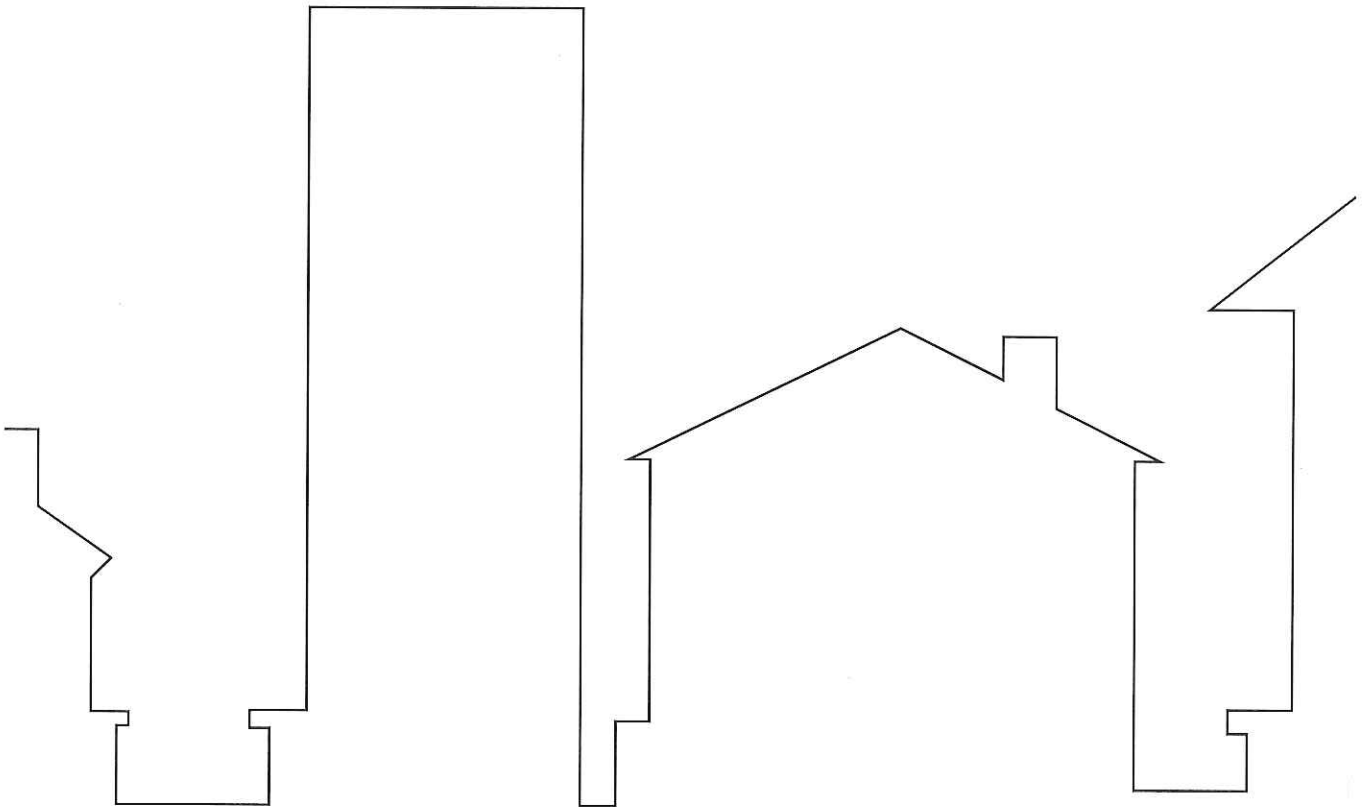


02

Demographics and Community Profile



02 Demographics and Community Profile

A full analysis of a park and recreation system is not solely based on the inner workings of the department, but includes the community being served, as well. In providing a comprehensive parks and recreation master plan, planners must analyze both current and projected demographics to determine the composition of the population and its needs. Understanding these trends is a critical component in planning the current and future delivery of recreation programs and facilities for Brookhaven.

To begin the demographic analysis, the planning team gathered information from multiple sources, including the U.S. Census and *DemographicsNow*, an online subscription-based resource. Planning team members also attended a demographic study presentation by Mark Kooyman, a consumer insight specialist with a firm called Experience, which was given to an assembly of the steering committee members of the various city planning initiatives. Using the information obtained through these sources, the Lose & Associates planning team assembled varying blocks of data within the city, allowing them to ascertain the needs of each area within the community and substantiate recommendations made throughout this master plan. In addition, Brookhaven's trends will be compared to that of similar cities, DeKalb County, the State of Georgia and the nation as a whole to provide a benchmark against which the city may be measured. Understanding where population growth will occur and the composite nature of that growth is the most effective way to determine the level of service required over the next decade.

Brookhaven Population Trends

Like so many other cities in the metro region, Brookhaven has blossomed from its humble beginnings as a rail depot in the late 1800's. Shortly after the turn of the century, prominent Atlantans began constructing summer cottages in the area as a means of escape from the big city. About 1910, a group of investors purchased land and developed the Brookhaven Country Club, a golf course development with associated residential lots in and around the course. Over the years, this development continued to expand, attracting more draw from Atlanta and increasing land value in the area. Today, this area is known as "Historic Brookhaven" and features many of the original estate homes, which have been placed on the National Register of Historic Places.



As the City of Atlanta grew into the Atlanta metropolitan area, transportation networks expanded, providing the catalyst for substantial residential and commercial development within Brookhaven. By the early 1980's the area was largely developed and the newly constructed Brookhaven MARTA station expanded the area's connectivity to downtown Atlanta.

The 1990's was a booming decade for development in the region. The growth of the Atlanta metro area was unprecedented, including within Brookhaven. Sources vary on the exact numbers, but it has been estimated that the population within Brookhaven grew as much as 40% from 1990 to 2000. This rapid rate of growth left many municipal service providers reeling as they struggled to meet monumental increases in service demands across the board, including parks and recreation. In order to rebound from the service crash of the late 1990's, we must first assess the current makeup of the City of Brookhaven.

According to *DemographicsNow*, the city has a current estimated population of 55,418, which is a 4.6% increase over the number cited by the U.S. Census 2010, which is 48,753 residents. Current five-year projections have the city continuing its upward trend, hitting 57,631 by 2018, a growth rate of 4.0%. Based on current conditions, this trend could be extended to 2024, which would place the projected population at 60,287.

The city's population density is anticipated to grow at a similar rate. With a current land area of 11.30 square miles, estimates show Brookhaven has a density of 4,370.50 residents per square mile. In keeping with projected population growth rates and the current amount of land within the city limits, this density should increase to 4,545.03 residents per square mile by 2018.

Since Brookhaven's Parks and Recreation Department continues to strive to be among the best in the area, it would be beneficial to compare it to other nationally recognized programs across the region. Comparing Brookhaven's demographic profile to that of cities such as Dunwoody, GA; Alpharetta, GA; Roswell, GA; and Decatur, GA provides the Lose & Associates planning team with insight as to how Brookhaven can reach its goals by adjusting service levels to accommodate a dynamic population. In order to place the city's demographic profile in further perspective, its data will be compared to larger populations such as DeKalb County, the State of Georgia and the nation as a whole.



Table 2.1: Benchmark Population Comparison

Location	2000 Census	2010 Census	% Change	2013 Estimate*	% Change	2018 Projection	% Change
Brookhaven, GA	49,797	48,753	2.1%	55,418	13.6%	57,631	4.0%
Dunwoody, GA	38,725	46,267	19.5%	48,081	3.9%	52,137	8.4%
Alpharetta, GA	44,269	57,549	30.0%	60,659	5.4%	65,945	8.7%
Roswell, GA	81,081	88,348	9.0%	94,105	6.5%	99,290	5.5%
Decatur, GA	18,164	19,336	6.5%	20,178	4.4%	20,871	3.4%
DeKalb County	665,924	691,893	3.9%	715,358	3.4%	743,398	3.9%
Georgia	8,186,409	9,687,653	18.3%	10,015,222	3.4%	10,691,471	6.8%
United States	281,302,576	308,725,722	9.7%	316,199,485	2.4%	328,268,483	3.8%

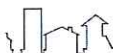
*Data from DemographicsNow

Table 2.1 shows Brookhaven's growth compared to these benchmark communities. In general, the northern suburbs identified as benchmark communities are growing at a slightly faster pace than the City of Brookhaven. The city's pace of growth is consistent with its neighbor to the south, Decatur, and lies at the middle of the pack when compared to the rest of the benchmark areas. A look at the population by gender, Table 2.2, shows an almost even split of male and female at 51.5% males and 48.5% females.

Table 2.2: Brookhaven Gender Comparison

	2013 Estimate	Percent
Male	28,535	51.5%
Female	26,883	48.5%

Data obtained from DemographicsNow



Population by Census Tracts

Since the City of Brookhaven was not incorporated until 2012, the most recent U.S. Census (2010) does not provide data based on the current city boundary. In order to capture a relatively accurate picture of historical, current and future population trends, Lose & Associates planning team members gathered statistics using the twelve census tracts that make up the City of Brookhaven. It should be noted that three of these tracts include small portions of other municipalities, as shown on **Figure 2.3**. The margin of error produced by these overlaps is negligible when gauging trends within the area.

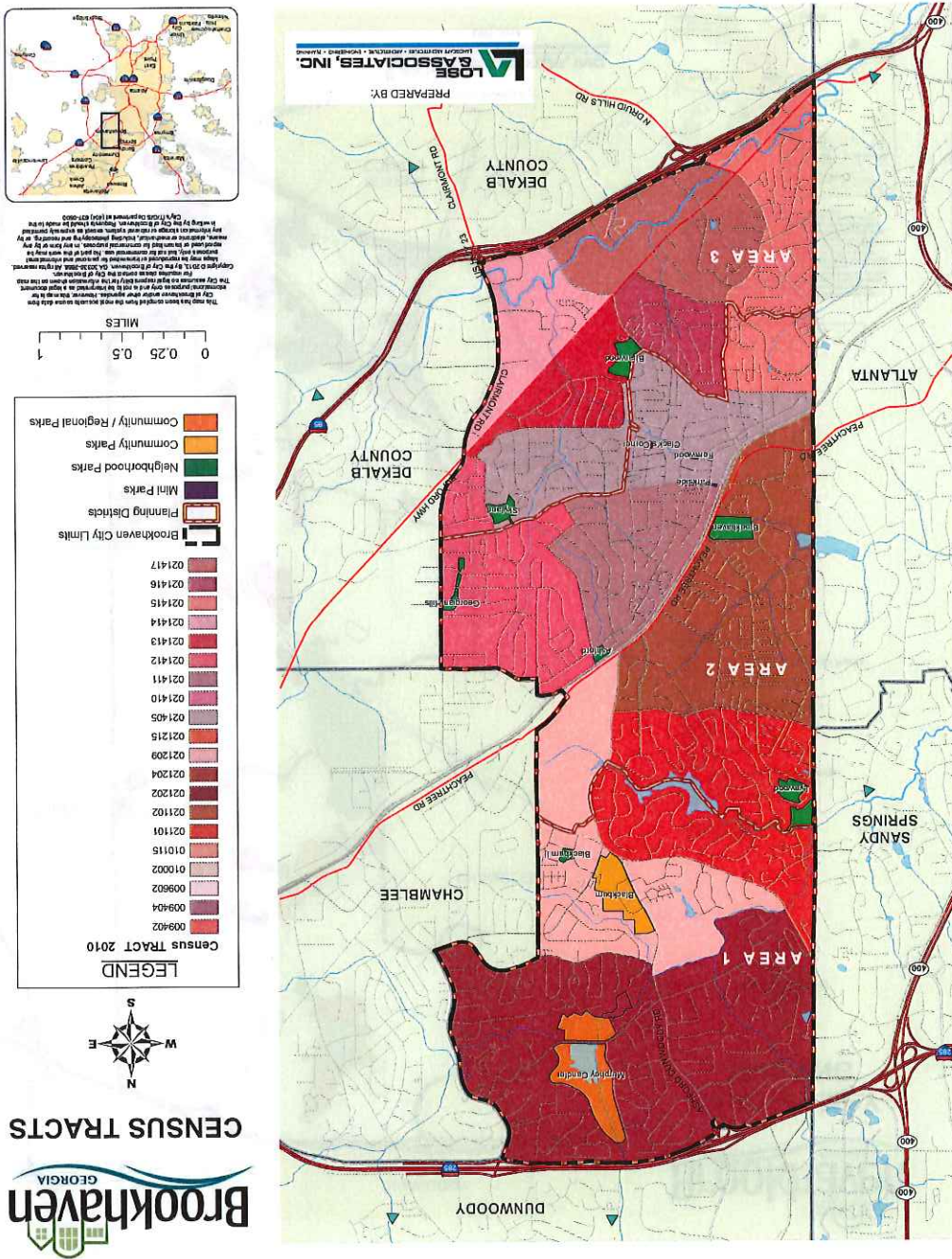
Looking at a comparison of the population densities across the City of Brookhaven, Lose & Associates planning team members noted that the density of residents in planning area 3 is over five times the density of residential areas in planning areas 1 and 2. This divergence is due to the high concentration of multi-family housing located along the Buford Highway corridor, shown in **Figure 2.4**. Typically, residents in multi-family housing are more dependent on public open space, which generally results in a higher demand for parkland. As of now, the highest concentration of park acreage is located in planning areas 1 and 2, rather than where the most dense populations exist, as shown in **Figure 2.5**.

Furthermore, tracts 14.13, 14.14, 14.16 and 14.17, which constitute almost all of the area east of North Druid Hills Road and south of Dresden Drive, have a population total of approximately 19,116. Those residents are within an area of 1.82 square miles. What we reveal in this analysis is that over one third, or 34.5%, of the city's residents live in an area that makes up only one sixth, or 16.1%, of the total area of the city. Other noteworthy trends include:

- Tract 14.12 is the most stable population group, showing little deviation in overall growth patterns.
- Tract 11.01 has experienced the largest increase in population and will continue to be one of the fastest growing areas in the city.
- Tract 14.15 is projected to have the fastest rate of growth over the next five years.
- Tract 14.16 has recorded the largest decline in population over the last two decades.
- Tract 11.02 is forecast to have the largest drop in population over the next five years, despite an estimated increase in population since the 2010 census.



Figure 2.3: Census Tracts



2014 Comprehensive Parks and Recreation Master Plan Fig. 2.3



Figure 2.4: Multi-Family Housing

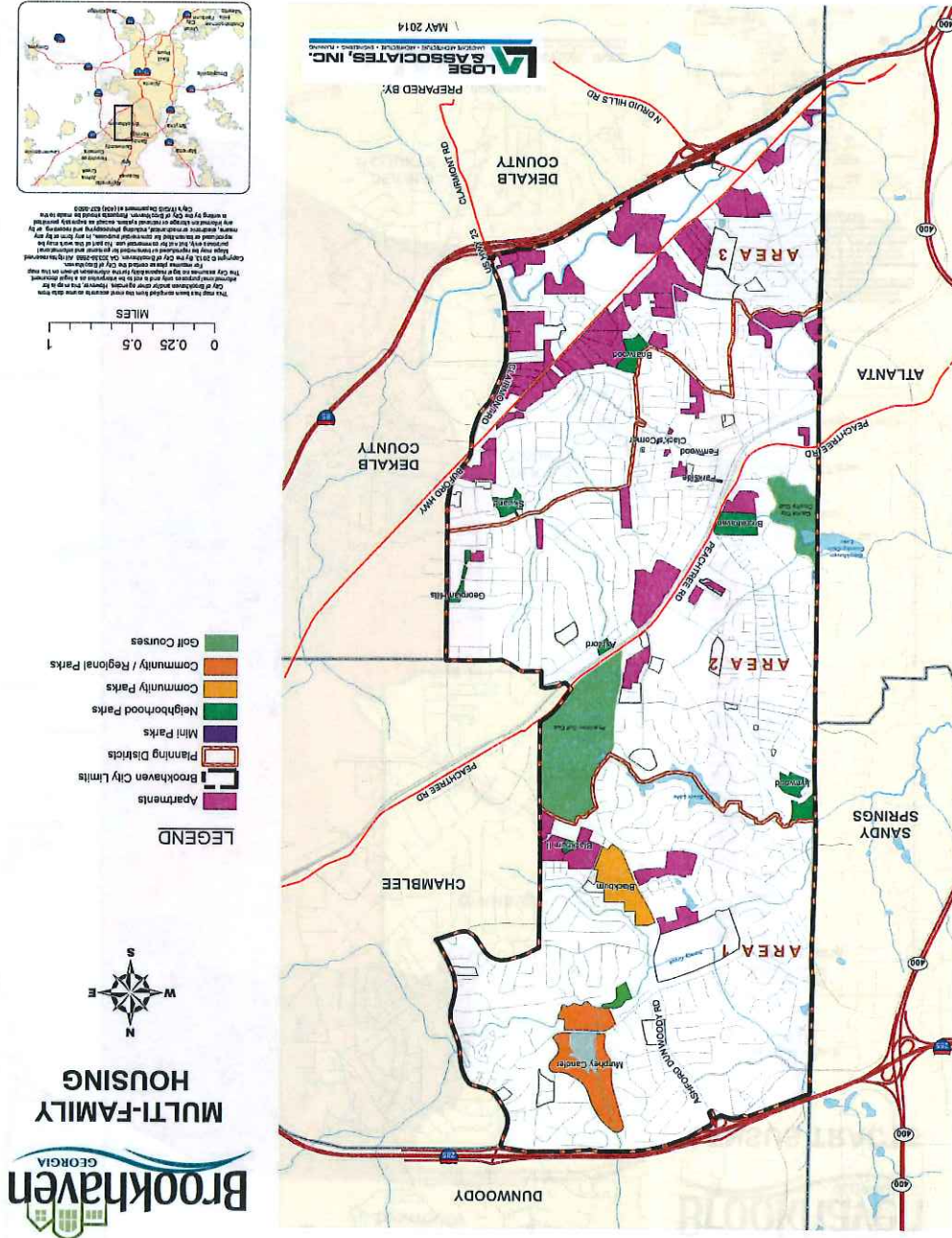
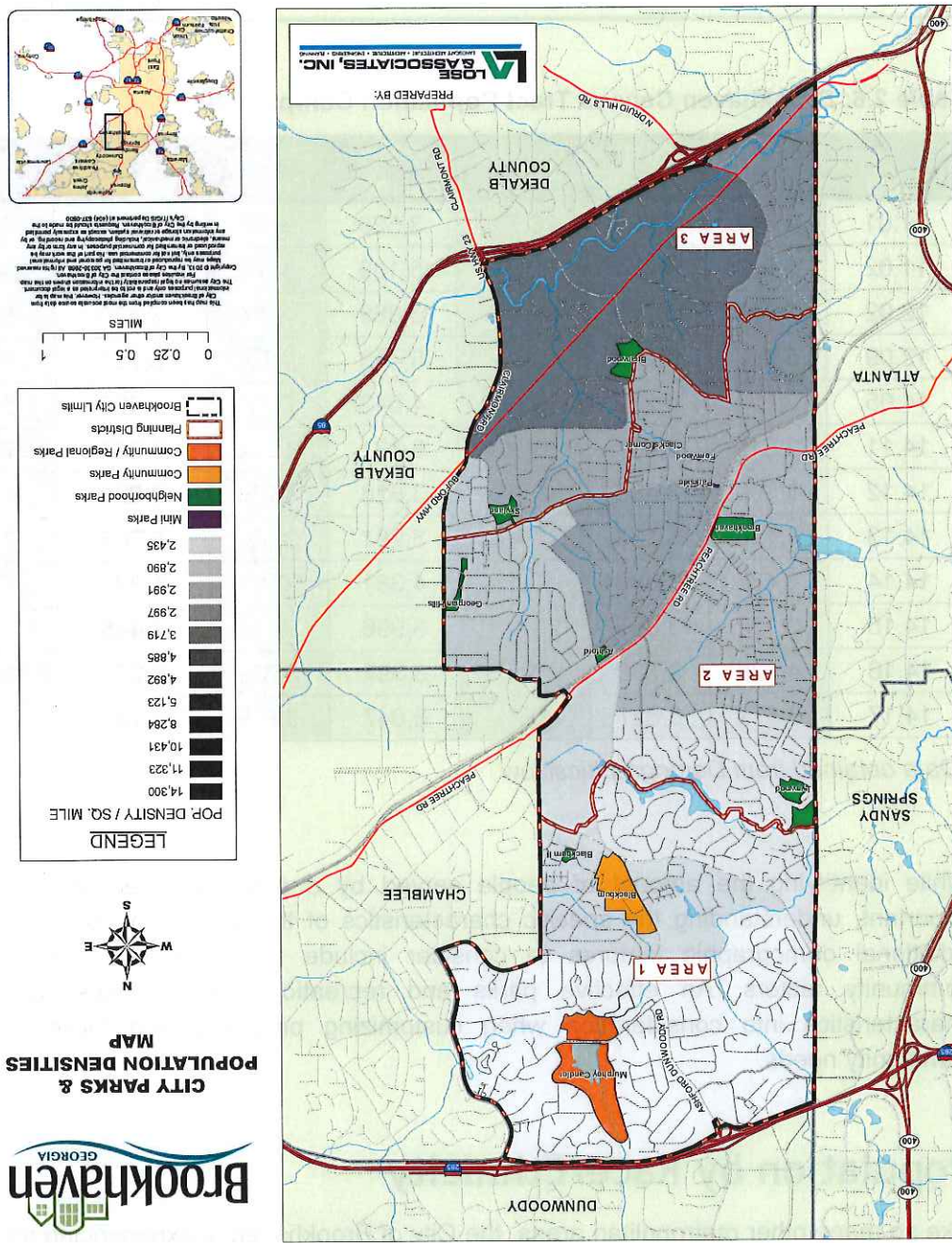


Figure 2.5: City Parks and Population Densities Map



2014 Comprehensive Parks and Recreation Master Plan Fig. 2.5



Table 2.6: Brookhaven Census Tract Population Comparison

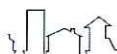
Tract	2000 Census	2010 Census	Percent Change	2013 Estimate	Percent Change	2018 Projection	Percent Change
11.01	2,647	3,406	28.7%	3,526	3.5%	3,834	8.7%
11.02	5,517	4,774	-13.5%	5,169	8.3%	4,960	-4.0%
12.02	5,459	6,745	23.6%	6,868	1.8%	7,420	8.0%
12.09	5,267	5,249	-0.3%	5,443	3.7%	5,737	5.4%
14.05	3,694	4,232	14.6%	4,543	7.3%	4,808	5.8%
14.11	2,518	3,007	19.4%	3,131	4.1%	3,357	7.2%
14.12	3,390	3,486	2.8%	3,626	4.0%	3,622	-0.1%
14.13	4,196	5,137	22.4%	5,291	3.0%	5,703	7.8%
14.14	4,427	3,980	-10.1%	4,381	10.1%	4,270	-2.5%
14.15	3,122	3,855	23.5%	3,996	3.7%	4,445	11.2%
14.16	4,026	3,280	-18.5%	3,397	3.6%	3,278	-3.5%
14.17	5,577	5,827	4.5%	6,047	3.8%	6,197	2.5%

Data obtained from DemographicsNow

While identifying the amount of people served by a parks and recreation system is important, understanding the specific characteristics of that population is just as critical. Additional demographic features to consider include race, ethnicity, age and other community factors. An effective parks and recreation system takes all of these characteristics into consideration when customizing programs and facilities to meet community needs.

Population by Race/Ethnicity

Like so many other metropolitan areas, the City of Brookhaven is experiencing an increase in population diversity. As the region continues to grow, individuals and families from other parts of the country, as well as other parts of the world will migrate to large urban areas, such as Atlanta. According to U.S. Census 2014 data compiled by the firm EXPERIENCE, Brookhaven is predominantly Caucasian, making up over 69% of the population. The firm's data also indicated that minority populations constituted the following portions of the population: Hispanic (18%), African American (7%), and Asian (5%). When compared to other major cities in the metropolitan area, Brookhaven ranks sixth in highest percentage of Caucasian residents, whereas the city ranks fifth for Hispanics, twenty-ninth for African Americans and eighth for Asian populations. With regards to the city's second largest ethnic group, EXPERIENCE noted that approximately 83% of the Hispanic population speaks



02 Community Profile

Spanish in their home, a statistic which generally indicates that English is a secondary language used only out of necessity in daily life.

Data obtained from *DemographicsNow* supports the trends identified by EXPERIENCE. As seen in **Figures 2.7 – 2.10**, the ethnic makeup of Brookhaven’s population has gone through a gradual increase in diversification, a trend which is expected to continue over the next five years.

Figure 2.7: Population by Race/Ethnicity (2000)

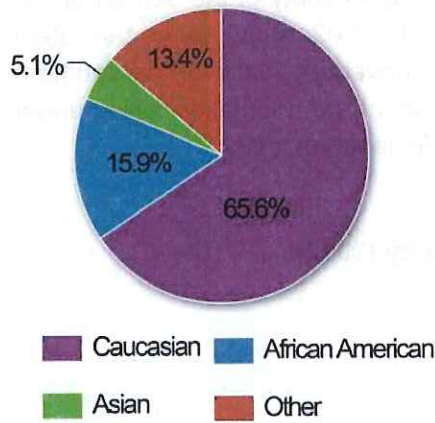


Figure 2.8: Population by Race/Ethnicity (2010)

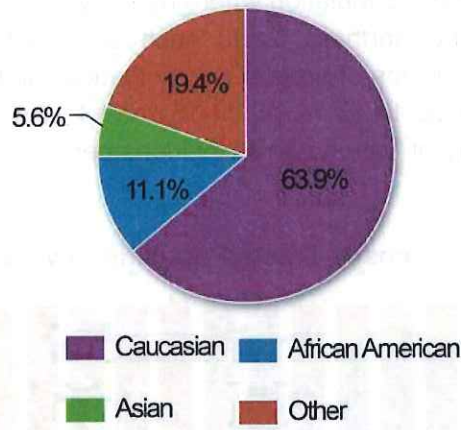


Figure 2.9: Population by Race/Ethnicity (2013)

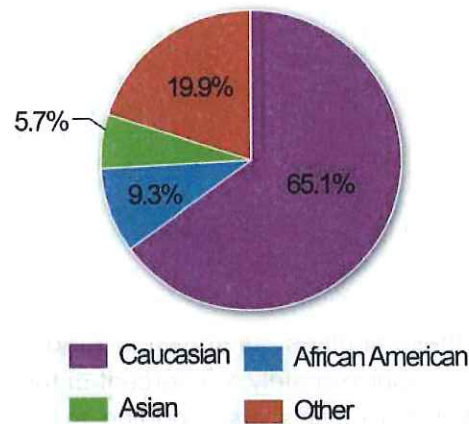
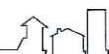
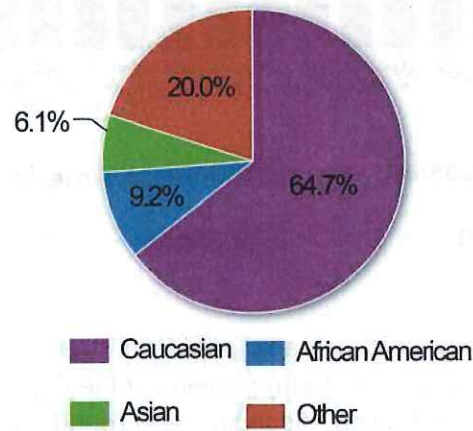


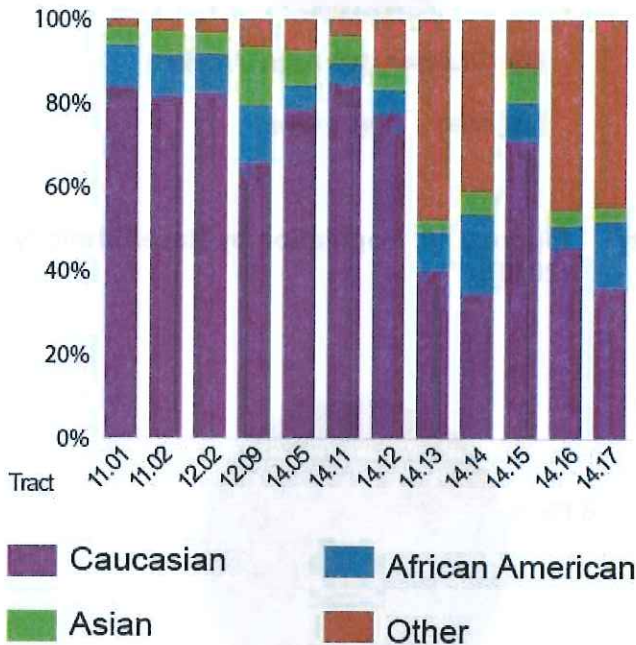
Figure 2.10: Population by Race/Ethnicity (2018)



It is important to note that the Census Bureau considers “Hispanic” an ethnicity, not a race. As a result, those reporting Hispanic or Latino heritage may be present in any of the above racial categories. As such, individuals who identify themselves as African Americans may also indicate Hispanic as part of their ethnicity. For these purposes, the data presented by the Lose & Associates planning team reflects data directly from the Census rather than an interpretation of this data. Specific data related to Hispanics will be discussed later in this section.

A more detailed analysis of this data by census tract identifies the racial and cultural makeup of a particular area within the city. As shown in **Figure 2.11**, the cross section of the population varies across each census tract. When analyzing the data across the city, Lose & Associates’ researchers noted that, in general, when going from north to south, the population makeup changes from predominantly Caucasian to a much more diverse segment of the population where minority groups make up the majority of the demographic. Data for the northern tracts such as 11.01, 11.02 and 12.02 show very consistent population groups of predominantly Caucasian residents. Conversely, data for the southern tracts, such as 14.13, 14.14, 14.16 and 14.17 show a majority of the population falling under the category of “other”, which includes persons reporting Hispanic ancestry.

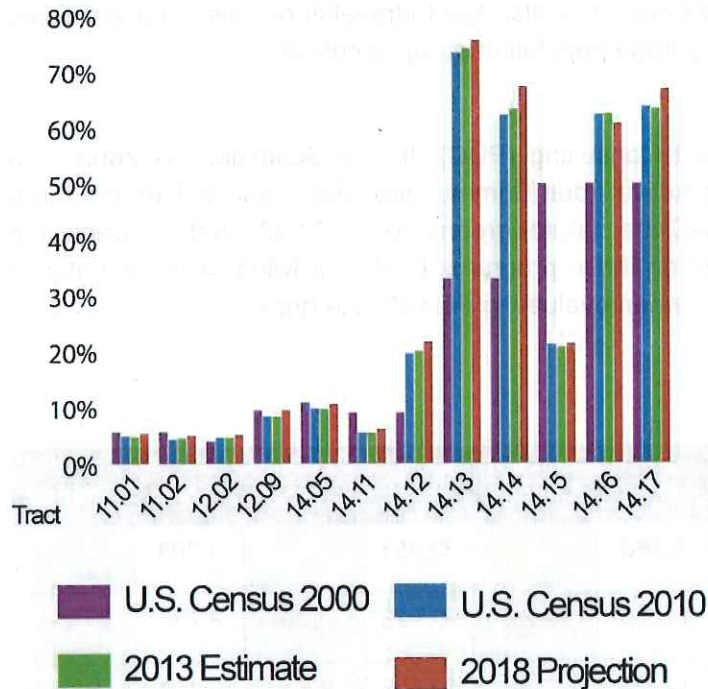
Figure 2.11: Census Tracts Population by Race / Ethnicity (2013)



Further analysis of Hispanic population trends support these findings, as shown in **Figure 2.12**. Once again, northern portions of the city report up to approximately ten percent of the population as having Hispanic background, whereas southern tracts are reporting much

higher quantities. Historical data shows that this population segment has experienced fluctuation in northern tracts, while the southern tracts experienced sustained or increased growth over the last thirteen years.

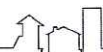
Figure 2.12: Census Tracts Hispanic Population Trends



Population by Age

Another element to consider when planning parks and recreation services is the age of the population. This particular trend plays a critical role in determining the proper diversity of programs and facilities needed to accommodate particular age groups. For example, younger age groups tend to require more active and structured forms of recreation, such as football, soccer, baseball, and softball. Conversely, older populations, while still considered “active,” tend to rank passive programming as a higher preference. However, a growing trend has begun across the nation, in which parks and recreation departments are realizing a growing demand for additional programs and services geared towards senior (55+) citizens.

The youngest of the population group known as the “Baby Boomer” generation have now entered into the 50 plus age group and join the older Baby Boomers commonly referred to as “senior citizens” in the active recreation community. However, recent studies have



determined that this generation is anything but old. The planning team has noted an increase across the country in the design of Active Adult Communities (AAC) that cater to the empty-nest adults along with early and recent retirees. In general, Baby Boomers between 50 and 65 years of age are active participants in park and recreation activities and frequently request opportunities for additional activities such as wellness programs and facilities, tennis, swimming, golf, walking, hiking and running, in addition to classes and programs that are social and educational. They also like to travel in groups, so determining a city's age profile related to this very large population group is critical.

William Parks of Parks Development Consulting (PDC), Inc. in Scottsdale, Arizona, is a nationally recognized consultant for Active Adult Communities. According to him, the three most highly rated features of an AAC are natural greenways and trails, nature areas and golf. The additional demands placed on these programs by this growing senior population are an important element to consider when evaluating the 55+ age group.

Table 2.13: Brookhaven by Age

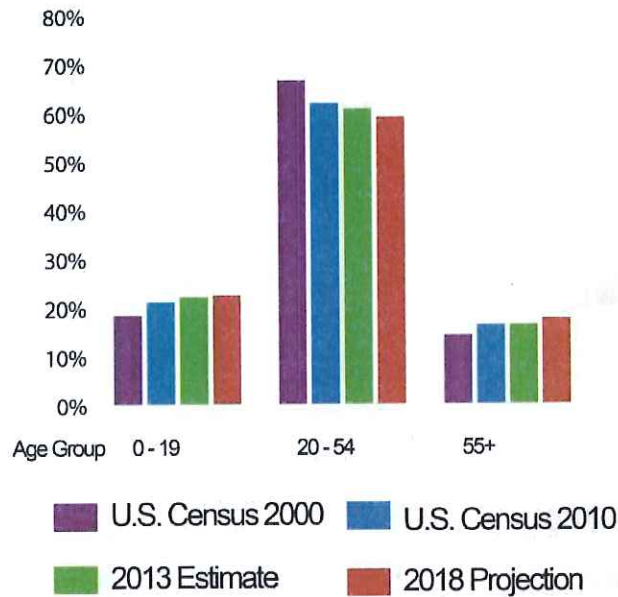
	0-19	Percent Change	20-54	Percent Change	55+	Percent Change
2000 Census	9,268		33,351		7,203	
2010 Census	11,322	22.2%	32,923	-1.3%	8,733	21.2%
2013 Estimate	12,369	9.2%	33,855	2.8%	9,194	5.3%
2018 Projection	13,073	5.7%	34,252	1.2%	10,306	12.1%
Percent Change (2000-2018)		15.5%		4.0%		18.0%

Data obtained from DemographicsNow

From 2000-2010, both the 0-19 and the 55+ age groups experienced a significant increase in population. Conversely, the 20-54 age group has remained relatively stable with minimal growth over the last thirteen years. As **Figure 2.14** illustrates, both the percentage of the overall population comprised of child and senior populations have continued to grow since 2000, however, the percentage of the 20-54 age group has been consistently decreasing over that same period. This trend is expected to continue over the next five years.



Figure 2.14: Age Group Trends



A deeper analysis of this trend was performed by looking at subsets within each age group and tracking them since the 2000 Census. The planning team noted a pattern in which a segment of the population, whose current ages are 20-24, is significantly smaller than the same age group from the previous decade. By projecting this trend, Lose & Associates' researchers estimate that by 2024, there will be approximately a 10%-15% drop in the age group of 30-34. Similarly, Lose researchers also noted that the population, whose current age is 65-74, is generally larger than the previous decade. Due to this data, Lose & Associates' planners forecast that there will be a noticeable increase in the 75-84 population over the next ten years.

In general, the age of the population in Brookhaven is slowly getting older. The median age of the population has increased from 32.2 in 2000 to 32.7 as of 2013. According to *DemographicsNow*, the median age is forecast to continue rising and is expected to reach 33.2 by the year 2018. Understanding the median age of each census tract helps identify which areas of the city are home to older or younger residents. **Figure 2.15** shows the trends occurring within each census tract as related to the median age. The data suggests that the northern and western tracts are generally older than residents in the southern and eastern tracts. Note that this linear change is similar to other trends previously identified and stated in the *Brookhaven 2014 Community Insight* report by EXPERIENCE.



Figure 2.15: Census Tracts Median Age Trends

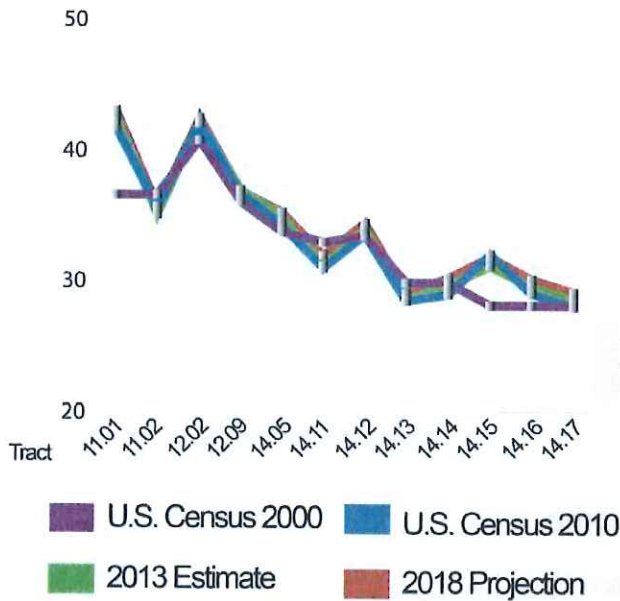


Table 2.16 shows a comparison on households with children between Brookhaven and the benchmark communities. The data suggests that Brookhaven has the lowest percentage of households with children when compared to the other benchmark communities. This data is also supported by the findings presented by EXPERIENCE, who noted that their research found that only 22.2% of the Brookhaven households have children.

Table 2.16: Benchmark Comparison: Households with Children

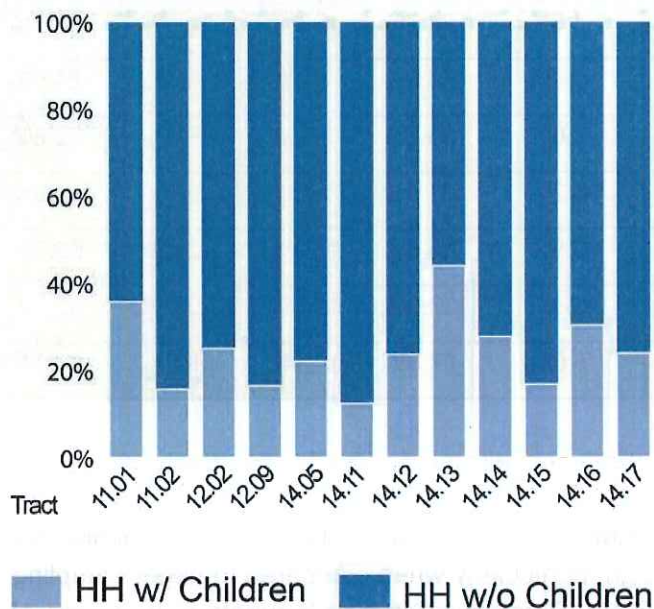
Location	Households with Children	Households without Children
Brookhaven, GA	23.0%	77.0%
Dunwoody, GA	28.3%	71.7%
Alpharetta, GA	40.3%	59.7%
Roswell, GA	33.4%	66.6%
Decatur, GA	27.7%	72.3%
DeKalb County	27.5%	72.5%
Georgia	31.9%	68.1%
United States	29.3%	70.7%

Data obtained from DemographicsNow



Lose & Associates' researchers also wanted to identify which areas within the city have higher concentrations of households with children. **Figure 2.17** shows the relationship of households with children versus those without, presented by census tracts. Areas adjacent to Buckhead and the Capitol City Country Club have the lowest percentage of households with children, whereas the areas around Briarwood Park and Lynnwood Park have significantly higher concentrations of homes with children.

Figure 2.17: Census Tracts Households with Children (2013)



Education, Employment and Income Profiles

The education, employment and income levels of a population can have a wide range of effects on a parks and recreation system. In one aspect, these three statistics determine the economic health of the area, which play a critical role in a service provider's ability to obtain adequate funding for both existing and proposed programs and facilities. Where one recreates is a personal choice that is often driven by one's education and income level. Those with more disposable income have greater choices and often are less dependent on the public system than others that have less education and income who are dependent on a public system to meet their personal and family recreation needs. This trend has recently



come to light in the wake of the recent economic downturn, where public parks and recreation providers across the country are being called on to meet their citizens' needs.

Table 2.18: Benchmark Comparison: Education, Employment and Income

Location	Average Household Income	Employed	Unemployed	Retired	Did not graduate high school	High School Graduate	Education Beyond High School
Brookhaven, GA	\$97,731	66.8%	2.5%	30.7%	14.7%	17.3%	68.0%
Dunwoody, GA	\$112,224	63.7%	1.6%	34.7%	4.3%	13.0%	82.7%
Alpharetta, GA	\$117,249	63.0%	3.4%	33.6%	3.4%	14.7%	81.9%
Roswell, GA	\$111,396	57.7%	3.6%	38.7%	5.9%	18.8%	75.3%
Decatur, GA	\$89,914	64.5%	4.2%	31.3%	7.2%	8.9%	83.9%
DeKalb County	\$73,419	61.0%	5.5%	33.5%	11.8%	22.0%	66.2%
Georgia	\$68,741	57.1%	5.6%	37.3%	15.5%	29.0%	55.5%
United States	\$74,349	57.2%	5.0%	37.8%	14.4%	28.3%	57.3%

Data obtained from DemographicsNow

When compared to other benchmark communities, as shown in table 2.18, Brookhaven's average household income is relatively high, particularly when compared to larger sampling areas, such as DeKalb County and the State. Brookhaven is also fortunate to have one of the lowest unemployment rates of the sampled data sets. Of these statistics, only the education levels in Brookhaven are inconsistent with the other benchmark cities. Generally, when this discrepancy occurs, Lose & Associates' researchers usually find that one segment of the population has a significantly higher level of income and education than the rest, resulting in high average household income levels despite a comparably lower level of educational attainment.



Figure 2.19: Census Tracts Income and Education (2013)

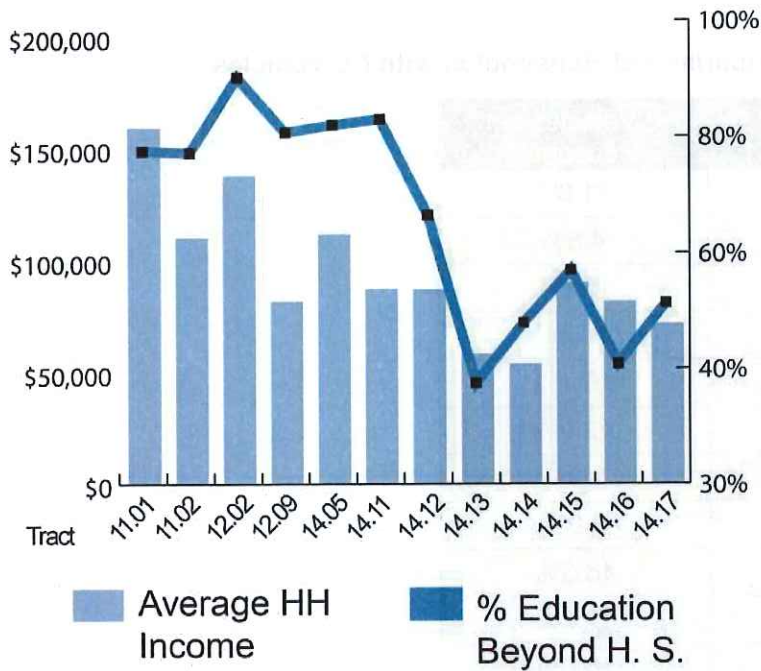


Figure 2.19 shows the breakout of average household income by census tract along with an overlay of educational attainment beyond high school. This data shows that there is a relatively strong correlation between the education level of one area of the city and their annual income. Once again, Lose & Associates’ researchers note a gradual trend from northwest to southeast where residents closer to the perimeter are generally more affluent and more highly educated than their counterparts closer to I-85. Projected data from DemographicsNow shows a consistent increase across the board in both education and income levels over the next five years; however, the same north to south disparity will likely also be carried forward.

Another statistic that Lose & Associates’ researchers tend to track along with income levels is the number of vehicles available per household, more specifically, the number of households with no vehicles available. In most markets, areas with higher income levels correspond with not only the presence of vehicles in a household, but an increased quantity of vehicles. Brookhaven is unique in that, despite relatively higher annual income levels, the city reports a large number of households with no vehicles available when compared to larger data pools such as the County and the State. Table 2.20 also presents this information in a census tract comparison. Not surprisingly, less affluent areas of the city had higher rates of homes without vehicles. Some of the more affluent tracts also had significantly high rates, but this may be due to the presence of larger public transportation



options, such as the Brookhaven MARTA station, as well as the inclusion of a student population tied to Oglethorpe University.

Table 2.20: Census Tract Comparison of Households with No Vehicles

Location	0 Vehicles per Household
Brookhaven, GA	11.8%
Tract 11.01	4.8%
Tract 11.02	15.2%
Tract 12.02	1.6%
Tract 12.09	16.1%
Tract 14.05	12.0%
Tract 14.11	2.9%
Tract 14.12	8.9%
Tract 14.13	16.3%
Tract 14.14	12.7%
Tract 14.15	16.4%
Tract 14.16	19.0%
Tract 14.17	17.7%
DeKalb County	9.7%
Georgia	6.8%
United States	9.1%

Data obtained from DemographicsNow

Summary

The City of Brookhaven continues to grow each year at a moderate rate. Due to the near total build out of the land within the city, Lose & Associates' researchers focused on the density of residents within given areas. Currently, over one third of the city's population is located in just over 1.75 square miles, near the southwestern corner of the city. This increased density area is related to the majority of the city's multi-family housing, which is also located in this area, along the Buford Highway corridor. Over the next five years, the southwest corner of the city is projected to be the fastest growing area of the population. Facility planning and programming should consider the elevated needs of these areas.



In terms of race and ethnicity, there is a strong correlation between geographic location and cultural diversity. Generally speaking, the northwest section of the city is predominantly Caucasian while the southeast section is primarily minority groups, with a strong emphasis on Hispanic population. Department programming and communications should be particularly sensitive to the needs of this concentrated population, including bilingual communications and signage.

Overall age of the Brookhaven population is slowly getting older. Increased populations of active seniors will require additional facilities and programming to accommodate their needs. In general, the older segment of the population is located in the northwest section of the city, whereas the younger segment is located to the southwest. Again, there is a strong correlation between location and demographic trends.

Brookhaven has a relatively low level of households with children present when compared to the benchmark communities. Unlike other data sets, there is no linear trend due to geography. Rather, areas with significantly higher rates of households with children are located in the areas surrounding both Briarwood and Lynnwood Parks. Once again, facilities and programming for this population should be elevated in these areas.

Lower income populations, which would be more likely to rely on public facilities and programs for their recreation needs are concentrated in the southwest corner of the city. When compiled with the higher population density and housing types, the need for adequate recreation amenities in planning area three is extremely high. Likewise, facilities in this area will require walkable routes within reasonable distances to resident's homes.

