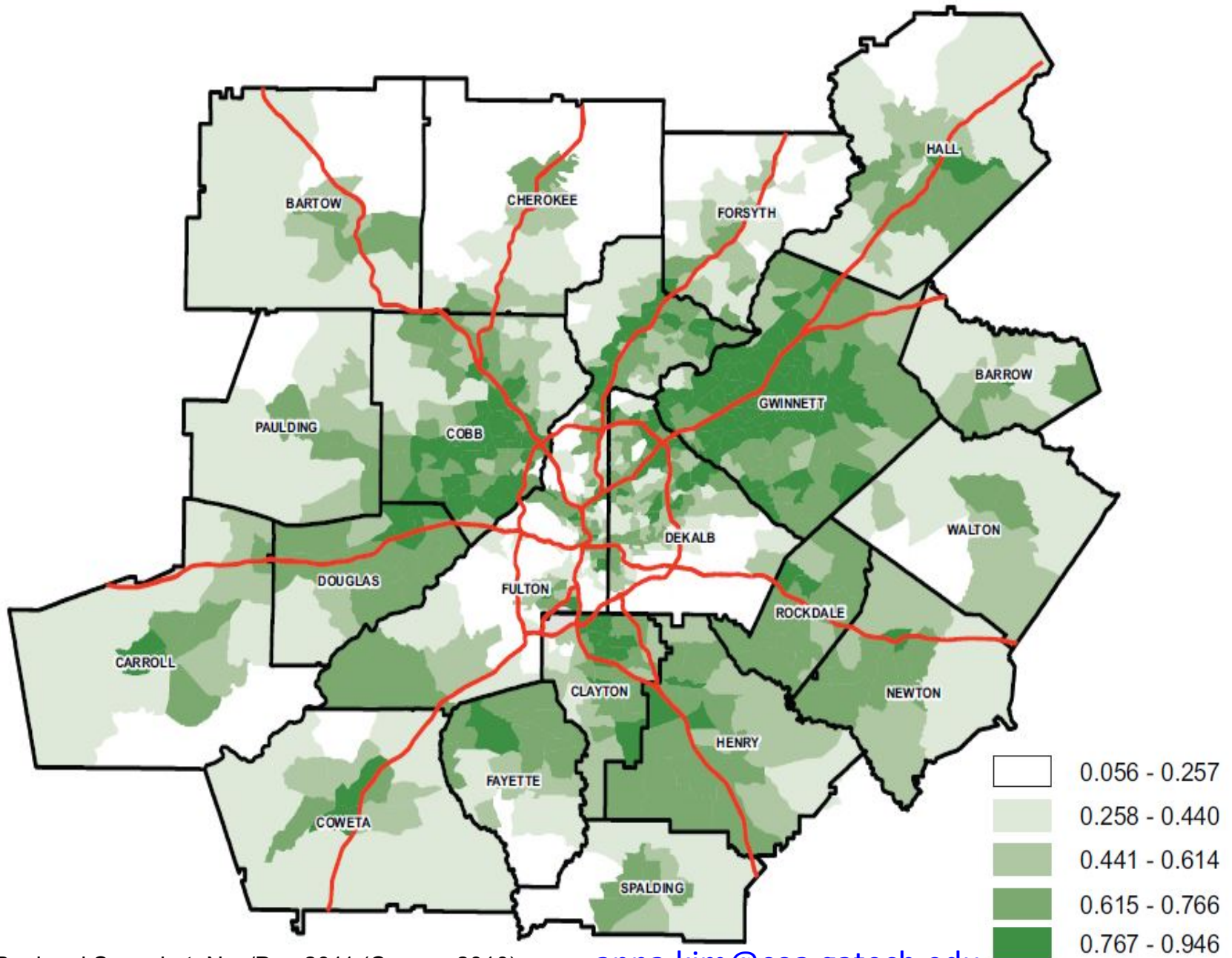
Civic Engagement Opportunities

- Residential study of needs and preferences: Latino, Asian focus
- Partner with Latino and Asian serving organizations: CPACs, AALAC, VAC, Georgia Immigrant and Refugee Rights Coalition, Georgia Latino Alliance for Human Rights
- Housing and Education Needs Assessment
- Recommendations for Norcross and Gwinnett County: SWOT Report
- Unincorporated Norcross analysis / Regional Implications: CID partner

Distribution by race/ethnic group in Atlanta-Sandy Springs-Marietta, GA: 2010



Diversity Index for Atlanta-Sandy Springs-Marietta, GA: 2010



Source: ARC Regional Snapshot, Nov/Dec 2011 (Census 2010)