



REAL PROPERTY **RESEARCH** GROUP

WASHINGTON/BALTIMORE ■ ATLANTA

## Market Feasibility Analysis

# 240 Atlanta Street Development Phase I

Gainesville, Hall County, Georgia

Prepared for:

**Walton Communities**

Project # - 2015-4439

Effective Date: April 17, 2015

Site Inspection: April 17, 2015





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# 1. EXECUTIVE SUMMARY

Walton Communities has retained Real Property Research Group, Inc. (RPRG) to conduct a comprehensive market feasibility analysis of 240 Atlanta Street Development Phase I, a proposed 84-unit general occupancy rental community in Gainesville, Hall County, Georgia. As proposed, 240 Atlanta Street Development Phase I will be financed in part with nine percent Low Income Housing Tax Credits (LIHTC) allocated by the Georgia Department of Community Affairs (DCA) and will contain 84 total units including 65 LIHTC units including 13 units with project based rental assistance through Public Housing/ACC assistance. Nineteen units will be market rate.

## 1. Project Description

- 240 Atlanta Street Development Phase I will be located at the existing Green Hunter Homes public housing site, which will be demolished as part of the development. **The site is located on Atlanta Street on the south side of Athens Highway just southeast of downtown Gainesville.** 240 Atlanta Street Development Phase I will include 19 market rate units and 65 LIHTC units, 13 of which will benefit from additional subsidies through Public Housing/ACC assistance.
- 240 Atlanta Street Development Phase I will offer **five one-bedroom units, 46 two-bedroom units, and 33 three-bedroom units.**
- A detailed summary of the subject property, including the rent and unit configuration, is shown in the table below.

240 Atlanta Street Development Phase I							
240 Atlanta Street							
Gainesville, Hall County, Georgia							
Unit Mix/Rents							
Bed	Bath	Income Target	Size (sqft)	Quantity	Gross Rent	Utility	Net Rent
1	1	60%	800	5	\$128	\$128	\$500
2	2	60% - ACC	1,000	10	\$460	\$160	\$300*
2	2	60%	1,000	25	\$755	\$160	\$595
2	2	Market	1,000	11	N/A	N/A	\$665
3	2	60% - ACC	1,250	3	\$503	\$203	\$300*
3	2	60%	1,250	22	\$873	\$203	\$670
3	2	Market	1,250	8	N/A	N/A	\$770
<b>Total</b>				<b>84</b>			

Rents include trash removal.

ACC contract rents\*

- **In-unit features** offered at the subject property will include a range, refrigerator with ice-maker, dishwasher, garbage disposal, ceiling fans, washer/dryer connections, and a patio/balcony. These unit features are comparable to existing communities in the market area including LIHTC communities.
- 240 Atlanta Street Development Phase I’s community **amenity package** will include a community room, fitness center, arts and crafts room / activity center, library, covered porch, and laundry facilities. This amenity package will be competitive with surveyed



rental communities in the Atlanta Street Market Area and will be comparable to existing LIHTC communities with the exception of a swimming pool. Taking into account the smaller community size and affordable nature of the proposed community, the lack of a swimming pool will not negatively affect the marketability of the subject property.

## 2. **Site Description / Evaluation**

The subject site is a suitable location for affordable rental housing as it is compatible with surrounding land uses and has ample access to amenities, services, and transportation arteries.

- The subject site is located in an established neighborhood just southeast of downtown Gainesville.
- The site is located within close proximity to transportation arteries, public transportation, community amenities and services, and employment concentrations.
- The subject site is suitable for the proposed development. No negative land uses were identified at the time of the site visit that would affect the proposed development's viability in the marketplace.
- The redevelopment of the older public housing community on the subject site will improve the condition of the immediate neighborhood.

## 3. **Market Area Definition**

- The Atlanta Street Market Area encompasses the city of Gainesville and the surrounding areas of Hall County loosely following Interstate 985 and U.S. Highway 129. The rural portion of the market area south and southeast of Interstate 985 was included due to the irregular shape and large size of some census tracts, which stretch from downtown Gainesville to the county line. As a result, the market area boundaries are significantly farther from the site to the east and south than the north or west. Given the similarities in socioeconomic, demographic, and land use characteristics throughout the area, we believe prospective tenants living throughout the Atlanta Street Market Area would consider the subject site as an acceptable shelter location.

The census tracts in northern Hall County were not included in the Atlanta Street Market Area as they are rural in nature and would significantly expand geographic coverage of the market area. The city of Oakwood was not included in the market area, as its residents have convenient access to alternative rental options along the 985 corridor and would not all consider relocating to the subject property solely for the purpose of rental housing.

- The boundaries of the Atlanta Street Market Area and their approximate distance from the subject site are Enota Avenue/Lake Lanier to the north (3.8 miles), North Oconee River/Truelove Road to the east (4.8 miles), Jackson County/Poplar Springs Road to the south (6.9 miles), and McEver Road/Atlanta Highway/Winder Highway to the west (2.8 miles).

## 4. **Community Demographic Data**

The Atlanta Street Market Area has experienced steady population and household growth since 2000, a trend projected to continue over the next couple of years.

- The Atlanta Street Market Area added 972 people (1.9 percent) and 208 households (1.4 percent) per year between the 2000 and 2010 Census Counts. This trend continued, albeit at a slower pace from 2010 to 2015, as the county's population and household base grew at annual rates of 0.8 percent and 0.7 percent, respectively.



- From 2015 to 2017, Esri projects the Atlanta Street Market Area's population will increase by 503 people (0.9 percent) and 142 households (0.8 percent) per year.
- Fifty-eight percent of the market area's population is under the age of 35 including 34 percent under the age of 20. Young people age 25 to 34 represent the single largest population age cohort in the Atlanta Street Market Area at 15.9 percent.
- Roughly 46 percent of all households in the Atlanta Street Market Area contain children while single persons account for 21.6 percent of all market area households.
- Renter occupied households accounted for 68.7 percent of the Atlanta Street Market Area's net household change between the 2000 and 2010 Census counts. Based on Esri estimates, the Atlanta Street Market Area's renter percentage is expected to continue to increase from 50.2 percent in 2015 to 50.8 percent in 2017.
- Working age households form the core of the market area's renters, as over half (51.2 percent) of all renter householders are ages 25-44. Within this age segment, renters age 25 to 34 account for the single largest percentage of renter householders in the Atlanta Street Market Area at 28.5 percent.
- As of 2010, large households (5+ persons) accounted for 25.8 percent of renter households in the Atlanta Street Market Area and renter households with three or four persons accounted for 31.1 percent of the households.
- The 2015 median income of households in the Atlanta Street Market Area is \$38,399, 27.9 percent lower than the Hall County median household income of \$53,223. RPRG estimates that the median income of renter households in the Atlanta Street Market Area is \$30,501. Approximately 42 percent of renters earn less than \$25,000 including 23.7 percent earning less than \$15,000. Roughly 36 percent earn between \$25,000 and \$49,999.

## 5. **Economic Data**

Hall County's economy is growing with At-Place-Employment at an all-time high and an unemployment rate dropping back to pre-recession levels.

- Following a recession high of 9.4 percent in 2009 and 2010, Hall County's unemployment rate has decreased in each of the past four years reaching a six year low of 5.8 percent in 2014. In comparison, the 2014 unemployment rates in Georgia and the nation were 7.2 percent and 6.4 percent, respectively.
- Hall County's At-Place Employment grew by 14.2 percent from 2000 to 2013, adding a net total of 9,169 jobs. After losing approximately 5,700 jobs from 2009 to 2010, the county recouped all losses by adding 6,795 net jobs from 2011 to 2014 (Q3). The At-Place-Employment total in 2014 (Q3) of 75,330 jobs eclipses the pre-recession peak in 2008.
- Manufacturing, Hall County's largest industry sector, accounted for 23.5 percent of total employment in the county as of 2014 Q3 compared to just 8.9 percent of jobs nationally. A substantial proportion of these manufacturing jobs are in the food processing industry.
- The subject site is located within five miles of most major employers in Hall County, including less than one mile from the county's largest employer, Northeast Georgia Medical Center.
- Twenty-four new or expanding companies were announced in 2014 in Hall County. The 24 companies are planning to add 1,300 new jobs and invest \$150 million dollars in the county.





## 6. **Project Specific Affordability and Demand Analysis:**

- 240 Atlanta Street Development Phase I will comprise 19 market rate units and 65 LIHTC units, 13 of which will benefit from additional subsidies through Public Housing/ACC assistance. As the rents for these units are much lower than standard LIHTC units, the PBRA units are evaluated independently.
- Affordability capture rates by floor plan range from 0.1 percent to 4.3 percent among renter households. By income level, renter capture rates are 0.5 percent for 60 percent LIHTC/PBRA units, 2.6 percent for 60 percent units, 2.3 percent for all LIHTC units, 0.8 percent for market rate units, and 2.0 percent for all units.
- All affordability capture rates are well within reasonable and achievable levels for a general occupancy community.
- Based on the proposed rents and income targeting, 4,253 renter households are age and income qualified for the proposed units.
- **240 Atlanta Street Development Phase I's DCA demand capture rates** by AMI level are 0.7 percent for 60 percent/PBRA units, 4.1 percent for 60 percent units, 3.6 percent for all LIHTC units, 1.2 percent for market rate units, **and 3.1 percent for all units.** All of these capture rates are well within DCA's mandated threshold of 30 percent and indicate sufficient demand to support the proposed development.

## 7. **Competitive Rental Analysis**

RPRG surveyed 12 multi-family rental communities in the Atlanta Street Market Area including five LIHTC communities. At the time of our survey, the overall rental market in the market area was performing very well.

- Among the 11 communities providing vacancy data, 37 of 1,811 units were reported vacant for an **aggregate vacancy rate of just 2.0 percent.** Eight of the 11 communities reporting vacancy data had vacancy rates of 2.1 percent or lower including five properties that were fully occupied.
- The five LIHTC communities reported four of 950 total units vacant for a rate of just 0.4 percent. Four of the five LIHTC communities were one-hundred percent occupied with waiting lists.
- Among the 12 rental communities surveyed, net rents, unit sizes, and rents per square foot are as follows:
  - **One-bedroom** effective rents averaged \$602 per month. The average one bedroom unit size was 733 square feet, resulting in a net rent per square foot of \$0.82.
  - **Two-bedroom** effective rents averaged \$637 per month. The average two bedroom unit size was 979 square feet, resulting in a net rent per square foot of \$0.65.
  - **Three-bedroom** effective rents averaged \$691 per month. The average three bedroom unit size was 1,218 square feet, resulting in a net rent per square foot of \$0.57.
- The “average market rent” among comparable communities is \$638 for one bedroom units, \$741 for two bedroom units, and \$863 for three bedroom units. The subject property's proposed LIHTC rents are well below these average market rents with rent advantages of 59.5 percent and 65.3 percent for the proposed LIHTC/ACC units and 19.7 percent to 22.4 percent for the proposed 60 percent AMI units without PBRA. Proposed market rate rents are below



market averages with market advantages of 10.2 percent and 10.8 percent. The overall market advantage is 24.8 percent.

- The two pipeline communities will not directly compete with the 65 LIHTC units proposed at the subject property due to differences in income targeting (affordable versus market rate). The pipeline communities may compete with the proposed market rate units depending on price point; however, neither have been approved. Furthermore, market rate capture rates are very low and show significant demand to support the proposed units in the pipeline and at the subject property.

**8. Absorption/Stabilization Estimate**

- Based on the product to be constructed and the factors discussed above, we expect 240 Atlanta Street Development Phase I to lease-up at a rate of 16 units per month. Given the differences in income targeting, we also expect the 13 units with ACC/PBRA to lease concurrently with the LIHTC and market rate units as fast as applications can realistically be processed. At this rate, the subject property will reach a stabilized occupancy of at least 93 percent within approximately four months.
- Given the very low vacancies in the Atlanta Street Market Area and projected household growth over the next couple of years, we do not expect 240 Atlanta Street Development Phase I to have negative impact on existing rental communities in the Atlanta Street Market Area including those with tax credits.

**9. Overall Conclusion / Recommendation**

Based on household growth, low affordability and demand capture rates, and strong rental market conditions, sufficient demand exists to support the proposed units at 240 Atlanta Street Development Phase I. As such, RPRG believes that the proposed 240 Atlanta Street Development Phase I will be able to successfully reach and maintain a stabilized occupancy of at least 93 percent following its entrance into the rental market. The subject property will be competitively positioned with existing LIHTC and market rate communities in the Atlanta Street Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.

We do not believe that the proposed development of 240 Atlanta Street Development Phase I will have a negative impact on the existing LIHTC communities in the market area.

**10. DCA Summary Table:**

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate	Absorption	Average Market Rent	Market Rents Band	Proposed Rents
<b>60% AMI - ACC</b>	<b>\$15,771 - \$36,360</b>										
Two Bedroom Units	\$15,771 - \$25,000	10	15.7%	872	0	872	1.1%	1-2 months	\$741	\$692-\$895	\$300
Three Bedroom Units	\$25,001 - \$36,360	3	16.9%	937	0	937	0.3%	1-2 months	\$863	\$805-\$960	\$300
<b>60% AMI</b>	<b>\$21,531 - \$36,360</b>										
One Bedroom Units	\$21,531 - \$26,000	5	7.4%	411	0	411	1.2%	1-2 months	\$638	\$480-\$784	\$500
Two Bedroom Units	\$26,001 - \$30,000	25	6.0%	334	0	334	7.5%	4 months	\$740	\$692-\$895	\$595
Three Bedroom Units	\$30,001 - \$36,360	22	9.3%	519	0	519	4.2%	4 months	\$863	\$805-\$960	\$670
<b>Market Rate Units</b>	<b>\$28,286 - \$48,480</b>										
Two Bedroom Units	\$28,286 - \$37,000	11	12.8%	711	0	711	1.5%	2-3 months	\$740	\$692-\$895	\$665
Three Bedroom Units	\$37,001 - \$48,480	8	15.5%	860	0	860	0.9%	1-2 months	\$863	\$805-\$960	\$770
<b>Project Total</b>	<b>\$15,771 - \$48,480</b>										
60% AMI - ACC	\$15,771 - \$36,360	13	32.5%	1,809	0	1,809	0.7%	1-2 months			
60% AMI	\$21,531 - \$36,360	52	22.7%	1,265	0	1,265	4.1%	4 months			
LIHTC Units	\$15,771 - \$36,360	65	32.5%	1,809	0	1,809	3.6%	4 months			
Market Rate Units	\$28,286 - \$48,480	19	28.2%	1,570	0	1,570	1.2%	2-3 months			
Total Units	\$15,771 - \$48,480	84	48.9%	2,717	0	2,717	3.1%	4 months			



SUMMARY TABLE:		
Development Name:	240 Atlanta Street Development Phase I	Total # Units: 84
Location:	240 Atlanta Street, Gainesville, Hall County, GA	# LIHTC Units: 65
PMA Boundary:	North: Enota Avenue/Lake Lanier, East: North Oconee River/Truelove Road, South: Jackson County/Poplar Springs Road, West: McEver Road/Atlanta Highway/Winder Highway	
	Farthest Boundary Distance to Subject:	6.9 miles

RENTAL HOUSING STOCK – (found on pages 5, 36, 39)				
Type	# Properties	Total Units	Vacant Units	Average Occupancy*
All Rental Housing	11	1,811	37	98.0%
Market-Rate Housing	6	861	33	96.2%
Assisted/Subsidized Housing not to include LIHTC				
<b>LIHTC</b>	5	950	4	99.6%
Stabilized Comps	11	1,811	37	98.0%
Properties in construction & lease up				

Subject Development					Average Market Rent			Highest Unadjusted Comp Rent	
# Units	# Bedrooms	# Baths	Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
5	1	1	800	\$500	\$638	\$0.80	21.6%	\$790	\$1.18
10	2	2	1,000	\$300*	\$741	\$0.74	59.5%	\$900	\$1.01
25	2	2	1,000	\$595	\$741	\$0.74	19.7%	\$900	\$1.01
11	2	2	1,000	\$665	\$741	\$0.74	10.2%	\$900	\$1.01
3	3	2	1,250	\$300*	\$863	\$0.69	65.3%	\$950	\$0.75
22	3	2	1,250	\$670	\$863	\$0.69	22.4%	\$950	\$0.75
8	3	2	1,250	\$770	\$863	\$0.69	10.8%	\$950	\$0.75

ACC contract rents \*

DEMOGRAPHIC DATA (found on pages 29, 48)						
	2012		2015		2017	
Renter Households	8,197	49.2%	8,575	50.2%	8,832	50.8%
Income-Qualified Renter HHs (LIHTC)	3,199	39.0%	2,892	33.7%	2,769	31.4%
Income-Qualified Renter HHs (MR)	2,105	25.7%	2,433	28.4%	2,482	28.1%

Income-Qualified Renter Households calculated without PBRA on any units

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 50)					
Type of Demand	60%/ACC	60%	Market Rate		Overall
Renter Household Growth	70	49	61		105
Existing Households (Overburd + Substand)	1,739	1,216	1,510		2,612
Homeowner Conversion (Seniors)					
Secondary Market Demand (10%)					
<b>Total Primary Market Demand</b>	<b>1,809</b>	<b>1,265</b>	<b>1,570</b>		<b>2,717</b>
Less Comparable/Competitive Supply	0	0	0		0
<b>Adjusted Income-qualified Renter HHs</b>	<b>1,809</b>	<b>1,265</b>	<b>1,570</b>		<b>2,717</b>

Demand estimates calculated without PBRA on any units

CAPTURE RATES (found on page 50)					
Targeted Population	60%/ACC	60%	Market Rate		Overall
Capture Rate	0.7%	4.1%	1.2%		3.1%

Capture rates calculated without PBRA on any units



## 2. INTRODUCTION

### A. Overview of Subject

The subject of this report is 240 Atlanta Street Development Phase I, the first phase of a proposed master planned community in Gainesville, Hall County, Georgia. The overall development will ultimately contain general occupancy and senior oriented rental units. The subject of this market study is the initial phase, which will include 84 general occupancy units. The subject property will have 65 LIHTC units including 13 units with project based rental assistance through Public Housing/ACC funding. 240 Atlanta Street Development Phase I will also have 19 market rate units. The subject property will replace the Green Hunter Homes public housing community, which will be demolished.

### B. Purpose of Report

The purpose of this market study is to perform a market feasibility analysis through an examination of the economic context, a demographic analysis of the defined market area, a competitive housing analysis, a derivation of demand, and an affordability analysis.

### C. Format of Report

The report format is comprehensive and conforms to DCA's 2015 Market Study Manual. The market study also considered the National Council of Housing Market Analysts' (NCHMA) recommended Model Content Standards and Market Study Index.

### D. Client, Intended User, and Intended Use

The Client is Walton Communities. Along with the Client, the Intended Users are the Gainesville Housing Authority, DCA, potential lenders, and investors.

### E. Applicable Requirements

This market study is intended to conform to the requirements of the following:

- DCA's 2015 Market Study Manual.
- The National Council of Housing Market Analyst's (NCHMA) Model Content Standards and Market Study Index.

### F. Scope of Work

To determine the appropriate scope of work for the assignment, we considered the intended use of the market study, the needs of the user, the complexity of the property, and other pertinent factors. Our concluded scope of work is described below:

- Please refer to Appendix 5 and 6 for a detailed list of DCA and NCHMA requirements as well as the corresponding pages of requirements within the report.
- Brett Welborn (Analyst) conducted a site visit on April 17, 2015.
- Primary information gathered through field and phone interviews was used throughout the various sections of this report. The interviewees included rental community property managers, Chris Davis and Matt Tate with the Gainesville Planning Division, Chris Chavis with



- the Hall County Planning and Zoning Department, and staff with the Gainesville Housing Authority.
- All pertinent information obtained was incorporated in the appropriate section(s) of this report.

## **G. Report Limitations**

The conclusions reached in a market assessment are inherently subjective and should not be relied upon as a determinative predictor of results that will actually occur in the marketplace. There can be no assurance that the estimates made or assumptions employed in preparing this report will in fact be realized or that other methods or assumptions might not be appropriate. The conclusions expressed in this report are as of the date of this report, and an analysis conducted as of another date may require different conclusions. The actual results achieved will depend on a variety of factors, including the performance of management, the impact of changes in general and local economic conditions, and the absence of material changes in the regulatory or competitive environment. Reference is made to the statement of Underlying Assumptions and Limiting Conditions contained in Appendix I of this report.



### 3. PROJECT DESCRIPTION

#### A. Project Overview

240 Atlanta Street Development Phase I will be located at the existing Green Hunter Homes public housing site, which will be demolished as part of the development. The site is located on Atlanta Street on the south side of Athens Highway just southeast of downtown Gainesville. 240 Atlanta Street Development Phase I will contain 65 LIHTC units including 13 units with project based rental assistance through Public Housing/ACC funding. The subject will also have 19 market rate units.

#### B. Project Type and Target Market

240 Atlanta Street Development Phase I will target very low to moderate income households. Given the proposed unit mix of one, two, and three bedroom floor plans, **potential renter household types include singles, roommates, couples, and families.**

#### C. Building Types and Placement

240 Atlanta Street Development Phase I will comprise seven newly constructed residential buildings, all of which will be three stories and garden-style. Construction characteristics will include brick and HardiPlank siding exteriors, standing seam metal roof accents, and decks and patios with enlarged columns. All ground floor units will be handicap accessible.

The residential units will be positioned between Athens Highway and Chestnut Street with surrounding parking lots. Two primary entrances for the subject property will be on Athens Highway; however, two secondary access points will be available on Chestnut Street to the south. The community building will be located near a primary entrance on Athens Highway (Figure 1).

#### D. Detailed Project Description

##### 1. Project Description

- 240 Atlanta Street Development Phase I will offer five one-bedroom units with 800 square feet, 46 two-bedroom units with 1,000 square feet, and 33 three-bedroom units with 1,250 square feet (Table 1).
- One bedroom units will have one bathroom; two and three bedroom units will have two bathrooms.
- All rents will include the cost of trash removal. Tenants will bear the cost of all other utilities. All appliances and the heating/cooling for each unit will be electric.

The following **unit features** are planned:

- Kitchens with a refrigerator (including an icemaker), oven/range, garbage disposal, and dishwasher
- Central heating and air-conditioning
- Patios or balconies
- Ceiling fans
- Mini-blinds
- High speed internet connections
- Washer and dryer connections

The following **community amenities** are planned:

- Community room
- Fitness room
- Arts and crafts / activity center
- Computer center
- Library
- Covered porch
- Central laundry facilities

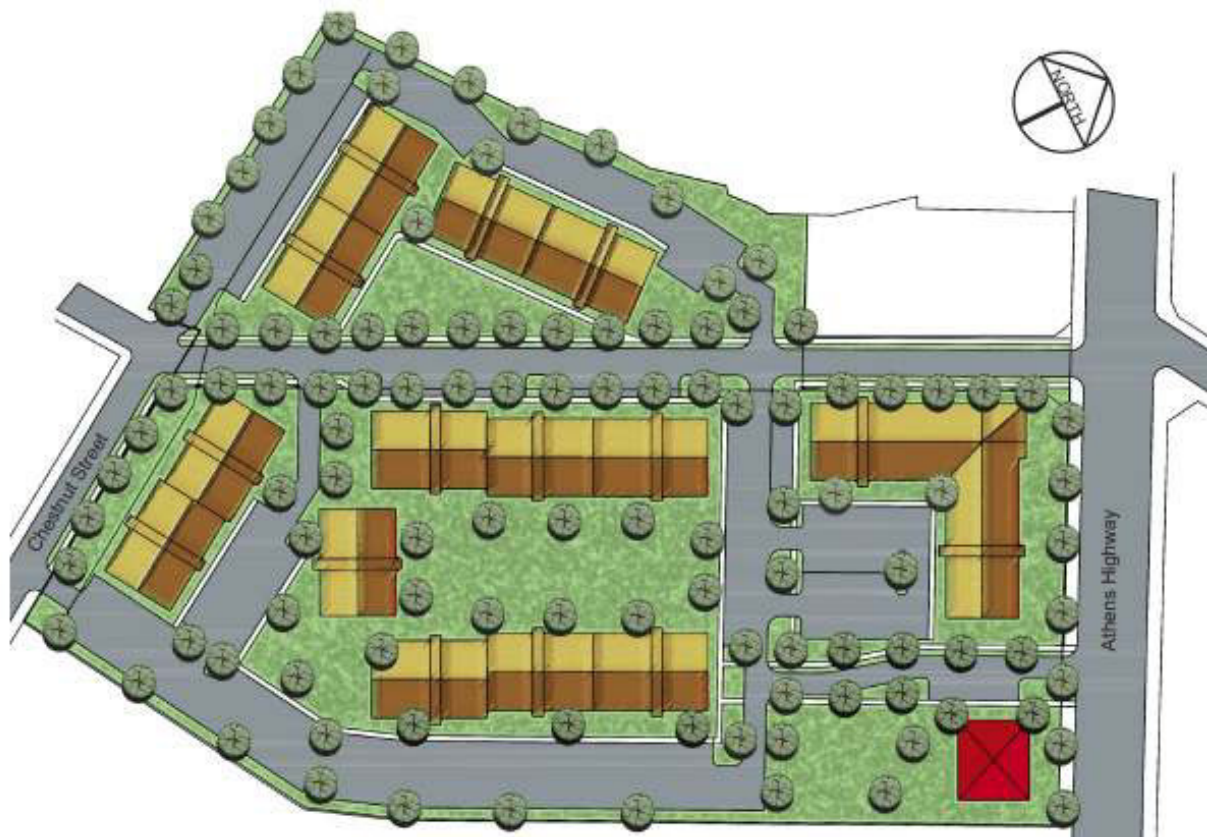
## 2. Other Proposed Uses

None.

## 3. Proposed Timing of Development

240 Atlanta Street Development Phase I is expected to begin construction in 2016 and will be completed in 2016. For the purposes of this report, the subject property's anticipated placed-in-service year is 2016.

**Figure 1 240 Atlanta Street Development Phase I Site Plan**



Source: Walton Communities





**Table 1 240 Atlanta Street Development Phase I Detailed Project Summary**

240 Atlanta Street Development Phase I							
240 Atlanta Street							
Gainesville, Hall County, Georgia							
Unit Mix/Rents							
Bed	Bath	Income Target	Size (sqft)	Quantity	Gross Rent	Utility	Net Rent
1	1	60%	800	5	\$128	\$128	\$500
2	2	60% - ACC	1,000	10	\$460	\$160	\$300*
2	2	60%	1,000	25	\$755	\$160	\$595
2	2	Market	1,000	11	N/A	N/A	\$665
3	2	60% - ACC	1,250	3	\$503	\$203	\$300*
3	2	60%	1,250	22	\$873	\$203	\$670
3	2	Market	1,250	8	N/A	N/A	\$770
<b>Total</b>				<b>84</b>			

Rents include trash removal.

ACC contract rents\*

Project Information		Additional Information	
<b>Number of Residential Buildings</b>	Seven	<b>Construction Start Date</b>	2016
<b>Building Type</b>	Garden	<b>Date of First Move-In</b>	2016
<b>Number of Stories</b>	Three	<b>Construction Finish Date</b>	2016
<b>Construction Type</b>	New Const.	<b>Parking Type</b>	Surface
<b>Design Characteristics (exterior)</b>	Brick, HardiPlank	<b>Parking Cost</b>	None
<b>Community Amenities</b>	Community room, fitness room, computer center, arts and crafts / activity center, library, covered porch in a central area, and laundry facilities	Kitchen Amenities	
		<b>Dishwasher</b>	Yes
		<b>Disposal</b>	Yes
		<b>Microwave</b>	No
		<b>Range</b>	Yes
<b>Unit Features</b>	Refrigerator with ice-maker, dishwasher, disposal, stove, ceiling fans, either balcony or patio, washer/dryer hookups, and wiring for cable and internet	Utilities Included	
		<b>Water/Sewer</b>	Tenant
		<b>Trash</b>	Owner
		<b>Heat</b>	Tenant
		<b>Heat Source</b>	Elec
		<b>Hot/Water</b>	Tenant
	<b>Electricity</b>	Tenant	
	<b>Other:</b>		

Source: Walton Communities, LLC





## 4. SITE AND NEIGHBORHOOD ANALYSIS

### A. Site Analysis

#### 1. Site Location

The subject site is the existing Green Hunter Homes Public Housing community. The community is located at 240 Atlanta Street on the south side of Athens Highway just southeast of downtown Gainesville, Hall County, Georgia (Map 1, Figure 2).

#### 2. Existing Uses

The site currently contains a Gainesville Housing Authority managed community (Green Hunter Homes) (Figure 3). The existing residential units and road infrastructure will be demolished and redeveloped.

#### 3. Size, Shape, and Topography

The development parcel is roughly rectangular, contains roughly 10 acres, and is flat.

#### 4. General Description of Land Uses Surrounding the Subject Site

The site for 240 Atlanta Street Development Phase I is located in an established neighborhood just southeast of downtown Gainesville. 240 Atlanta Street Development Phase I is located in between dense commercial development extending from downtown Gainesville and residential uses located to the south and east of the site. Numerous commercial uses are located to the north and west around downtown as well as along Athens Highway adjacent to the site. Residential uses to the south and east are primarily older single-family detached homes in moderate condition. Several churches and a funeral home are located in close proximity to the site.

#### 5. Specific Identification of Land Uses Surrounding the Subject Site

The land uses directly bordering the subject site are as follows (Figure 4):

- **North:** Chattahoochee Bank of Georgia, Citgo, and Peppers Market.
- **East:** Strip mall, Calvary Baptist Church, Wimberly & Jackson Funeral Home, and single-family detached homes.
- **South:** Single-family detached homes, a self-storage facility, and First Congressional Holiness Church.
- **West:** Several small businesses.



Map 1 Site Location

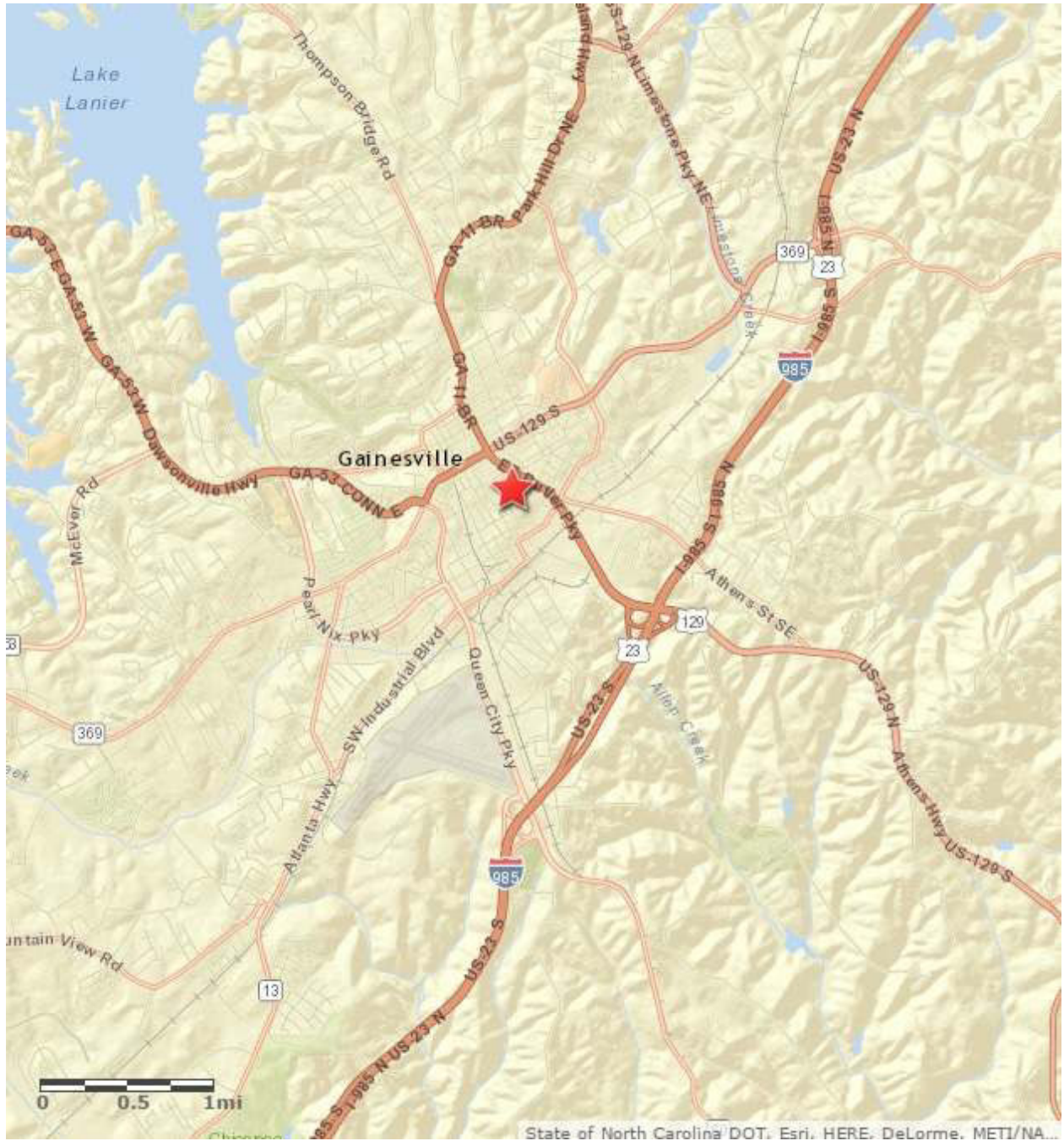
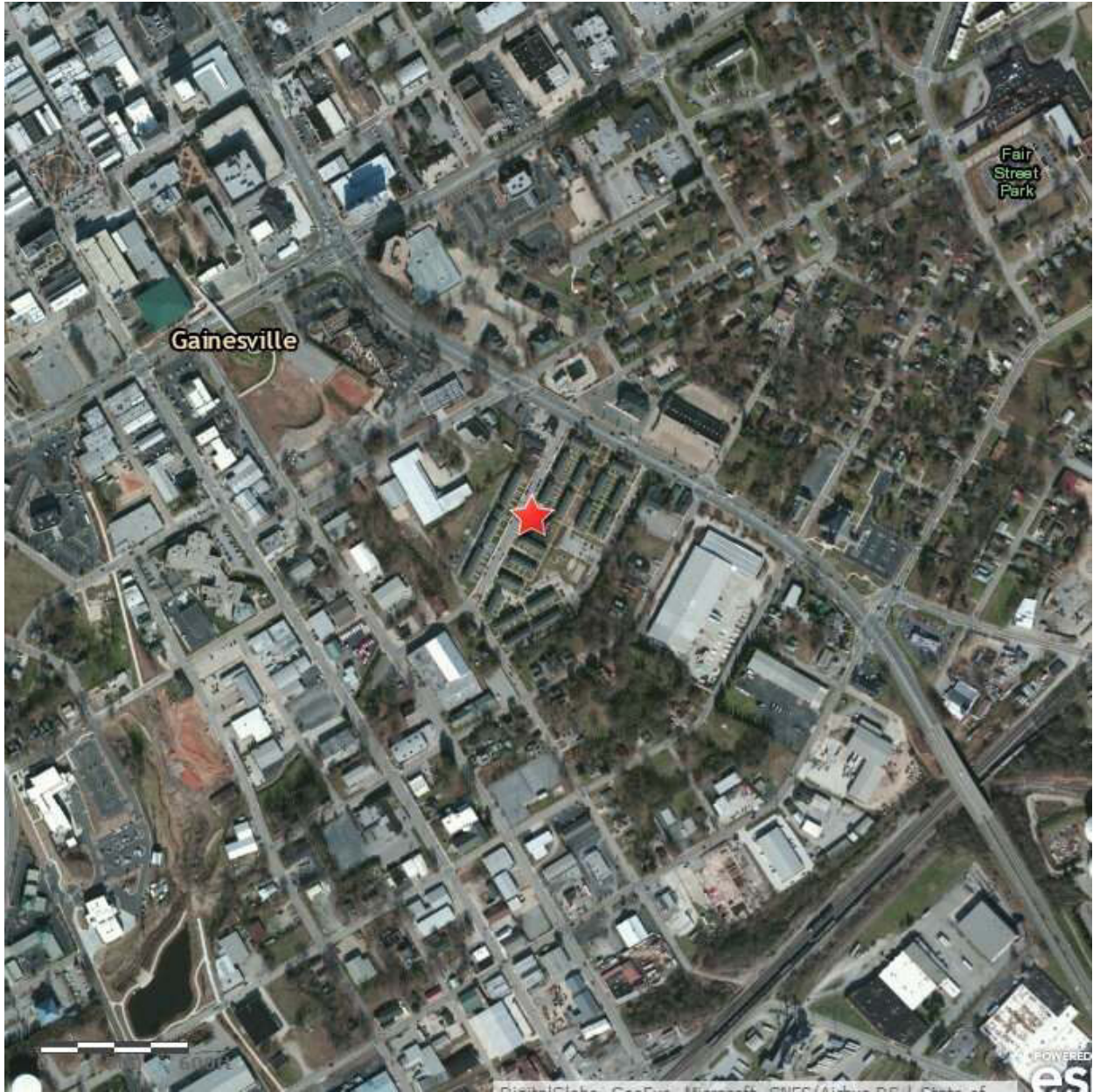




Figure 2 Satellite Image of Subject Site



**Figure 3 Views of Subject Site**



Atlanta Street facing northeast from southern border of the site



Site facing southwest from Athens Highway



Chestnut Street looking southeast (site on the left)



Site looking northeast from Chestnut Street



Eastern border of the site facing northeast



Site looking west from the eastern border



**Figure 4 Views of Surrounding Land Uses**



Single-family detached home to the south



Peppers Market to the north



Chattahoochee Bank of Georgia to the north



Self-storage facility to the south



Calvary Baptist Church to the east



Direct South manufacturing business to the west



## **B. Neighborhood Analysis**

### **1. General Description of Neighborhood**

The subject site is located in the city of Gainesville, a moderately sized municipality approximately one hour northeast of Atlanta. Situated along the Interstate 985 corridor and adjacent to Lake Lanier, Gainesville contains a unique mix of development ranging from the heavy industrial uses of its manufacturing roots to the more affluent suburban residential communities in the western portion of the city. As a steadily growing economic hub, Gainesville is home to numerous major employers including several large food processors.

The character of development outside the city's industrial downtown core is primarily residential, consisting of low to moderate value single-family detached homes and small to moderate size apartment and townhome communities. Most properties are older, but are generally well maintained. Given the steady economic growth over the past ten years, new development and investment is also present throughout the city.

### **2. Neighborhood Planning Activities**

New development in the immediate area surrounding the site has been limited, given its established nature and lack of undeveloped land. Several new for-sale single-family detached home neighborhoods are being built west and southwest of the site with prices ranging from \$150,000 to \$500,000. Many Lake Lanier communities are being developed that offer lake lots and many floor plan options from several builders with a wide range of prices. In addition, a couple of new multi-family rental communities are in the planning stages in Gainesville (see page 40).

The Midtown Greenway Project, phase I of which opened in spring 2012, consists of a one-half mile multi-use trail and five acre trailhead park created through the conversion of old CSX rail lines in Gainesville's Mid-town section of the city. When all phases are complete, the project will offer a three mile greenway and connect to a 15-mile loop that will run from Gainesville State College north to the city's existing Rock Creek Greenway. The Midtown Greenway is located along Martin Luther King Jr. Boulevard, roughly one-quarter mile south of the site.

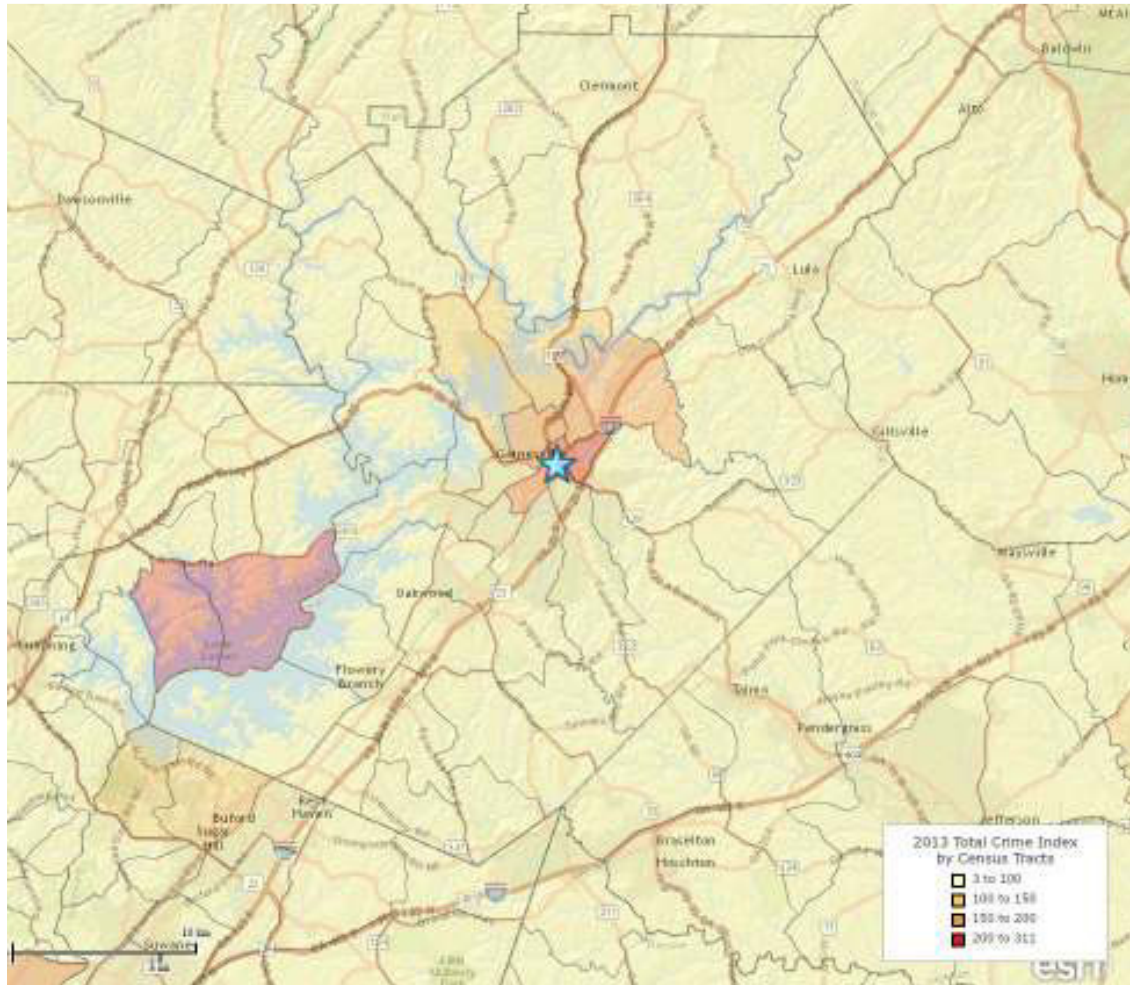
### **3. Public Safety**

CrimeRisk data is an analysis tool for crime provided by Applied Geographic Solutions (AGS). CrimeRisk is a block-group level index that measures the relative risk of crime compared to a national average. AGS analyzes known socio-economic indicators for local jurisdictions that report crime statistics to the FBI under the Uniform Crime Reports (UCR) program. Based on detailed modeling of these relationships, CrimeRisk provides a detailed view of the risk of total crime as well as specific crime types at the block group level. In accordance with the reporting procedures used in the UCR reports, aggregate indexes have been prepared for personal and property crimes separately as well as a total index. However it must be recognized that these are un-weighted indexes, in that a murder is weighted no more heavily than purse snatching in this computation. The analysis provides a useful measure of the relative overall crime risk in an area but should be used in conjunction with other measures.

Map 2 displays the 2013 CrimeRisk Index for the census tracts in the general vicinity of the subject site. The relative risk of crime is displayed in gradations from yellow (least risk) to red (most risk). The subject site's census tract is yellow, indicating it has a below average crime risk (under 100) compared to the nation (100); the subject's census tract extends from the site to more rural portions of Hall County to the south thus lowering the overall crime risk for the tract overall. The crime risk in Gainesville surrounding the site is above average and crime risk in rural areas of Hall County is

generally below average. We do not expect crime or the perception of crime to negatively impact the subject property's marketability.

## Map 2 2013 CrimeRisk, Subject Site and Surrounding Areas



## C. Site Visibility and Accessibility

### 1. Visibility

240 Atlanta Street Development Phase I will benefit from good visibility along Athens Highway, which has steady traffic. The redevelopment of a public housing community will increase community awareness.

### 2. Vehicular Access

240 Atlanta Street Development Phase I's two primary entrances will be on Athens Highway; however, two secondary access points will be available on Chestnut Street to the south. Athens Highway supports moderate traffic in front of the site and Chestnut Street supports light traffic. Problems with ingress or egress are not anticipated as a turn lane on Athens Highway will allow easy access to the subject property.



### 3. **Availability of Public Transit and Inter-Regional Transit**

Gainesville Connection, provided by Hall Area Transit, provides comprehensive public transportation services throughout Gainesville. Services include fixed route bus service with seven routes, access to Mobility Plus for riders with disabilities, and a demand response curb-side van service. The subject site is located within 0.2 mile of the central bus station with access to all routes from this location. In addition, the Gainesville Amtrak station that is served by Amtrak's Crescent route is located within one-half mile of the subject property at 116 Industrial Boulevard. The Amtrak Crescent route provides rail service from New York City to New Orleans with stops throughout the southeast and east coast.

Gainesville is located on the north side of Interstate 985, which provides access to Interstate 85, connecting Gainesville to Atlanta to the southwest and Greenville to the northeast. Gainesville is served by U.S. Highway 129, which connects it to smaller towns to the north and south as well as Interstate 85 to the south.

Hartsfield-Jackson International Airport, the closest passenger airport in the region, is approximately a one hour drive southwest of the subject via I-985 to I-85 South.

### 4. **Accessibility Improvements under Construction and Planned**

#### ***Roadway Improvements under Construction and Planned***

RPRG reviewed information from local stakeholders to assess whether any capital improvement projects affecting road, transit, or pedestrian access to the subject site are currently underway or likely to commence within the next few years. Observations made during the site visit contributed to the process. Through this research, no major roadway improvements were identified that would have a direct impact on this market.

#### ***Transit and Other Improvements under Construction and/or Planned***

None identified.

### 5. **Environmental Concerns**

No visible environmental or other site concerns were identified.

## **D. Residential Support Network**

### **1. Key Facilities and Services near the Subject Site**

The appeal of any given community is often based in part on its proximity to those facilities and services required on a daily basis. Key facilities and services and their distances from the subject site are listed in Table 2. The location of those facilities is plotted on Map 3.



**Table 2 Key Facilities and Services**

Establishment	Type	Address	Driving Distance
Peppers Market	Grocery	628 E Butler Pkwy.	0.1 mile
Citgo	Convenience Store	615 E Butler Pkwy.	0.1 mile
Chattahoochee Bank of Georgia	Bank	643 E Butler Pkwy.	0.1 mile
Church's Chicken	Restaurant	600 E Butler Pkwy.	0.1 mile
Hall Area Transit Bus Station	Public Transit	687 Main St. SW	0.2 mile
Hall County Sheriff Department	Police	610 Main St. SW	0.3 mile
Community Service Center	Community Center	430 Prior St. SE	0.3 mile
Medlink	Doctor/Medical	528 Broad St. SE	0.4 mile
Longstreet Clinic	Doctor/Medical	655 Jesse Jewell Pkwy.	0.4 mile
CVS	Pharmacy	103 Jesse Jewell Pkwy. SE	0.4 mile
Amtrak Rail Station	Public Transit	116 Industrial Blvd.	0.5 mile
Fair Street School	Public School	695 Fair St.	0.5 mile
Gainesville Police Department	Police	701 Queen City Pkwy.	0.6 mile
Northeast Georgia Medical Center	Hospital	743 Spring St. NE	0.7 mile
Hall County Library	Library	127 Main St. NW	0.7 mile
Gainesville Fire Department	Fire	725 Pine St.	0.9 mile
Food Lion	Grocery	601 S Enota Dr.	1.4 miles
Gainesville Middle School	Public School	1581 Community Way	1.7 miles
Gainesville High School	Public School	830 Century Pl.	1.8 miles
Lakeshore Mall	Mall	150 Pearl Nix Pkwy.	1.9 miles
Target	General Retail	514 Shallowford Rd. NW	2 miles
Walmart	General Retail	400 Shallowford Rd. NW	2 miles

Source: Field and Internet Survey, RPRG, Inc.

## 2. Essential Services

### *Health Care*

Northeast Georgia Medical Center is the largest medical provider in Gainesville. This 513-bed medical center offers a wide range of services including emergency medicine and general medical care. Northeast Georgia Medical Center is located on Spring Street, 0.7 mile north of the subject site.

Outside of this major healthcare provider, a couple of smaller clinics and independent physicians are located in close proximity to 240 Atlanta Street Development Phase I. They are Medlink and Longstreet Clinic, both located 0.4 mile from the subject site.

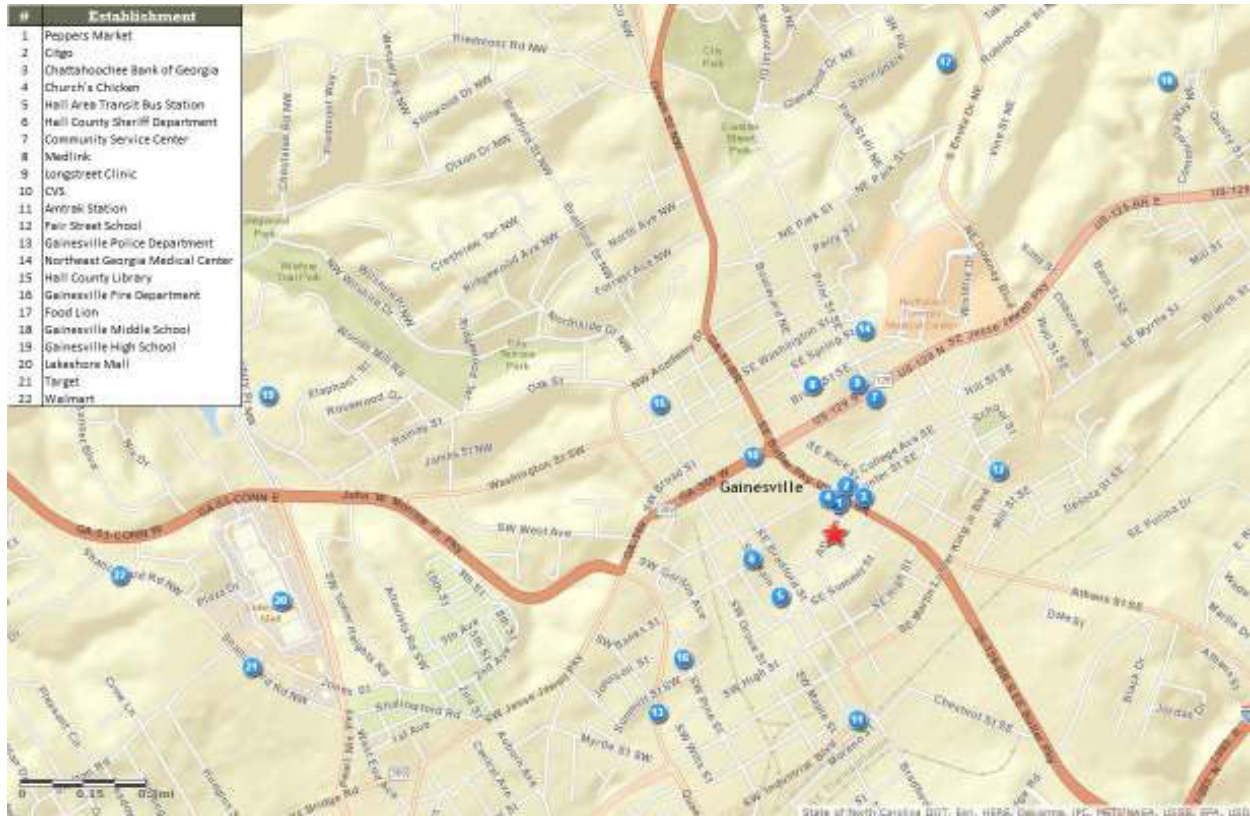
### *Education*

The primary market area is served by the Gainesville City School System, which includes eight schools and has an approximate enrollment of approximately 4,500 students. School age children residing at the subject property would attend the Fair Street School (0.5 mile), Gainesville Middle School (1.7 miles), and Gainesville High School (1.8 miles).

Brenau University, with an enrollment of approximately 2,800 students, is located within approximately one-half mile of the site. Additional institutions of higher education in the region include Gainesville Technical College, University of North Georgia – Gainesville, and Lanier Technical College.



**Map 3 Location of Key Facilities and Services**



### 3. Commercial Goods and Services

#### **Convenience Goods**

The term “convenience goods” refers to inexpensive, nondurable items that households purchase on a frequent basis and for which they generally do not comparison shop. Examples of convenience goods are groceries, fast food, health and beauty aids, household cleaning products, newspapers, and gasoline.

A number of retailers are within one-half mile of the site to the north near Athens Highway and Jesse Jewell Parkway including a grocery store (Peppers Market), a pharmacy (CVS), a convenience store (Citgo), and several banks and restaurants.

#### **Shoppers Goods**

The term “shoppers goods” refers to larger ticket merchandise that households purchase on an infrequent basis and for which they usually comparison shop. The category is sometimes called “comparison goods.” Examples of shoppers’ goods are apparel and accessories, furniture and home furnishings, appliances, jewelry, and sporting goods.

The closest mall to the subject site is Lakeshore Mall, located within two miles of the subject site to the west. Belk, Sears, Dick’s Sporting Goods, and JCPenney serve as Lakeshore Mall’s anchors and the mall also features a number of smaller retailers. Walmart and Target are located in close proximity to the mall.



#### **4. Recreational Amenities**

The closest recreation center to 240 Atlanta Street Development Phase I is the Community Service Center located 0.3 mile from the site on Prior Street. In addition, a Hall County public library is located 0.7 mile from the site on Main Street. Residents in Gainesville are provided Lake Lanier access at Gainesville Marina, approximately four miles northwest of the site.

#### **5. Location of Low Income Housing**

A list and map of existing low-income housing in the Atlanta Street Market Area are provided in the Existing Low Income Rental Housing Section of this report, starting on page 40.

### **E. Site Conclusion**

The subject site is located in an established neighborhood just southeast of downtown Gainesville and will be the product of the redevelopment of an existing public housing community. The site is convenient to community services, employment centers, and traffic arteries. **The site is considered comparable to existing rental communities in the market area and is appropriate for the continued use of affordable rental housing.**



## 5. MARKET AREA DEFINITION

### A. Introduction

The primary market area for the proposed 240 Atlanta Street Development Phase I is defined as the geographic area from which future residents of the community would primarily be drawn and in which competitive rental housing alternatives are located. In defining the Atlanta Street Market Area, RPRG sought to accommodate the joint interests of conservatively estimating housing demand and reflecting the realities of the local rental housing marketplace.

### B. Delineation of Market Area

The Atlanta Street Market Area encompasses the city of Gainesville and the surrounding areas of Hall County loosely following Interstate 985 and U.S. Highway 129. The rural portion of the market area south and southeast of Interstate 985 was included due to the irregular shape and large size of some census tracts, which stretch from downtown Gainesville to the county line. As a result, the market area boundaries are significantly farther from the site to the east and south than the north or west. Given the similarities in socioeconomic, demographic, and land use characteristics throughout the area, we believe prospective tenants living throughout the Atlanta Street Market Area would consider the subject site as an acceptable shelter location.

The census tracts in northern Hall County were not included in the Atlanta Street Market Area as they are rural in nature and would significantly expand geographic coverage of the market area. The city of Oakwood was not included in the market area, as its residents have convenient access to alternative rental options along the 985 corridor and would not all consider relocating to the subject property solely for the purpose of rental housing.

The boundaries of the Atlanta Street Market Area and their approximate distance from the subject site are:

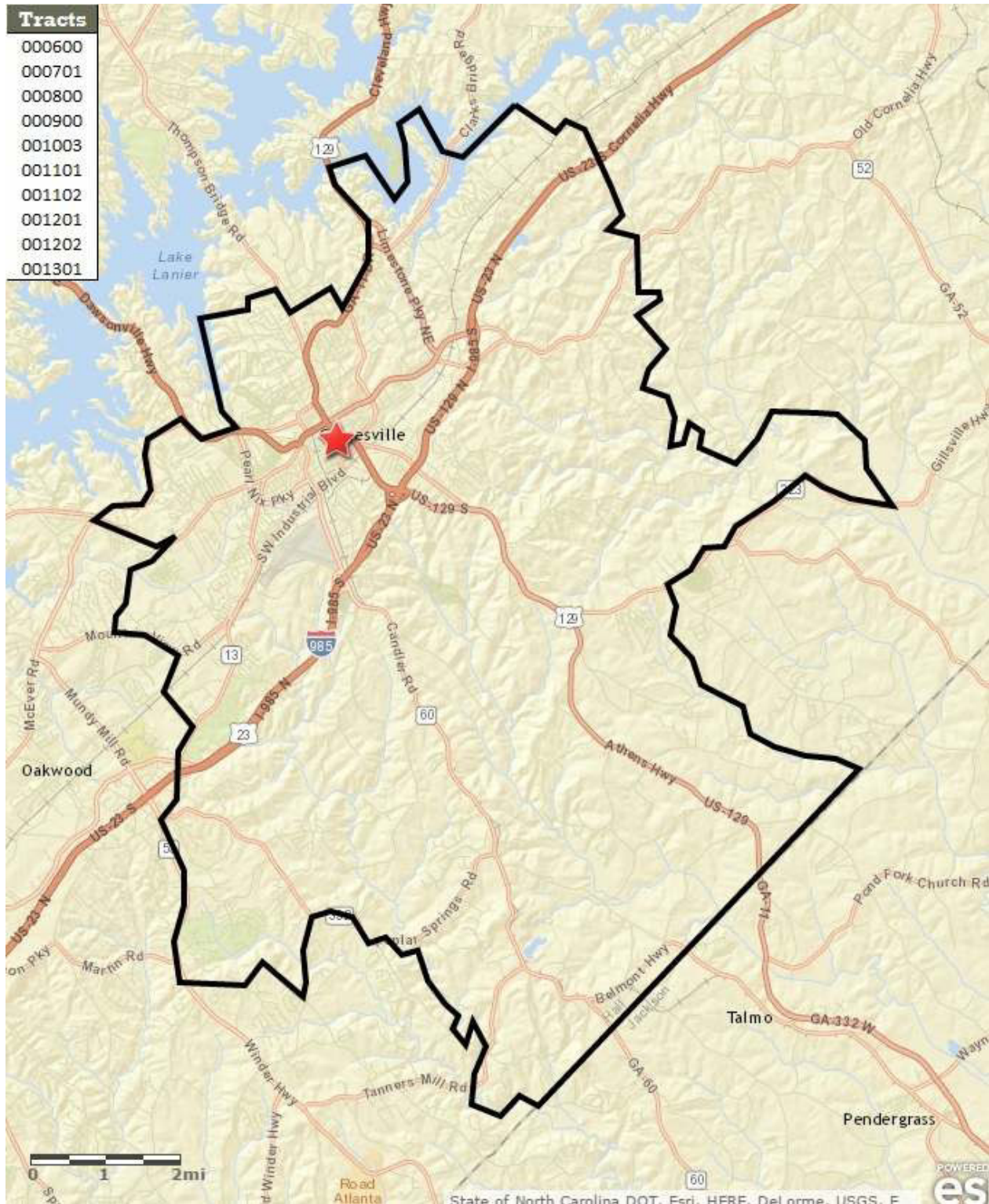
- North:** Enota Avenue / Lake Lanier ..... (3.8 miles)
- East:** North Oconee River / Truelove Road ..... (4.8 miles)
- South:** Jackson County / Poplar Springs Road ..... (6.9 miles)
- West:** McEver Road / Atlanta Highway / Winder Highway ..... (2.8 miles)

This market area is depicted in Map 4 and the census tracts that comprise the market area are listed on the edge of the map. As appropriate for this analysis, the Atlanta Street Market Area is compared to Hall County, which is considered as the secondary market area, although demand will be computed based only on the Atlanta Street Market Area.





Map 4 Atlanta Street Market Area





## 6. ECONOMIC CONTENT

### A. Introduction

This section of the report focuses primarily on economic trends and conditions in Hall County, the jurisdiction in which 240 Atlanta Street Development Phase I will be located. For purposes of comparison, economic trends in Georgia and the nation are also discussed.

### B. Labor Force, Resident Employment, and Unemployment

#### 1. Trends in County Labor Force and Resident Employment

Hall County's labor force added workers every year between 2000 and 2008 increasing from 73,522 workers to 93,111 workers, a gain of 26.6 percent. The labor force decreased to 87,985 workers in 2010 during the national economic downturn before increasing in each of the next four years to 91,777 workers in 2014 (Table 3). Since 2010 the labor force has grown by 3,792 workers while the employed portion of the labor force has grown by over 6,800 workers.

#### 2. Trends in County Unemployment Rate

The unemployment rate in Hall County ranged from 3.0 percent to 5.4 percent between 2000 and 2008 before increasing significantly to 9.4 percent in 2009 and 2010 during the national recession and prolonged economic downturn. The unemployment rates in the county, state, and nation have all decreased in each of the past four years. The unemployment rate in Hall County has decreased significantly to 5.8 percent in 2014 which is lower than both state (7.2 percent) and national (6.4 percent) unemployment rates.

### C. Commutation Patterns

According to 2009-2013 American Community Survey (ACS) data, roughly 70 percent of workers residing in the Atlanta Street Market Area spent less than 30 minutes commuting to work including 31.3 percent commuting less than 15 minutes (Table 4). Approximately 13 percent of workers residing in the market area spent more than 45 minutes commuting to work.

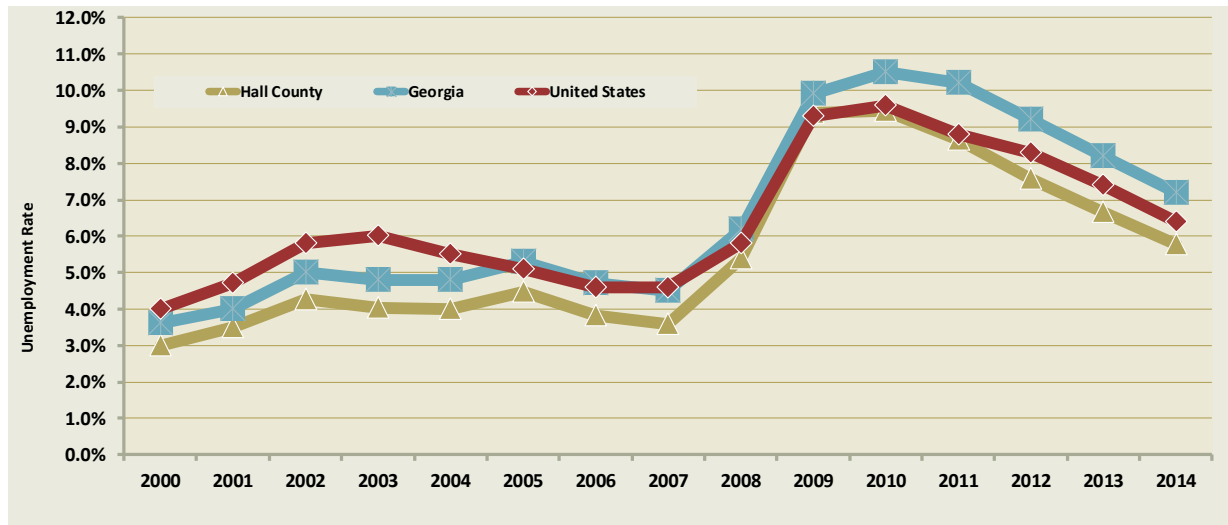
A large majority (78.4 percent) of all workers residing in the Atlanta Street Market Area worked in Hall County and 21 percent worked in another Georgia county. Under one percent of market area workers worked in another state.



**Table 3 Labor Force and Unemployment Rates**

Annual Unemployment Rates - Not Seasonally Adjusted															
Annual	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Unemployment															
Labor Force	73,522	74,433	75,653	79,352	80,083	82,801	86,454	90,768	93,111	89,690	87,985	88,925	90,605	91,214	91,777
Employment	71,319	71,826	72,420	76,163	76,884	79,099	83,160	87,514	88,082	81,284	79,671	81,236	83,733	85,136	86,475
Unemployment	2,203	2,607	3,233	3,189	3,199	3,702	3,294	3,254	5,029	8,406	8,314	7,689	6,872	6,078	5,303
<b>Unemployment Rate</b>															
Hall County	3.0%	3.5%	4.3%	4.0%	4.0%	4.5%	3.8%	3.6%	5.4%	9.4%	9.4%	8.6%	7.6%	6.7%	5.8%
Georgia	3.6%	4.0%	5.0%	4.8%	4.8%	5.3%	4.7%	4.5%	6.2%	9.9%	10.5%	10.2%	9.2%	8.2%	7.2%
United States	4.0%	4.7%	5.8%	6.0%	5.5%	5.1%	4.6%	4.6%	5.8%	9.3%	9.6%	8.8%	8.3%	7.4%	6.4%

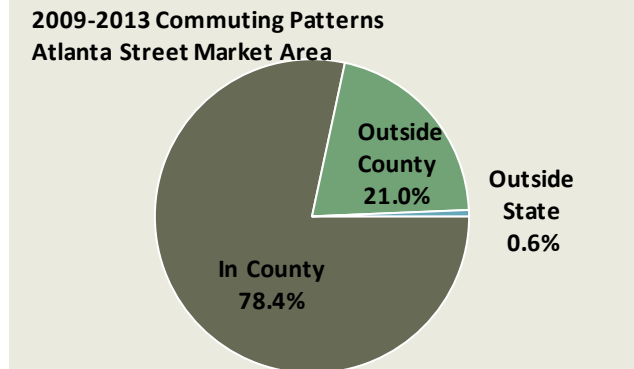
Source: U.S. Department of Labor, Bureau of Labor Statistics



**Table 4 2009-2013 Commuting Patterns, Atlanta Street Market Area**

Travel Time to Work			Place of Work		
Workers 16 years+	#	%	Workers 16 years and over	#	%
Did not work at home	22,418	97.9%	Worked in state of residence:	22,764	99.4%
Less than 5 minutes	620	2.7%	Worked in county of residence	17,951	78.4%
5 to 9 minutes	2,836	12.4%	Worked outside county of residence	4,813	21.0%
10 to 14 minutes	3,716	16.2%	Worked outside state of residence	146	0.6%
15 to 19 minutes	4,416	19.3%	<b>Total</b>	<b>22,910</b>	<b>100%</b>
20 to 24 minutes	3,410	14.9%			
25 to 29 minutes	913	4.0%			
30 to 34 minutes	2,564	11.2%			
35 to 39 minutes	461	2.0%			
40 to 44 minutes	575	2.5%			
45 to 59 minutes	1,346	5.9%			
60 to 89 minutes	1,023	4.5%			
90 or more minutes	538	2.3%			
Worked at home	492	2.1%			
<b>Total</b>	<b>22,910</b>				

Source: American Community Survey 2009-2013



Source: American Community Survey 2009-2013

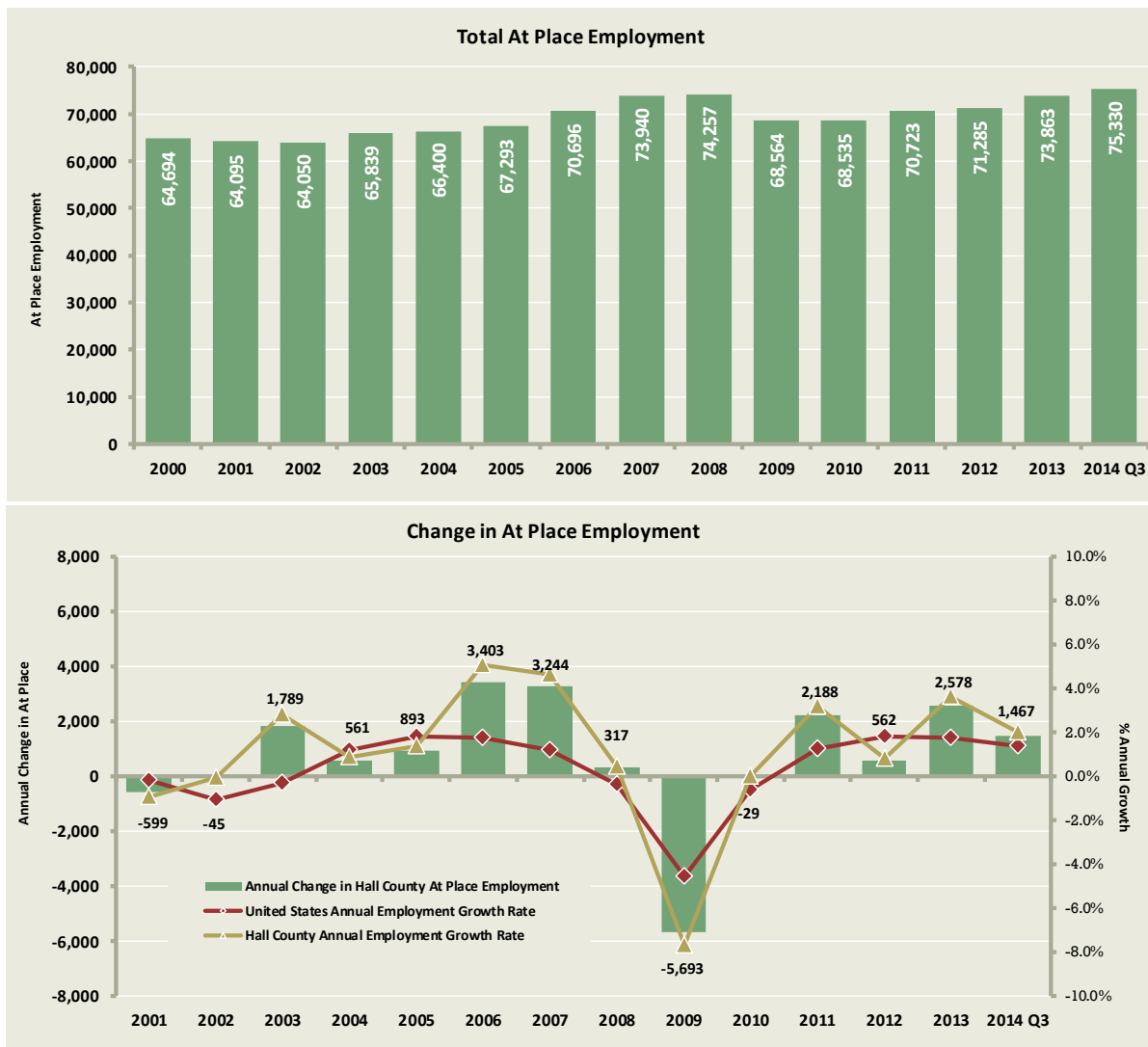


## D. At-Place Employment

### 1. Trends in Total At-Place Employment

Hall County added jobs in six of eight years between 2000 and 2008, resulting in 74,257 jobs in 2008 (Figure 5). The county lost 5,693 jobs or 7.7 percent of its 2008 employment base in 2009 and lost 29 jobs in 2010. Following the recent low of 68,535 jobs in 2010, the county has recouped all jobs lost in 2009 and 2010 by adding 6,795 total jobs over the past few years to reach a new peak of 75,330 jobs in 2014 Q3. The county experienced a larger dip in jobs on a percentage basis in 2009 than the nation; however, the county has rebounded faster with four of five years of growth in jobs exceeding the nations on a percentage basis.

**Figure 5 At-Place Employment**



Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages

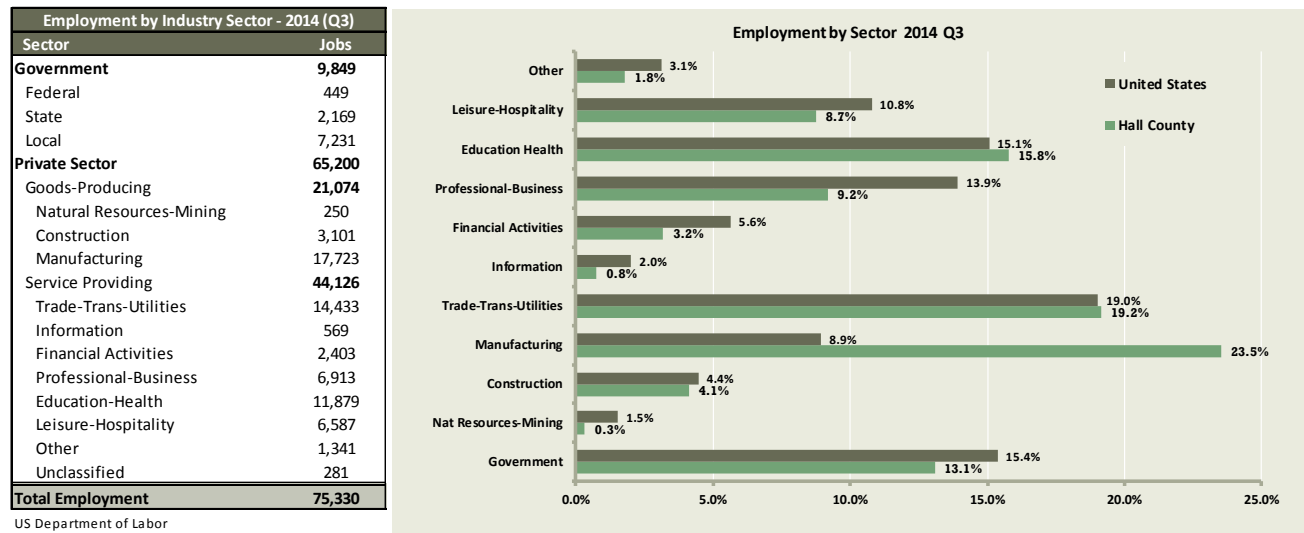




**2. At-Place Employment by Industry Sector**

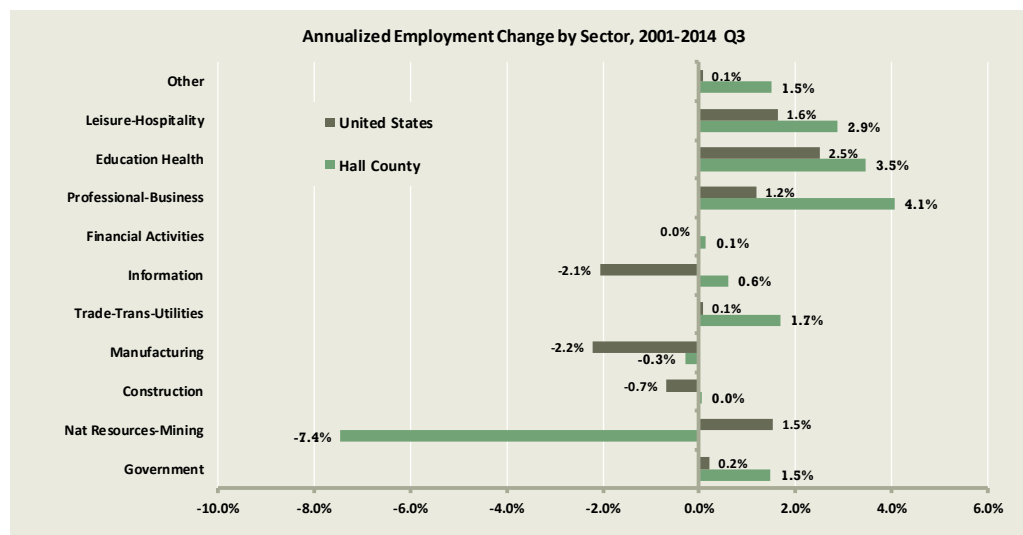
Manufacturing is the largest employment sector in Hall County accounting for 23.5 percent of all jobs in the county compared to just 8.9 percent nationally (Figure 6). A significant portion of these manufacturing jobs are specifically in food processing. Trade-Transportation-Utilities, Education-Health, and Government also contain sizable employment shares at 19.2 percent, 15.8 percent, and 13.1 percent, respectively. Relative to national figures, Hall County has a notably lower percentage of jobs in Government, Professional-Business, Financial Activities, and Leisure-Hospitality.

**Figure 6 Total Employment by Sector, 2014(Q3)**



Between 2001 and 2014 (Q3), eight of eleven industry sectors added jobs in Hall County (Figure 7). The Trade-Transportation-Utilities, Education-Health, and Government sectors (three of the four largest sectors in the county) added jobs at rates of between 1.5 percent and 3.5 percent per year. The Manufacturing sector, the county’s largest sector, remained relatively unchanged with an annual loss of 0.3 percent. The only other sector that lost jobs during this time period was Natural Resources-Mining; however, accounts for only 0.3 percent of the county’s total jobs.

**Figure 7 Change in Employment by Sector 2001-2014(Q3)**



Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages



### 3. Major Employers

The subject site is located within five miles of nearly all major employers in Hall County, most of which are located in Gainesville (Map 5). The single largest employer in Hall County is the Northeast Georgia Medical Center with an estimated 5,200 workers as of 2014. As the primary healthcare provider in the region, Northeast Georgia Medical Center employs nearly 2,000 more people than the next largest employer and is located less than one mile from the subject site. Rounding out the county's top five major employers are the Hall County School System, two food processing companies (Fieldale Farms and Pilgrims), and the Hall County government. In addition to these major employers, 240 Atlanta Street Development Phase I will be located in close proximity to a variety of local retailers and service providers near downtown Gainesville (Table 5).

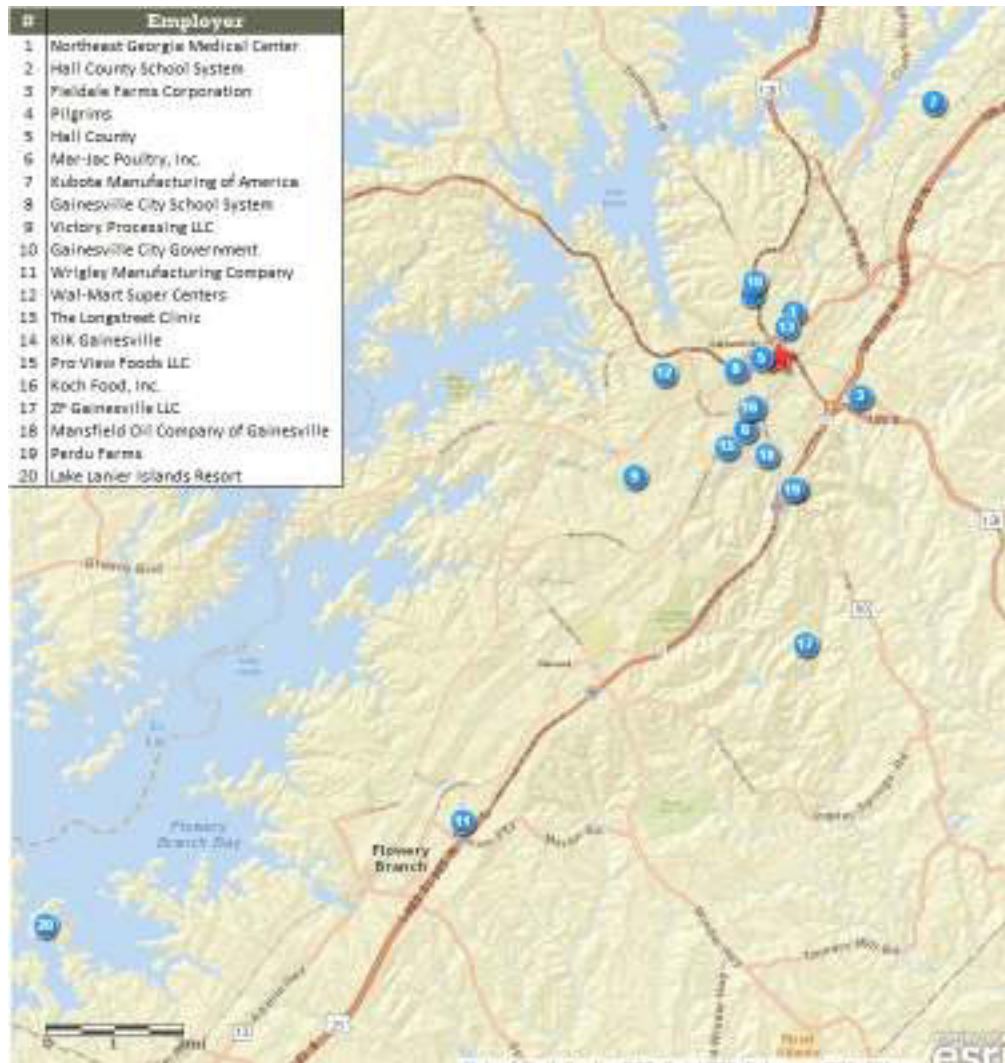
**Table 5 2014 Major Employers, Hall County**

Rank	Name	Industry	Employment
1	Northeast Georgia Medical Center	Healthcare	5,200
2	Hall County School System	Education	3,300
3	Fieldale Farms Corporation	Food Processing	2,400
4	Pilgrims	Food Processing	1,600
5	Hall County	Government	1,250
6	Mar-Jac Poultry, Inc.	Food Processing	1,250
7	Kubota Manufacturing of America	Manufacturing	1,250
8	Gainesville City School System	Education	870
9	Victory Processing LLC	Food Processing	790
10	Gainesville City Government	Government	770
10	Wrigley Manufacturing Company	Manufacturing	750
12	Wal-Mart Super Centers	Retail	690
13	The Longstreet Clinic	Healthcare	620
14	KIK Gainesville	Manufacturing	580
15	Pro View Foods LLC	Food Processing	550
16	Koch Food, Inc.	Food Processing	540
17	ZF Gainesville LLC	Manufacturing	520
18	Mansfield Oil Company of Gainesville	Distribution	500
19	Perdu Farms	Food Processing	500
20	Lake Lanier Islands Resort	Hospitality	500

Source: Greater Hall Chamber of Commerce



**Map 5 Major Employers**



**4. Recent Economic Expansions and Contractions**

According to information provided by the Greater Hall Chamber of Commerce, twenty-four new or expanding companies were announced in 2014. The 24 companies are planning to add 1,300 new jobs and invest \$150 million dollars in Hall County. The companies include King’s Hawaiian, Jinsung TEC, Kubota, Big Creek Foods, Tatsumi, Elingklinger, and Innobots. The largest of these announcements came from Kubota which is investing \$100 million and creating 650 new jobs in Gainesville. In contrast, the closure of CCA North Georgia Detention Center was announced in 2014 resulting in the loss of 125 jobs.

**5. Conclusions on Local Economics**

Hall County experienced steady job growth and low unemployment throughout most of the past thirteen years and was able to recover faster from job losses suffered during the recent national recession than both Georgia and the nation. Over the past four years, the county has sustained post-recession job growth eclipsing the pre-recession high and has seen a reduction of the unemployment rate to pre-recession levels. As such, **we do not expect local economics to inhibit the subject property’s ability to lease-up or maintain a stabilized occupancy.**



## 7. DEMOGRAPHIC ANALYSIS

### A. Introduction and Methodology

RPRG analyzed recent trends in population and households in the Atlanta Street Market Area and Hall County using U.S. Census data and data from Esri, a national data vendor that prepares small area estimates and projections of population and households.

### B. Trends in Population and Households

#### 1. Recent Past Trends

Between 2000 and 2010 Census counts, the population of the Atlanta Street Market Area increased by 21.0 percent, rising from 46,361 to 56,085 people (Table 6). Annual growth during this decade was 972 people or 1.9 percent. During the same time period, the number of households in the Atlanta Street Market Area increased by 14.4 percent from 14,406 to 16,487 households with annual growth of 208 households or 1.4 percent.

During the same decade, Hall County had total growth of 40,377 people (29.0 percent) and 13,302 households (28.1 percent). Annual increases were 4,038 people (2.6 percent) and 1,330 households (2.5 percent).

#### 2. Projected Trends

Based on Esri growth rate projections, the Atlanta Street Market Area added 2,219 people and 604 households between 2010 and 2015. RPRG further projects that the market area will add 1,006 people between 2015 and 2017, bringing the total population to 59,310 people in 2017; the annual growth will be 0.9 percent or 503 people. The number of households will increase to 17,376 with annual growth of 142 households or 0.8 percent from 2015 to 2017.

Hall County's population is projected to grow by 2.0 percent and households are projected to grow by 1.9 percent between 2015 and 2017. Annual growth in the county is projected at 1,908 people (1.0 percent) and 619 households (1.0 percent).

#### 3. Building Permit Trends

RPRG examines building permit trends to help determine if the housing supply is meeting demand, as measured by new households. From 2000 to 2006, housing permits remained relatively steady with a peak of 2,204 units issued in 2005. Beginning in 2006, permits in Hall County decreased in five consecutive years to a low of 184 units permitted in 2010. Following this period of decline, permit totals have increased in each of the past four years to reach 604 units permitted in 2014. New housing units permitted between 2000 and 2009 averaged 1,569 compared to an annual increase of 1,330 households between the 2000 and 2010 census counts (Table 7). This disparity in household growth relative to units permitted does not take the replacement of existing housing units into account or the number of second homes / vacation homes at Lake Lanier.

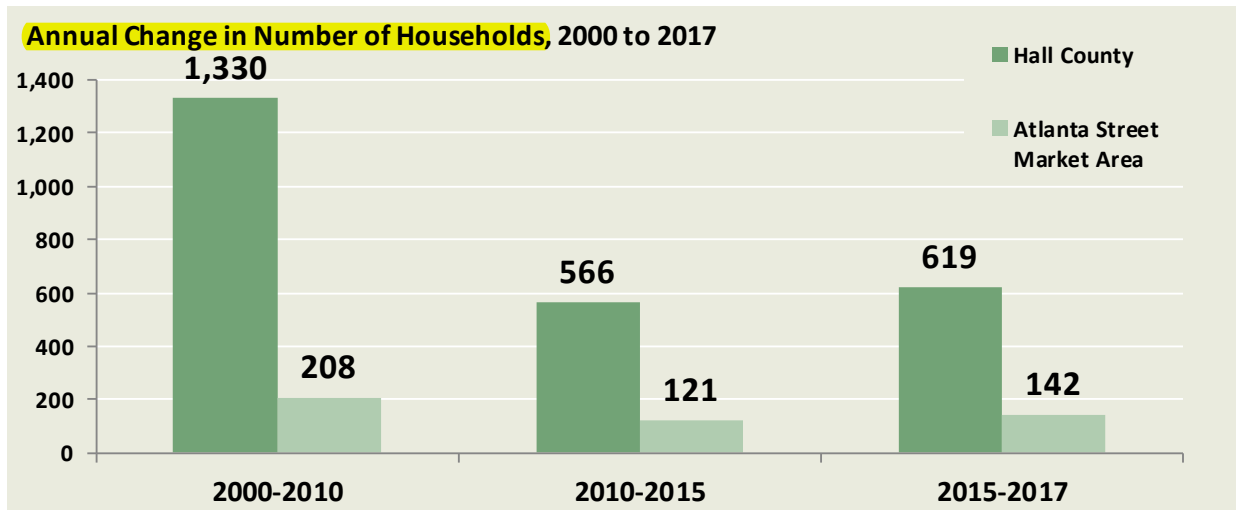
By structure type, 89 percent of all residential permits issued in Hall County were for single-family detached homes. Multi-family structures (5+ units) accounted for 10 percent of units permitted while buildings with 2-4 units contain one percent of permitted units.



**Table 6 Population and Household Projections**

		Hall County				Atlanta Street Market Area				
Population	Count	Total Change		Annual Change		Count	Total Change		Annual Change	
		#	%	#	%		#	%	#	%
2000	139,307					46,361				
2010	179,684	40,377	29.0%	4,038	2.6%	56,085	9,724	21.0%	972	1.9%
2015	188,608	8,924	5.0%	1,785	1.0%	58,304	2,219	4.0%	444	0.8%
2017	192,424	3,816	2.0%	1,908	1.0%	59,310	1,006	1.7%	503	0.9%
Households	Count	Total Change		Annual Change		Count	Total Change		Annual Change	
		#	%	#	%		#	%	#	%
2000	47,389					14,406				
2010	60,691	13,302	28.1%	1,330	2.5%	16,487	2,081	14.4%	208	1.4%
2015	63,519	2,828	4.7%	566	0.9%	17,091	604	3.7%	121	0.7%
2017	64,757	1,238	1.9%	619	1.0%	17,376	285	1.7%	142	0.8%

Source: 2000 Census; 2010 Census; Esri; and Real Property Research Group, Inc.





**Table 7 Building Permits by Structure Type, Hall County**

Hall County																2000-2014	Annual Average
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014		
Single Family	1,633	1,611	1,464	1,525	1,736	2,094	1,702	1,283	416	237	184	228	303	552	596	15,564	1,038
Two Family	4	4	2	4	2	10	6	4	4	2	0	0	0	0	8	50	3
3 - 4 Family	12	13	71	27	15	4	47	30	6	0	0	0	0	0	0	225	15
5+ Family	472	71	382	274	5	96	99	10	312	0	0	0	0	0	0	1,721	115
<b>Total</b>	<b>2,121</b>	<b>1,699</b>	<b>1,919</b>	<b>1,830</b>	<b>1,758</b>	<b>2,204</b>	<b>1,854</b>	<b>1,327</b>	<b>738</b>	<b>239</b>	<b>184</b>	<b>228</b>	<b>303</b>	<b>552</b>	<b>604</b>	<b>17,560</b>	<b>1,171</b>

Source: U.S. Census Bureau, C-40 Building Permit Reports.



## C. Demographic Characteristics

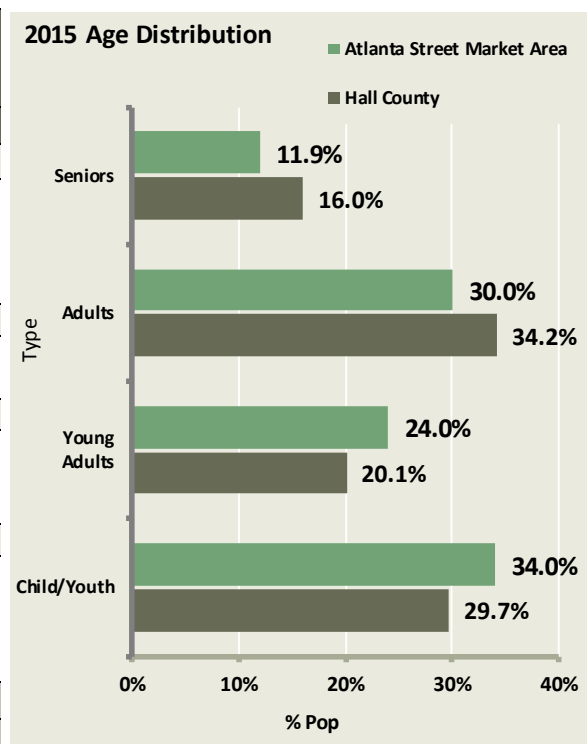
### 1. Age Distribution and Household Type

The Atlanta Street Market Area’s population is significantly younger than Hall County’s with median ages of 29 and 34, respectively (Table 8). Children/Youth under the age of 20 account for 34.0 percent of the population in the market area and 29.7 percent in Hall County. In addition, the market area has a higher percentage of Young Adults (20-34 years) when compared to the county. Adults (35-61 years) comprise 30.0 percent of the population in the market area and 34.2 percent in the county and seniors age 62 and older account for 11.9 percent of people in the market area and 16.0 percent of the county’s population.



**Table 8 2015 Age Distribution**

	Hall County		Atlanta Street Market Area	
	#	%	#	%
<b>Children/Youth</b>	<b>56,007</b>	<b>29.7%</b>	<b>19,829</b>	<b>34.0%</b>
Under 5 years	14,209	7.5%	5,449	9.3%
5-9 years	14,340	7.6%	5,132	8.8%
10-14 years	14,456	7.7%	4,796	8.2%
15-19 years	13,003	6.9%	4,452	7.6%
<b>Young Adults</b>	<b>37,847</b>	<b>20.1%</b>	<b>13,996</b>	<b>24.0%</b>
20-24 years	12,359	6.6%	4,707	8.1%
25-34 years	25,488	13.5%	9,289	15.9%
<b>Adults</b>	<b>64,507</b>	<b>34.2%</b>	<b>17,515</b>	<b>30.0%</b>
35-44 years	25,038	13.3%	7,802	13.4%
45-54 years	24,934	13.2%	6,477	11.1%
55-61 years	14,535	7.7%	3,236	5.5%
<b>Seniors</b>	<b>30,247</b>	<b>16.0%</b>	<b>6,965</b>	<b>11.9%</b>
62-64 years	6,229	3.3%	1,387	2.4%
65-74 years	14,522	7.7%	3,111	5.3%
75-84 years	7,026	3.7%	1,673	2.9%
85 and older	2,470	1.3%	794	1.4%
<b>TOTAL</b>	<b>188,608</b>	<b>100%</b>	<b>58,304</b>	<b>100%</b>
<b>Median Age</b>	<b>34</b>		<b>29</b>	

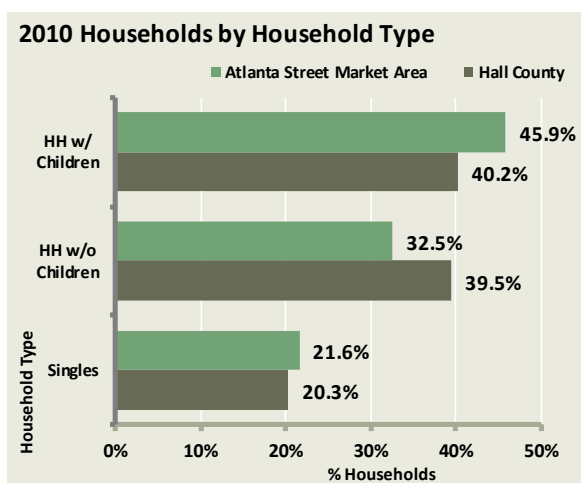


Source: Esri; RPRG, Inc.

Roughly 46 percent of households in the market area have children present compared to 40.2 percent in the county (Table 9). Households with at least two persons but no children account for 32.5 percent of households in the Atlanta Street Market Area and 39.5 percent in Hall County. Single person households are slightly more common in the Atlanta Street Market Area at 21.6 percent of all households compared to Hall County’s 20.3 percent.

**Table 9 2010 Households by Household Type**

Households by Household Type	Hall County		Atlanta Street Market Area	
	#	%	#	%
Married w/Children	16,960	27.9%	4,715	28.6%
Other w/ Children	7,446	12.3%	2,848	17.3%
<b>Households w/ Children</b>	<b>24,406</b>	<b>40.2%</b>	<b>7,563</b>	<b>45.9%</b>
Married w/o Children	17,420	28.7%	3,158	19.2%
Other Family w/o Children	3,642	6.0%	1,228	7.4%
Non-Family w/o Children	2,888	4.8%	978	5.9%
<b>Households w/o Children</b>	<b>23,950</b>	<b>39.5%</b>	<b>5,364</b>	<b>32.5%</b>
Singles Living Alone	12,335	20.3%	3,560	21.6%
<b>Singles</b>	<b>12,335</b>	<b>20.3%</b>	<b>3,560</b>	<b>21.6%</b>
<b>Total</b>	<b>60,691</b>	<b>100%</b>	<b>16,487</b>	<b>100%</b>



Source: 2010 Census; RPRG, Inc.

## 2. Renter Household Characteristics

The Atlanta Street Market Area’s households have a much higher propensity to rent with 47.9 percent of all households renting in 2010 compared to 30.7 percent in Hall County (Table 10). Based on 2000





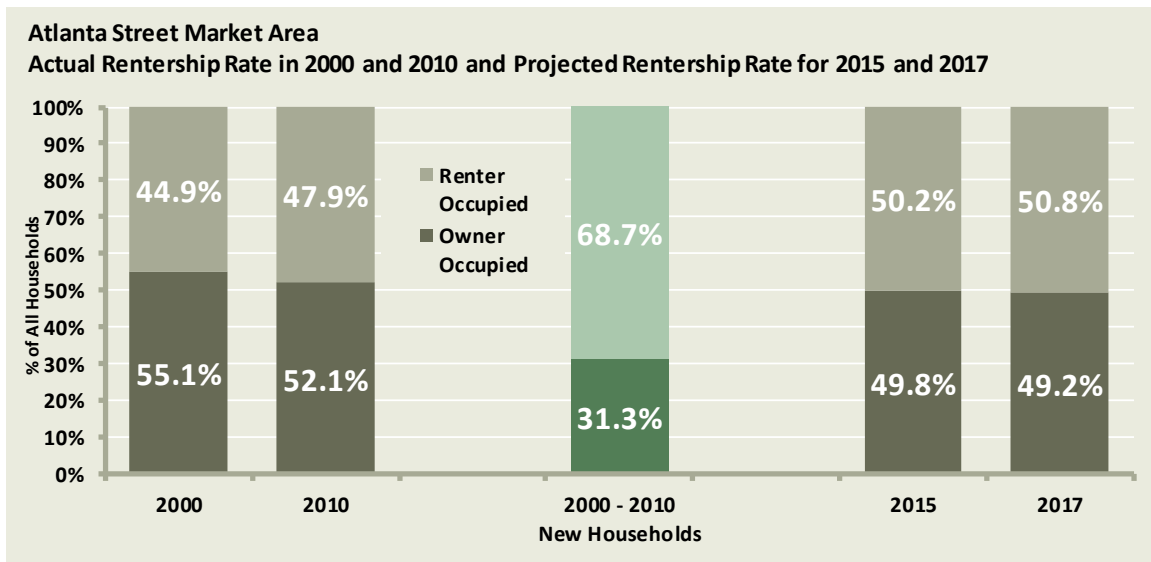
and 2010 census data, Atlanta Street Market Area renter households accounted for 68.7 percent of the net household change for the decade which resulted in a large renter percentage increase. The renter percentage is expected to continue to increase in the market area with a projected renter percentage of 50.8 percent in 2017.

**Table 10 Households by Tenure**

Hall County	2000		2010		Change 2000-2010		2015		2017	
Housing Units	#	%	#	%	#	%	#	%	#	%
Owner Occupied	33,682	71.1%	42,079	69.3%	8,397	63.1%	42,768	67.3%	43,220	66.7%
Renter Occupied	13,707	28.9%	18,612	30.7%	4,905	36.9%	20,751	32.7%	21,538	33.3%
<b>Total Occupied</b>	<b>47,389</b>	<b>100%</b>	<b>60,691</b>	<b>100%</b>	<b>13,302</b>	<b>100%</b>	<b>63,519</b>	<b>100%</b>	<b>64,757</b>	<b>100%</b>
Total Vacant	3,666		8,134				8,513		8,679	
<b>TOTAL UNITS</b>	<b>51,055</b>		<b>68,825</b>				<b>72,032</b>		<b>73,436</b>	

Atlanta Street Market Area	2000		2010		Change 2000-2010		2015		2017	
Housing Units	#	%	#	%	#	%	#	%	#	%
Owner Occupied	7,933	55.1%	8,584	52.1%	651	31.3%	8,516	49.8%	8,543	49.2%
Renter Occupied	6,473	44.9%	7,903	47.9%	1,430	68.7%	8,575	50.2%	8,832	50.8%
<b>Total Occupied</b>	<b>14,406</b>	<b>100%</b>	<b>16,487</b>	<b>100%</b>	<b>2,081</b>	<b>100%</b>	<b>17,091</b>	<b>100%</b>	<b>17,376</b>	<b>100%</b>
Total Vacant	847		2,212				2,293		2,331	
<b>TOTAL UNITS</b>	<b>15,253</b>		<b>18,699</b>				<b>19,384</b>		<b>19,707</b>	

Source: U.S. Census of Population and Housing, 2000, 2010; Esri, RPRG, Inc.





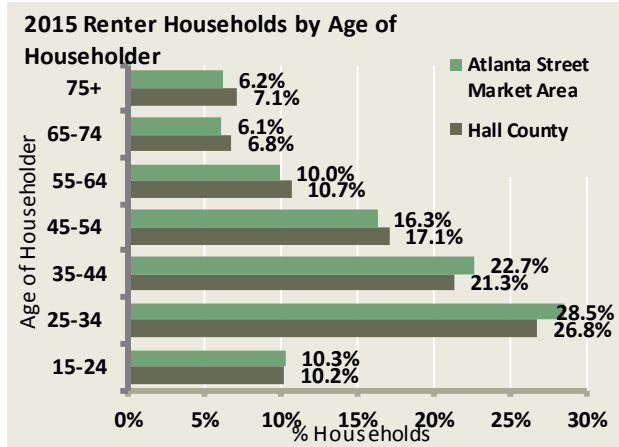


Renter householders are slightly younger in the Atlanta Street Market Area when compared to Hall County as younger renters (15-44 years) comprise 61.4 percent of market area renter households and 58.3 percent of Hall County’s renter households (Table 11). Roughly 26 percent of the market area’s renter households are older adults age 45-64 and 12.3 percent are age 65 and older.

**Table 11 Renter Households by Age of Householder**

Renter Households	Hall County		Atlanta Street Market Area	
	#	%	#	%
Age of HHldr				
15-24 years	2,123	10.2%	883	10.3%
25-34 years	5,558	26.8%	2,441	28.5%
35-44 years	4,426	21.3%	1,943	22.7%
45-54 years	3,540	17.1%	1,399	16.3%
55-64 years	2,216	10.7%	854	10.0%
65-74 years	1,405	6.8%	525	6.1%
75+ years	1,483	7.1%	531	6.2%
<b>Total</b>	<b>20,751</b>	<b>100%</b>	<b>8,575</b>	<b>100%</b>

Source: Esri, Real Property Research Group, Inc.

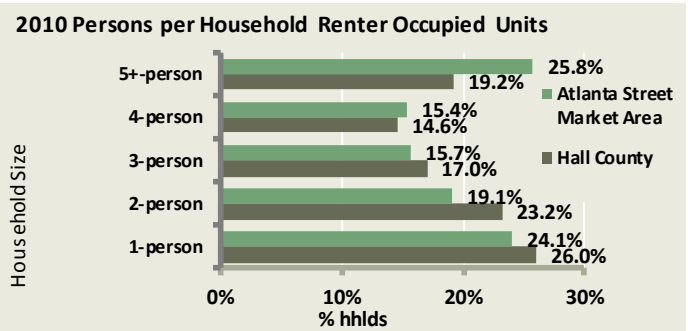


As of 2010, roughly 43 percent of all renter households in the Atlanta Street Market Area contained one or two persons compared to 49.2 percent in Hall County. Large households (4+ persons) accounted for 41.2 percent of renter households in the Atlanta Street Market Area including 25.8 percent with 5+ people (Table 12). Renter households with three people accounted for 15.7 percent of the households in the market area.

**Table 12 2010 Renter Households by Household Size**

Renter Occupied	Hall County		Atlanta Street Market Area	
	#	%	#	%
1-person hhld	4,844	26.0%	1,902	24.1%
2-person hhld	4,315	23.2%	1,510	19.1%
3-person hhld	3,165	17.0%	1,239	15.7%
4-person hhld	2,712	14.6%	1,216	15.4%
5+-person hhld	3,576	19.2%	2,036	25.8%
<b>TOTAL</b>	<b>18,612</b>	<b>100%</b>	<b>7,903</b>	<b>100%</b>

Source: 2010 Census



### 3. Income Characteristics

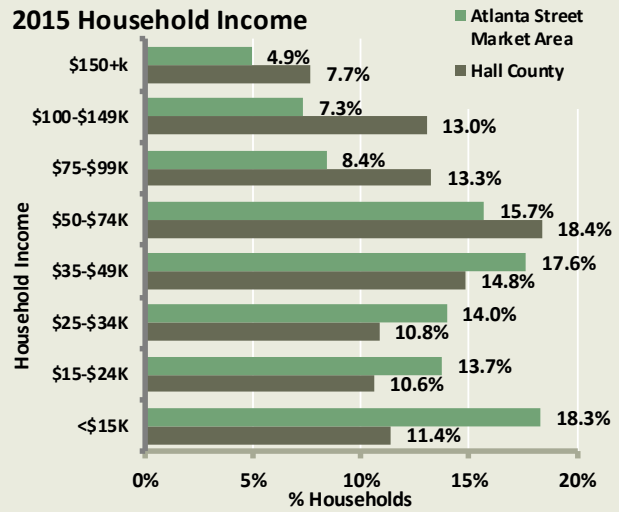
Based on Esri estimates, the Atlanta Street Market Area’s 2015 median income of \$38,399 is \$14,825 or 27.9 percent lower than the \$53,223 median in Hall County (Table 13). Thirty-two percent of market area households earn less than \$25,000 including 18.3 percent earning less than \$15,000. Roughly 32 percent of households in the Atlanta Street Market Area earn \$25,000 to \$49,999 compared to 25.7 percent in Hall County.



**Table 13 2015 Household Income**

Estimated 2015 Household Income		Hall County		Atlanta Street Market Area	
		#	%	#	%
less than	\$15,000	7,226	11.4%	3,128	18.3%
	\$15,000 - \$24,999	6,733	10.6%	2,349	13.7%
	\$25,000 - \$34,999	6,878	10.8%	2,385	14.0%
	\$35,000 - \$49,999	9,415	14.8%	3,015	17.6%
	\$50,000 - \$74,999	11,686	18.4%	2,683	15.7%
	\$75,000 - \$99,999	8,429	13.3%	1,436	8.4%
	\$100,000 - \$149,999	8,273	13.0%	1,253	7.3%
	\$150,000 Over	4,879	7.7%	841	4.9%
<b>Total</b>		<b>63,519</b>	<b>100%</b>	<b>17,091</b>	<b>100%</b>
<b>Median Income</b>		<b>\$53,223</b>		<b>\$38,399</b>	

Source: Esri; Real Property Research Group, Inc.

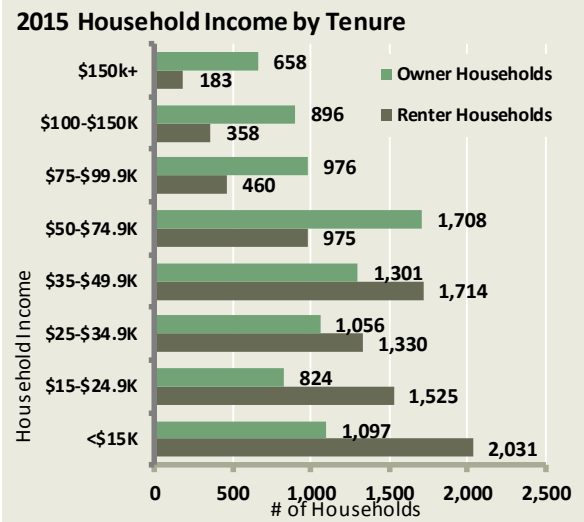


Based on the ACS data income projections, the breakdown of tenure, and household estimates, RPRG estimates that the median income of renters in the Atlanta Street Market Area as of 2015 is \$30,501 (Table 14). This renter median income is 61.2 percent of the median among owner households of \$49,768. Among renter households, 41.5 percent earn less than \$25,000 including 23.7 percent earning less than \$15,000. Approximately 36 percent of renters earn between \$25,000 and \$49,999.

**Table 14 2015 Household Income by Tenure**

Atlanta Street Market Area		Renter Households		Owner Households	
		#	%	#	%
less than	\$15,000	2,031	23.7%	1,097	12.9%
	\$15,000 - \$24,999	1,525	17.8%	824	9.7%
	\$25,000 - \$34,999	1,330	15.5%	1,056	12.4%
	\$35,000 - \$49,999	1,714	20.0%	1,301	15.3%
	\$50,000 - \$74,999	975	11.4%	1,708	20.1%
	\$75,000 - \$99,999	460	5.4%	976	11.5%
	\$100,000 - \$149,999	358	4.2%	896	10.5%
	\$150,000 over	183	2.1%	658	7.7%
<b>Total</b>		<b>8,575</b>	<b>100%</b>	<b>8,516</b>	<b>100%</b>
<b>Median Income</b>		<b>\$30,501</b>		<b>\$49,768</b>	

Source: American Community Survey 2009-2013 Estimates, RPRG, Inc.





## 8. COMPETITIVE HOUSING ANALYSIS

### A. Introduction and Sources of Information

This section presents data and analyses pertaining to the supply of rental housing in the Atlanta Street Market Area. We pursued several avenues of research in an attempt to identify multifamily rental projects that are in the planning stages or under construction in the Atlanta Street Market Area. We contacted planners with the Gainesville Planning Division and Hall County Planning and Zoning Department. We also reviewed the list of recent LIHTC awards from DCA. The rental survey was conducted in April 2015.

### B. Overview of Market Area Housing Stock

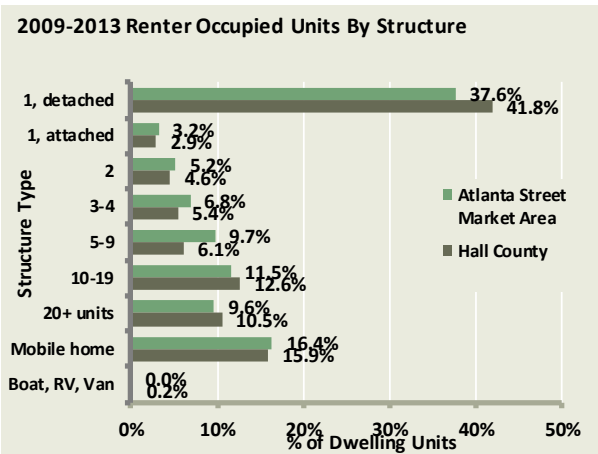
The renter occupied stock in both areas includes a range of housing types with the market area containing slightly more multi-family structures. Multi-family structures with five or more units contain 30.9 percent of rental units in the market area and 29.2 percent in the county. Single-family detached homes and mobile homes accounted for 54.0 percent of rentals in the Atlanta Street Market Area compared to 57.7 percent of Hall County rentals (Table 15).

The renter-occupied housing stock in the Atlanta Street Market Area is older than in Hall County with a median year built of 1978 compared to 1984 in the county. The median year built of the owner-occupied units was 1988 in the market area and 1993 in the county (Table 16). Approximately one-third (34.3 percent) of the renter occupied units in the Atlanta Street Market Area have been constructed since 1990 compared to 40.8 percent in Hall County. Roughly 31 percent of rental units in the market area were constructed in the 1960s or 1970s.

According to ACS data, the median value among owner-occupied housing units in the Atlanta Street Market Area from 2009 to 2013 was \$133,129, which is \$39,241 or 22.8 percent lower than the Hall County median of \$172,370 (Table 17). ACS estimates home values based upon values from homeowners' assessments of the values of their homes. This data is traditionally a less accurate and reliable indicator of home prices in an area than actual sales data, but offers insight of relative housing values among two or more areas.

**Table 15 Renter Occupied Unit by Structure Type**

Renter Occupied	Hall County		Atlanta Street Market Area	
	#	%	#	%
1, detached	8,249	41.8%	3,203	37.6%
1, attached	579	2.9%	270	3.2%
2	899	4.6%	443	5.2%
3-4	1,070	5.4%	582	6.8%
5-9	1,203	6.1%	828	9.7%
10-19	2,488	12.6%	981	11.5%
20+ units	2,067	10.5%	821	9.6%
Mobile home	3,126	15.9%	1,396	16.4%
Boat, RV, Van	31	0.2%	0	0.0%
<b>TOTAL</b>	<b>19,712</b>	<b>100%</b>	<b>8,524</b>	<b>100%</b>



Source: American Community Survey 2009-2013



**Table 16 Dwelling Units by Year Built and Tenure**

Owner Occupied	Hall County		Atlanta Street Market Area	
	#	%	#	%
2010 or later	133	0.3%	0	0.0%
2000 to 2009	13,068	31.5%	2,208	26.9%
1990 to 1999	10,688	25.7%	1,771	21.6%
1980 to 1989	6,481	15.6%	884	10.8%
1970 to 1979	4,878	11.8%	1,025	12.5%
1960 to 1969	2,835	6.8%	729	8.9%
1950 to 1959	2,078	5.0%	866	10.6%
1940 to 1949	592	1.4%	301	3.7%
1939 or earlier	755	1.8%	413	5.0%
<b>TOTAL</b>	<b>41,508</b>	<b>100%</b>	<b>8,197</b>	<b>100%</b>
<b>MEDIAN YEAR BUILT</b>	<b>1993</b>		<b>1988</b>	

Source: American Community Survey 2009-2013

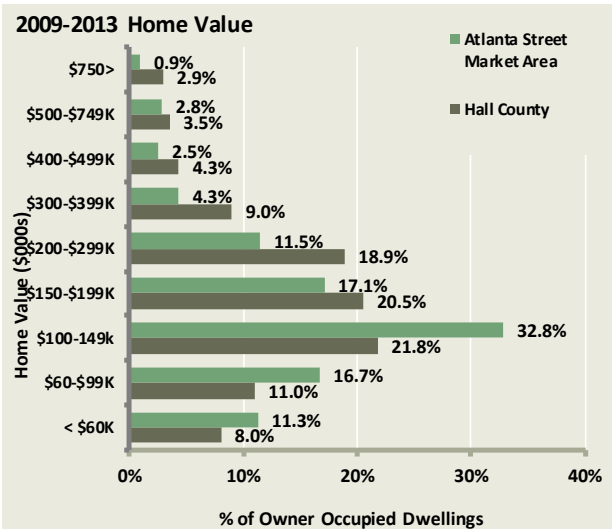
Renter Occupied	Hall County		Atlanta Street Market Area	
	#	%	#	%
2010 or later	45	0.2%	0	0.0%
2000 to 2009	3,844	19.5%	1,283	15.1%
1990 to 1999	4,156	21.1%	1,642	19.3%
1980 to 1989	3,447	17.5%	1,191	14.0%
1970 to 1979	2,993	15.2%	1,242	14.6%
1960 to 1969	2,358	12.0%	1,393	16.3%
1950 to 1959	1,419	7.2%	885	10.4%
1940 to 1949	718	3.6%	336	3.9%
1939 or earlier	732	3.7%	552	6.5%
<b>TOTAL</b>	<b>19,712</b>	<b>100%</b>	<b>8,524</b>	<b>100%</b>
<b>MEDIAN YEAR BUILT</b>	<b>1984</b>		<b>1978</b>	

Source: American Community Survey 2009-2013

**Table 17 Value of Owner Occupied Housing Stock**

2009-2013 Home Value	Hall County		Atlanta Street Market Area	
	#	%	#	%
less than \$60,000	3,284	8.0%	894	11.3%
\$60,000 - \$99,999	4,494	11.0%	1,327	16.7%
\$100,000 - \$149,999	8,910	21.8%	2,607	32.8%
\$150,000 - \$199,999	8,386	20.5%	1,359	17.1%
\$200,000 - \$299,999	7,726	18.9%	910	11.5%
\$300,000 - \$399,999	3,674	9.0%	343	4.3%
\$400,000 - \$499,999	1,771	4.3%	202	2.5%
\$500,000 - \$749,999	1,436	3.5%	225	2.8%
\$750,000 over	1,199	2.9%	75	0.9%
<b>Total</b>	<b>40,880</b>	<b>100%</b>	<b>7,942</b>	<b>100%</b>
<b>Median Value</b>	<b>\$172,370</b>		<b>\$133,129</b>	

Source: American Community Survey 2009-2013



## C. Survey of General Occupancy Rental Communities

### 1. Introduction to the Rental Housing Survey

As part of this analysis, RPRG surveyed 12 general occupancy communities in the Atlanta Street Market Area including seven market rate communities and five LIHTC communities.

The 12 surveyed communities combine to offer 1,875 units including five LIHTC communities that have a combined 950 units (Table 18). Profile sheets with detailed information on each surveyed community, including photographs, are attached as Appendix 7.



## 2. Location

All of the surveyed communities are located in Gainesville including six communities located west of the site in close proximity to Lake Lanier, two communities located in close proximity to the site near downtown, three located north of the site, and one located southeast of the site near Athens Highway. All surveyed communities are located within three miles of the subject site and have locations considered comparable to the subject site. The location of each community relative to the subject site is shown on Map 6.

## 3. Size of Communities

The 12 surveyed communities range from 64 to 292 units and average 156 units. LIHTC communities are larger than market rate communities on average at 190 units.

## 4. Age of Communities

The average year built of all surveyed communities in the market area is 1992. The five LIHTC communities had an average year built of 2001. The newest multi-family rental community in the Atlanta Street Market Area, McEver Vineyards, was built in 2004.

## 5. Structure Type

Among the 12 surveyed communities, all offer garden style units including two that offer townhouse and garden style units. All LIHTC communities offer garden style units only.

## 6. Vacancy Rates

Among the 11 communities providing vacancy data, 37 of 1,811 units were reported vacant for an aggregate vacancy rate of only 2.0 percent. Eight of the 11 communities reporting vacancy data had vacancy rates of 2.1 percent or lower including five properties that were fully occupied.

Among the five LIHTC communities, four of 950 units were vacant for a rate of just 0.4 percent. Four of the five LIHTC communities were one-hundred percent occupied with waiting lists.

## 7. Rent Concessions

No surveyed communities are currently offering rental incentives.

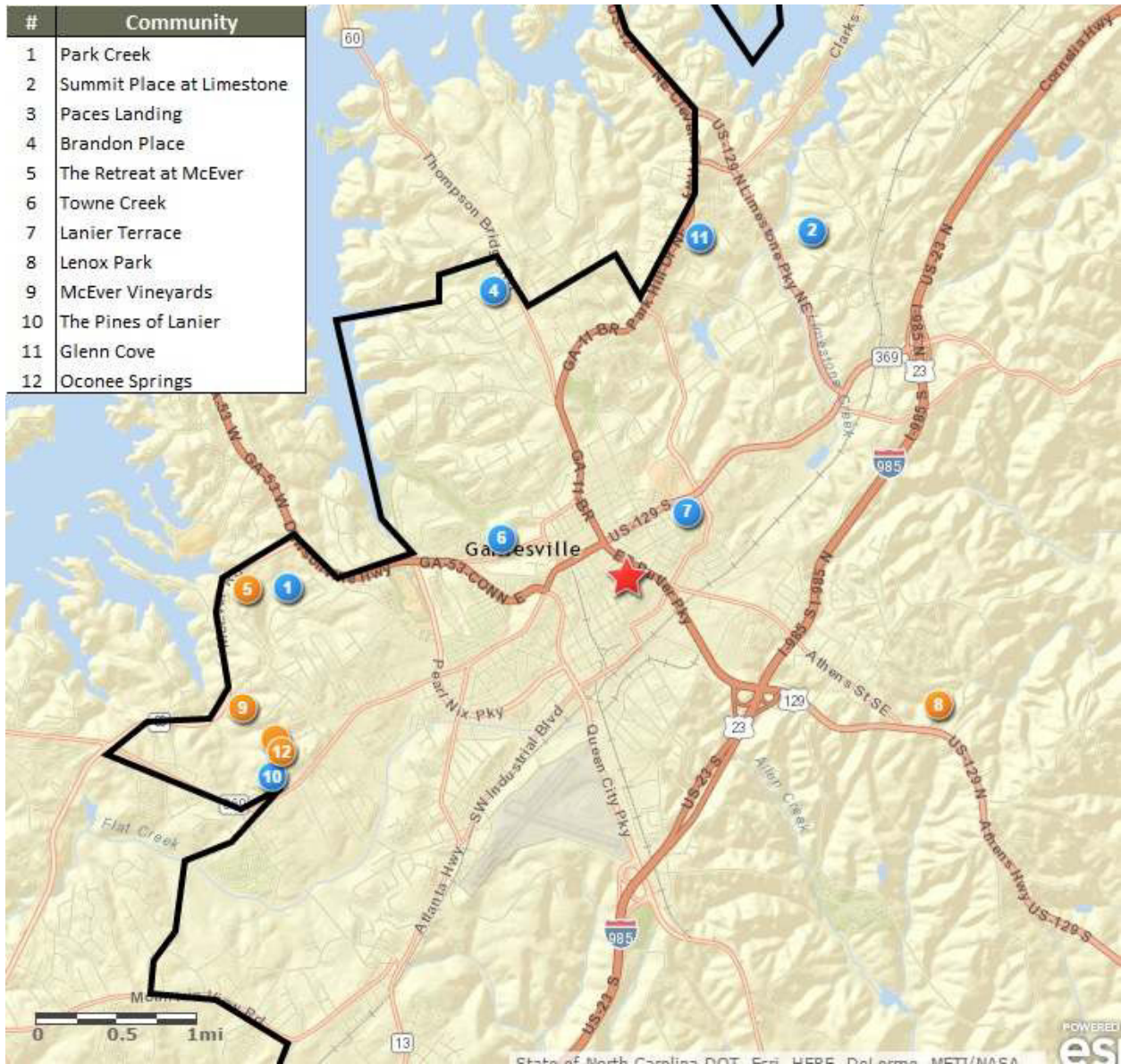
## 8. Absorption History

The newest newly constructed community in the market area was built in 2004. As such, recent absorption history is non-existent.





**Map 6** **Surveyed Rental Communities**



**Table 18 Rental Summary, Surveyed Communities**

Map #	Community	Year Built	Structure Type	Total Units	Vacant Units	Vacancy Rate	Avg 1BR Rent (1)	Avg 2BR Rent (1)	Incentive
	<b>Subject 60% AMI / ACC</b>		Gar	13				\$300	
	<b>Subject 60% AMI</b>		Gar	52			\$500	\$595	
	<b>Subject - Market</b>		Gar	19				\$665	
1	Park Creek	1998	Gar	200	12	6.0%	\$774	\$885	None
2	Summit Place at Limestone	1995	Gar	128	0	0.0%	\$630	\$720	None
3	Paces Landing*	2002	Gar	126	0	0.0%	\$603	\$715	None
4	Brandon Place	1986	Gar/TH	64	N/A	N/A	\$495	\$713	None
5	The Retreat at McEver*	2002	Gar	224	4	1.8%	\$586	\$689	None
6	Towne Creek	1989	Gar	150	9	6.0%	\$676	\$682	None
7	Lanier Terrace	1972	Gar	96	2	2.1%		\$675	None
8	Lenox Park*	2000	Gar	292	0	0.0%	\$619	\$672	None
9	McEver Vineyards*	2004	Gar	220	0	0.0%	\$580	\$670	None
10	The Pines of Lanier	1986	Gar	157	2	1.3%	\$551	\$663	None
11	Glenn Cove	1970	Gar/TH	130	8	6.2%	\$535	\$616	None
12	Oconee Springs*	1998	Gar	88	0	0.0%		\$440	None
	<b>Total</b>			<b>1,875</b>					
	<b>Reporting Total</b>			<b>1,811</b>	<b>37</b>	<b>2.0%</b>			
	<b>Average</b>	<b>1992</b>		<b>156</b>			<b>\$605</b>	<b>\$678</b>	
	<b>LIHTC Total</b>			<b>950</b>	<b>4</b>	<b>0.4%</b>			
	<b>LIHTC Average</b>	<b>2001</b>		<b>190</b>			<b>\$597</b>	<b>\$637</b>	

**Tax Credit Communities\***

**(1) Rent is contract rent, and not adjusted for utilities or incentives**

Source: Field Survey, Real Property Research Group, Inc. April 2015.

## D. Analysis of Product Offerings

### 1. Payment of Utility Costs

Among the surveyed communities, six include the cost of water/sewer and trash removal and three include only the cost of trash removal in the price of rent (Table 19). Three communities include no utilities in the price of rent. 240 Atlanta Street Development Phase I will include the cost of trash removal.

### 2. Unit Features

Ten surveyed communities include a dishwasher in each unit and one includes a dishwasher in select units. Only one community (The Retreat at McEver) offers a microwave as a standard feature. Nine communities include washer and dryer connections in each unit and two offer them in select units. Only Lanier Terrace does not offer a dishwasher or washer and dryer connections in at least select units. 240 Atlanta Street Development Phase I will be competitive with surveyed rental communities as features will include a dishwasher, garbage disposal, ceiling fans, washer and dryer connections, and a patio/balcony.

### 3. Parking

All communities include free surface parking as a standard feature. Park Creek offers a detached garage for an additional monthly fee of \$95.



**4. Community Amenities**

The most common amenities are a swimming pool (10 properties), a clubhouse/community room (eight properties), a playground (seven properties), and fitness room (seven properties). A business center / computer center and tennis court are each offered at four properties (Table 20). 240 Atlanta Street Development Phase I will include a community room, a computer center, a fitness center, an arts and crafts / activity center, a library, a covered porch, and laundry facilities. These amenities are comparable to existing communities in the market area with the exception of a swimming pool. Taking into account the smaller community size and affordable nature of the proposed community, the lack of a swimming pool will not negatively affect the marketability of the subject property.

**Table 19 Utility Arrangement and Unit Features**

Community	Heat Type	Utilities Included in Rent						Dish-washer	Micro-wave	Parking	In-Unit Laundry
		Heat	Hot Water	Cooking	Electric	Water	Trash				
<b>Subject</b>	<b>Elec</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>STD</b>		<b>Surface</b>	<b>Hook Ups</b>
Park Creek	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STD		Surface	Hook Ups
Summit Place at Limestone	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups
Paces Landing	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups
Brandon Place	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups
The Retreat at McEver	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Surface	Hook Ups
Towne Creek	Gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STD		Surface	Hook Ups
Lanier Terrace	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			Surface	
Lenox Park	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups
McEver Vineyards	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups
The Pines of Lanier	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STD		Surface	Select - HU
Glenn Cove	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Select		Surface	Select - HU
Oconee Springs	Elec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STD		Surface	Hook Ups

Source: Field Survey, Real Property Research Group, Inc. April 2015.

**Table 20 Community Amenities**

Community	Clubhouse	Fitness Room	Pool	Playground	Tennis Court	Business Center	Gated Entry
<b>Subject</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Park Creek	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Summit Place at Limestone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paces Landing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brandon Place	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
The Retreat at McEver	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Towne Creek	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanier Terrace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lenox Park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
McEver Vineyards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The Pines of Lanier	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Glenn Cove	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oconee Springs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Source: Field Survey, Real Property Research Group, Inc. April 2015.



## 5. Unit Distribution

Among the surveyed communities reporting unit mix distributions, two bedroom units are the most common at 44.5 percent of surveyed units. One bedroom units comprise 28.2 percent of surveyed units and three bedroom units comprise 25.5 percent of surveyed units (Table 21). Three market rate communities offer efficiency units and two LIHTC communities offer four bedroom units.

## 6. Effective Rents

Unit rents presented in Table 21 are net or effective rents, as opposed to street or advertised rents. To arrive at effective rents, we apply adjustments to street rents in order to control for current rental incentives and to equalize the impact of utility expenses across complexes. Specifically, the net rents represent the hypothetical situation where trash removal utility costs are included in monthly rents at all communities, with tenants responsible for other utility costs.

Among the 12 rental communities surveyed, net rents, unit sizes, and rents per square foot are as follows:

- **One-bedroom** effective rents averaged \$602 per month. The average one bedroom unit size was 733 square feet, resulting in a net rent per square foot of \$0.82. The range for one bedroom effective rents was \$480 to \$784.
- **Two-bedroom** effective rents averaged \$637 per month. The average two bedroom unit size was 979 square feet, resulting in a net rent per square foot of \$0.65. The range for two bedroom effective rents was \$214 to \$895.
- **Three-bedroom** effective rents averaged \$691 per month. The average three bedroom unit size was 1,218 square feet, resulting in a net rent per square foot of \$0.57. The range for three bedroom effective rents was \$230 to \$960.

The average rents include market rents and LIHTC units at multiple AMI levels including 30 percent, 50 percent, and 60 percent AMI.

**Table 21 Unit Distribution, Size and Pricing**

Community	Type	Total Units	One Bedroom Units			Two Bedroom Units			Three Bedroom Units					
			Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF
Subject 60% AMI / ACC	Gar	13				10	\$300	1,000	\$0.30	3	\$300	1,250	\$0.24	
Subject 60% AMI	Gar	52	5	\$500	800	\$0.63	25	\$595	1,000	\$0.60	22	\$670	1,250	\$0.54
Subject - Market	Gar	19				11	\$665	1,000	\$0.67	8	\$770	1,250	\$0.62	
Park Creek	Gar	200	100	\$784	736	\$1.06	60	\$895	1,082	\$0.83	40	\$960	1,308	\$0.73
Paces Landing	Gar	68	4	\$625	799	\$0.78	10	\$725	1,062	\$0.68	50	\$825	1,267	\$0.65
Paces Landing* 60% AMI	Gar	54	12	\$595	799	\$0.74	42	\$712	1,062	\$0.67				
Summit Place at Limestone	Gar	128	24	\$615	608	\$1.01	88	\$700	944	\$0.74	16	\$805	1,250	\$0.64
Brandon Place	Gar/TH	64		\$480	N/A	N/A		\$693	N/A	N/A				
Towne Creek	Gar	150	60	\$686	620	\$1.11	90	\$692	1,005	\$0.69				
The Pines of Lanier	Gar	157	102	\$561	528	\$1.06	48	\$673	653	\$1.03				
McEver Vineyards* 60% AMI	Gar	220	32	\$580	860	\$0.67	110	\$670	1,119	\$0.60	78	\$740	1,335	\$0.55
The Retreat at McEver* 60% AMI	Gar	224	80	\$571	890	\$0.64	120	\$669	1,133	\$0.59	24	\$764	1,350	\$0.57
Lanier Terrace	Gar	96				72	\$655	750	\$0.87	24	\$695	1,025	\$0.68	
Lenox Park* 60% AMI	Gar	292	56	\$604	869	\$0.70	84	\$652	1,057	\$0.62	152	\$728	1,219	\$0.60
Glenn Cove	Gar/TH	130	40	\$520	619	\$0.84	65	\$596	802	\$0.74	13	\$732	1,013	\$0.72
Oconee Springs* 60% AMI	Gar	47				9	\$526	1,013	\$0.52	34	\$591	1,210	\$0.49	
Oconee Springs* 50% AMI	Gar	22				3	\$485	1,013	\$0.48	17	\$526	1,210	\$0.43	
Oconee Springs* 30% AMI	Gar	19				4	\$214	1,013	\$0.21	13	\$230	1,210	\$0.19	
<b>Total/Average</b>		<b>1,871</b>		<b>\$602</b>	<b>733</b>	<b>\$0.82</b>		<b>\$637</b>	<b>979</b>	<b>\$0.65</b>		<b>\$691</b>	<b>1,218</b>	<b>\$0.57</b>
<b>Unit Distribution</b>		<b>1,811</b>	<b>510</b>				<b>805</b>				<b>461</b>			
<b>% of Total</b>		<b>96.8%</b>	<b>28.2%</b>				<b>44.5%</b>				<b>25.5%</b>			

**Tax Credit Communities\***

(1) Rent is adjusted to include only Trash and incentives

Source: Field Survey, Real Property Research Group, Inc. April 2015.



## 7. DCA Average Market Rent

To determine average “market rents” as outlined in DCA’s 2015 Market Study Manual, market rate rents were averaged at the most comparable communities to the proposed 240 Atlanta Street Development Phase I. These include the five newest general occupancy properties with market rate rents and comparable unit sizes in the Atlanta Street Market Area. It is important to note, “average market rents” are not adjusted to reflect differences in age, unit size, or amenities relative to the subject property. LIHTC units are not used in this calculation.

The “average market rent” among comparable communities is \$638 for one bedroom units, \$741 for two bedroom units, and \$863 for three bedroom units (Table 22). The subject property’s proposed LIHTC rents are well below these average market rents with rent advantages of 59.5 percent and 65.3 percent for the proposed LIHTC/ACC units and 19.7 percent to 22.4 percent for the proposed 60 percent AMI units without PBRA. Proposed market rate rents are below market averages with market advantages of 10.2 percent and 10.8 percent. **The overall market advantage is 24.8 percent** (Table 23).

**Table 22 Average Market Rent, Most Comparable Communities**

Community	One Bedroom Units			Two Bedroom Units			Three Bedroom Units		
	Rent(1)	SF	Rent/SF	Rent(1)	SF	Rent/SF	Rent(1)	SF	Rent/SF
Park Creek	\$784	736	\$1.06	\$895	1,082	\$0.83	\$960	1,308	\$0.73
Paces Landing	\$625	799	\$0.78	\$725	1,062	\$0.68	\$825	1,267	\$0.65
Summit Place at Limestone	\$615	608	\$1.01	\$700	944	\$0.74	\$805	1,250	\$0.64
Brandon Place	\$480	N/A	N/A	\$693	N/A	N/A			
Towne Creek	\$686	620	\$1.11	\$692	1,005	\$0.69			
	<b>\$638</b>	<b>691</b>	<b>\$0.92</b>	<b>\$741</b>	<b>1,023</b>	<b>\$0.72</b>	<b>\$863</b>	<b>1,275</b>	<b>\$0.68</b>

(1) Rent is adjusted to include only Trash and incentives

Source: Field Survey, Real Property Research Group, Inc. April 2015.

**Table 23 Average Market Rent and Rent Advantage Summary**

	1 BR	2 BR	3 BR
<b>Average Market Rent</b>	<b>\$638</b>	<b>\$741</b>	<b>\$863</b>
Proposed ACC Contract Rent		\$300	\$300
Advantage (\$)		\$441	\$563
Advantage (%)		59.5%	65.3%
Total Units		10	3
Proposed 60% AMI Rent	\$500	\$595	\$670
Advantage (\$)	\$138	\$146	\$193
Advantage (%)	21.6%	19.7%	22.4%
Total Units	5	25	22
Proposed Market Rate Rents		\$665	\$770
Advantage (\$)		\$76	\$93
Advantage (%)		10.2%	10.8%
Total Units		11	8
<b>Overall Rent Advantage</b>			<b>24.8%</b>





### E. Interviews

Primary information gathered through field and phone interviews was used throughout the various sections of this report. The interviewees included rental community property managers, Chris Davis and Matt Tate with the Gainesville Planning Division, Chris Chavis with the Hall County Planning and Zoning Department, and staff with the Gainesville Housing Authority.

### F. Multi-Family Pipeline

Based on information provided by Gainesville and Hall County planning and zoning officials and DCA’s list of LIHTC allocations, two rental communities were identified in the planning stage in the Atlanta Street Market Area. Details on each project are provided below.

- **Trees of Gainesville** is a proposed 348 unit market rate rental community that would be located at Community Way and Jesse Jewell Parkway. Plans have been submitted and are under review.
- **Summit Place at Limestone Phase II** is a proposed second phase of Summit Place at Limestone that would include 96 newly constructed market rate rental units. Plans have been submitted and are under review.

Given the differences in income targeting (affordable versus market rate), neither of these communities will directly compete with the proposed 65 LIHTC units. The two pipeline communities may compete with the proposed market rate units depending on price point; however, neither have been approved.

### G. Housing Authority Data

Per staff at the Gainesville Housing Authority, the housing authority operates 494 public housing units and holds a waiting lists of six months to one year. The Gainesville Housing Authority does not manage section 8 vouchers.

### H. Existing Low Income Rental Housing

The table and map on the following pages show the location of the subject site in relation to existing low-income rental housing properties, including those with tax credits.

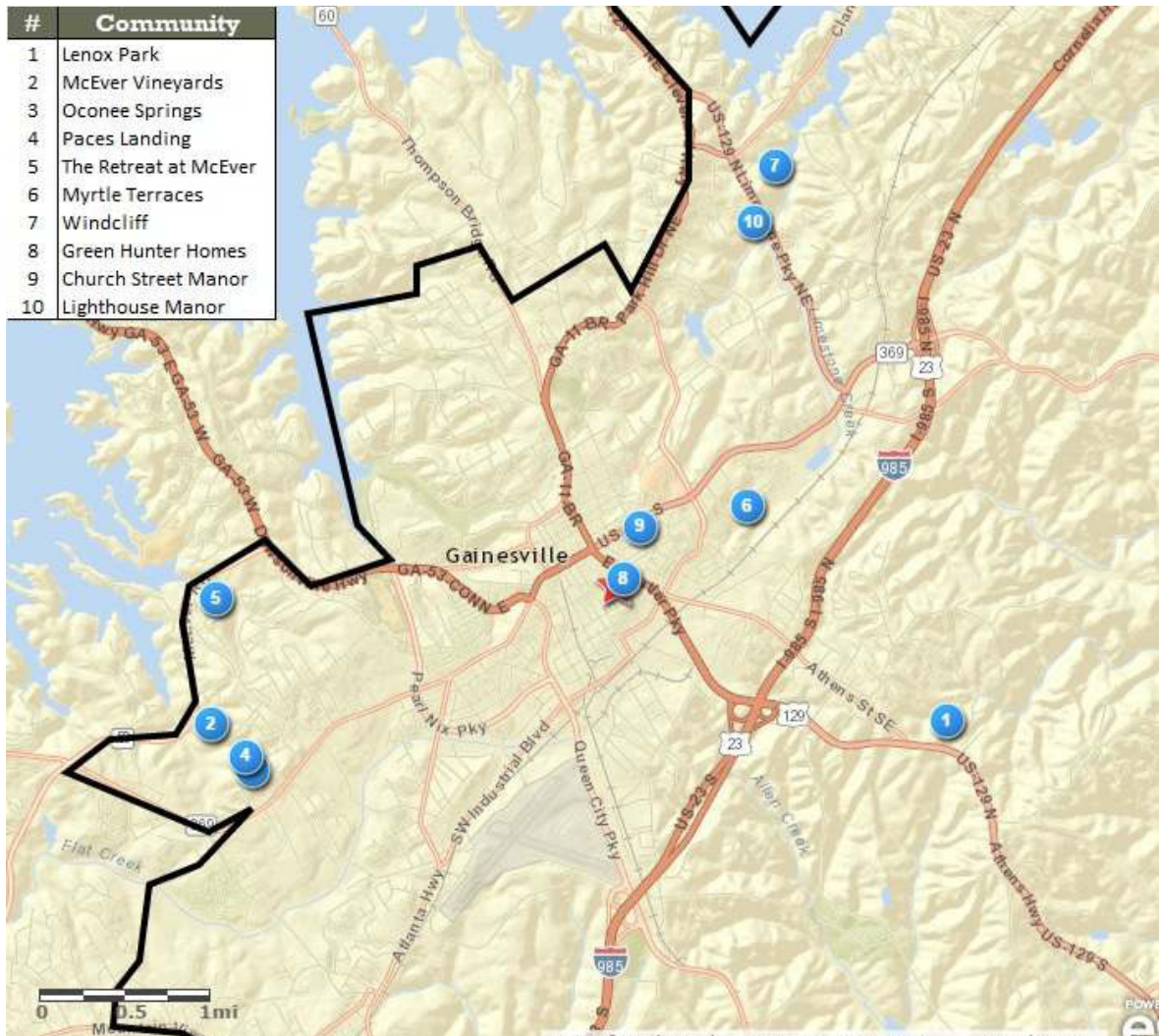
**Table 24 Subsidized Communities, Atlanta Street Market Area**

Community	Subsidy	Type	Address	Distance
Lenox Park	LIHTC	Family	1000 Lenox Park Pl.	2 miles
McEver Vineyards	LIHTC	Family	1245 McEver Rd. SW	2.6 miles
Oconee Springs	LIHTC	Family	2351 Springhaven Dr.	2.4 miles
Paces Landing	LIHTC	Family	100 Paces Ct. SW	2.4 miles
The Retreat at McEver	LIHTC	Family	1050 Eagle Eye Rd.	2.4 miles
Myrtle Terraces	LIHTC	Senior	1326 Myrtle St. SE	0.8 mile
Windcliff	LIHTC / Section 8	Senior	150 Gabriel Cir.	2.6 miles
Green Hunter Homes	Public Housing	Family	240 Atlanta St.	0 mile
Church Street Manor	Section 8	Senior	710 Church St. SE	0.3 mile
Lighthouse Manor	Section 8	Senior	2415 Lighthouse Manor Dr.	2.3 miles

Source: GA DCA, HUD, USDA



**Map 7 Subsidized Rental Communities**



**I. Impact of Abandoned, Vacant, or Foreclosed Homes**

Based on field observations, limited abandoned / vacant single and multi-family homes exist in the Atlanta Street Market Area. In addition, to understand the state of foreclosure in the community around the subject site, we tapped data available through RealtyTrac, a web site aimed primarily at assisting interested parties in the process of locating and purchasing properties in foreclosure and at risk of foreclosure. RealtyTrac classifies properties in its database into several different categories, among them three that are relevant to our analysis: 1.) pre-foreclosure property – a property with loans in default and in danger of being repossessed or auctioned, 2.) auction property – a property that lien holders decide to sell at public auctions, once the homeowner’s grace period has expired, in order to dispose of the property as quickly as possible, and 3.) bank-owned property – a unit that has been repossessed by lenders. We included properties within these three foreclosure categories in our analysis. We queried the RealtyTrac database for ZIP code 30501 in which the subject property will be located and the broader areas of Gainesville, Hall County, Georgia, and the United States for comparison purposes.

Our RealtyTrac search revealed March 2015 foreclosure rates of 0.03 percent in the subject property’s ZIP Code (30501), 0.08 percent in Gainesville, and 0.09 percent in Hall County, Georgia, and the nation



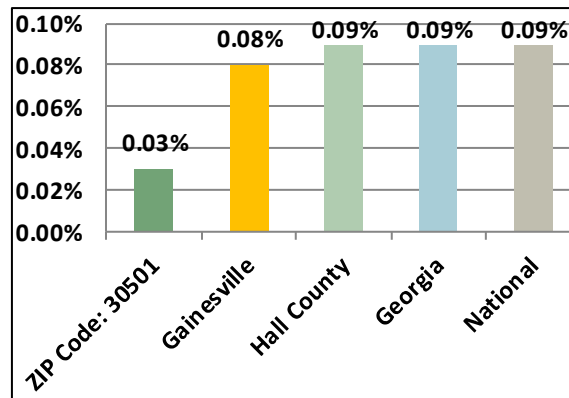
(Table 25). The number of foreclosures in the subject site’s ZIP Code ranged from two to 17 units over the past year.

While the conversion of foreclosure properties can affect the demand for new multi-family rental housing in some markets, the impact on affordable housing and mixed-income rental communities is typically limited due to their tenant rent and income restrictions on most units. Furthermore, current foreclosure activity in the subject site’s ZIP Code was minimal over the past year. **As such, we do not believe foreclosed, abandoned, or vacant single/multi-family homes will impact the subject property’s ability to lease its units.**

**Table 25 Foreclosure Rate and Recent Foreclosure Activity, ZIP Code 30501**

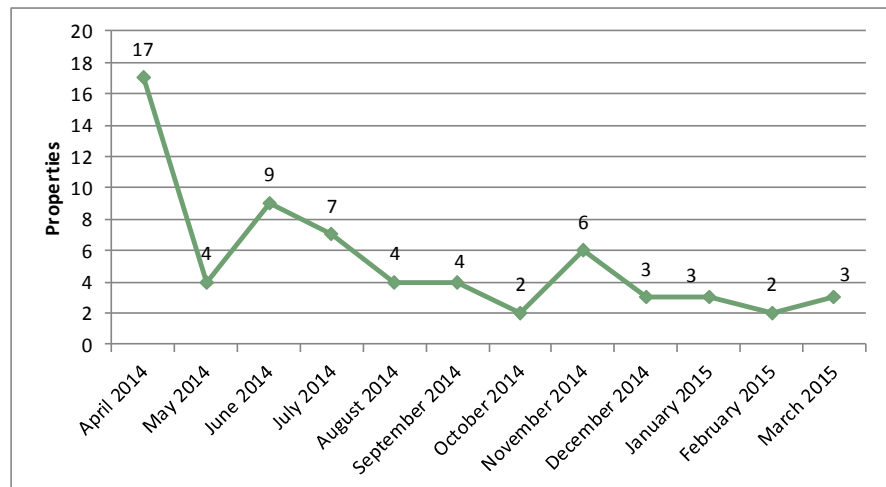
Geography	March 2015 Foreclosure Rate
ZIP Code: 30501	0.03%
Gainesville	0.08%
Hall County	0.09%
Georgia	0.09%
National	0.09%

Source: Realtytrac.com



ZIP Code: 30501	
Month	# of Foreclosures
April 2014	17
May 2014	4
June 2014	9
July 2014	7
August 2014	4
September 2014	4
October 2014	2
November 2014	6
December 2014	3
January 2015	3
February 2015	2
March 2015	3

Source: Realtytrac.com





## 9. FINDINGS AND CONCLUSIONS

### A. Key Findings

Based on the preceding review of the subject project and demographic and competitive housing trends in the Atlanta Street Market Area, RPRG offers the following key findings:

#### 1. Site and Neighborhood Analysis

The subject site is a suitable location for affordable rental housing as it is compatible with surrounding land uses and has ample access to amenities, services, and transportation arteries.

- The subject site is located in an established neighborhood just southeast of downtown Gainesville.
- The site is located within close proximity to transportation arteries, public transportation, community amenities and services, and employment concentrations.
- The subject site is suitable for the proposed development. No negative land uses were identified at the time of the site visit that would affect the proposed development's viability in the marketplace.
- The redevelopment of the older public housing community on the subject site will improve the condition of the immediate neighborhood.

#### 2. Economic Context

Hall County's economy is growing with At-Place-Employment at an all-time high and an unemployment rate dropping back to pre-recession levels.

- Following a recession high of 9.4 percent in 2009 and 2010, Hall County's unemployment rate has decreased in each of the past four years reaching a six year low of 5.8 percent in 2014. In comparison, the 2014 unemployment rates in Georgia and the nation were 7.2 percent and 6.4 percent, respectively.
- Hall County's At-Place Employment grew by 14.2 percent from 2000 to 2013, adding a net total of 9,169 jobs. After losing approximately 5,700 jobs from 2009 to 2010, the county recouped all losses by adding 6,795 net jobs from 2011 to 2014 (Q3). The At-Place-Employment total in 2014 (Q3) of 75,330 jobs eclipses the pre-recession peak in 2008.
- Manufacturing, Hall County's largest industry sector, accounted for 23.5 percent of total employment in the county as of 2014 Q3 compared to just 8.9 percent of jobs nationally. A substantial proportion of these manufacturing jobs are in the food processing industry.
- The subject site is located within five miles of most major employers in Hall County, including less than one mile from the county's largest employer, Northeast Georgia Medical Center.
- Twenty-four new or expanding companies were announced in 2014 in Hall County. The 24 companies are planning to add 1,300 new jobs and invest \$150 million dollars in the county.

#### 3. Population and Household Trends

The Atlanta Street Market Area has experienced steady population and household growth since 2000, a trend projected to continue over the next couple of years.

- The Atlanta Street Market Area added 972 people (1.9 percent) and 208 households (1.4 percent) per year between the 2000 and 2010 Census Counts. This trend continued, albeit at



a slower pace from 2010 to 2015, as the county's population and household base grew at annual rates of 0.8 percent and 0.7 percent, respectively.

- From 2015 to 2017, Esri projects the Atlanta Street Market Area's population will increase by 503 people (0.9 percent) and 142 households (0.8 percent) per year.

#### 4. Demographic Trends

The population and household base of the Atlanta Street Market Area is relatively young with a high proportion of families with children. Over the past decade, households in the market area have moved away from homeownership – a trend Esri projects will continue over the next two years. Renter household incomes in the market area are modest with a high proportion of low to moderate income households.

- Fifty-eight percent of the market area's population is under the age of 35 including 34 percent under the age of 20. Young people age 25 to 34 represent the single largest population age cohort in the Atlanta Street Market Area at 15.9 percent.
- Roughly 46 percent of all households in the Atlanta Street Market Area contain children while single persons account for 21.6 percent of all market area households.
- Renter occupied households accounted for 68.7 percent of the Atlanta Street Market Area's net household change between the 2000 and 2010 Census counts. Based on Esri estimates, the Atlanta Street Market Area's renter percentage is expected to continue to increase from 50.2 percent in 2015 to 50.8 percent in 2017.
- Working age households form the core of the market area's renters, as over half (51.2 percent) of all renter householders are ages 25-44. Within this age segment, renters age 25 to 34 account for the single largest percentage of renter householders in the Atlanta Street Market Area at 28.5 percent.
- As of 2010, large households (5+ persons) accounted for 25.8 percent of renter households in the Atlanta Street Market Area and renter households with three or four persons accounted for 31.1 percent of the households.
- The 2015 median income of households in the Atlanta Street Market Area is \$38,399, 27.9 percent lower than the Hall County median household income of \$53,223. RPRG estimates that the median income of renter households in the Atlanta Street Market Area is \$30,501. Approximately 42 percent of renters earn less than \$25,000 including 23.7 percent earning less than \$15,000. Roughly 36 percent earn between \$25,000 and \$49,999.

#### 5. Competitive Housing Analysis

RPRG surveyed 12 multi-family rental communities in the Atlanta Street Market Area including five LIHTC communities. At the time of our survey, the overall rental market in the market area was performing very well.

- Among the 11 communities providing vacancy data, 37 of 1,811 units were reported vacant for an aggregate vacancy rate of just 2.0 percent. Eight of the 11 communities reporting vacancy data had vacancy rates of 2.1 percent or lower including five properties that were one-hundred percent occupied.
  - The five LIHTC communities reported four of 950 total units vacant for a rate of just 0.4 percent. Four of the five LIHTC communities were one-hundred percent occupied with waiting lists.





- Among the 12 rental communities surveyed, net rents, unit sizes, and rents per square foot are as follows:
  - **One-bedroom** effective rents averaged \$602 per month. The average one bedroom unit size was 733 square feet, resulting in a net rent per square foot of \$0.82.
  - **Two-bedroom** effective rents averaged \$637 per month. The average two bedroom unit size was 979 square feet, resulting in a net rent per square foot of \$0.65.
  - **Three-bedroom** effective rents averaged \$691 per month. The average three bedroom unit size was 1,218 square feet, resulting in a net rent per square foot of \$0.57.
- The “average market rent” among comparable communities is \$638 for one bedroom units, \$741 for two bedroom units, and \$863 for three bedroom units. The subject property’s proposed LIHTC rents are well below these average market rents with rent advantages of 59.5 percent and 65.3 percent for the proposed LIHTC/ACC units and 19.7 percent to 22.4 percent for the proposed 60 percent AMI units without PBRA. Proposed market rate rents are below market averages with market advantages of 10.2 percent and 10.8 percent. The overall market advantage is 24.8 percent.
- The two pipeline communities will not directly compete with the 65 LIHTC units proposed at the subject property due to differences in income targeting (affordable versus market rate). The pipeline communities may compete with the proposed market rate units depending on price point; however, neither have been approved. Furthermore, market rate capture rates are very low and show significant demand to support the proposed units in the pipeline and at the subject property.

## B. Affordability Analysis

### 1. Methodology

The Affordability Analysis tests the percentage of income-qualified households in the market area that the subject community must capture in order to achieve full occupancy.

The first component of the Affordability Analyses involves looking at the total household income distribution and renter household income distribution among Atlanta Street Market Area households for the target year of 2016. RPRG calculated the income distribution for both total households and renter households based on the relationship between owner and renter household incomes by income cohort from the 2009-2013 American Community Survey along with estimates and projected income growth by Esri (Table 26).

A particular housing unit is typically said to be affordable to households that would be expending a certain percentage of their annual income or less on the expenses related to living in that unit. In the case of rental units, these expenses are generally of two types – monthly contract rents paid to landlords and payment of utility bills for which the tenant is responsible. The sum of the contract rent and utility bills is referred to as a household’s ‘gross rent burden’. For the Affordability Analysis, RPRG employs a 35 percent gross rent burden.

The proposed LIHTC units at 240 Atlanta Street Development Phase I will target renter households earning up to 60 percent of the Area Median Income (AMI), adjusted for household size. Maximum income limits are derived from 2014 HUD income limits for the Gainesville, GA MSA and are based on an average of 1.5 persons per bedroom rounded up to the nearest whole number per DCA requirements. Rent and income limits are detailed in Table 27 on the following page. As the proposed ACC units at 240 Atlanta Street Development Phase I will contain additional Project Based Rental Assistance (PBRA) subsidies, minimum income limits will not apply. As DCA considers all proposed PBRA/ACC units to be leasable in the market, we have set the rents for these units at \$300 per the





developer’s pro-forma. Since the market rate units will be serving moderate-income households, RPRG assumed that the target market for the market rate units include future renters earning as much as 80 percent of Area Median Income (AMI).

**Table 26 2016 Total and Renter Income Distribution**

Atlanta Street Market Area		Total Households		Renter Households	
		#	%	#	%
less than	\$15,000	3,127	18.1%	2,063	23.7%
	\$15,000 - \$24,999	2,242	13.0%	1,479	17.0%
	\$25,000 - \$34,999	2,308	13.4%	1,307	15.0%
	\$35,000 - \$49,999	3,045	17.7%	1,758	20.2%
	\$50,000 - \$74,999	2,713	15.7%	1,002	11.5%
	\$75,000 - \$99,999	1,547	9.0%	503	5.8%
	\$100,000 - \$149,999	1,335	7.7%	387	4.4%
	\$150,000 Over	917	5.3%	204	2.3%
<b>Total</b>		<b>17,233</b>	<b>100%</b>	<b>8,703</b>	<b>100%</b>
<b>Median Income</b>		<b>\$39,627</b>		<b>\$31,193</b>	

Source: American Community Survey 2009-2013 Projections, RPRG, Inc.

**Table 27 LIHTC Income and Rent Limits, Gainesville, GA MSA**

HUD 2014 Median Household Income										
Gainesville, GA MSA \$56,100										
Very Low Income for 4 Person Household \$28,050										
2014 Computed Area Median Gross Income <b>\$56,100</b>										
Utility Allowance:										
1 Bedroom \$128										
2 Bedroom \$160										
3 Bedroom \$203										
<b>LIHTC Household Income Limits by Household Size:</b>										
	Household Size	30%	40%	50%	60%	80%	100%	150%		
	1 Person	\$11,790	\$15,720	\$19,650	\$23,580	\$31,440	\$39,300	\$58,950		
	2 Persons	\$13,470	\$17,960	\$22,450	\$26,940	\$35,920	\$44,900	\$67,350		
	3 Persons	\$15,150	\$20,200	\$25,250	\$30,300	\$40,400	\$50,500	\$75,750		
	4 Persons	\$16,830	\$22,440	\$28,050	\$33,660	\$44,880	\$56,100	\$84,150		
	5 Persons	\$18,180	\$24,240	\$30,300	\$36,360	\$48,480	\$60,600	\$90,900		
	6 Persons	\$19,530	\$26,040	\$32,550	\$39,060	\$52,080	\$65,100	\$97,650		
<b>Imputed Income Limits by Number of Bedrooms:</b>										
<b>Assumes 1.5 persons per bedroom</b>	Persons	Bedrooms	30%	40%	50%	60%	80%	100%	150%	
	1	0	\$11,790	\$15,720	\$19,650	\$23,580	\$31,440	\$39,300	\$58,950	
	2	1	\$13,470	\$17,960	\$22,450	\$26,940	\$35,920	\$44,900	\$67,350	
	3	2	\$15,150	\$20,200	\$25,250	\$30,300	\$40,400	\$50,500	\$75,750	
	5	3	\$18,180	\$24,240	\$30,300	\$36,360	\$48,480	\$60,600	\$90,900	
	6	4	\$19,530	\$26,040	\$32,550	\$39,060	\$52,080	\$65,100	\$97,650	
	<b>LIHTC Tenant Rent Limits by Number of Bedrooms:</b>									
<i>Assumes 1.5 Persons per bedroom</i>										
# Persons	30%		40%		50%		60%		80%	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
1 Bedroom	\$315	\$187	\$421	\$293	\$526	\$398	\$631	\$503	\$842	\$714
2 Bedroom	\$378	\$218	\$505	\$345	\$631	\$471	\$757	\$597	\$1,010	\$850
3 Bedroom	\$437	\$234	\$583	\$380	\$729	\$526	\$875	\$672	\$1,167	\$964

Source: U.S. Department of Housing and Urban Development



## 2. Affordability Analysis

The steps in the affordability analysis (Table 28) are as follows:

- As an example, we walk through the steps to test affordability for one bedroom units at 60 percent AMI. The overall shelter cost at the proposed rent would be \$628 (\$500 net rent plus a \$128 allowance to cover all utilities except trash removal).
- By applying a 35 percent rent burden to this gross rent, we determined that a 60 percent AMI one-bedroom unit would be affordable to households earning at least \$21,531 per year. A projected 12,642 households in Atlanta Street Market Area will earn at least this amount in 2016.
- The maximum income limit for a one bedroom unit at 60 percent AMI is \$26,940 based on a household size of 2.0 persons per DCA guidelines. According to the interpolated income distribution for 2016, Atlanta Street Market Area will have 11,417 households with incomes above this maximum income.
- Subtracting the 11,417 households with incomes above the maximum income limit from the 12,642 households that could afford to rent this unit, RPRG computes that an estimated 1,226 households in the Atlanta Street Market Area will be within the target income segment for the one bedroom units at 60 percent AMI.
- Using the same methodology, we then determined that 767 renter households with incomes between the minimum income required and maximum income allowed will reside in the market in 2016. The subject property will need to capture 0.7 percent of these renter households to lease up the five units in this floor plan.
- Capture rates are also calculated for other floor plans and for the project overall. The remaining renter capture rates by floor plan range from 0.1 percent to 4.3 percent. By Income target level, renter capture rates are 0.5 percent for the 60 percent units with PBRA, 2.6 percent for 60 percent units without PBRA, 2.3 percent for all LIHTC units, 0.8 percent for market rate units, and 2.0 percent for all units.

## 3. Conclusions on Affordability

All affordability capture rates are well within reasonable and achievable levels for a **general occupancy** community at 2.0 percent for all rental units.



**Table 28 240 Atlanta Street Development Phase I Affordability Analysis**

60% Units - ACC		Two Bedroom		Three Bedroom	
		Min.	Max.	Min.	Max.
Number of Units		10		3	
Net Rent		\$300		\$300	
Gross Rent		\$460		\$503	
% Income for Shelter		35%		35%	
Income Range (Min, Max)		\$15,771	\$30,300	\$17,246	\$36,360
<b>Total Households</b>					
Range of Qualified Hslds		13,934	10,641	13,603	9,280
# Qualified Households			3,293		4,323
<b>Total HH Capture Rate</b>			<b>0.3%</b>		<b>0.1%</b>
<b>Renter Households</b>					
Range of Qualified Hhlds		6,527	4,469	6,308	3,695
# Qualified Hhlds			2,058		2,614
<b>Renter HH Capture Rate</b>			<b>0.5%</b>		<b>0.1%</b>

60% Units - LIHTC	One Bedroom	Two Bedroom	Three Bedroom
Number of Units	5	25	22
Net Rent	\$500	\$595	\$670
Gross Rent	\$628	\$755	\$873
% Income for Shelter	35%	35%	35%
Income Range (Min, Max)	\$21,531 \$26,940	\$25,886 \$30,300	\$29,931 \$36,360
<b>Total Households</b>			
Range of Qualified Hslds	12,642 11,417	11,660 10,641	10,726 9,280
# Qualified Households		1,019	1,446
<b>Unit Total HH Capture Rate</b>	<b>0.4%</b>	<b>2.5%</b>	<b>1.5%</b>
<b>Renter Households</b>			
Range of Qualified Hhlds	5,675 4,908	5,046 4,469	4,517 3,695
# Qualified Hhlds		577	822
<b>Renter HH Capture Rate</b>	<b>0.7%</b>	<b>4.3%</b>	<b>2.7%</b>

Market Rate Units	Two Bedroom	Three Bedroom
Number of Units	11	8
Net Rent	\$665	\$770
Gross Rent	\$825	\$973
% Income for Shelter	35%	35%
Income Range (Min, Max)	\$28,286 \$40,400	\$33,360 \$48,480
<b>Total Households</b>		
Range of Qualified Hslds	11,106 8,460	9,935 6,820
# Qualified Households		3,115
<b>Total HH Capture Rate</b>	<b>0.4%</b>	<b>0.3%</b>
<b>Renter Households</b>		
Range of Qualified Hhlds	4,732 3,221	4,068 2,274
# Qualified Renter		1,795
<b>Renter HH Capture Rate</b>	<b>0.7%</b>	<b>0.4%</b>

Income Target	Units	All Households = 17,233					Renter Households = 8,703			
			Band of Qualified Hhlds		# Qualified HHs	Capture Rate	Band of Qualified Hhlds		# Qualified HHs	Capture Rate
60% Units - ACC	13	<i>Income</i>	\$15,771	\$36,360			\$15,771	\$36,360		
		<i>Households</i>	13,934	9,280	4,654	<b>0.3%</b>	6,527	3,695	2,832	<b>0.5%</b>
60% Units - LIHTC	52	<i>Income</i>	\$21,531	\$36,360			\$21,531	\$36,360		
		<i>Households</i>	12,642	9,280	3,362	<b>1.5%</b>	5,675	3,695	1,980	<b>2.6%</b>
LIHTC Units	65	<i>Income</i>	\$15,771	\$36,360			\$15,771	\$36,360		
		<i>Households</i>	13,934	9,280	4,654	<b>1.4%</b>	6,527	3,695	2,832	<b>2.3%</b>
Market Rate Units	19	<i>Income</i>	\$28,286	\$48,480			\$28,286	\$48,480		
		<i>Households</i>	11,106	6,820	4,286	<b>0.4%</b>	4,732	2,274	2,458	<b>0.8%</b>
Total Units	84	<i>Income</i>	\$15,771	\$48,480			\$15,771	\$48,480		
		<i>Households</i>	13,934	6,820	7,114	<b>1.2%</b>	6,527	2,274	4,253	<b>2.0%</b>

Source: 2010 U.S. Census, Esri, Estimates, RPRG, Inc.



## C. Demand Estimates and Capture Rates

### 1. Methodology

DCA's demand methodology for **general occupancy** communities consists of three components:

- The first component of demand is household growth. This number is the number of age and income qualified renter households projected to move into the Atlanta Street Market Area between the base year of 2013 and the year of market-entry of 2016.
- The next component of demand is income qualified renter households living in substandard households. "Substandard" is defined as having more than 1.01 persons per room and/or lacking complete plumbing facilities. According to 2010 Census data, the percentage of renter households in the primary market area that are "substandard" is 15.4 percent (Table 29). This substandard percentage is applied to current household numbers.
- The third component of demand is cost burdened renters, which is defined as those renter households paying more than 35 percent of household income for housing costs. According to ACS data, 48.0 percent of the Atlanta Street Market Area's renter households are categorized as cost burdened (Table 29).

The data assumptions used in the calculation of these demand estimates are detailed at the bottom of Table 30. Income qualification percentages are derived by using the Affordability Analysis detailed in Table 28.

### 2. Demand Analysis

According to DCA's demand methodology, all comparable units built or approved since the base year (2013) are to be subtracted from the demand estimates to arrive at net demand; no such units were identified in the market area. Two pipeline communities may compete with the proposed market rate units depending on price point; however, neither have been approved. As the capture rate is so low for the proposed market rate units and the subject property overall, subtracting out the 444 total units proposed at the two pipeline communities would not have a big effect on capture rates.

The overall capture rates are 0.7 percent for 60 percent units with PBRA, 4.1 percent for 60 percent units without PBRA, 3.6 percent for all LIHTC units, 1.2 percent for market rate units, and 3.1 percent for all units (Table 30). Capture rates by floorplan range from 0.3 percent to 7.5 percent (Table 31). All capture rates are well within DCA's mandated threshold of 30 percent and indicate sufficient demand to support the proposed development. Demand for the proposed units is expected to be augmented by renter households with Housing Choice Vouchers, which will increase the number of age and income qualified households and reduce the capture rates.



**Table 29 Substandard and Cost Burdened Calculations**

Rent Cost Burden			Substandardness	
Total Households	#	%	Total Households	
Less than 10.0 percent	305	3.6%	<b>Owner occupied:</b>	
10.0 to 14.9 percent	580	6.8%	Complete plumbing facilities:	8,135
15.0 to 19.9 percent	604	7.1%	1.00 or less occupants per room	7,576
20.0 to 24.9 percent	862	10.1%	1.01 or more occupants per room	559
25.0 to 29.9 percent	1,046	12.3%	Lacking complete plumbing facilities:	62
30.0 to 34.9 percent	714	8.4%	Overcrowded or lacking plumbing	621
35.0 to 39.9 percent	658	7.7%	<b>Renter occupied:</b>	
40.0 to 49.9 percent	1,055	12.4%	Complete plumbing facilities:	8,462
50.0 percent or more	2,077	24.4%	1.00 or less occupants per room	7,209
Not computed	623	7.3%	1.01 or more occupants per room	1,253
<b>Total</b>	<b>8,524</b>	<b>100.0%</b>	Lacking complete plumbing facilities:	62
			Overcrowded or lacking plumbing	1,315
<b>&gt; 35% income on rent</b>	<b>3,790</b>	<b>48.0%</b>	<b>Substandard Housing</b>	
				<b>1,936</b>
			<b>% Total Stock Substandard</b>	<b>11.6%</b>
			<b>% Rental Stock Substandard</b>	<b>15.4%</b>

Source: American Community Survey 2009-2013

**Table 30 DCA Demand by Income Level**

Income Target	60% AMI - ACC	60% AMI	LIHTC Units	Market Rate Units	Total Units
Minimum Income Limit	\$15,771	\$21,531	\$15,771	\$28,286	\$15,771
Maximum Income Limit	\$36,360	\$36,360	\$36,360	\$48,480	\$48,480
<b>(A) Renter Income Qualification Percentage</b>	<b>32.5%</b>	<b>22.7%</b>	<b>32.5%</b>	<b>28.2%</b>	<b>48.9%</b>
<b>Demand from New Renter Households</b> <i>Calculation (C-B) * F * A</i>	70	49	70	61	105
<b>PLUS</b>					
<b>Demand from Existing Renter HHs (Substandard)</b> <i>Calculation B * D * F * A</i>	423	296	423	367	636
<b>PLUS</b>					
<b>Demand from Existing Renter HHs (Overburdened)</b> <i>- Calculation B * E * F * A</i>	1,316	920	1,316	1,142	1,976
<b>Total Demand</b>	<b>1,809</b>	<b>1,265</b>	<b>1,809</b>	<b>1,570</b>	<b>2,717</b>
<b>LESS</b>					
Comparable Units Built or Planned Since 2013	0	0	0	0	0
<b>Net Demand</b>	<b>1,809</b>	<b>1,265</b>	<b>1,809</b>	<b>1,570</b>	<b>2,717</b>
Proposed Units	13	52	65	19	84
<b>Capture Rate</b>	<b>0.7%</b>	<b>4.1%</b>	<b>3.6%</b>	<b>1.2%</b>	<b>3.1%</b>

Demand Calculation Inputs	
A). % of Renter Hhlds with Qualifying Income	see above
B). 2013 Households	16,806
C). 2016 Households	17,233
D). Substandard Housing (% of Rental Stock)	15.4%
E). Rent Overburdened (% of Renter Hhlds at >35%)	48.0%
F). Renter Percentage (% of all 2015 HHLds)	50.2%

**Table 31 DCA Demand by Floor Plan**

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate
<b>60% AMI - ACC</b>	<b>\$15,771 - \$36,360</b>						
Two Bedroom Units	\$15,771 - \$25,000	10	15.7%	872	0	872	1.1%
Three Bedroom Units	\$25,001 - \$36,360	3	16.9%	937	0	937	0.3%
<b>60% AMI</b>	<b>\$21,531 - \$36,360</b>						
One Bedroom Units	\$21,531 - \$26,000	5	7.4%	411	0	411	1.2%
Two Bedroom Units	\$26,001 - \$30,000	25	6.0%	334	0	334	7.5%
Three Bedroom Units	\$30,001 - \$36,360	22	9.3%	519	0	519	4.2%
<b>Market Rate Units</b>	<b>\$28,286 - \$48,480</b>						
Two Bedroom Units	\$28,286 - \$37,000	11	12.8%	711	0	711	1.5%
Three Bedroom Units	\$37,001 - \$48,480	8	15.5%	860	0	860	0.9%
<b>Project Total</b>	<b>\$15,771 - \$48,480</b>						
60% AMI - ACC	\$15,771 - \$36,360	13	32.5%	1,809	0	1,809	0.7%
60% AMI	\$21,531 - \$36,360	52	22.7%	1,265	0	1,265	4.1%
LIHTC Units	\$15,771 - \$36,360	65	32.5%	1,809	0	1,809	3.6%
Market Rate Units	\$28,286 - \$48,480	19	28.2%	1,570	0	1,570	1.2%
Total Units	\$15,771 - \$48,480	84	48.9%	2,717	0	2,717	3.1%

## D. Product Evaluation

Considered in the context of the competitive environment, the relative position of 240 Atlanta Street Development Phase I is as follows:

- Site:** The subject site is acceptable for a rental housing development targeting very low to moderate income renter households. Surrounding land uses are compatible with multi-family development and are appropriate for an affordable rental community. The subject site is convenient to major thoroughfares, employment concentrations, and community amenities.
- Unit Distribution:** The proposed unit mix for 240 Atlanta Street Development Phase I will offer one, two, and three bedroom units. One, two, and three bedroom units are common in the market area and will be well received by the target market, which includes a large percentage of families with children (45.9 percent of households).
- Unit Size:** The proposed unit sizes at 240 Atlanta Street Development Phase I are 800 square feet for one bedroom units, 1,000 square feet for two bedroom units, and 1,250 square feet for three bedroom units. These proposed unit sizes are larger than market averages for all floor plans and will be well received by the proposed target market.
- Unit Features:** In-unit features offered at the subject property will include a range, refrigerator with ice-maker, dishwasher, garbage disposal, ceiling fans, washer/dryer connections, and a patio/balcony. These unit features are comparable to existing communities in the market area including LIHTC communities.
- Community Amenities:** 240 Atlanta Street Development Phase I's community amenity package will include a community room, fitness center, arts and crafts room / activity center, library, covered porch, and laundry facilities. This amenity package will be competitive with surveyed rental communities in the Atlanta Street Market Area and will be comparable to existing LIHTC communities with the exception of a swimming pool. Taking into account the smaller community size and affordable nature of the proposed community, the lack of a swimming pool will not negatively affect the marketability of the subject property.



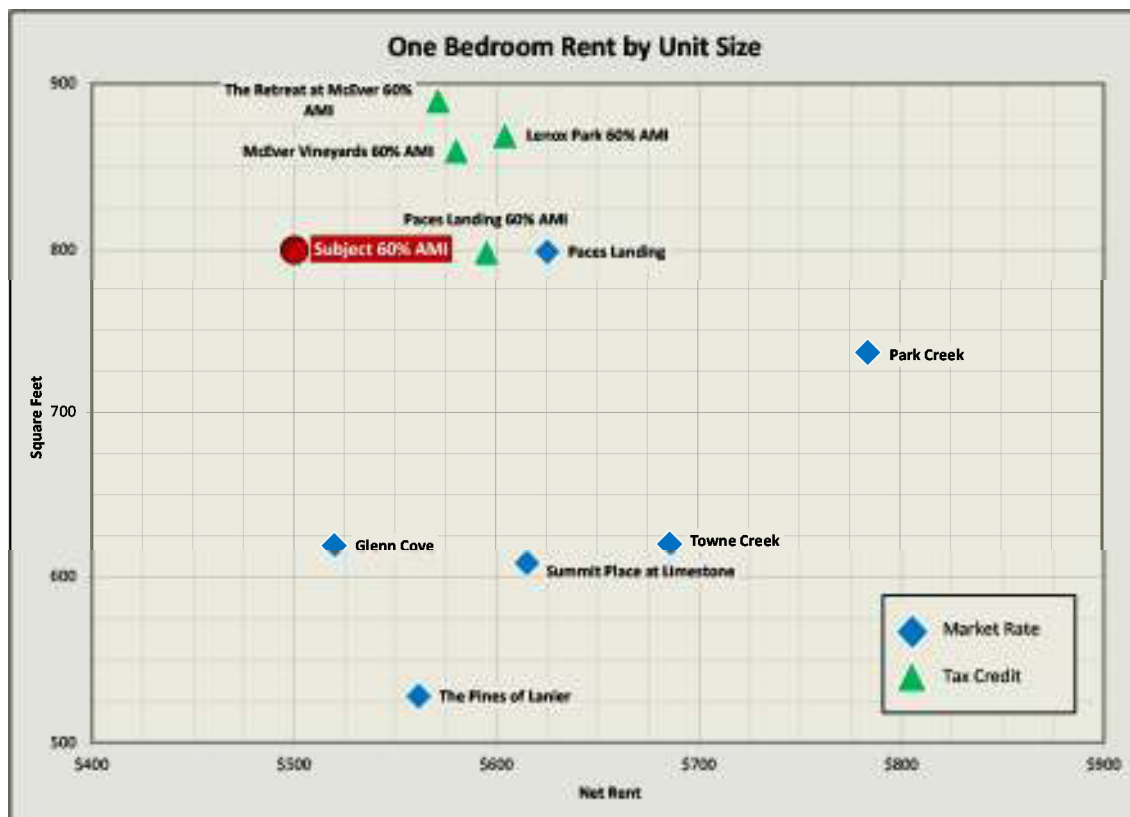


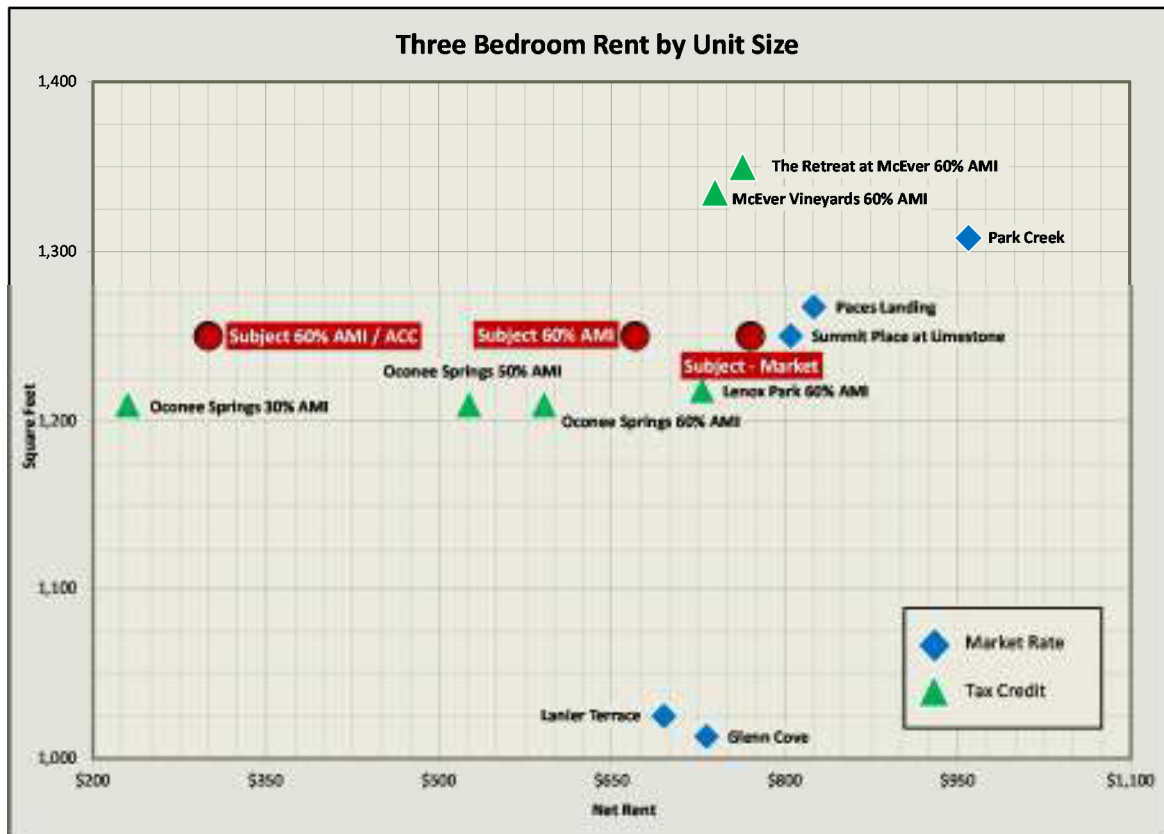
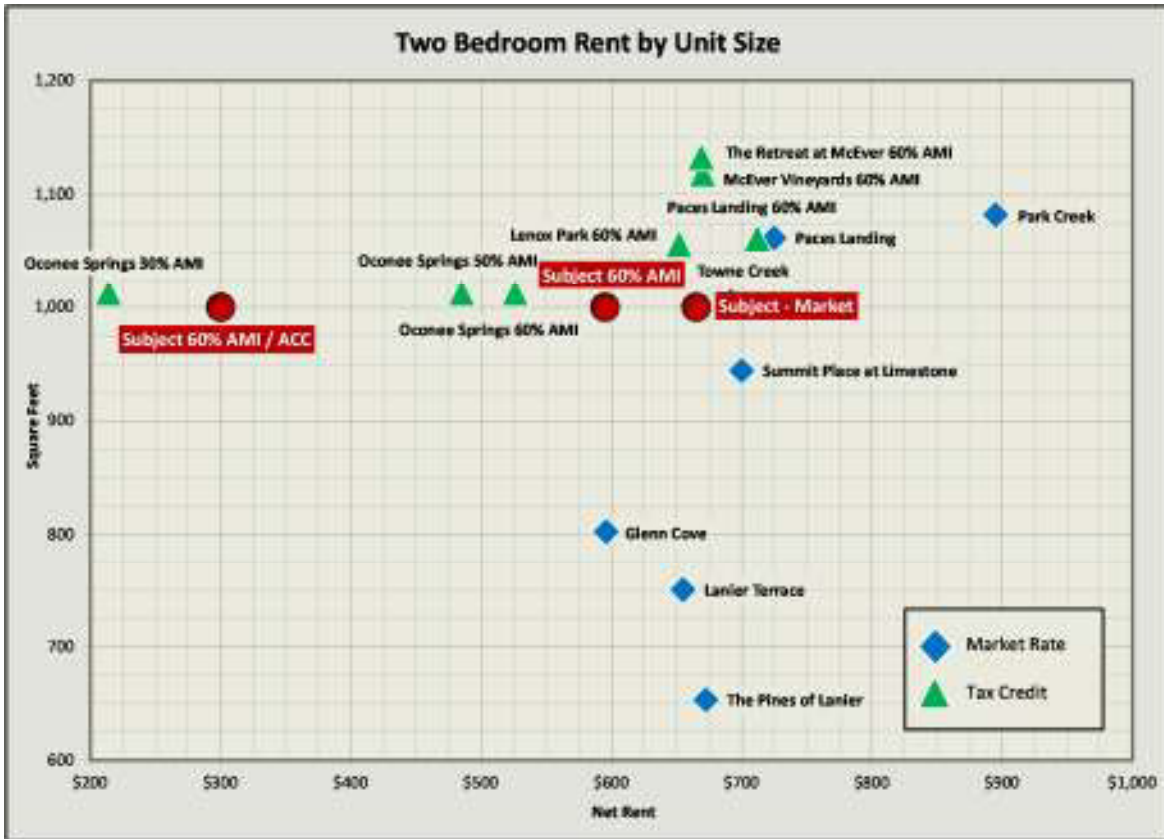
- Marketability:** The subject property will offer an attractive product that is suitable for the target market. It will also improve the quality of the rental housing stock in the Atlanta Street Market Area by expanding the inventory of new and high quality affordable housing.

### E. Price Position

As shown in Figure 8, the proposed 60 percent/ACC rents will be among the lowest rents in the market area. The proposed 60 percent rents will be among the lowest rents in the market area among comparable 60 percent AMI and market rate units and the proposed market rate rents will be positioned in the middle of the market and well below the top of the market. Proposed unit sizes at the subject property are larger than average in the market area.

**Figure 8 Price Position – 240 Atlanta Street Development Phase I**







## F. Absorption Estimate

The most recently constructed general occupancy rental communities in the Atlanta Street Market Area was built in 2004 and lease-up information is neither available nor relevant. In addition to the experience of recently constructed rental communities, the projected absorption rate for the subject property is based on projected household growth, the number of income-qualified renter households projected in the market area, reasonable demand estimates, rental market conditions, and the marketability of the proposed site and product.

- The population and household base of the Atlanta Street Market Area are projected to grow, adding 503 people (0.9 percent) and 142 households (0.8 percent) per year through 2017.
- Over 4,250 renter households will be income-qualified for one or more of the proposed units.
- All DCA demand capture rates, both by income level and floor plan, are well within acceptable thresholds of 30 percent for all units proposed at 240 Atlanta Street Development Phase I.
- The rental market in the Atlanta Street Market Area is performing well with a vacancy rate of just 2.0 percent. LIHTC communities in the market area have an even lower vacancy rate at 0.4 percent.
- The proposed rents at 240 Atlanta Street Development Phase I will be positioned competitive relative to the existing rental stock. All LIHTC rents have a significant advantage relative to the average unadjusted market rent. The proposed market rate rents are both below average market rents in the market area.
- 240 Atlanta Street Development Phase I will offer an attractive product that will be among the nicest rental communities in the Atlanta Street Market Area. The proposed product will be well received at the proposed price points.

Based on the product to be constructed and the factors discussed above, we expect 240 Atlanta Street Development Phase I to lease-up at a rate of 16 units per month. Given the differences in income targeting, we also expect the 13 units with ACC/PBRA to lease concurrently with the LIHTC and market rate units as fast as applications can realistically be processed. **At this rate, the subject property will reach a stabilized occupancy of at least 93 percent within approximately four months.**

## G. Impact on Existing Market

Given the very low vacancies in the Atlanta Street Market Area and projected household growth over the next few years, we do not expect 240 Atlanta Street Development Phase I to have negative impact on existing rental communities in the Atlanta Street Market Area including those with tax credits.

## H. Final Conclusions and Recommendations

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate	Absorption	Average Market Rent	Market Rents Band	Proposed Rents
<b>60% AMI - ACC</b>	<b>\$15,771 - \$36,360</b>										
Two Bedroom Units	\$15,771 - \$25,000	10	15.7%	872	0	872	1.1%	1-2 months	\$741	\$692-\$895	\$300
Three Bedroom Units	\$25,001 - \$36,360	3	16.9%	937	0	937	0.3%	1-2 months	\$863	\$805-\$960	\$300
<b>60% AMI</b>	<b>\$21,531 - \$36,360</b>										
One Bedroom Units	\$21,531 - \$26,000	5	7.4%	411	0	411	1.2%	1-2 months	\$638	\$480-\$784	\$500
Two Bedroom Units	\$26,001 - \$30,000	25	6.0%	334	0	334	7.5%	4 months	\$740	\$692-\$895	\$595
Three Bedroom Units	\$30,001 - \$36,360	22	9.3%	519	0	519	4.2%	4 months	\$863	\$805-\$960	\$670
<b>Market Rate Units</b>	<b>\$28,286 - \$48,480</b>										
Two Bedroom Units	\$28,286 - \$37,000	11	12.8%	711	0	711	1.5%	2-3 months	\$740	\$692-\$895	\$665
Three Bedroom Units	\$37,001 - \$48,480	8	15.5%	860	0	860	0.9%	1-2 months	\$863	\$805-\$960	\$770
<b>Project Total</b>	<b>\$15,771 - \$48,480</b>										
60% AMI - ACC	\$15,771 - \$36,360	13	32.5%	1,809	0	1,809	0.7%	1-2 months			
60% AMI	\$21,531 - \$36,360	52	22.7%	1,265	0	1,265	4.1%	4 months			
LIHTC Units	\$15,771 - \$36,360	65	32.5%	1,809	0	1,809	3.6%	4 months			
Market Rate Units	\$28,286 - \$48,480	19	28.2%	1,570	0	1,570	1.2%	2-3 months			
<b>Total Units</b>	<b>\$15,771 - \$48,480</b>	<b>84</b>	<b>48.9%</b>	<b>2,717</b>	<b>0</b>	<b>2,717</b>	<b>3.1%</b>	<b>4 months</b>			



Based on household growth, low affordability and demand capture rates, and strong rental market conditions, sufficient demand exists to support the proposed units at 240 Atlanta Street Development Phase I. As such, RPRG believes that the proposed 240 Atlanta Street Development Phase I will be able to successfully reach and maintain a stabilized occupancy of at least 93 percent following its entrance into the rental market. The subject property will be competitively positioned with existing LIHTC and market rate communities in the Atlanta Street Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.

We do not believe that the proposed development of 240 Atlanta Street Development Phase I will have a negative impact on the existing LIHTC communities in the market area.

Handwritten signature of Brett Welborn in black ink.

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Brett Welborn  
Analyst

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Tad Scepaniak  
Principal



## 10. APPENDIX 1 UNDERLYING ASSUMPTIONS AND LIMITING CONDITIONS

In conducting the analysis, we will make the following assumptions, except as otherwise noted in our report:

1. There are no zoning, building, safety, environmental or other federal, state or local laws, regulations or codes which would prohibit or impair the development, marketing or operation of the subject project in the manner contemplated in our report, and the subject project will be developed, marketed and operated in compliance with all applicable laws, regulations and codes.
2. No material changes will occur in (a) any federal, state or local law, regulation or code (including, without limitation, the Internal Revenue Code) affecting the subject project, or (b) any federal, state or local grant, financing or other program which is to be utilized in connection with the subject project.
3. The local, national and international economies will not deteriorate, and there will be no significant changes in interest rates or in rates of inflation or deflation.
4. The subject project will be served by adequate transportation, utilities and governmental facilities.
5. The subject project will not be subjected to any war, energy crisis, embargo, strike, earthquake, flood, fire or other casualty or act of God.
6. The subject project will be on the market at the time and with the product anticipated in our report, and at the price position specified in our report.
7. The subject project will be developed, marketed and operated in a highly professional manner.
8. No projects will be developed which will be in competition with the subject project, except as set forth in our report.
9. There are neither existing judgments nor any pending or threatened litigation, which could hinder the development, marketing or operation of the subject project.





The analysis will be subject to the following limiting conditions, except as otherwise noted in our report:

1. The analysis contained in this report necessarily incorporates numerous estimates and assumptions with respect to property performance, general and local business and economic conditions, the absence of material changes in the competitive environment and other matters. Some estimates or assumptions, however, inevitably will not materialize, and unanticipated events and circumstances may occur; therefore, actual results achieved during the period covered by our analysis will vary from our estimates and the variations may be material.
2. Our absorption estimates are based on the assumption that the product recommendations set forth in our report will be followed without material deviation.
3. All estimates of future dollar amounts are based on the current value of the dollar, without any allowance for inflation or deflation.
4. We have no responsibility for considerations requiring expertise in other fields. Such considerations include, but are not limited to, legal matters, environmental matters, architectural matters, geologic considerations, such as soils and seismic stability, and civil, mechanical, electrical, structural and other engineering matters.
5. Information, estimates and opinions contained in or referred to in our report, which we have obtained from sources outside of this office, are assumed to be reliable and have not been independently verified.
6. The conclusions and recommendations in our report are subject to these Underlying Assumptions and Limiting Conditions and to any additional assumptions or conditions set forth in the body of our report.



## 11. APPENDIX 2 ANALYST CERTIFICATIONS

I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and is my personal, unbiased professional analyses, opinions, and conclusions.
- I have no present or prospective interest in the property that is the subject of this report, and I have no personal interest or bias with respect to the parties involved.
- My compensation is not contingent on an action or event resulting from the analysis, opinions, or conclusions in, or the use of, this report.
- The market study was not based on tax credit approval or approval of a loan. My compensation is not contingent upon the reporting of a predetermined demand that favors the cause of the client, the attainment of a stipulated result, or the occurrence of a subsequent event.
- My analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the requirements of the Code of Professional Ethics and the Standards of Professional Practice as set forth in the Uniform Standards of Professional Appraisal Practice (USPAP) as adopted by the Appraisal Standards Board of the Appraisal Foundation.
- To the best of my knowledge, the market can support the proposed project as shown in the study. I understand that any misrepresentation of this statement may result in the denial of further participation in DCA's rental housing programs.
- DCA may rely on the representation made in the market study provided and this document is assignable to other lenders that are parties to the DCA loan transaction.

Handwritten signature of Brett Welborn in black ink, appearing as 'Brett Welborn'.

Brett Welborn  
Analyst

Real Property Research Group, Inc.

Handwritten signature of Tad Scepianiak in black ink, appearing as 'Tad Scepianiak'.

Tad Scepianiak  
Principal

Real Property Research Group, Inc.

Warning: Title 18 U.S.C. 1001, provides in part that whoever knowingly and willfully makes or uses a document containing any false, fictitious, or fraudulent statement or entry, in any manner in the jurisdiction of any department or agency of the United States, shall be fined not more than \$10,000 or imprisoned for not more than five years or both.



## 12. APPENDIX 3 NCHMA CERTIFICATION

This market study has been prepared by Real Property Research Group, Inc., a member in good standing of the National Council of Housing Market Analysts (NCHMA). This study has been prepared in conformance with the standards adopted by NCHMA for the market analysts' industry. These standards include the Standard Definitions of Key Terms Used in Market Studies for Affordable Housing Projects and Model Content Standards for the Content of Market Studies for Affordable Housing Projects. These Standards are designed to enhance the quality of market studies and to make them easier to prepare, understand, and use by market analysts and by the end users. These Standards are voluntary only, and no legal responsibility regarding their use is assumed by the National Council of Housing Market Analysts.

Real Property Research Group, Inc. is duly qualified and experienced in providing market analysis for Affordable Housing. The company's principals participate in NCHMA educational and information sharing programs to maintain the highest professional standards and state-of-the-art knowledge. Real Property Research Group, Inc. is an independent market analyst. No principal or employee of Real Property Research Group, Inc. has any financial interest whatsoever in the development for which this analysis has been undertaken.

While the document specifies Real Property Research Group, Inc., the certification is always signed by the individual completing the study and attesting to the certification.



**Real Property Research Group, Inc.**

A handwritten signature in black ink, appearing to read 'Tad Scepaniak', is written over a horizontal line.

Tad Scepaniak

Name

Principal

Title

April 17, 2015

Date



## 13. APPENDIX 4 ANALYST RESUMES

### ROBERT M. LEFENFELD

Mr. Lefenfeld is the Managing Principal of the firm with over 30 years of experience in the field of residential market research. Before founding Real Property Research Group in February, 2001, Bob served as an officer of research subsidiaries of the accounting firm of Reznick Fedder & Silverman and Legg Mason. Between 1998 and 2001, Bob was Managing Director of RF&S Realty Advisors, conducting market studies throughout the United States on rental and for sale projects. From 1987 to 1995, Bob served as Senior Vice President of Legg Mason Realty Group, managing the firm's consulting practice and serving as publisher of a Mid-Atlantic residential data service, Housing Market Profiles. Prior to joining Legg Mason, Bob spent ten years with the Baltimore Metropolitan Council as a housing economist. Bob also served as Research Director for Regency Homes between 1995 and 1998, analyzing markets throughout the Eastern United States and evaluating the company's active building operation.

Bob oversees the execution and completion of all of the firm's research assignments, ranging from a strategic assessment of new development and building opportunities throughout a region to the development and refinement of a particular product on a specific site. He combines extensive experience in the real estate industry with capabilities in database development and information management. Over the years, he has developed a series of information products and proprietary databases serving real estate professionals.

Bob has lectured and written extensively on the subject of residential real estate market analysis. He has served as a panel member, speaker, and lecturer at events held by the National Association of Homebuilders, the National Council on Seniors' Housing and various local homebuilder associations. Bob serves as a visiting professor for the Graduate Programs in Real Estate Development, School of Architecture, Planning and Preservation, University of Maryland College Park. He has served as National Chair of the National Council of Affordable Housing Market Analysts (NCAHMA) and is currently a board member of the Baltimore chapter of Lambda Alpha Land Economics Society.

#### **Areas of Concentration:**

Strategic Assessments: Mr. Lefenfeld has conducted numerous corridor analyses throughout the United States to assist building and real estate companies in evaluating development opportunities. Such analyses document demographic, economic, competitive, and proposed development activity by submarket and discuss opportunities for development.

Feasibility Analysis: Mr. Lefenfeld has conducted feasibility studies for various types of residential developments for builders and developers. Subjects for these analyses have included for-sale single-family and townhouse developments, age-restricted rental and for-sale developments, large multi-product PUDs, urban renovations and continuing care facilities for the elderly.

Information Products: Bob has developed a series of proprietary databases to assist clients in monitoring growth trends. Subjects of these databases have included for sale housing, pipeline information, and rental communities. Information compiled is committed to a Geographic Information System (GIS), facilitating the comprehensive integration of data.

#### **Education:**

Master of Urban and Regional Planning; The George Washington University.  
Bachelor of Arts - Political Science; Northeastern University.

**TAD SCEPANIAK**

Tad Scepianiak directs the Atlanta office of Real Property Research Group and leads the firm's affordable housing practice. Tad directs the firm's efforts in the southeast and south central United States and has worked extensively in North Carolina, South Carolina, Georgia, Florida, Tennessee, Iowa, and Michigan. He specializes in the preparation of market feasibility studies for rental housing communities, including market-rate apartments developed under the HUD 221(d)(4) program and affordable housing built under the Low-Income Housing Tax Credit program. Along with work for developer clients, Tad is the key contact for research contracts with the North Carolina, South Carolina, Georgia, Michigan, and Iowa Housing Finance agencies. Tad is also responsible for development and implementation of many of the firm's automated systems.

Tad is Vice Chair of the National Council of Housing Market Analysts (NCHMA) and previously served as the Co-Chair of Standards Committee. He has taken a lead role in the development of the organization's Standard Definitions and Recommended Market Study Content, and he has authored and co-authored white papers on market areas, derivation of market rents, and selection of comparable properties. Tad is also a founding member of the Atlanta chapter of the Lambda Alpha Land Economics Society.

**Areas of Concentration:**

Low Income Tax Credit Rental Housing: Mr. Scepianiak has worked extensively with the Low Income Tax Credit program throughout the United States, with special emphasis on the Southeast and Mid-Atlantic regions.

Senior Housing: Mr. Scepianiak has conducted feasibility analysis for a variety of senior oriented rental housing. The majority of this work has been under the Low Income Tax Credit program; however his experience includes assisted living facilities and market rate senior rental communities.

Market Rate Rental Housing: Mr. Scepianiak has conducted various projects for developers of market rate rental housing. The studies produced for these developers are generally used to determine the rental housing needs of a specific submarket and to obtain financing.

Public Housing Authority Consultation: Tad has worked with Housing Authorities throughout the United States to document trends rental and for sale housing market trends to better understand redevelopment opportunities. He has completed studies examining development opportunities for housing authorities through the Choice Neighborhood Initiative or other programs in Florida, Georgia, North Carolina, South Carolina, Texas and Tennessee.

**Education:**

Bachelor of Science – Marketing; Berry College – Rome, Georgia



**BRETT WELBORN**

**Analyst**

Brett Welborn entered the field of Real Estate Market Research in 2008, joining Real Property Research Group's (RPRG) Atlanta office as a Research Associate upon college graduation. During Brett's time as a Research Associate, he gathered economic, demographic, and competitive data for market feasibility analyses and other consulting projects completed by the firm. Through his experience, Brett has progressed to serve as Analyst for RPRG.

**Areas of Concentration:**

Low Income Housing Tax Credit Rental Housing: Brett has worked with the Low Income Housing Tax Credit program, evaluating general occupancy and senior oriented developments for State allocating agencies, lenders, and developers. His work with the LIHTC program has spanned a range of project types, including newly constructed communities and rehabilitations.

In addition to market analysis responsibilities, Brett has also assisted in the development of research tools for the organization.

**Education:**

Bachelor of Business Administration – Real Estate; University of Georgia, Athens, GA





## 14. APPENDIX 5 DCA CHECKLIST

I understand that by initializing (or checking) the following items, I am stating that those items are included and/or addressed in the report. If an item is not checked, a full explanation is included in the report. A list listing of page number(s) is equivalent to check or initializing.

The report was written according to DCA's market study requirements, that the information included is accurate and that the report can be relied upon by DCA as a true assessment of the low-income housing rental market.

I also certify that I have inspected the subject property as well as all rent comparables.

Signed: 

Date: April 17, 2015

Brett Welborn

### A. Executive Summary

1. Project Description:		
i. Brief description of the project location including address and/or position relative to the closest cross-street.....	Page(s)	v
ii. Construction and Occupancy Types .....	Page(s)	v
iii. Unit mix, including bedrooms, bathrooms, square footage, Income targeting, rents, and utility allowance .....	Page(s)	v
iv. Any additional subsidies available, including project based rental assistance (PBRA) .....	Page(s)	v
v. Brief description of proposed amenities and how they compare with existing properties .....	Page(s)	v
2. Site Description/Evaluation:		
i. A brief description of physical features of the site and adjacent parcels.....	Page(s)	vi
ii. A brief overview of the neighborhood land composition (residential, commercial, industrial, agricultural).....	Page(s)	vi
iii. A discussion of site access and visibility .....	Page(s)	vi
iv. Any significant positive or negative aspects of the subject site.....	Page(s)	vi
v. A brief summary of the site's proximity to neighborhood services including shopping, medical care, employment concentrations, public transportation, etc .....	Page(s)	vi
vi. An overall conclusion of the site's appropriateness for the proposed development.....	Page(s)	vi
3. Market Area Definition:		
i. A brief definition of the primary market area (PMA) including boundaries and their approximate distance from the subject site .....	Page(s)	vi
4. Community Demographic Data:		
i. Current and projected household and population counts for the PMA.....	Page(s)	vi
ii. Household tenure including any trends in rental rates .....	Page(s)	vi
iii. Household income level.....	Page(s)	vi



iv.	Discuss Impact of foreclosed, abandoned / vacant, single and multi-family homes, and commercial properties in the PMA of the proposed development. ....	Page(s)	vi
5.	Economic Data:		
i.	Trends in employment for the county and/or region.....	Page(s)	vii
ii.	Employment by sector for the primary market area. ....	Page(s)	vii
iii.	Unemployment trends for the county and/or region for the past five years.....	Page(s)	vii
iv.	Brief discussion of recent or planned employment contractions or expansions.....	Page(s)	vii
v.	Overall conclusion regarding the stability of the county's economic environment. ....	Page(s)	vii
6.	Project Specific Affordability and Demand Analysis:		
i.	Number of renter households income qualified for the proposed development. For senior projects, this should be age and income qualified renter households.....	Page(s)	viii
ii.	Overall estimate of demand based on DCA's demand methodology.....	Page(s)	viii
iii.	Capture rates for the proposed development including the overall project, all LIHTC units (excluding any PBRA or market rate units), and a conclusion regarding the achievability of these capture rates.....	Page(s)	viii
7.	Competitive Rental Analysis		
i.	An analysis of the competitive properties in the PMA. ....	Page(s)	viii
ii.	Number of properties.....	Page(s)	viii
iii.	Rent bands for each bedroom type proposed. ....	Page(s)	viii
iv.	Average market rents.....	Page(s)	viii
8.	Absorption/Stabilization Estimate:		
i.	Expected absorption rate of the subject property (units per month).....	Page(s)	viii
ii.	Expected absorption rate by AMI targeting. ....	Page(s)	viii
iii.	Months required for the project to reach a stabilized occupancy of 93 percent. ....	Page(s)	viii
9.	Overall Conclusion:		
i.	A narrative detailing key conclusions of the report including the analyst's opinion regarding the proposed development's potential for success.....	Page(s)	viii
10.	Summary Table.....	Page(s)	ix

**B. Project Description**

1.	Project address and location.....	Page(s)	5
2.	Construction type.....	Page(s)	5
3.	Occupancy Type.....	Page(s)	1
4.	Special population target (if applicable).....	Page(s)	N/A
5.	Number of units by bedroom type and income targeting (AMI).....	Page(s)	5
6.	Unit size, number of bedrooms, and structure type.....	Page(s)	3, 5
7.	Rents and Utility Allowances.....	Page(s)	5
8.	Existing or proposed project based rental assistance.....	Page(s)	5
9.	Proposed development amenities.....	Page(s)	3, 5
10.	For rehab proposals, current occupancy levels, rents, tenant incomes (if applicable), and scope of work including an estimate of the total and per unit construction cost.....	Page(s)	N/A
11.	Projected placed-in-service date.....	Page(s)	4, 5

**C. Site Evaluation**

1.	Date of site / comparables visit and name of site inspector.....	Page(s)	1
2.	Site description		
i.	Physical features of the site.....	Page(s)	6
ii.	Positive and negative attributes of the site.....	Page(s)	6



iii. Detailed description of surrounding land uses including their condition.....	Page(s)	6
3. Description of the site’s physical proximity to surrounding roads, transportation, amenities, employment, and community services.....	Page(s)	12-16
4. Color photographs of the subject property, surrounding neighborhood, and street scenes with a description of each vantage point.....	Page(s)	9-10
5. Neighborhood Characteristics		
i. Map identifying the location of the project.....	Page(s)	7
ii. List of area amenities including their distance (in miles) to the subject site.....	Page(s)	14
iii. Map of the subject site in proximity to neighborhood amenities.....	Page(s)	15
6. Map identifying existing low-income housing projects located within the PMA and their distance from the subject site.....	Page(s)	41
7. Road or infrastructure improvements planned or under construction in the PMA.....	Page(s)	13
8. Discussion of accessibility, ingress/egress, and visibility of the subject site.....	Page(s)	13
9. Visible environmental or miscellaneous site concerns.....	Page(s)	13
10. Overall conclusions about the subject site, as it relates to the marketability of the proposed development.....	Page(s)	16

**D. Market Area**

1. Definition of the primary market area (PMA) including boundaries and their approximate distance from the subject site.....	Page(s)	17
2. Map Identifying subject property’s location within market area.....	Page(s)	18

**E. Community Demographic Data**

1. Population Trends		
i. Total Population.....	Page(s)	26
ii. Population by age group.....	Page(s)	28
iii. Number of elderly and non-elderly.....	Page(s)	28
iv. Special needs population (if applicable).....	Page(s)	N/A
2. Household Trends		
i. Total number of households and average household size.....	Page(s)	26
ii. Household by tenure.....	Page(s)	29
iii. Households by income.....	Page(s)	31
iv. Renter households by number of persons in the household.....	Page(s)	30

**F. Employment Trends**

1. Total jobs in the county or region.....	Page(s)	21
2. Total jobs by industry – numbers and percentages.....	Page(s)	22
3. Major current employers, product or service, total employees, anticipated expansions/contractions, as well as newly planned employers and their impact on employment in the market area.....	Page(s)	23
4. Unemployment trends, total workforce figures, and number and percentage unemployed for the county over the past five years.....	Page(s)	20
5. Map of the site and location of major employment concentrations.....	Page(s)	24
6. Analysis of data and overall conclusions relating to the impact on housing demand.....	Page(s)	24

**G. Project-specific Affordability and Demand Analysis**

1. Income Restrictions / Limits.....	Page(s)	46
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2. Affordability estimates.....	Page(s)	48
3. Components of Demand		
i. Demand from new households.....	Page(s)	50
ii. Demand from existing households.....	Page(s)	50
iii. Elderly Homeowners likely to convert to rentership.....	Page(s)	50
iv. Other sources of demand (if applicable).....	Page(s)	N/A
4. Net Demand, Capture Rate, and Stabilization Calculations		
i. Net demand		
1. By AMI Level.....	Page(s)	50
2. By floor plan.....	Page(s)	51
ii. Capture rates		
1. By AMI level.....	Page(s)	50
2. By floor plan.....	Page(s)	51
3. Capture rate analysis chart.....	Page(s)	51

**H. Competitive Rental Analysis**

1. Detailed project information for each competitive rental community surveyed		
i. Charts summarizing competitive data including a comparison of the proposed project's rents, square footage, amenities, to comparable rental communities in the market area.....	Page(s)	38
2. Additional rental market information		
i. An analysis of voucher and certificates available in the market area.....	Page(s)	40
ii. Lease-up history of competitive developments in the market area.....	Page(s)	34
iii. Tenant profile and waiting list of existing phase (if applicable).....	Page(s)	N/A
iv. Competitive data for single-family rentals, mobile homes, etc. in rural areas if lacking sufficient comparables (if applicable).....	Page(s)	N/A
3. Map showing competitive projects in relation to the subject property.....	Page(s)	35
4. Description of proposed amenities for the subject property and assessment of quality and compatibility with competitive rental communities.....	Page(s)	37
5. For senior communities, an overview / evaluation of family properties in the PMA.....	Page(s)	N/A
6. Subject property's long-term impact on competitive rental communities in the PMA.....	Page(s)	54
7. Competitive units planned or under construction the market area		
i. Name, address/location, owner, number of units, configuration, rent structure, estimated date of market entry, and any other relevant information.....	Page(s)	40
8. Narrative or chart discussing how competitive properties compare with the proposed development with respect to total units, rents, occupancy, location, etc.....	Page(s)	51
i. Average market rent and rent advantage.....	Page(s)	39
9. Discussion of demand as it relates to the subject property and all comparable DCA funded projects in the market area.....	Page(s)	38
10. Rental trends in the PMA for the last five years including average occupancy trends and projection for the next two years.....	Page(s)	29
11. Impact of foreclosed, abandoned, and vacant single and multi-family homes as well commercial properties in the market area.....	Page(s)	41
12. Discussion of primary housing voids in the PMA as they relate to the subject property.....	Page(s)	N/A

**I. Absorption and Stabilization Rates**

1. Anticipated absorption rate of the subject property.....	Page(s)	54
2. Stabilization period.....	Page(s)	54



<b>J. Interviews</b> .....	Page(s)	40
<b>K. Conclusions and Recommendations</b>		
1. Conclusion as to the impact of the subject property on PMA.....	Page(s)	54
2. Recommendation as the subject property's viability in PMA.....	Page(s)	54
<b>L. Signed Statement Requirements</b> .....	Page(s)	App.



## 15. APPENDIX 6 NCHMA CHECKLIST

**Introduction:** Members of the National Council of Housing Market Analysts provides a checklist referencing all components of their market study. This checklist is intended to assist readers on the location and content of issues relevant to the evaluation and analysis of market studies. The page number of each component referenced is noted in the right column. In cases where the item is not relevant, the author has indicated "N/A" or not applicable. Where a conflict with or variation from client standards or client requirements exists, the author has indicated a "V" (variation) with a comment explaining the conflict. More detailed notations or explanations are also acceptable.

<b>Component (*First occurring page is noted)</b>		<b>*Page(s)</b>
<b>Executive Summary</b>		
1.	Executive Summary	
<b>Project Summary</b>		
2.	Project description with exact number of bedrooms and baths proposed, income limitation, proposed rents, and utility allowances	3,5
3.	Utilities (and utility sources) included in rent	3, 5
4.	Project design description	3,5
5.	Unit and project amenities; parking	3,5
6.	Public programs included	3
7.	Target population description	3
8.	Date of construction/preliminary completion	4
9.	If rehabilitation, existing unit breakdown and rents	N/A
10.	Reference to review/status of project plans	3
<b>Location and Market Area</b>		
11.	Market area/secondary market area description	17
12.	Concise description of the site and adjacent parcels	6
13.	Description of site characteristics	6
14.	Site photos/maps	7 - 10
15.	Map of community services	15
16.	Visibility and accessibility evaluation	12
17.	Crime information	11
<b>Employment and Economy</b>		
18.	Employment by industry	22
19.	Historical unemployment rate	20
20.	Area major employers	23
21.	Five-year employment growth	21





22.	Typical wages by occupation	N/A
23.	Discussion of commuting patterns of area workers	19
<b>Demographic Characteristics</b>		
24.	Population and household estimates and projections	25
25.	Area building permits	25
26.	Distribution of income	29
27.	Households by tenure	28
<b>Competitive Environment</b>		
28.	Comparable property profiles	70
29.	Map of comparable properties	35
30.	Comparable property photos	70
31.	Existing rental housing evaluation	32
32.	Comparable property discussion	32
33.	Area vacancy rates, including rates for tax credit and government-subsidized communities	36
34.	Comparison of subject property to comparable properties	51
35.	Availability of Housing Choice Vouchers	40
36.	Identification of waiting lists	34
37.	Description of overall rental market including share of market-rate and affordable properties	33
38.	List of existing LIHTC properties	70
39.	Discussion of future changes in housing stock	40
40.	Discussion of availability and cost of other affordable housing options, including homeownership	32
41.	Tax credit and other planned or under construction rental communities in market area	40
<b>Analysis/Conclusions</b>		
42.	Calculation and analysis of Capture Rate	49
43.	Calculation and analysis of Penetration Rate	32
44.	Evaluation of proposed rent levels	51
45.	Derivation of Achievable Market Rent and Market Advantage	39
46.	Derivation of Achievable Restricted Rent	N/A
47.	Precise statement of key conclusions	43
48.	Market strengths and weaknesses impacting project	51
49.	Recommendation and/or modification to project description	51, if applicable
50.	Discussion of subject property's impact on existing housing	51
51.	Absorption projection with issues impacting performance	54



52.	Discussion of risks or other mitigating circumstances impacting project	43, if applicable
53.	Interviews with area housing stakeholders	40
<b>Certifications</b>		
54.	Preparation date of report	Cover
55.	Date of field work	1
56.	Certifications	App.
57.	Statement of qualifications	59
58.	Sources of data not otherwise identified	N/A
59.	Utility allowance schedule	N/A



## 16. APPENDIX 7 RENTAL COMMUNITY PROFILES

Community	Address	City	Phone Number	Date Surveyed	Contact
Brandon Place	1425 Brandon Pl.	Gainesville	678-779-2687	4/16/2015	Property Manager
Glenn Cove	1750 Norton Dr.	Gainesville	770-536-0508	4/16/2015	Property Manager
Lanier Terrace	1030 Summit St. SE	Gainesville	770-561-4343	4/10/2015	Property Manager
Lenox Park	1000 Lenox Park Pl.	Gainesville	770-287-1972	4/3/2015	Property Manager
McEver Vineyards	1245 McEver Rd. SW	Gainesville	770-287-8292	4/16/2015	Property Manager
Oconee Springs	2351 Springhaven Dr.	Gainesville	770-297-7779	4/24/2015	Property Manager
Paces Landing	100 Paces Ct.	Gainesville	770-535-1565	4/24/2015	Property Manager
Park Creek	1100 Park Creek Ct.	Gainesville	770-287-1414	4/10/2015	Property Manager
Summit Place at Limestone	2350 Windward Ln. NE	Gainesville	770-503-0031	4/7/2015	Property Manager
The Pines of Lanier	2354 Pine Cove Cir.	Gainesville	770-535-1309	4/10/2015	Property Manager
The Retreat at McEver	1050 Eagle Eye Rd.	Gainesville	770-531-0065	4/16/2015	Property Manager
Towne Creek	700 Washington St. NW	Gainesville	770-534-5556	4/10/2015	Property Manager

# Brandon Place

## Multifamily Community Profile

1425 Brandon Place  
Gainesville, GA 30501

CommunityType: Market Rate - General

Structure Type: Garden/TH

64 Units

Occupancy data not currently available

Opened in 1986



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	\$495	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$495	--	--	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	--	\$713	--	--	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; In Unit Laundry (Hook-ups); Central A/C	
Select Units: Fireplace	
Optional(\$): --	
Security: Gated Entry; Cameras	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: Landmark Prop. Owner: --	

### Comments

Management refused to give out occupancy info. Sq. ft. not available.

Floorplans (Published Rents as of 4/16/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	Eff	1	--	\$495	--	--	Market	4/16/15	--	\$495	\$713	--
Garden	--	1	1	--	\$495	--	--	Market					
Garden	--	2	1	--	\$700	--	--	Market					
Townhouse	--	2	1	--	\$725	--	--	Market					

Adjustments to Rent	
Incentives: None	
Utilities in Rent: Heat Fuel: Electric	
Heat: <input type="checkbox"/>	Cooking: <input type="checkbox"/> Wtr/Swr: <input checked="" type="checkbox"/>
Hot Water: <input type="checkbox"/>	Electricity: <input type="checkbox"/> Trash: <input checked="" type="checkbox"/>

Brandon Place

GA139-021142

# Glenn Cove

## Multifamily Community Profile

1750 Norton Dr.  
Gainesville, GA 30501

CommunityType: Market Rate - General

Structure Type: Garden/TH

130 Units      6.2% Vacant (8 units vacant) as of 4/16/2015

Opened in 1970



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	9.2%	\$580	416	\$1.39	<input type="checkbox"/>	<input checked="" type="checkbox"/>
One	30.8%	\$535	619	\$0.86	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	50.0%	\$616	802	\$0.77	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	10.0%	\$757	1,013	\$0.75	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Central A/C; Patio/Balcony	
Select Units: Dishwasher; Ceiling Fan; In Unit Laundry	
Optional(\$): --	
Security: --	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: Strategic Mgt. Partne Owner: --	

### Comments

--	--	--	--	--	--	--	--	--	--

Floorplans (Published Rents as of 4/16/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	Eff	1	12	\$580	416	\$1.39	Market	4/16/15	6.2%	\$535	\$616	\$757
Garden	--	1	1	40	\$535	619	\$0.86	Market	5/30/12	19.2%	\$495	\$577	\$750
Garden	--	2	1	61	\$612	792	\$0.77	Market	6/15/11	26.2%	\$475	\$554	\$725
Townhouse	--	2	1.5	4	\$677	960	\$0.71	Market					
Garden	--	3	2	13	\$757	1,013	\$0.75	Market					

Adjustments to Rent	
Incentives: None	
Utilities in Rent:      Heat Fuel: Electric	
Heat: <input type="checkbox"/>	Cooking: <input type="checkbox"/> Wtr/Swr: <input checked="" type="checkbox"/>
Hot Water: <input type="checkbox"/>	Electricity: <input type="checkbox"/> Trash: <input checked="" type="checkbox"/>

Glenn Cove

GA139-015791

# Lanier Terrace

## Multifamily Community Profile

1030 Summit St. SE  
Gainesville, GA 30501

CommunityType: Market Rate - General  
Structure Type: Garden

96 Units      2.1% Vacant (2 units vacant) as of 4/10/2015

Opened in 1972

Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
One	--	--	--	--	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	75.0%	\$675	750	\$0.90	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	25.0%	\$720	1,025	\$0.70	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input type="checkbox"/>	
Features						
Standard: Central A/C; Patio/Balcony						
Select Units: --						
Optional(\$): --						
Security: --						
Parking 1: Free Surface Parking			Parking 2: --			
Fee: --			Fee: --			
Property Manager: Greenleaf Mgt.						
Owner: --						

### Comments

--	--	--	--	--	--	--	--	--	--

### Floorplans (Published Rents as of 4/10/2015) (2)

### Historic Vacancy & Eff. Rent (1)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	2	1	72	\$675	750	\$.90	Market	4/10/15	2.1%	--	\$675	\$720
Garden	--	3	1	24	\$720	1,025	\$.70	Market	5/30/12	17.7%	--	\$520	\$620
									6/15/11	27.1%	--	\$540	\$640

### Adjustments to Rent

Incentives:

None

Utilities in Rent:      Heat Fuel: Electric

Heat:       Cooking:       Wtr/Swr:

Hot Water:       Electricity:       Trash:



# Lenox Park

## Multifamily Community Profile

1000 Lenox Park Place  
Gainesville, GA 30507

CommunityType: LIHTC - General

Structure Type: Garden

292 Units      0.0% Vacant (0 units vacant) as of 4/3/2015

Opened in 2000



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	19.2%	\$619	869	\$0.71	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	28.8%	\$672	1,057	\$0.64	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	52.1%	\$753	1,219	\$0.62	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ice Maker; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony	
Select Units:	--
Optional(\$):	--
Security:	Gated Entry
Parking 1:	Free Surface Parking
Fee:	--
Parking 2:	--
Fee:	--
Property Manager:	Lincoln Property Co
Owner:	--

### Comments

Waitlist

### Floorplans (Published Rents as of 4/3/2015) (2)

### Historic Vacancy & Eff. Rent (1)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	56	\$619	869	\$.71	LIHTC/ 60%	4/3/15	0.0%	\$619	\$672	\$753
Garden	--	2	2	84	\$672	1,057	\$.64	LIHTC/ 60%	2/25/14	2.7%	\$568	\$617	\$701
Garden	--	3	2	76	\$743	1,182	\$.63	LIHTC/ 60%	6/3/12	6.8%	\$499	\$589	\$619
Garden	--	3	2	76	\$763	1,255	\$.61	LIHTC/ 60%	6/15/11*	32.9%	\$499	\$599	\$679

\* Indicates initial lease-up.

### Adjustments to Rent

Incentives:

None

Utilities in Rent:      Heat Fuel: Electric

Heat:       Cooking:       Wtr/Swr:

Hot Water:       Electricity:       Trash:

Lenox Park

GA139-005800

# McEver Vineyards

## Multifamily Community Profile

1245 McEver Rd SW  
Gainesville, GA 30504

CommunityType: LIHTC - General  
Structure Type: Garden

220 Units      0.0% Vacant (0 units vacant) as of 4/16/2015

Opened in 2004



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	% Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	14.5%	\$595	860	\$0.69	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	50.0%	\$690	1,119	\$0.62	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input checked="" type="checkbox"/>
Three	35.5%	\$765	1,335	\$0.57	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Carpet	
Select Units:	--
Optional(\$):	--
Security: Unit Alarms; Gated Entry	
Parking 1: Free Surface Parking	Parking 2: --
Fee: --	Fee: --
Property Manager: Norsouth	
Owner: --	

### Comments

Waitlist

AKA Vineyards at McEver.

### Floorplans (Published Rents as of 4/16/2015) (2)

### Historic Vacancy & Eff. Rent (1)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	32	\$580	860	\$.67	LIHTC/ 60%	4/16/15	0.0%	\$595	\$690	\$765
Garden	--	2	2	110	\$670	1,119	\$.60	LIHTC/ 60%	2/25/14	0.0%	\$585	\$680	\$765
Garden	--	3	2	78	\$740	1,335	\$.55	LIHTC/ 60%	6/3/12	0.0%	\$575	\$670	\$750
									6/15/11	0.0%	\$590	\$670	\$750

### Adjustments to Rent

Incentives:  
None

Utilities in Rent:      Heat Fuel: Electric

Heat:       Cooking:       Wtr/Swr:   
Hot Water:       Electricity:       Trash:

# Oconee Springs

## Multifamily Community Profile

2351 Springhaven Drive  
Gainesville, GA 30504

CommunityType: LIHTC - General  
Structure Type: Garden

88 Units      0.0% Vacant (0 units vacant) as of 4/24/2015

Opened in 1998



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Two	18.2%	\$460	1,013	\$0.45	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Three	72.7%	\$525	1,210	\$0.43	<input type="checkbox"/>	<input type="checkbox"/>
Four+	9.1%	\$558	1,372	\$0.41	<input type="checkbox"/>	<input type="checkbox"/>
					<input checked="" type="checkbox"/>	<input type="checkbox"/>

Features	
Standard: Dishwasher; Disposal; Ice Maker; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony	
Select Units:	--
Optional(\$):	--
Security:	--
Parking 1: Free Surface Parking	Parking 2: --
Fee: --	Fee: --
Property Manager: The Paces Foundatio	
Owner: --	

### Comments

Waitlist 9-12 months.

Floorplans (Published Rents as of 4/24/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	2	2	4	\$214	1,013	\$.21	LIHTC/ 30%	4/24/15	0.0%	--	\$460	\$525
Garden	--	2	2	3	\$485	1,013	\$.48	LIHTC/ 50%	6/5/12	0.0%	--	\$463	\$523
Garden	--	2	2	9	\$526	1,013	\$.52	LIHTC/ 60%	6/15/11	0.0%	--	\$460	\$530
Garden	--	3	2	34	\$591	1,210	\$.49	LIHTC/ 60%	4/25/07	0.0%	--	\$482	\$552
Garden	--	3	2	13	\$230	1,210	\$.19	LIHTC/ 30%					
Garden	--	3	2	17	\$526	1,210	\$.43	LIHTC/ 50%					
Garden	--	4	2	2	\$221	1,372	\$.16	LIHTC/ 30%					
Garden	--	4	2	2	\$571	1,372	\$.42	LIHTC/ 50%					
Garden	--	4	2	4	\$659	1,372	\$.48	LIHTC/ 60%					

### Adjustments to Rent

Incentives:  
None

Utilities in Rent:      Heat Fuel: Electric

Heat:       Cooking:       Wtr/Swr:

Hot Water:       Electricity:       Trash:

# Paces Landing

## Multifamily Community Profile

100 Paces Court SW  
Gainesville, GA 30504

CommunityType: LIHTC - General  
Structure Type: Garden

126 Units      0.0% Vacant (0 units vacant) as of 4/24/2015

Opened in 2002



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	12.7%	\$618	799	\$0.77	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	41.3%	\$735	1,062	\$0.69	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	39.7%	\$850	1,267	\$0.67	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	6.3%	\$838	1,428	\$0.59	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ice Maker; In Unit Laundry (Hook-ups); Central A/C	
Select Units:	--
Optional(\$):	--
Security:	--
Parking 1: Free Surface Parking	Parking 2: --
Fee: --	Fee: --
Property Manager:	--
Owner:	Paces Foundation

### Comments

Waitlist.  
Fourteen units have PBRA and are not included in the unit totals.

Floorplans (Published Rents as of 4/24/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	12	\$595	799	\$.74	LIHTC/ 60%	4/24/15	0.0%	\$618	\$735	\$850
Garden	--	1	1	4	\$625	799	\$.78	Market	6/3/12	0.0%	\$610	\$680	\$760
Garden	--	2	2	21	\$712	1,062	\$.67	LIHTC/ 60%	6/15/11	11.1%	\$597	\$627	\$734
Garden	--	2	2	21	\$712	1,062	\$.67	LIHTC/ 60%	4/25/07	2.4%	\$578	\$632	\$718
Garden	--	2	2	10	\$725	1,062	\$.68	Market	* Indicates initial lease-up.				
Garden	--	3	2	25	\$825	1,267	\$.65	Market					
Garden	--	3	2	25	\$825	1,267	\$.65	Market					
Garden	--	4	2	4	\$691	1,428	\$.48	LIHTC/ 50%					
Garden	--	4	2	4	\$925	1,428	\$.65	Market					

Adjustments to Rent	
Incentives:	None
Utilities in Rent:	Heat Fuel: Electric
Heat: <input type="checkbox"/>	Cooking: <input type="checkbox"/> Wtr/Swr: <input type="checkbox"/>
Hot Water: <input type="checkbox"/>	Electricity: <input type="checkbox"/> Trash: <input checked="" type="checkbox"/>

# Park Creek

## Multifamily Community Profile

1100 Park Creek Court  
Gainesville, GA 30501

CommunityType: Market Rate - General

Structure Type: Garden

200 Units 6.0% Vacant (12 units vacant) as of 4/10/2015

Opened in 1998



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	50.0%	\$799	736	\$1.09	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	30.0%	\$915	1,082	\$0.85	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input checked="" type="checkbox"/>
Three	20.0%	\$985	1,308	\$0.75	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C	
Select Units: Fireplace; Patio/Balcony	
Optional(\$): --	
Security: Fence; Gated Entry	
Parking 1: Free Surface Parking Fee: --	Parking 2: Detached Garage Fee: \$95
Property Manager: Lincoln Property Co Owner: --	

### Comments

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Floorplans (Published Rents as of 4/10/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	40	\$750	635	\$1.18	Market	4/10/15	6.0%	\$799	\$915	\$985
Garden	--	1	1	60	\$790	804	\$0.98	Market	2/25/14	10.0%	\$658	\$808	\$876
Garden	Patio/Balcony	2	2	36	\$875	1,050	\$0.83	Market	5/30/12	--	\$673	\$790	\$898
Garden	--	2	2	24	\$900	1,131	\$0.80	Market	6/15/11	--	\$652	\$780	\$860
Garden	--	3	2	40	\$950	1,308	\$0.73	Market					

Adjustments to Rent	
Incentives: None	
Utilities in Rent: Heat Fuel: Electric	
Heat: <input type="checkbox"/>	Cooking: <input type="checkbox"/> Wtr/Swr: <input type="checkbox"/>
Hot Water: <input type="checkbox"/>	Electricity: <input type="checkbox"/> Trash: <input type="checkbox"/>

Park Creek

GA139-005792



# Summit Place at Limestone

## Multifamily Community Profile

2350 Windward Ln NE  
Gainesville, GA 30501

CommunityType: Market Rate - General

Structure Type: Garden

128 Units 0.0% Vacant (0 units vacant) as of 4/7/2015

Opened in 1995



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	18.8%	\$630	608	\$1.04	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input checked="" type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	68.8%	\$720	944	\$0.76	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	12.5%	\$830	1,250	\$0.66	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony	
Select Units: --	
Optional(\$): --	
Security: --	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: Resource Property M Owner: --	

### Comments

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Floorplans (Published Rents as of 4/7/2015) (2)										Historic Vacancy & Eff. Rent (1)			
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	24	\$630	608	\$1.04	Market	4/7/15	0.0%	\$630	\$720	\$830
Garden	--	2	2	88	\$720	944	\$0.76	Market	2/25/14	2.3%	\$623	\$708	\$823
Garden	--	3	2	16	\$830	1,250	\$0.66	Market	5/30/12	6.3%	\$600	\$678	\$785
									6/15/11	4.7%	\$588	\$688	\$775

Adjustments to Rent	
Incentives: None	
Utilities in Rent:	Heat Fuel: Electric
Heat: <input type="checkbox"/>	Cooking: <input type="checkbox"/> Wtr/Swr: <input checked="" type="checkbox"/>
Hot Water: <input type="checkbox"/>	Electricity: <input type="checkbox"/> Trash: <input checked="" type="checkbox"/>



# The Pines of Lanier

## Multifamily Community Profile

2354 Pine Cove Cir.  
Gainesville, GA 30504

CommunityType: Market Rate - General

Structure Type: 2-Story Garden

157 Units 1.3% Vacant (2 units vacant) as of 4/10/2015

Opened in 1986



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	4.5%	\$473	363	\$1.30	<input type="checkbox"/>	<input checked="" type="checkbox"/>
One	65.0%	\$576	528	\$1.09	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	30.6%	\$693	653	\$1.06	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Playground: <input type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ceiling Fan; Central A/C; Patio/Balcony	
Select Units: In Unit Laundry	
Optional(\$): --	
Security: --	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: -- Owner: --	

### Comments

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Floorplans (Published Rents as of 4/10/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	Eff	1	7	\$450	363	\$1.24	Market	4/10/15	1.3%	\$576	\$693	--
Garden	Loft	1	1	32	\$500	509	\$ .98	Market	5/30/12	0.0%	\$497	\$586	--
Garden	--	1	1	48	\$575	530	\$1.08	Market	6/15/11	29.9%	\$477	\$556	--
Loft w/ patio / Garden	--	1	1	11	\$575	551	\$1.04	Market					
Loft w/ balcony / Garden	--	1	1	11	\$575	551	\$1.04	Market					
Garden	--	2	1	48	\$663	653	\$1.01	Market					

### Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat:  Cooking:  Wtr/Swr:

Hot Water:  Electricity:  Trash:

# The Retreat at McEver

## Multifamily Community Profile

1050 Eagle Eye Road  
Gainesville, GA 30504

CommunityType: LIHTC - General

Structure Type: Garden

224 Units 1.8% Vacant (4 units vacant) as of 4/16/2015

Opened in 2002



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	35.7%	\$586	890	\$0.66	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	53.6%	\$689	1,133	\$0.61	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	10.7%	\$789	1,350	\$0.58	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Microwave; Ice Maker; In Unit Laundry (Hooks-ups); Central A/C; Patio/Balcony	
Select Units:	--
Optional(\$):	--
Security:	Unit Alarms
Parking 1:	Free Surface Parking
Fee:	--
Parking 2:	--
Fee:	--
Property Manager:	InterMark Managemme
Owner:	--

### Comments

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Floorplans (Published Rents as of 4/16/2015) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	80	\$586	890	\$.66	LIHTC/ 60%	4/16/15	1.8%	\$586	\$689	\$789
Garden	--	2	2	88	\$689	1,120	\$.62	LIHTC/ 60%	2/25/14	4.9%	\$569	\$669	\$769
Garden	--	2	2	32	\$689	1,170	\$.59	LIHTC/ 60%	5/30/12	5.8%	\$549	\$649	\$749
Garden	--	3	2	24	\$789	1,350	\$.58	LIHTC/ 60%	6/15/11	4.0%	\$549	\$649	\$749

\* Indicates initial lease-up.

### Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat:  Cooking:  Wtr/Swr:

Hot Water:  Electricity:  Trash:

# Towne Creek

## Multifamily Community Profile

700 Washington Street NW  
Gainesville, GA 30501

CommunityType: Market Rate - General

Structure Type: Garden

150 Units      6.0% Vacant (9 units vacant) as of 4/10/2015

Opened in 1989



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	40.0%	\$701	620	\$1.13	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	60.0%	\$712	1,005	\$0.71	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input checked="" type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input type="checkbox"/>	

Features	
Standard: Dishwasher; Disposal; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony	
Select Units: Fireplace	
Optional(\$): --	
Security: --	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: Wilkinson Real Estat Owner: --	

### Comments

Valet trash service option \$20/month.

### Floorplans (Published Rents as of 4/10/2015) (2)

### Historic Vacancy & Eff. Rent (1)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	60	\$676	620	\$1.09	Market	4/10/15	6.0%	\$701	\$712	--
Garden	--	2	2	90	\$682	1,005	\$0.68	Market	2/25/14	2.7%	\$689	\$827	--
									5/30/12	2.0%	\$600	\$697	--
									6/15/11	6.7%	\$552	\$687	--

### Adjustments to Rent

Incentives:

None

Utilities in Rent:      Heat Fuel: Natural Gas

Heat:       Cooking:       Wtr/Swr:

Hot Water:       Electricity:       Trash: