



REAL PROPERTY **RESEARCH** GROUP

ATLANTA ■ WASHINGTON/BALTIMORE

## Market Feasibility Analysis

# MainStreet Jefferson Senior Apartments

Jefferson, Jackson County, Georgia

Prepared for:

**OneStreet Residential**

Effective Date: February 9, 2018

Site Inspection: February 2, 2018



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## 1. EXECUTIVE SUMMARY

OneStreet Residential has retained Real Property Research Group, Inc. (RPRG) to conduct a comprehensive market feasibility analysis for MainStreet Jefferson, a proposed senior-oriented rental community in Jefferson, Jackson County, Georgia. As proposed, MainStreet Jefferson will be financed in part by percent Low Income Housing Tax Credits (LIHTC), allocated by the Georgia Department of Community Affairs (DCA), and will be restricted to households with householder age 55 and older. The following report, including the executive summary, is based on DCA's 2018 market study requirements and Qualified Allocation Plan (QAP).

### 1. Project Description

- The site for MainStreet Jefferson is located between Hunter Street and State Highway 82 just one-tenth of a mile north of Commerce Road and one-half mile northeast of downtown Jefferson in Jackson County, Georgia.
- MainStreet Jefferson will be a newly constructed senior-oriented rental community restricted to households with a householder age 55 and older.
- MainStreet Jefferson will offer 64 LIHTC units including 26 one-bedroom units and 38 two-bedroom units. Thirteen units (20.3 percent) will target households earning up to 50 percent AMI and fifty-eight (79.7 percent) will target households earning up to 60 percent AMI.
- A detailed summary of the subject property, including the rent and unit configuration, is shown in the table below. The rents shown will include water/sewer and trash removal.

Unit Mix/Rents								
Type	Bed	Bath	Income Target	Units	Square Feet	Developer Rent	Utility Allowance	Gross Rent
Mid Rise	1	1	50%	5	697	\$470	\$103	\$573
Mid Rise	1	1	60%	21	697	\$580	\$103	\$683
Mid Rise	2	1	50%	8	942	\$560	\$128	\$688
Mid Rise	2	1	60%	30	942	\$695	\$128	\$823
<b>Total</b>				<b>64</b>				

Source: OneStreet Development

Rents include water/sewer and trash removal.

- The newly constructed units at the subject property will offer kitchens equipped with an electric range with hood, an Energy Star refrigerator with icemaker, undercounter Energy Star dishwasher, garbage disposal, and microwave. Units will have powder based stove top fire suppression canisters installed above range. In addition, all units will include HVAC, washer and dryer in each unit, central heating and air-conditioning, ceiling fans, window blinds, cable TV connections in bedroom/living room, and grab bars. The entry door of each unit will be equipped with a buzzer/viewer. All units will be accessible and adaptable, as defined by the Fair Housing Amendments Act of 1988. The proposed unit features at MainStreet Jefferson will be comparable to existing senior LIHTC rental communities in and near the market area and will be well received by the target market.



- MainStreet Jefferson will offer extensive community amenities including a community room with kitchenette, fitness center, media room/theater, computer center, library, elevators, secured building entrances, passenger elevator, and a covered drop-off. The community will feature a wellness center with DCA's Preventive Health Care requirements. Outdoor amenities will include an exterior gathering area (covered porch) and fenced community garden compliant with DCA's Healthy Eating Initiative or Amenities Guidelines. The amenities offered at the subject property will be competitive with existing senior LIHTC rental communities in and near the market area are appropriate for the target market.

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

- The subject site consists of heavily wooded land and three single-family detached homes that will be razed prior to construction. The subject site includes three parcels encompassing 8.6 acres in an irregular shape and has a variable topography with a moderate slope up from west to east.
- The subject site is one-half mile north of downtown Jefferson, surrounded by a mixture of residential and commercial land uses including single-family detached homes, various retail uses, an active-adult for-sale community (Northminster Estates), an assisted living community (Bentley Assisted Living at Northminster), and Jackson EMC's corporate headquarters.
- The subject site is easily accessible and highly visible from State Highway 82 and Commerce Road, both of which are major two-lane roads serving Jefferson and northern Jackson County.
- Most major community amenities, shopping opportunities, transportation arteries, healthcare providers, and senior services are accessible from the site within five miles.
- The subject site is in a census tract with a CrimeRisk below the national average. MainStreet Jefferson will also have secured building access, enhancing overall security of the community. We do not expect crime or the perception of crime to negatively impact the subject property's marketability.
- The subject site is a suitable location for senior rental housing, as it is compatible with surrounding land uses and has ample access to major traffic arteries, community amenities, senior services, and shopping opportunities.

## **3. Market Area Definition**

- The Jefferson Market Area consists of all eleven Census tracts in Jackson County and includes the municipalities of Jefferson, Commerce, Braselton, Pendergrass, Arcade, Talmo, Maysville, Hoshton, and Nicholson. The boundaries of the Jefferson Market Area are Banks County / Hall County to the north (11.0 miles), Madison County to the east (12.7 miles), Barrow County / Clarke County to the south (7.0 miles), and Hall County / Barrow County to the west (12.8 miles).

## **4. Community Demographic Data**

- The Jefferson Market Area expanded significantly between the 2000 and 2010 Census counts, growing by roughly 42 to 46 percent in population and households. Esri estimates growth in the market area slowed over the last eight years relative to the previous decade, but remained steady overall with annual population and household growth rates of 1.2 to 1.3 percent. Esri projects the market area's growth will accelerate with the addition of 1,251 people (1.8 percent) and 428 households (1.8 percent) per year over the next two



years. This will bring the population in the market area from 67,071 to 69,572 and the household base from 23,493 to 24,350 between 2018 and 2020.

- Senior household growth in the market area (including net migration and aging in place) has outpaced total household growth on a percentage basis since 2010, a trend expected to continue over the next two years. The market area is projected to add 308 households (55+) per year over the next five years, an annual growth rate of 3.0 percent.
- The demographics of the Jefferson Market Area are reflective of a rural market with an older population, a high percentage of older working age adults without children, and somewhat lower proportions of families with children and young adults.
  - Seniors age 62 and older comprise 18.4 percent of the Jefferson Market Area's population, well above the Bi-County Market Area proportion of 16.7 percent.
  - Adult households without children, which includes both young couples and empty nesters, accounted for the highest percentage of market area households as of the 2010 Census at 41.1 percent. Approximately 19 percent of all households in the market area were comprised of single persons.
  - Among renter householders, the demographics of the market area skew younger as 41.9 percent are comprised of young and working age adults age 25 to 44; however, older adults and senior age 55 and older still accounted for nearly one-third (32.3 percent) of all renter householders in the market area as of 2018.
  - Just over half (51.4 percent) of market area renter households contained one or two persons while 33.1 percent of renter households contained three or more persons.
- While the Jefferson Market Area has historically been an owner-dominated market, the renter percentage has steadily increased since 2000 with significant acceleration over the last eight years.
  - The Jefferson Market Area's renter percentage rose from 23.0 percent in 2010 to 26.4 percent in 2018 with renter households accounting for 59.9 percent of net household growth during this period.
  - Esri projects renter households will comprise 28.1 percent of the market area's net household growth over the next two years.
  - Roughly 20 percent of senior households (55+) in the Jefferson Market Area were renters in 2018.
- The Jefferson Market Area's 2018 median income of \$54,332 was 1.8 percent lower than the Bi-County Market Area median of \$55,352. The market area's senior median income (55+) of \$42,852 was also 1.5 percent lower than the Bi-County Market Area's senior median income of \$43,491.
- By tenure, senior renter households had a median income of \$23,827 and senior owner households had a median income of \$48,223. Low income senior households comprise a notable percentage of senior renter households with 33.2 percent earning from \$15,000 to \$34,999 per year.
- We do not believe foreclosed, abandoned, or vacant single/multi-family homes will impact the subject property's ability to lease its units given its senior-oriented nature.

## 5. **Economic Data:**



Jackson County's economy has experienced strong growth over the last seven years, rebounding quickly from job losses suffered prior to and during the 2009 national recession. Unemployment in the county has also steadily declined, falling below both state and national rates over the last five years. While the demand for senior housing is not as closely tied to economic growth as general rental housing, the strong economic conditions in Jackson County will continue to support new housing demand in the near-term and have a positive impact on the proposed MainStreet Jefferson.

- Jackson County's At-Place-Employment has increased for seven straight years and has experienced net job growth of 5,130 or 26.2 percent since 2006. Jackson County continued its pattern of growth through the first half of 2017 with the addition of 1,051 jobs.
- Jackson County's unemployment rate has steadily decreased from a recession-era high of 11.1 percent in 2009 to 3.8 percent through the third quarter of 2017, well below 2017 Q3 unemployment rates of 4.9 percent in the state and 4.6 percent in the nation.
- Trade-Transportation-Utilities and Manufacturing are the largest employment sectors in Jackson County, accounting for 54.6 percent of all jobs (as of 2017 Q2) compared to 27.7 percent nationally. The next largest sectors in the county are Government (11.7 percent) and Professional Business (9.8 percent) followed by four sectors (Leisure-Hospitality, Education-Health, Financial Activities, and Construction) that comprise roughly four to six percent of total employment.
- The most notable recent economic expansions in Jackson county were the additions of 100 jobs at Hubbell Incorporated, 500 jobs at a new Amazon fulfillment center, and an unspecified number of jobs at a William-Sonoma distribution center in 2016. No major business closures were identified from the State of Georgia's WARN list for Jackson County within the past year.

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

- MainStreet Jefferson will contain 64 units reserved for households earning at or below 50 percent and 60 percent of the Area Median Income (AMI), adjusted for household size.
- The proposed 50 percent units will target senior renter households with incomes from \$17,190 to \$25,450. A projected 388 renter households (55+) will earn within this range in 2020. The 13 units proposed at 50 percent AMI will result in a capture rate of 3.3 percent.
- The proposed 60 percent units will target senior renter households with incomes from \$20,490 to \$30,540. A projected 385 renter households (55+) will earn within this range in 2020. The 51 units proposed at 60 percent AMI will result in a capture rate of 13.2 percent.
- Overall, 543 senior renter households (55+) will be income qualified for the proposed units at MainStreet Jefferson. The overall capture rate is 11.8 percent.
- All of the MainStreet Jefferson's renter capture rates by floor plan and income level are within reasonable and achievable levels for an age-restricted rental community (55+) and indicate sufficient income-qualified renter households to support the project's 64 proposed units.
- MainStreet Jefferson has a total project demand (based on DCA methodology) of 270.
- MainStreet Jefferson's DCA demand capture rates by income level are 5.8 percent for 50 percent units, 26.0 percent for 60 percent units, and 23.7 percent for the project overall. MainStreet Jefferson's capture rates by floor plan range from 4.9 percent to 39.9 percent and are 11.9 percent for all one-bedroom units and 21.2 percent for all two-bedroom units.



- All of MainStreet Jefferson’s DCA demand capture rates are below DCA’s thresholds outlined in the 2018 QAP/Market Study Guide and indicate sufficient demand will exist in the Jefferson Market Area to support the 64 proposed units.

## 7. Competitive Rental Analysis

- RRPg surveyed four senior LIHTC communities for the purposes of this analysis including two in the Jefferson Market Area and two just outside the Jefferson Market Area. All four senior LIHTC communities have been built within the last six years and are performing well as they are all fully occupied with waiting lists. The two senior LIHTC communities in the Jefferson Market Area reported especially long waiting lists with 42 applicants at Mason Manor and approximately 200 applicants at Maple Square. Mason Manor (inside the market area) and MainStreet Braselton (just outside the market area) reported average absorption rates ranging from 10 to 14 units per month in late 2016 and early 2017.
- Average effective rents at senior LIHTC communities, reflecting the inclusion of water/sewer and trash removal in rent, are:
  - **One-bedroom** senior units in the market area had rents ranging from \$390 to \$495 with an average effective rent of \$431 for 861 square feet or \$0.43 per square foot. The average effective one-bedroom rent at the two senior communities outside the market area was \$686 for 729 square feet or \$0.94 per square foot.
  - **Two-bedroom** senior units in the market area had rents ranging from \$475 to \$555 with an average effective rent of \$509 for 1,126 square feet or \$0.40 per square foot. The average effective two-bedroom rent at the two senior communities outside the market area was \$827 for 1,004 square feet or \$0.82 per square foot.
- RRPg also surveyed four general occupancy communities in the Jefferson Market Area. General occupancy rental market conditions were also tight with aggregate vacancy rates of 1.8 percent among all surveyed communities and 2.8 percent among two LIHTC communities.
- Among surveyed general occupancy rental communities, average effective rents were as follows:
  - **One-bedroom** units had rents ranging from \$543 to \$705 with an average effective rent of \$624 for 945 square feet or \$0.66 per square foot. The average effective one-bedroom LIHTC rent was \$604 for 938 square feet or \$0.64 per square foot.
  - **Two-bedroom** units had rents ranging from \$646 to \$809 with an average effective rent of \$721 for 1,132 square feet or \$0.64 per square foot. The average effective two-bedroom LIHTC rent was \$681 for 1,163 square feet or \$0.59 per square foot.
- DCA’s “average market rent” among comparable communities is \$705 for one-bedroom units and \$774 for two-bedroom units. The proposed 50 percent and 60 percent rents at MainStreet Jefferson will result in rent advantages of at least 10 percent for all floor plans. The overall rent advantage for the community is 12.7 percent.
- Two rental communities are planned or under construction in the Jefferson Market Area including one senior LIHTC community (Azalea Senior Village) and one general occupancy LIHTC community (Hardin Terrace). Only the LIHTC units at the senior community Azalea Senior Village will be comparable to those proposed at MainStreet Jefferson.

## 8. Absorption/Stabilization Estimates



- Based on the experiences of recently constructed senior LIHTC communities in the market area, strong projected senior household growth, reasonable affordability and demand capture rates, strong senior and general occupancy rental market conditions, and the product to be constructed, we conservatively estimate MainStreet Jefferson will lease-up at a rate of 12 units per month. At this rate, the subject property will reach a stabilized occupancy of at least 93 percent in approximately five months.
- Given the strong rental market conditions among both senior and general occupancy rental communities, including significant waiting lists for senior LIHTC units, we do not believe the development of the subject property will have an adverse impact on existing rental communities in the Jefferson Market Area including those with tax credits. While one senior LIHTC community is currently planned in the market area in addition to the subject property, affordability and demand estimates as well as waiting lists in the market area and region indicate sufficient demand exists in to support both projects. The senior LIHTC community in the pipeline (Azalea Senior Village) is also located near the edge of the Jefferson Market Area, roughly eleven miles from the subject site for MainStreet Jefferson. As such, this community is likely to pull tenants from areas outside the Jefferson Market Area including from northern Barrow County, northern Gwinnett County, and southern Hall County. With strong senior household growth projected in the Jefferson Market Area over the next two years, demand for affordable senior rental housing in the market area is likely to remain strong in the near-term.

## 9. Overall Conclusion / Recommendation

Based on an analysis of projected senior household growth trends, affordability and demand estimates, current rental market conditions, and socio-economic and demographic characteristics of the Jefferson Market Area, RPRG believes that the subject property 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 senior communities in and near the Jefferson Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.

### DCA Summary Table and Form:

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>50% Units</b>	<b>\$17,190 - \$25,450</b>										
One Bedroom Units	\$17,190 - \$20,639	5	7.7%	109	6	103	4.9%	One Month	\$705	\$705	\$470
Two Bedroom Units	\$20,640 - \$25,450	8	10.4%	147	24	123	6.5%	One Month	\$774	\$744 - \$809	\$560
<b>60% Units</b>	<b>\$20,490 - \$30,540</b>										
One Bedroom Units	\$20,490 - \$24,689	21	9.4%	133	12	121	17.4%	Two Months	\$705	\$705	\$580
Two Bedroom Units	\$24,690 - \$30,540	30	8.6%	121	46	75	39.9%	3 Months	\$774	\$744 - \$809	\$695
<b>By Bedroom</b>	<b>\$17,520 - \$30,540</b>										
One Bedroom Units		26	16.8%	237	18	219	11.9%	Three Months	\$705	\$705	\$470 - \$580
Two Bedroom Units		38	17.6%	249	70	179	21.2%	Four Months	\$774	\$744 - \$809	\$560 - \$695
<b>Project Total</b>	<b>\$17,190 - \$30,540</b>										
50% Units	\$17,190 - \$25,450	13	18.1%	256	30	226	5.8%	Two Months			
60% Units	\$20,490 - \$30,540	51	18.0%	254	58	196	26.0%	Five Months			
Total Units	\$17,190 - \$30,540	64	25.3%	358	88	270	23.7%	Five Months			

**SUMMARY TABLE:**

Development Name:	MainStreet Jefferson	Total # Units:	64
Location:	Just north of the Commerce Road / GA-82 N intersection	# LIHTC Units:	64
PMA Boundary:	North: Banks County / Hall County, East: Madison County, South: Barrow County / Clarke County, West: Hall County / Barrow County		
	Farthest Boundary Distance to Subject:	12.8 miles	

**RENTAL HOUSING STOCK – (found on pages 46-49)**

Type	# Properties	Total Units	Vacant Units	Average Occupancy
*All Rental Housing	6	430	6	98.6%
Market-Rate Housing	2	129	0	100.0%
Assisted/Subsidized Housing not to include LIHTC	N/A	N/A	N/A	N/A
<b>*LIHTC</b>	4	279	5	98.2%
*Stabilized Comps	6	430	6	98.6%
Properties in Construction and Lease Up	N/A	N/A	N/A	N/A

\*Only includes surveyed rental communities in the market area

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	697	\$470	\$705	\$0.72	33.3%	\$705	\$0.72
21	1	1	697	\$580	\$705	\$0.72	17.7%	\$705	\$0.72
8	2	1	942	\$560	\$774	\$0.71	27.7%	\$809	\$0.69
30	2	1	942	\$695	\$774	\$0.71	10.2%	\$809	\$0.69

**DEMOGRAPHIC DATA (found on pages 26 and 38)**

	2014		2019		2021	
Renter Households	1,743	19.5%	2,074	19.9%	2,217	20.0%
Income-Qualified Renter HHs (LIHTC)	410	23.5%	475	22.9%	558	25.2%
Income-Qualified Renter HHs (MR)	N/A	N/A	N/A	N/A	N/A	N/A

**TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 40)**

Type of Demand	50%	60%	LIHTC		Overall
Renter Household Growth	23	23	32		32
Existing Households (Overburd + Substand)	205	204	287		287
<b>Total Primary Market Demand</b>	<b>256</b>	<b>254</b>	<b>358</b>		<b>358</b>
Less Comparable/Competitive Supply	30	58	88		88
<b>Adjusted Income-qualified Renter HHs</b>	<b>226</b>	<b>196</b>	<b>270</b>		<b>270</b>

**CAPTURE RATES (found on page 40)**

Targeted Population	50%	60%	LIHTC		Overall
Capture Rate	5.8%	26.0%	23.7%		23.7%

## 2. INTRODUCTION

### A. Overview of Subject

The subject of this report is MainStreet Jefferson, a proposed 64-unit senior-oriented rental community in Jefferson, Jackson County, Georgia. MainStreet Jefferson will be financed in part by Low Income Housing Tax Credits (LIHTC), allocated by the Georgia Department of Community Affairs (DCA), and will be restricted to households with householder age 55 and older. All of MainStreet Jefferson's 64 units will benefit from tax credits and will target renter households earning up to 50 percent and 60 percent of the Area Median Income (AMI), adjusted for household size.

### 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/penetration analysis.

### C. Format of Report

The report format is comprehensive and conforms to DCA's 2018 Market Study Manual and DCA's 2018 Qualified Allocation Plan (QAP). 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 OneStreet Residential (Developer). Along with the Client, the Intended Users are DCA, potential lenders, and investors.

### E. Applicable Requirements

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

- DCA's 2018 Market Study Manual and 2018 Qualified Allocation Plan (QAP).
- The National Council of Housing Market Analysts' (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 for a detailed list of DCA requirements as well as the corresponding pages of requirements within the report.
- Michael Riley (Senior Analyst) conducted a site visit on February 2, 2018.
- Primary information gathered through field and phone interviews was used throughout the various sections of this report. The interviewees included rental community property managers, Betty Jackson with the Jefferson Planning and Development department, David Zellner with the Commerce Planning and Development department, Gina Roy with the Jackson County Planning and Zoning department, and staff with the Commerce Housing



- Authority and municipalities of Braselton, Hoschton, Arcade, Pendergrass, Talmo, Maysville, and Nicholson.
- This report utilizes HUD’s 2017 Rent and Income Limits per DCA’s 2018 Qualified Allocation Plan (QAP).
  - 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

MainStreet Jefferson will offer 64 newly constructed rental units restricted to households with householder age 55 or older. All units at MainStreet Jefferson will benefit from Low Income Housing Tax Credits and will target households earning up to 50 percent and 60 percent of the Area Median Income (AMI), adjusted for household size. MainStreet Jefferson will be located on the northeast side of Commerce Road immediately north of State Highway 82 N and downtown Jefferson, Georgia.

#### B. Project Type and Target Market

MainStreet Jefferson's LIHTC units will target low income senior households (55+) earning at or below 50 percent and 60 percent of the Area Median Income (AMI). The proposed unit mix includes one and two-bedroom units, which will appeal to single persons, couples, and potentially some households with dependents.

#### C. Building Types and Placement

MainStreet Jefferson's 64 units will be contained within two three-story mid-rise buildings with brick/stone and HardiPlank siding exteriors. The buildings will be positioned in the southeastern portion of the site, connected by a covered walkway, and will have secured entrances, interior access corridors, and elevators. The community will be accessible from entrances on the north side of Commerce Road and the east side of State Highway 82 and will have free surface parking adjacent to the north and west of the residential buildings. All MainStreet Jefferson's community amenities will be in or between the residential buildings.

Figure 1 Site Plan



Source: OneStreet Residential

## D. Detailed Project Description

- MainStreet Jefferson will offer 64 LIHTC units including 26 one-bedroom units and 38 two-bedroom units (Table 1). Thirteen units (15.5 percent) will target households earning up to 50 percent AMI and fifty-one (60.7 percent) will target households earning up to 60 percent AMI.
- Proposed unit sizes are 697 square feet for one-bedroom units and 942 square feet for two-bedroom units.
- All units will have one bathroom.
- Rents include the cost of water/sewer and trash removal. Tenants will bear the cost of all other utilities. All appliances and the heating/cooling for each unit will be electric.
- Proposed unit features and community amenities will be extensive and targeted to seniors (Table 2).

**Table 1 Proposed Rent and Unit Mix Summary, MainStreet Jefferson**

Unit Mix/Rents								
Type	Bed	Bath	Income Target	Units	Square Feet	Developer Rent	Utility Allowance	Gross Rent
Mid Rise	1	1	50%	5	697	\$470	\$103	\$573
Mid Rise	1	1	60%	21	697	\$580	\$103	\$683
Mid Rise	2	1	50%	8	942	\$560	\$128	\$688
Mid Rise	2	1	60%	30	942	\$695	\$128	\$823
<b>Total</b>				<b>64</b>				

Source: OneStreet Development

Rents include water/sewer and trash removal.

**Table 2 Proposed Features and Amenities, MainStreet Jefferson**

Unit Features	Community Amenities
<ul style="list-style-type: none"> <li>• Energy Star refrigerator with icemaker, electric oven/stove with range hood, Energy Star undercounter dishwasher, microwave, garbage disposal, and powder based stop top fire suppression canisters.</li> <li>• Washer/dryer in each apartment</li> <li>• Ceiling fans, HVAC, window blinds, and walk-in closets</li> <li>• Cable TV in bedroom/living room</li> <li>• Carpet in bedrooms, vinyl plank flooring in kitchen and bathrooms</li> <li>• Grab bars in showers</li> <li>• Entry door with buzzer/viewer</li> <li>• Units will be accessible and adaptable, as defined by the Fair Housing Amendments Act of 1988.</li> </ul>	<ul style="list-style-type: none"> <li>• Community room and interior furnished gathering areas</li> <li>• Fitness center and library</li> <li>• Wellness center compliant with Healthy Eating Initiative or Amenities Guideline</li> <li>• Business/computer center</li> <li>• Game room</li> <li>• Community garden</li> <li>• Covered exterior porch</li> <li>• Passenger elevator</li> <li>• Secured building entrances</li> </ul>

Source: OneStreet Residential

MainStreet Jefferson is expected to begin construction in 2019 and will be completed in 2020.

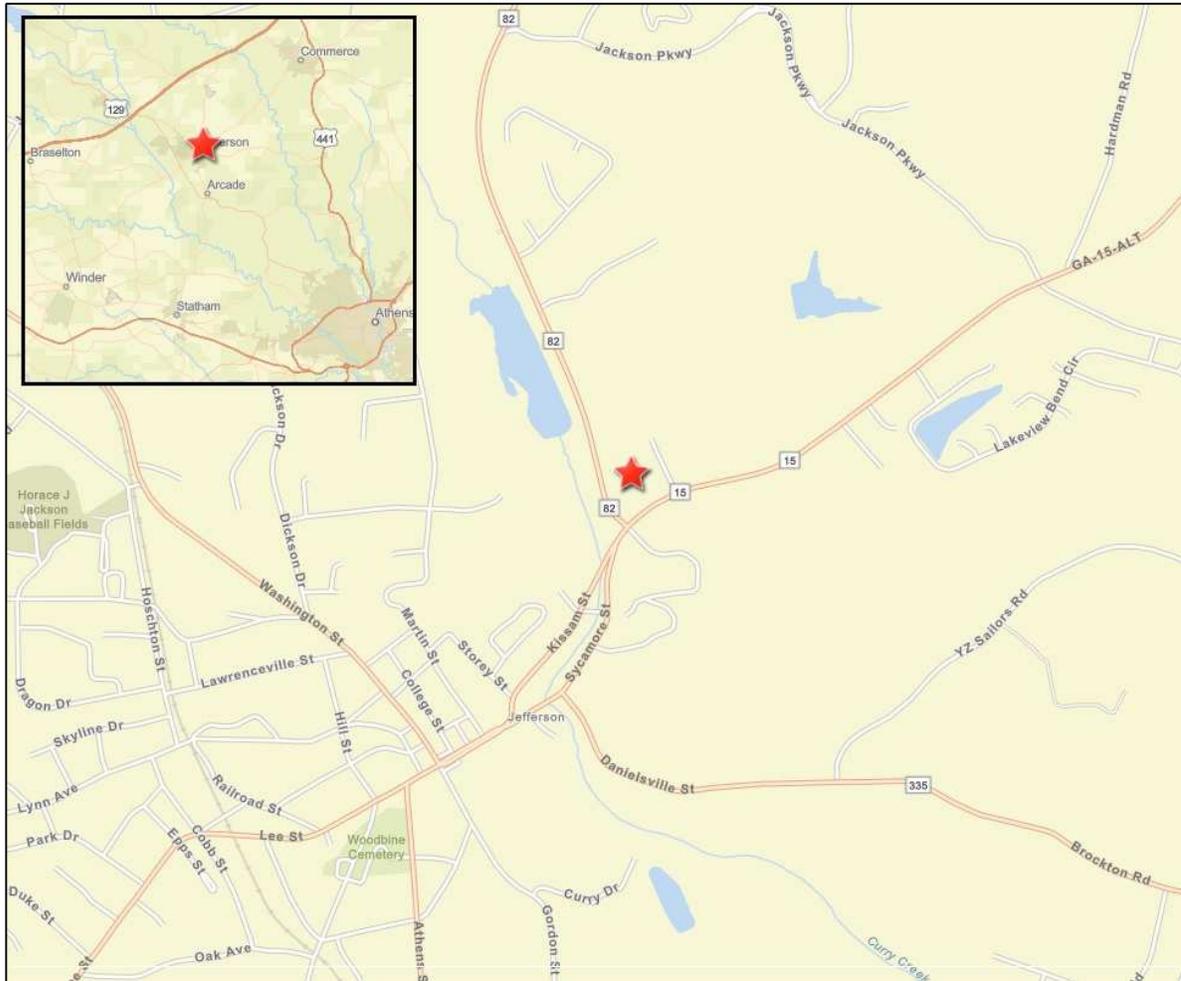
## 4. SITE EVALUATION

### A. Site Analysis

#### 1. Site Location

The site for MainStreet Jefferson is located between Hunter Street and State Highway 82 just one-tenth of a mile north of Commerce Road and one-half mile northeast of downtown Jefferson in Jackson County, Georgia (Map 1, Figure 2).

Map 1 Site Location



## 2. Existing Uses

The site consists of heavily wooded land and three single-family detached homes that will be razed prior to construction (Figure 2).

## 3. Size, Shape, and Topography

The subject site consists of three parcels encompassing 8.6 acres in an irregular shape and has a variable topography with a moderate slope up from west to east.

**Figure 2 Views of Subject Site**



**The subject site facing north from convenience store parking lot to the south**



**The subject facing northeast from State Highway 82**



**State Highway 82 facing north, site on right**



**The subject site facing east from State Highway 82**

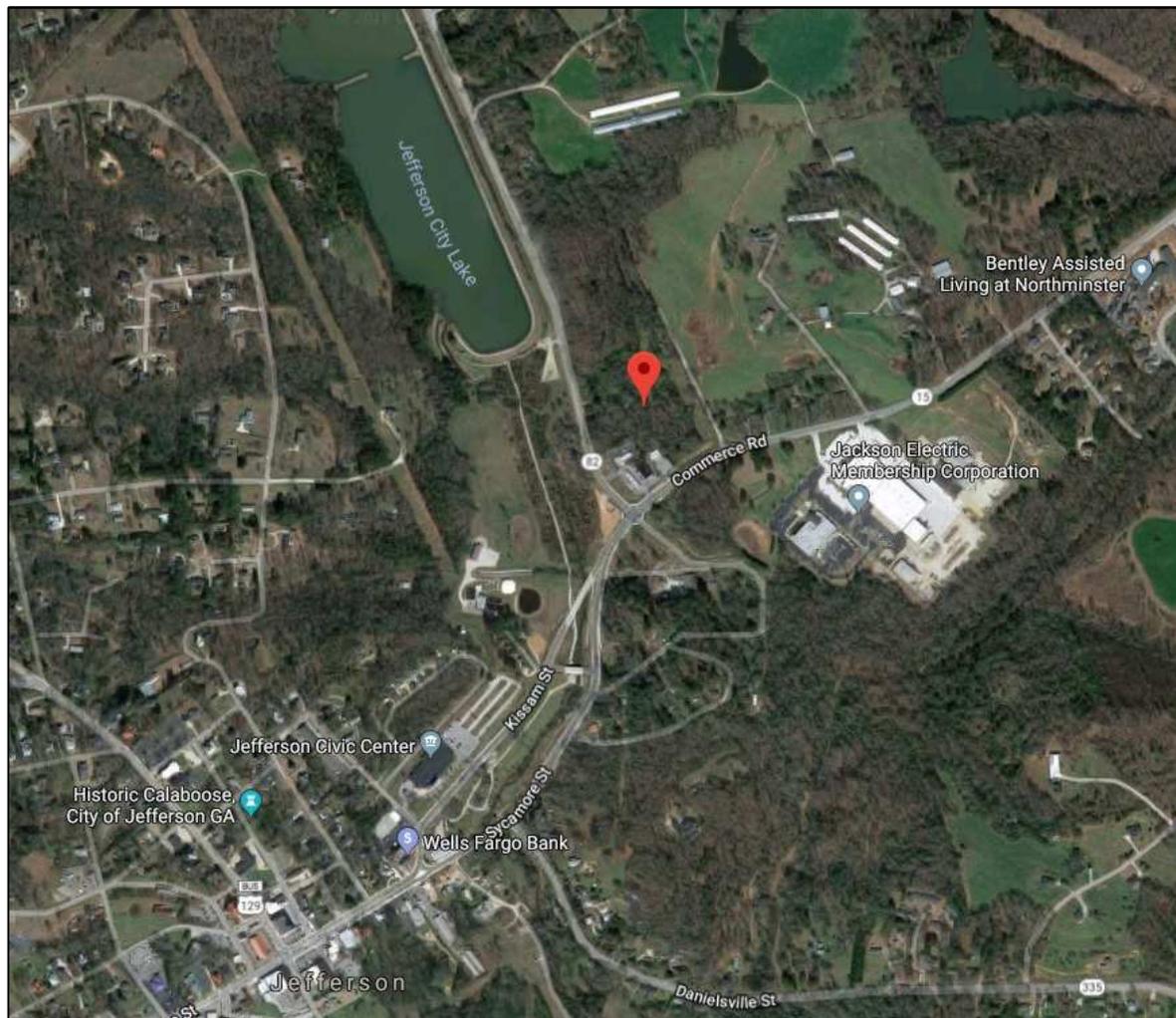


**State Highway 82 facing south, site on left**

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

The site for MainStreet Jefferson is roughly one-half mile north of downtown Jefferson and is surrounded by a mixture of residential, commercial, and institutional land uses. Residential uses near the site consist of modest to moderate value single-family detached homes, including the gated active-adult for-sale community Northminster Estates, as well as the senior rental community Bentley Assisted Living at Northminster. Commercial and institutional land uses within one-half mile include the corporate headquarters of Jackson EMC (electric cooperative), a handful of retailers and service providers, and a variety of local and county government offices and facilities in downtown Jefferson including the Jefferson Civic Center, the Jefferson water treatment center, and Curry Creek Park. As the density of development decreases significantly outside of downtown Jefferson's small downtown core, large farms (two of which border the subject site) and undeveloped land are also common throughout the area.

**Figure 3 Satellite Image of Subject Site**



### 5. Land Uses Surrounding the Subject Site

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

- **North:** Wooded and agricultural land
- **East:** Single-family detached homes, grassy and wooded land, and Jackson Electric Membership Corporation (regional power provider)
- **South:** Shell service station, Papa John's Pizza, and Jefferson Car wash
- **West:** Single-family detached homes, grassy and wooded land, and the Jefferson water treatment facility



Single-family detached homes bordering the site to the west

Figure 4 Views of Surrounding Land Uses



Papa John's Pizza and Shell Service Station bordering the site to the south



Grassy land and the City of Jefferson water treatment facility just southwest of the site



Jefferson Car wash bordering the site to the south



Jackson EMC just east of the site

## **B. Neighborhood Analysis**

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

Jefferson is a small city in rural Jackson County, which is in northeast Georgia along the Interstate 85 corridor. Situated roughly four miles southeast of Interstate 85 in central Jackson County, Jefferson serves as the county seat and had a population of 9,432 as of the 2010 Census. While growth in the city limits of Jefferson has been limited over the past eight years, Jackson County has expanded considerably as suburban growth from nearby Gwinnet and Barrow Counties has pushed northward following Interstate 85 into the outer fringes of the county. As Interstate 85 is a major transportation corridor in the southeastern United States and the primary access point connecting Atlanta to Greenville, South Carolina and Charlotte, North Carolina, western Jackson County has also attracted numerous major warehouse and distribution facilities in recent years.

Downtown Jefferson consists of a small commercial and institutional core containing local and county government offices and a small collection of retailers and service providers. The downtown area is primarily surrounded by older single-family detached homes which vary widely in condition and quality but are generally well maintained. A handful of newer single-family detached communities are located along the outer edges of the city as are the areas local public schools. While multi-family rental communities in and near Jefferson are limited, one senior community (Maple Square) and one general occupancy LIHTC community under construction (Hardin Terrace) are within three miles of the site.

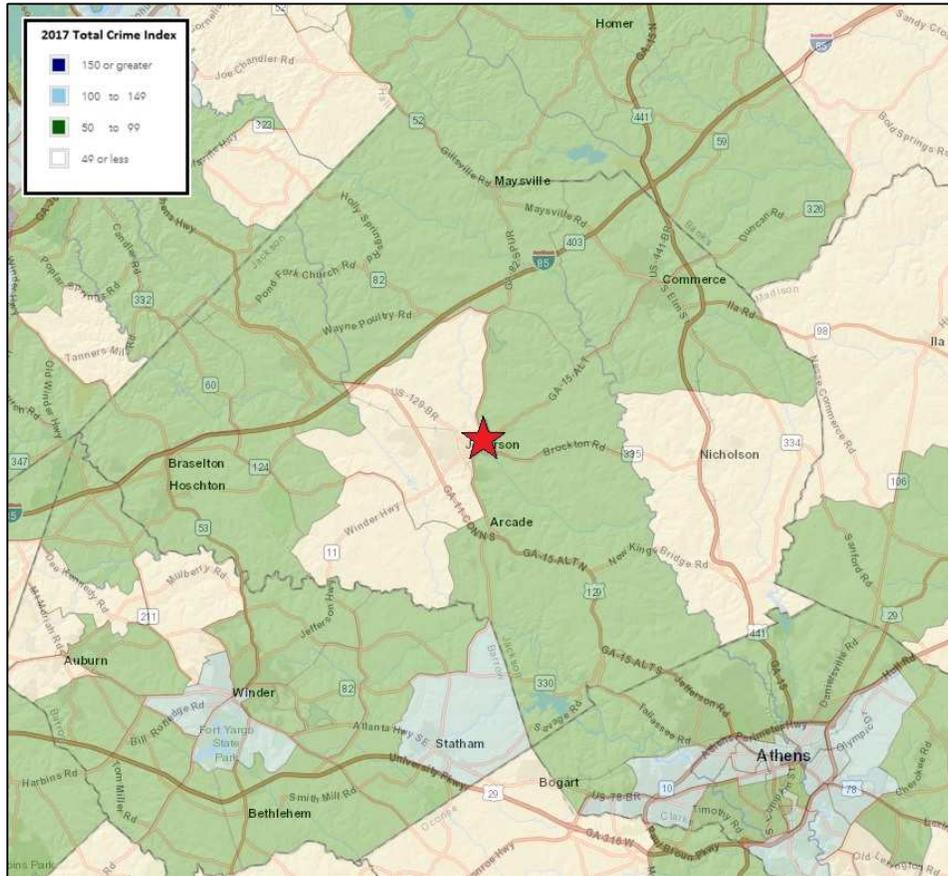
### **2. Neighborhood Planning Activities**

Given the small size of Jefferson and the rural nature of Jackson County, recent development in the subject site's immediate area is limited. The newest land uses near the subject site are Bentley Assisted Living at Northminster (senior rental community) and Northminster Estates (active-adult for-sale community) roughly one mile to the northeast, both of which were constructed in the last eight years. No other notable planning or investment activity was identified near the subject site.

### **3. Public Safety**

CrimeRisk is a census tract 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. An index of 100 reflects a total crime risk on par with the national average, with values below 100 reflecting below average risk and values above 100 reflecting above average risk. 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 census tract 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.

The 2017 CrimeRisk Index for the census tracts in the general vicinity of the subject site displayed in gradations from white (least risk) to dark blue (most risk) (Map 2). The crime risk immediately surrounding the site is below average (50 to 99) and comparable to the higher density areas throughout rural Jackson County. Taking this into account along with field observations at the time of the site visit, we do not expect Crime or the perception of Crime to impact the subject property's marketability.

**Map 2 2017 CrimeRisk, Subject Site and Surrounding Areas**


## C. Site Visibility and Accessibility

### 1. Visibility

MainStreet Jefferson will have high visibility from frontage on State Highway 82 to the west and Commerce Road to the south, both of which are major two-lane roads serving the City of Jefferson and northern Jackson County. The subject property will also benefit from traffic generated by surrounding land uses including adjacent commercial uses, nearby single-family homes, and Jackson EMC.

### 2. Vehicular Access

MainStreet Jefferson will be accessible from entrances on the north side of Commerce Road (State Highway 15) and the east side of State Highway 82, two moderately traveled two-lane roads connecting to downtown Jefferson. Commerce Road also provides access to U.S. Highway 129 two miles to the southwest and U.S. Highway 441 eight miles to the northeast, both of which connect to Interstate 85 within ten miles. A stop light at the intersection of Commerce Road and State Highway 82 just south of the site facilitates traffic flow along Commerce Road. Problems with ingress or egress to/from the subject site are not expected.

### 3. Availability of Public Transit

The subject site is served by Jackson County Transit, which offers demand response transportation. Fixed-route public bus service is not available in Jefferson.

#### 4. Availability of Inter-Regional Transit

The subject site is four miles southeast of Interstate 85, which provides access throughout the southeastern United States including to Atlanta and Greenville, South Carolina within eighty miles. Jefferson is also served by U.S. Highway 129, which connects Jefferson to the larger cities of Gainesville to the northwest and Athens to the southeast.

Hartsfield-Jackson International Airport, the closest passenger airport in the region, is just over a one-hour drive southwest of the subject site via Interstate 85.

#### 5. Accessibility Improvements

##### *Roadway, Transit, and Major Infrastructure Improvements*

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. No significant roadway, transit, or infrastructure projects were identified that would have a direct impact on the subject site.

#### 6. Environmental Concerns

No visible environmental 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 daily. Key facilities and services and their driving distances from the subject site are listed in Table 3 and their locations are plotted on Map 3.

**Table 3 Key Facilities and Services**

Establishment	Type	Address	City	Driving Distance
Crawford W Long Pharmacy	Pharmacy	86 W Public Square	Jefferson	0.8 mile
Curry Creek Park	Park	Kissam St. 30549	Jefferson	0.8 mile
Wells Fargo	Bank	135 Sycamore St.	Jefferson	0.9 mile
Jackson County Marshal's Office	Police	67 Athens St.	Jefferson	0.9 mile
Fire Services Dispatch Office	Fire Station	88 Gordon St.	Jefferson	0.9 mile
United States Postal Service	Post Office	216 Lee St.	Jefferson	1 mile
Jackson County Senior Citizen	Senior Center	151 General Jackson Dr.	Jefferson	1.2 miles
CITGO	Convenience Store	418 Lee St.	Jefferson	1.2 miles
Jefferson City High School	School	575 Washington St.	Jefferson	1.4 miles
Red Dragon Chinese Restaurant	Restaurant	846 Gordon St.	Jefferson	1.4 miles
Jefferson City Elementary School	School	415 Hoschton St.	Jefferson	1.7 miles
Jefferson Public Library	Library	1000 Washington St.	Jefferson	1.9 miles
Jefferson City Middle School	School	100 Dragon Dr.	Jefferson	2 miles
Dollar General	General Retail	1042 Washington St.	Jefferson	2 miles
Bell's Food Market	Grocery	1325 Washington St.	Jefferson	2.1 miles
Piedmont Urgent Care	Doctor	528 Panther Dr.	Jefferson	2.8 miles
Northridge Medical Center	Hospital	70 Medical Center Dr.	Commerce	10 miles
Tanger Outlets Commerce	Mall	800 Steven B Tanger Blvd.	Commerce	12.7 miles
Northeast Georgia Medical Center	Hospital	316 N Broad St.	Winder	12.8 miles
Greyhound Bus Station	Bus Station	2580 Monroe Dr.	Gainesville	20.4 miles

Source: Field and Internet Research, RPRG, Inc.

## 2. Essential Services

### Health Care

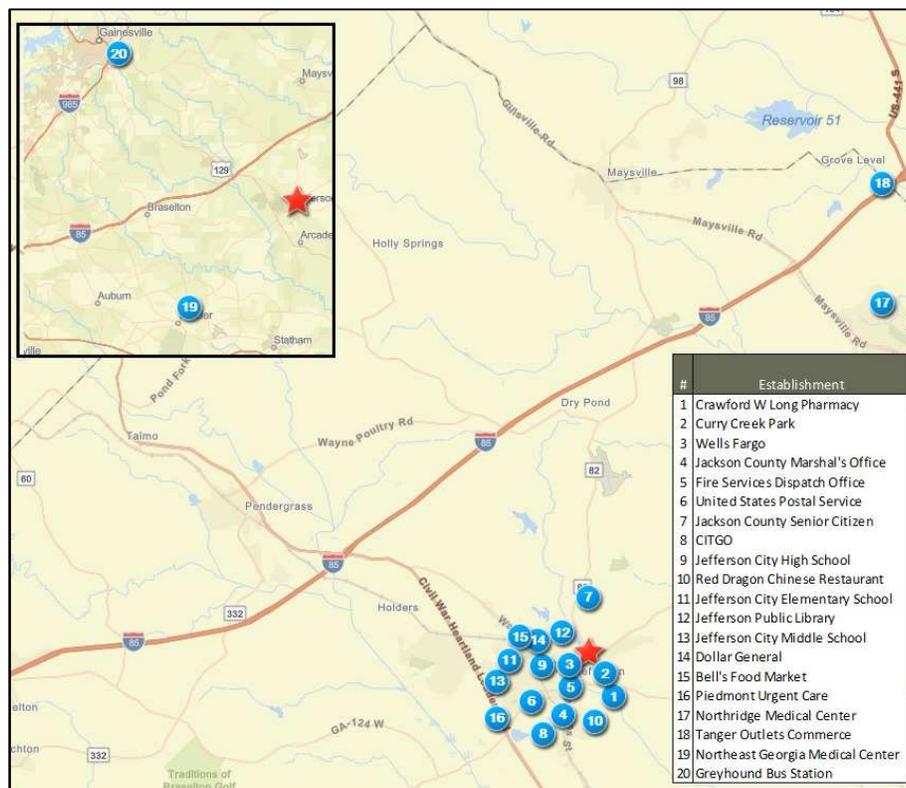
The subject site is located nearly equidistant from Northridge Medical Center in Commerce (9.8 miles) to the northeast and Northeast Georgia Medical Center Barrow (12.8 miles) to the southwest. Both Northridge Medical Center and Northeast Georgia Medical Center Barrow are major hospitals in the region and offer both general and emergency care.

Outside of these major healthcare providers, several smaller medical facilities are in closer proximity to MainStreet Jefferson. The closest of these is Piedmont Urgent Care located 2.6 miles southwest of the site.

### Senior Centers

The Jackson County Senior Center is the closest senior services facility to the subject site, located 1.2 miles to the north. Open to adult citizens ages 55 and older, the facility offers a wide variety of programs, classes, activities, social events, and trips.

### 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.



MainStreet Jefferson is located within two miles of a grocery store (Bell's Food Mart), a pharmacy (Crawford W Long), a bank (Wells Fargo), and several restaurants, all located along Washington Street or Sycamore Street in or near downtown Jefferson. A convenience store and restaurant (Papa John's Pizza) are also located adjacent to the site to the south.

### ***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.

Family Dollar and Dollar General are the closest general retailers to the site, both of which are within two miles (driving distance). A Walmart Supercenter and Tanger Outlet Mall are the closest regional shopping opportunities to the site and are in the city of Commerce roughly fourteen miles to the north. Tanger Outlets features more than 80 retail outlet stores including H&M, Nike, Polo Ralph Lauren, Banana Republic, Timberland, Nautica, Aeropostale, Gap, Hollister, Coach, LOFT, American Eagle, Abercrombie & Fitch, and Ann Taylor.

## **4. Recreational Amenities**

The site for MainStreet Jefferson is convenient to a variety of recreational amenities, the closest of which is Curry Creek Park one-half mile to the south. Curry Creek Park is a small recreational area along Curry Creek and Jefferson City Lake, offering greenspace with a walking trail and benches. The larger Jefferson City Park, located approximately two miles west of the site, includes a pond, greenspace, multiple sports fields, a playground, and a gathering area with bathrooms. Other notable recreational amenities in the immediate area (approximately five miles) include The Jefferson Recreation Center, the Jackson County Senior Center, the Jefferson Public Library, and Crow's Lake.

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

A list and map of existing low-income housing in the Jefferson Market Area are provided in the Existing Low Income Rental Housing section of this report, starting on page 51.

## **E. Site Conclusion**

The subject site is compatible with surrounding residential, commercial, and institutional land uses and is convenient to neighborhood amenities including shopping, healthcare facilities, and senior services in and near Jefferson. The subject site will also have high visibility and easy accessibility from two major roads, which serve the City of Jefferson and northern Jackson County. RRPG did not identify any negative land uses or site characteristics that would impact the subject property's marketability and we do not believe the development of multi-family housing on the subject site will negatively impact the surrounding area. Taking all of these factors into consideration, the site is suitable for the proposed development of affordable senior rental housing.



## 5. MARKET AREA

### A. Introduction

The primary market area for the proposed MainStreet Jefferson 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 primary market area, RPRG sought to accommodate the joint interests of conservatively estimating housing demand and reflecting the realities of the local rental housing marketplace. For the purposes of this analysis, the market area will be referred to as the Jefferson Market Area.

### B. Delineation of Market Area

The Jefferson Market Area consists of all eleven Census tracts in Jackson County and includes the municipalities of Jefferson, Commerce, Braselton, Pendergrass, Arcade, Talmo, Maysville, Hoschton, and Nicholson (Map 4). The boundaries of the Jefferson Market Area and their approximate distance from the subject site are:

- North:** Banks County / Hall County ..... (11.0 miles)
- East:** Madison County ..... (12.7 miles)
- South:** Barrow County / Clarke County ..... (7.0 miles)
- West:** Hall County / Barrow County ..... (12.8 miles)

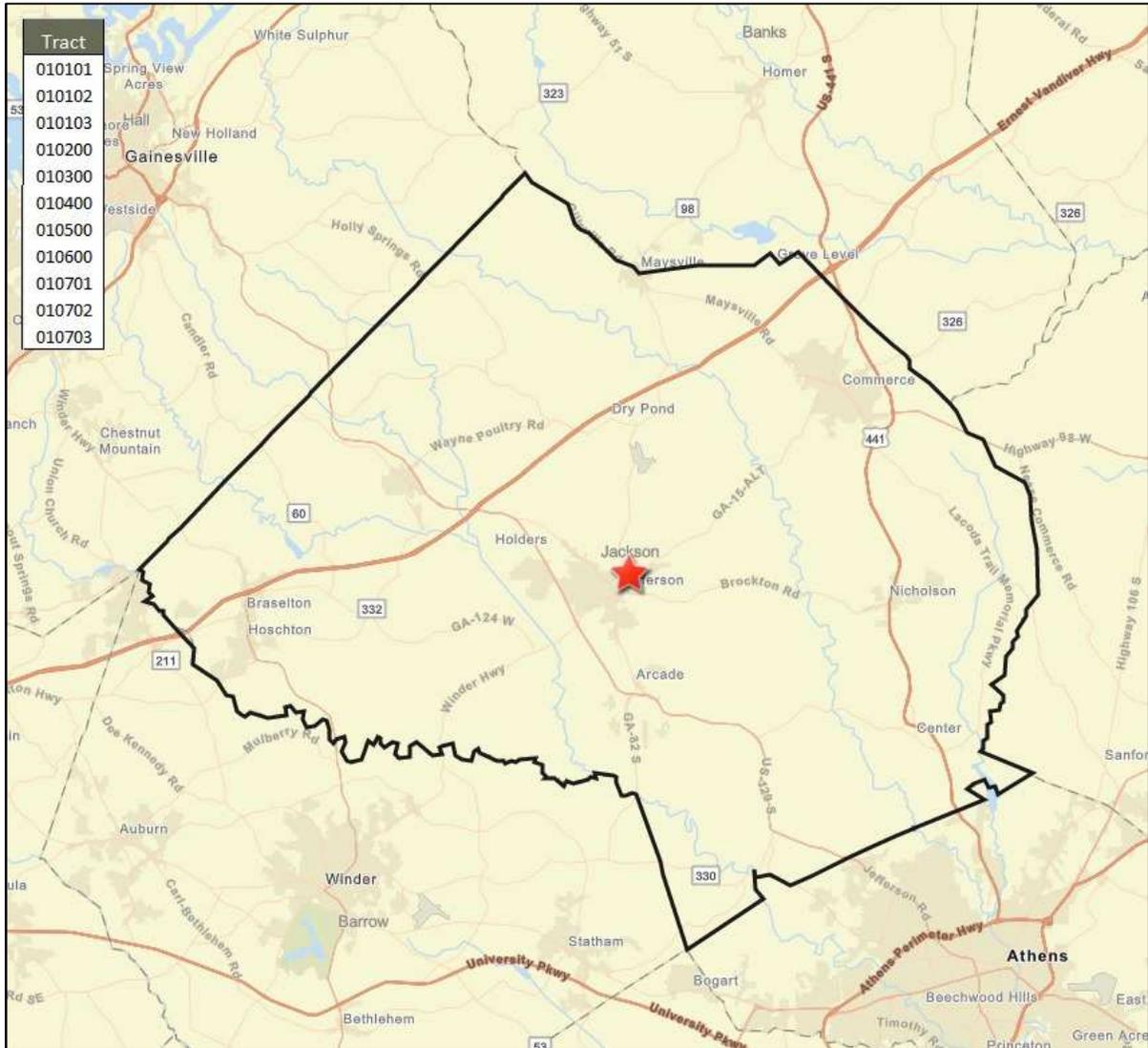
Based on the consistency of the housing stock and ease of access via Interstate 85 and U.S. Highway 129, we believe senior residents living throughout Jackson County would consider the subject site as an acceptable shelter location. Taking this into consideration along with the size and shape of the Census tracts surrounding Jefferson and the rural nature of Jackson County, a county-wide market area for the proposed MainStreet Jefferson is appropriate.

The Jefferson Market Area does not include the more densely developed portions of northeastern Gwinnett County, northern Barrow County, of southern Hall County, as these areas are distinct and separate submarkets and contain portions of larger cities or more densely developed areas that contain rental housing alternatives.

As appropriate for this analysis, the Jefferson Market Area is compared to a Bi-County Market Area consisting of Jackson and Barrow Counties, which is considered the secondary market area. Demand estimates are based only on the Jefferson Market Area.



Map 4 Jefferson Market Area



## 6. COMMUNITY DEMOGRAPHIC DATA

### A. Introduction and Methodology

RPRG analyzed recent trends in population and households in the Jefferson Market Area and Bi-County Market Area using U.S. Census data and data from Esri, a national data vendor which prepares small area estimates and projections of population and households. Building permit trends collected from the HUD State of the Cities Data Systems (SOCDS) database were also considered.

### B. Trends in Population and Households

#### 1. Recent Past Trends

Between 2000 and 2010 Census counts, the population of the Jefferson Market Area increased by 18,896 people (45.4 percent) or 1,890 people (3.8 percent) annually. During the same period, the Jefferson Market Area household base grew by 6,286 households (41.7 percent) or 629 households (2.4 percent) per year (Table 4).

The Bi-County Market Area's population and household base grew by 4.0 percent and 3.7 percent per year, respectively, during the same period.

#### 2. Projected Trends

Esri projections indicate the Jefferson Market Area continued to grow over the last eight years, though at a slower pace than in the previous decade. The Jefferson Market Area added 6,586 people (10.9 percent) and 2,150 households (10.1 percent) per year from 2010 to 2018. Population and household growth is projected to increase over the next two years with the Jefferson Market Area projected to add 2,501 people (1.8 percent) and 857 households (1.8 percent) per year from 2018 to 2020.

The Bi-County Market Area's population and household base are also projected to grow by 1.7 percent to 1.8 percent annually through 2020.

**Table 4 Population and Household Projections**

Population	Bi-County Market Area					Count	Jefferson Market Area				
	Count	Total Change		Annual Change			Count	Total Change		Annual Change	
		#	%	#	%			#	%	#	%
2000	87,733					41,589					
2010	129,852	42,119	48.0%	4,212	4.0%	60,485	18,896	45.4%	1,890	3.8%	
2018	146,087	16,235	12.5%	2,029	1.5%	67,071	6,586	10.9%	823	1.3%	
2020	151,464	5,377	3.7%	2,688	1.8%	69,572	2,501	3.7%	1,251	1.8%	
Households	Bi-County Market Area					Count	Jefferson Market Area				
	Count	Total Change		Annual Change			Count	Total Change		Annual Change	
		#	%	#	%			#	%	#	%
2000	31,411					15,057					
2010	45,314	13,903	44.3%	1,390	3.7%	21,343	6,286	41.7%	629	3.6%	
2018	50,388	5,074	11.2%	634	1.3%	23,493	2,150	10.1%	269	1.2%	
2020	52,155	1,767	3.5%	884	1.7%	24,350	857	3.6%	428	1.8%	

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

The average household size in the Jefferson Market Area of 2.82 persons per household in 2018 is expected to increase slightly through 2020 (Table 5).

**Table 5 Persons per Household, Jefferson Market Area**

Persons Per Household Jefferson Market Area			
Year	2010	2018	2020
Population	60,485	67,071	69,572
Group Quarters	757	757	757
Households	21,343	23,493	24,350
Household Size	2.80	2.82	2.83

Source: 2010 Census; Esri; and RPRG, Inc.

### 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 2009, an average of 1,856 new housing units were authorized per year in the Bi-County Market Area compared to annual household growth of 1,390 between the 2000 and 2010 census counts (Table 6). The Bi-County Market Area permitted an average of 634 units per year from 2010 to 2016, equal to Esri's estimated annual household growth over the last eight years.

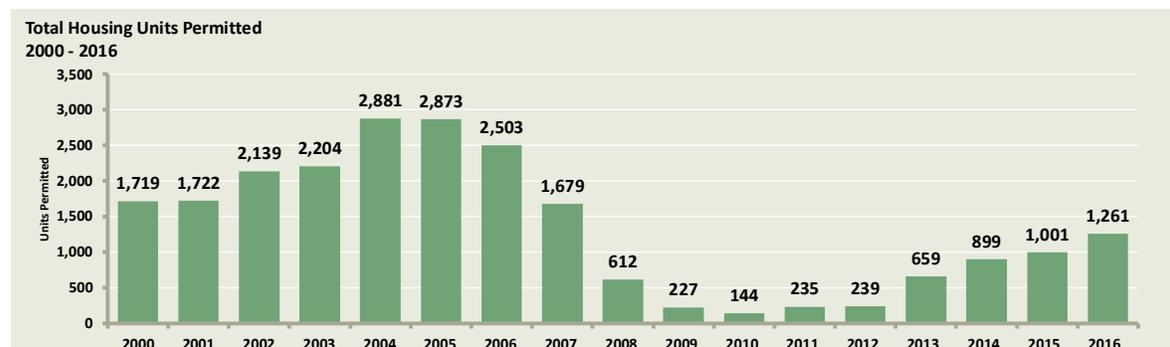
Building permit activity steadily climbed in the Bi-County Market Area from 2000 to 2005, peaking at roughly 2,800 to 2,900 units over a two-year period, before sharply declining during the national recession and housing market downturn in the late 2000's. The Bi-County Market Area reached a low of just 144 units permitted in 2010 and remained below 300 units per year until 2012. Building permit activity has steady increased in the Bi-County Market Area over the last four years reaching 1,261 units permitted in 2016, the Bi-County Market Area's high total since 2007.

Single-family detached homes comprised 98 percent of all units permitted in the Bi-County Market Area since 2000 while nearly all remaining units permitted (roughly two percent) were multi-family structures with five or more units.

**Table 6 Building Permits by Structure Type, Bi-County Market Area**

Bi-County Market Area																		2000-2016	Annual Average
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016		
Single Family	1,621	1,710	2,135	2,180	2,873	2,861	2,493	1,679	612	227	144	163	175	531	835	947	1,261	22,447	1,320
Two Family	48	12	4	6	8	12	10	0	0	0	0	0	0	0	0	0	0	100	6
3 - 4 Family	18	0	0	4	0	0	0	0	0	0	0	0	8	0	0	0	0	30	2
5+ Family	32	0	0	14	0	0	0	0	0	0	0	72	56	128	64	54	0	420	25
<b>Total</b>	<b>1,719</b>	<b>1,722</b>	<b>2,139</b>	<b>2,204</b>	<b>2,881</b>	<b>2,873</b>	<b>2,503</b>	<b>1,679</b>	<b>612</b>	<b>227</b>	<b>144</b>	<b>235</b>	<b>239</b>	<b>659</b>	<b>899</b>	<b>1,001</b>	<b>1,261</b>	<b>22,997</b>	<b>1,353</b>

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



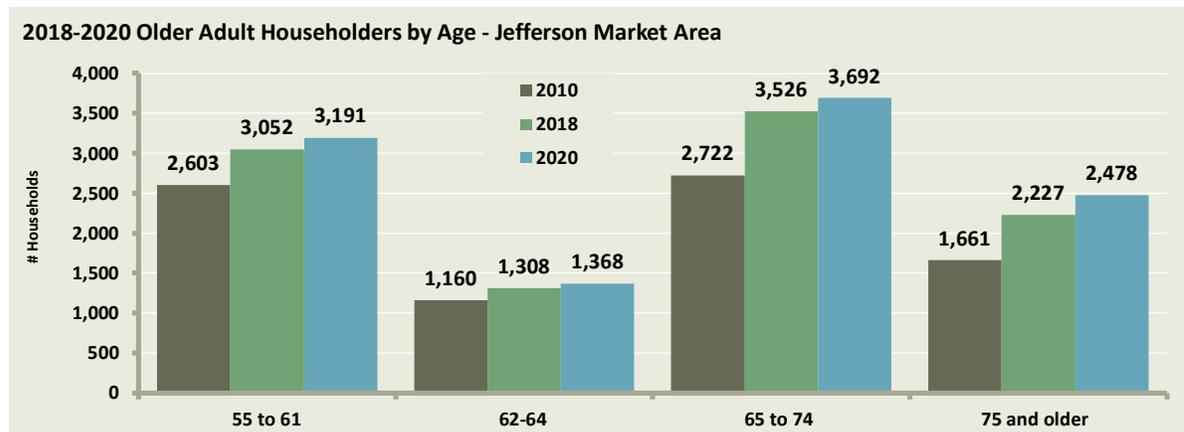
#### 4. Trends in Older Adult Households

Esri estimates older adult and senior household growth outpaced total household growth in the Jefferson Market Area (on a percentage basis) from 2010 to 2018; senior household growth includes both net migration and aging in place. Jefferson Market Area households with a householder age 62+ increased from 8,146 as of the 2010 Census to 10,113 in 2018, a growth rate of 24.1 percent or 2.7 percent annually (Table 7). Jefferson Market Area senior households (62+) are projected to increase at an annual rate of 3.0 percent over the next two years, reaching a total of 10,729 in 2020.

**Table 7 Trends in Senior Householders, Jefferson Market Area**

Jefferson Market Area				Change 2010 to 2018				Change 2018 to 2020						
				2010		2018		2020		Total		Annual		Total
Age of HH	#	%	#	%	#	%	#	%	#	%	#	%	#	%
55 to 61	2,603	32.0%	3,052	30.2%	3,191	29.7%	449	17.3%	56	2.0%	138	4.5%	69	2.2%
62-64	1,160	14.2%	1,308	12.9%	1,368	12.7%	148	12.8%	19	1.5%	59	4.5%	30	2.2%
65 to 74	2,722	33.4%	3,526	34.9%	3,692	34.4%	804	29.5%	100	3.3%	166	4.7%	83	2.3%
75 and older	1,661	20.4%	2,227	22.0%	2,478	23.1%	566	34.1%	71	3.7%	252	11.3%	126	5.5%
<b>Householders 55+</b>	<b>8,146</b>		<b>10,113</b>		<b>10,729</b>		<b>1,967</b>	<b>24.1%</b>	<b>246</b>	<b>2.7%</b>	<b>616</b>	<b>6.1%</b>	<b>308</b>	<b>3.0%</b>
<b>All Households</b>	<b>21,343</b>		<b>23,493</b>		<b>24,350</b>		<b>2,150</b>	<b>10.1%</b>	<b>269</b>	<b>1.2%</b>	<b>857</b>	<b>3.6%</b>	<b>428</b>	<b>1.8%</b>

Source: 2010 Census; Esri; RPRG



### C. Demographic Characteristics

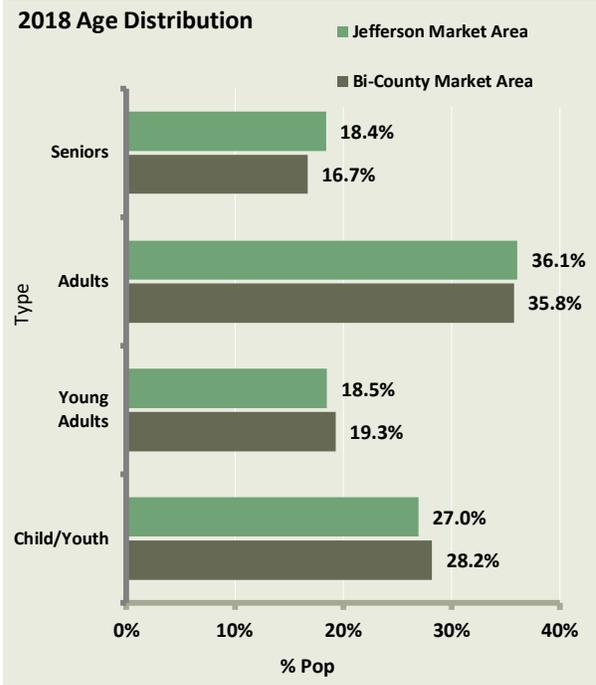
#### 1. Age Distribution and Household Type

Esri estimates the Jefferson Market Area's population has a median age of 37 as of 2018, older than the Bi-County Market Area's median age of 36 (Table 8). Seniors (persons age 62 and older) comprise 18.4 percent of the Jefferson Market Area's population and 16.7 percent of the Bi-County Market Area's population. Adults age 35 to 61 are the largest age cohort in both areas, accounting for 36.1 percent of the population in the Jefferson Market Area and 35.8 percent in the Bi-County Market Area. Among the remaining age cohorts, Children/Youth under the age of 20 comprise 27.0 percent of the population in the Jefferson Market Area compared to 28.2 percent of the population in the Bi-County Market Area while Young Adults age 20 to 34 account for roughly 19 percent of the population in both areas.



**Table 8 2018 Age Distribution**

2018 Age Distribution	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
<b>Children/Youth</b>	<b>41,206</b>	<b>28.2%</b>	<b>18,076</b>	<b>27.0%</b>
Under 5 years	10,505	7.2%	4,428	6.6%
5-9 years	10,754	7.4%	4,650	6.9%
10-14 years	10,733	7.3%	4,787	7.1%
15-19 years	9,214	6.3%	4,211	6.3%
<b>Young Adults</b>	<b>28,189</b>	<b>19.3%</b>	<b>12,424</b>	<b>18.5%</b>
20-24 years	8,197	5.6%	3,712	5.5%
25-34 years	19,993	13.7%	8,712	13.0%
<b>Adults</b>	<b>52,261</b>	<b>35.8%</b>	<b>24,212</b>	<b>36.1%</b>
35-44 years	20,761	14.2%	9,070	13.5%
45-54 years	19,623	13.4%	9,373	14.0%
55-61 years	11,877	8.1%	5,769	8.6%
<b>Seniors</b>	<b>24,431</b>	<b>16.7%</b>	<b>12,359</b>	<b>18.4%</b>
62-64 years	5,090	3.5%	2,472	3.7%
65-74 years	12,152	8.3%	6,109	9.1%
75-84 years	5,443	3.7%	2,886	4.3%
85 and older	1,747	1.2%	892	1.3%
<b>TOTAL</b>	<b>146,087</b>	<b>100%</b>	<b>67,071</b>	<b>100%</b>
<b>Median Age</b>	<b>36</b>		<b>37</b>	

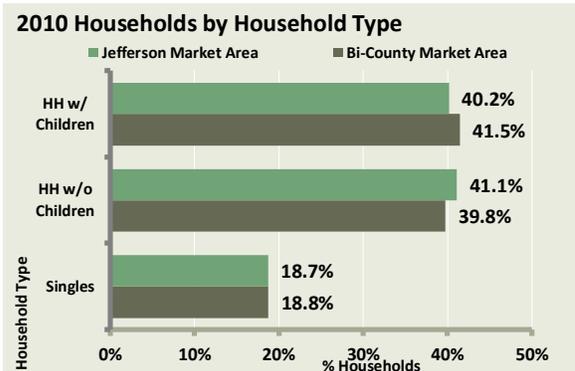


Source: Esri; RPRG, Inc.

Households with at least two adults and no children comprised the highest percentage of households in the Jefferson Market Area at 41.1 percent compared to 39.8 percent in the Bi-County Market Area. The Jefferson Market Area also had a high percentage of families as 40.2 percent of all households had children as of the 2010 Census relative to 41.5 percent of households in the Bi-County Market Area (Table 9). Single-person households accounted for roughly 19 percent of households in both areas.

**Table 9 2010 Households by Household Type**

2010 Households by Household Type	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
Married w/Children	13,454	29.7%	6,305	29.5%
Other w/ Children	5,336	11.8%	2,271	10.6%
<b>Households w/ Children</b>	<b>18,790</b>	<b>41.5%</b>	<b>8,576</b>	<b>40.2%</b>
Married w/o Children	13,192	29.1%	6,683	31.3%
Other Family w/o Children	2,879	6.4%	1,306	6.1%
Non-Family w/o Children	1,954	4.3%	784	3.7%
<b>Households w/o Children</b>	<b>18,025</b>	<b>39.8%</b>	<b>8,773</b>	<b>41.1%</b>
<b>Singles</b>	<b>8,499</b>	<b>18.8%</b>	<b>3,994</b>	<b>18.7%</b>
<b>Total</b>	<b>45,314</b>	<b>100%</b>	<b>21,343</b>	<b>100%</b>



Source: 2010 Census; RPRG, Inc.

## 2. Renter Household Characteristics

The Jefferson Market Area's 2010 renter percentage was 23.0 percent, comparable to the Bi-County Market Area's renter percentage of 22.9 percent (Table 10). Esri estimates the Jefferson Market Area's renter percentage increased to 26.4 percent in 2018 compared to 26.7 percent in the Bi-County Market Area. Renter households accounted for 59.9 percent of the Jefferson Market Area's net household change and 60.1 percent of the Bi-County Market Area's net household change during this period. Esri projections indicate the Jefferson Market Area and Bi-County Market Area renter percentages will remain relatively stable over the next two years with renter households increasing by 241 in the Jefferson Market Area and 505 in the Bi-County Market Area over this period.

Approximately 20 percent of senior households (55+) in the Jefferson Market Area were renters in 2018 compared to 20.9 percent of senior households in the Bi-County Market Area (Table 11).

**Table 10 Households by Tenure**

Bi-County Market Area	2000		2010		Change 2000-2010		2018		Change 2010-2018		2020		Change 2018-2023	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Housing Units														
Owner Occupied	23,625	75.2%	34,924	77.1%	11,299	81.3%	36,948	73.3%	2,024	39.9%	38,210	73.3%	1,262	71.4%
Renter Occupied	7,786	24.8%	10,390	22.9%	2,604	18.7%	13,440	26.7%	3,050	60.1%	13,945	26.7%	505	28.6%
<b>Total Occupied</b>	<b>31,411</b>	<b>100%</b>	<b>45,314</b>	<b>100%</b>	<b>13,903</b>	<b>100%</b>	<b>50,388</b>	<b>100%</b>	<b>5,074</b>	<b>100%</b>	<b>52,155</b>	<b>100%</b>	<b>1,767</b>	<b>100%</b>
Total Vacant	2,119		4,838				4,855				4,953			
<b>TOTAL UNITS</b>	<b>33,530</b>		<b>50,152</b>				<b>55,243</b>				<b>57,108</b>			

Jefferson Market Area	2000		2010		Change 2000-2010		2018		Change 2010-2018		2020		Change 2018-2023	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Housing Units														
Owner Occupied	11,276	74.9%	16,429	77.0%	5,153	82.0%	17,291	73.6%	862	40.1%	17,907	73.5%	616	71.9%
Renter Occupied	3,781	25.1%	4,914	23.0%	1,133	18.0%	6,202	26.4%	1,288	59.9%	6,443	26.5%	241	28.1%
<b>Total Occupied</b>	<b>15,057</b>	<b>100%</b>	<b>21,343</b>	<b>100%</b>	<b>6,286</b>	<b>100%</b>	<b>23,493</b>	<b>100%</b>	<b>2,150</b>	<b>100%</b>	<b>24,350</b>	<b>100%</b>	<b>857</b>	<b>100%</b>
Total Vacant	1,169		2,409				2,549				2,643			
<b>TOTAL UNITS</b>	<b>16,226</b>		<b>23,752</b>				<b>26,043</b>				<b>26,993</b>			

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

**Table 11 Senior Households by Tenure, Age 55+**

Senior Households 55+	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
<b>2018 Households</b>				
Owner Occupied	16,088	79.1%	8,108	80.2%
Renter Occupied	4,242	20.9%	2,005	19.8%
<b>Total Occupied</b>	<b>20,329</b>	<b>100.0%</b>	<b>10,113</b>	<b>100.0%</b>

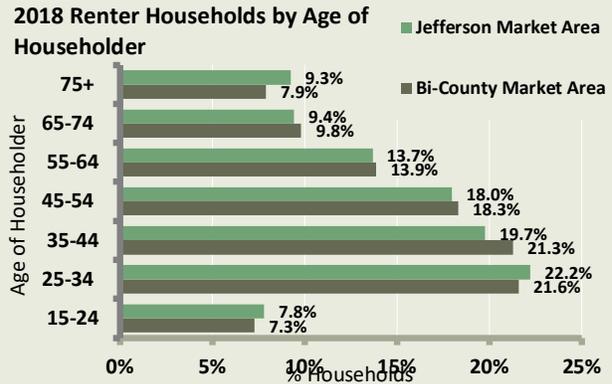
Source: 2000 Census; 2010 Census; ESRI; RPRG

Working age households form the core of renter households in the market area as 41.9 percent of all householders are age 25 to 44. Older adults and seniors age 55 and older account for approximately 32 percent of all renters in the market area (Table 12). Only 7.8 percent of renters in the Jefferson Market Area are under 25 years old. Bi-County Market Area renter householders have a similar age distribution to the Jefferson Market Area with a slightly higher proportion of renters age 25 to 44.

**Table 12 Renter Households by Age of Householder**

Renter Households	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
Age of HHldr				
15-24 years	978	7.3%	483	7.8%
25-34 years	2,902	21.6%	1,376	22.2%
35-44 years	2,857	21.3%	1,225	19.7%
45-54 years	2,461	18.3%	1,113	18.0%
55-64 years	1,863	13.9%	848	13.7%
65-74 years	1,318	9.8%	583	9.4%
75+ years	1,060	7.9%	574	9.3%
<b>Total</b>	<b>13,440</b>	<b>100%</b>	<b>6,202</b>	<b>100%</b>

Source: Esri, Real Property Research Group, Inc.

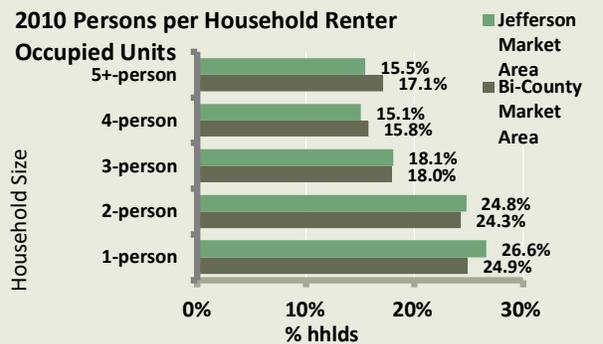


Roughly 51 percent of all renter households in the Jefferson Market Area contained one or two people as of the 2010 Census (Table 13). Three and four-person households comprised 33.1 percent of Jefferson Market Area renter households and large households (5+ persons) accounted for 15.5 percent of renter households. In comparison, the Bi-County Market Area had a lower percentage of one and two-person renter households and a higher percentage of large households relative to the Jefferson Market Area.

**Table 13 2010 Renter Households by Household Size**

Renter Occupied	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
1-person hhld	2,586	24.9%	1,308	26.6%
2-person hhld	2,524	24.3%	1,217	24.8%
3-person hhld	1,866	18.0%	887	18.1%
4-person hhld	1,637	15.8%	741	15.1%
5+-person hhld	1,777	17.1%	761	15.5%
<b>TOTAL</b>	<b>10,390</b>	<b>100%</b>	<b>4,914</b>	<b>100%</b>

Source: 2010 Census



### 3. Income Characteristics

According to income distributions provided by Esri, the 2018 median income of households in the Jefferson Market Area is \$54,332, \$1,020 or 1.8 percent lower than the Bi-County Market Area's median of \$55,352 (Table 14). Senior households (55+) in the Jefferson Market Area have a 2018 median household income of \$42,852 per year, \$639 (1.5 percent) lower than the \$43,491 senior median income in the Bi-County Market Area (Table 15). Roughly 26 percent of senior households (55+) in the Jefferson Market Area earn from \$15,000 to \$34,999 and 31.3 percent earn from \$35,000 to \$74,999 annually.

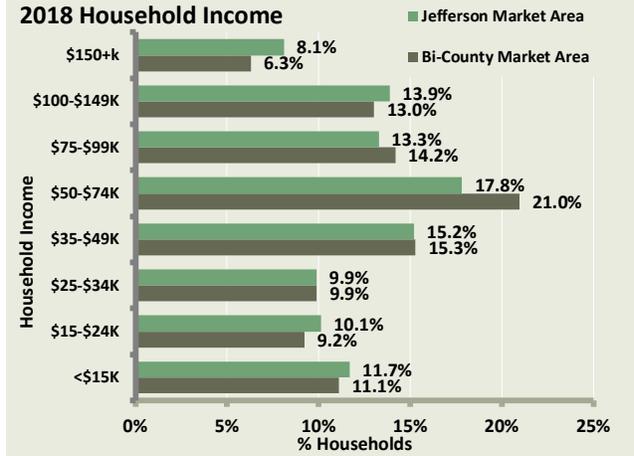
Based on the U.S. Census Bureau's American Community Survey (ACS) data and breakdown of tenure and household estimates, the 2018 median income for senior householders (age 55 and older) in the Jefferson Market Area is \$23,827 for renters and \$48,223 for owners (Table 16). Roughly one-third of all senior renter householders (55+) in the Jefferson Market Area have an annual income from \$15,000 to \$34,999 and 26.8 percent earn \$35,000 to \$74,999 per year.



**Table 14 2018 Household Income**

Estimated 2018 Household Income		Bi-County Market Area		Jefferson Market Area	
		#	%	#	%
less than	\$15,000	5,602	11.1%	2,746	11.7%
	\$15,000 - \$24,999	4,643	9.2%	2,380	10.1%
	\$25,000 - \$34,999	4,986	9.9%	2,323	9.9%
	\$35,000 - \$49,999	7,702	15.3%	3,572	15.2%
	\$50,000 - \$74,999	10,562	21.0%	4,188	17.8%
	\$75,000 - \$99,999	7,150	14.2%	3,122	13.3%
	\$100,000 - \$149,999	6,564	13.0%	3,259	13.9%
	\$150,000 Over	3,179	6.3%	1,904	8.1%
<b>Total</b>		<b>50,388</b>	<b>100%</b>	<b>23,493</b>	<b>100%</b>
<b>Median Income</b>		<b>\$55,352</b>		<b>\$54,332</b>	

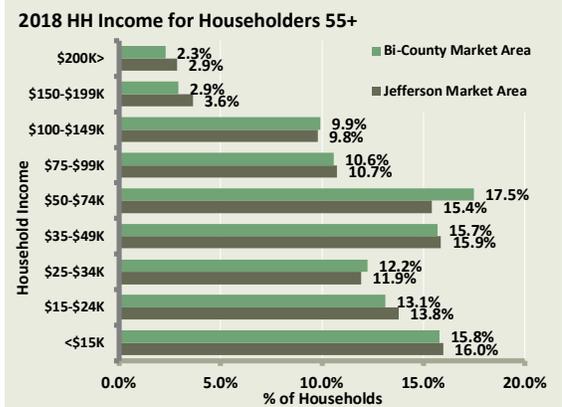
Source: Esri; Real Property Research Group, Inc.



**Table 15 2018 Senior Household Income, Households 55+**

2018 HH Income for Householders 55+		Bi-County Market Area		Jefferson Market Area	
		#	%	#	%
less than	\$15,000	3,206	15.8%	1,615	16.0%
	\$15,000 - \$24,999	2,667	13.1%	1,394	13.8%
	\$25,000 - \$34,999	2,487	12.2%	1,207	11.9%
	\$35,000 - \$49,999	3,188	15.7%	1,605	15.9%
	\$50,000 - \$74,999	3,553	17.5%	1,559	15.4%
	\$75,000 - \$99,999	2,150	10.6%	1,086	10.7%
	\$100,000 - \$149,999	2,017	9.9%	989	9.8%
	\$150,000 - \$199,999	595	2.9%	369	3.6%
	\$200,000 over	467	2.3%	290	2.9%
<b>Total</b>		<b>20,329</b>	<b>100%</b>	<b>10,113</b>	<b>100%</b>
<b>Median Income</b>		<b>\$43,491</b>		<b>\$42,852</b>	

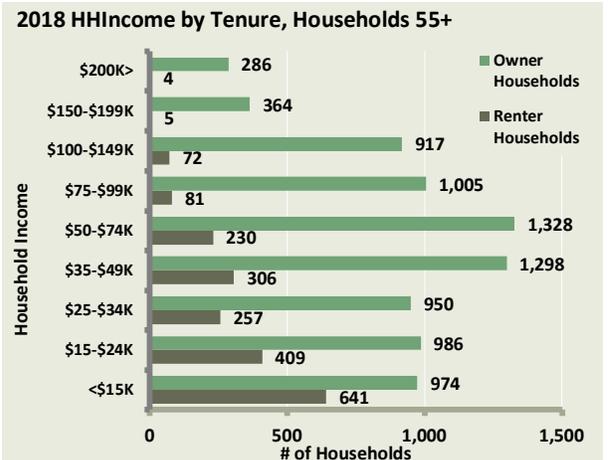
Source: American Community Survey 2012-2016 Estimates, RPRG, Inc.



**Table 16 2018 Senior Household Income by Tenure, Households 55+**

Jefferson Market Area Householders 55+		Renter Households		Owner Households	
		#	%	#	%
less than	\$15,000	641	32.0%	974	12.0%
	\$15,000 - \$24,999	409	20.4%	986	12.2%
	\$25,000 - \$34,999	257	12.8%	950	11.7%
	\$35,000 - \$49,999	306	15.3%	1,298	16.0%
	\$50,000 - \$74,999	230	11.5%	1,328	16.4%
	\$75,000 - \$99,999	81	4.0%	1,005	12.4%
	\$100,000 - \$149,999	72	3.6%	917	11.3%
	\$150,000 - \$199,999	5	0.2%	364	4.5%
	\$200,000 over	4	0.2%	286	3.5%
<b>Total</b>		<b>2,005</b>	<b>100%</b>	<b>8,108</b>	<b>100%</b>
<b>Median Income</b>		<b>\$23,827</b>		<b>\$48,223</b>	

Source: American Community Survey 2012-2016 Estimates, RPRG, Inc.



Roughly fifty percent of senior renter households (65+) in the Jefferson Market Area pay at least 40 percent of their income for rent and are classified as cost burdened (Table 27). Just over five percent of all renter households in the Jefferson Market Area live in substandard rental housing; however, this only includes overcrowded rental housing units and rental housing units with incomplete plumbing.

**Table 17 Substandard and Cost Burdened Calculations**

Rent Cost Burden		
Total Households	#	%
Less than 10.0 percent	183	3.6%
10.0 to 14.9 percent	295	5.8%
15.0 to 19.9 percent	704	13.8%
20.0 to 24.9 percent	437	8.6%
25.0 to 29.9 percent	575	11.3%
30.0 to 34.9 percent	264	5.2%
35.0 to 39.9 percent	361	7.1%
40.0 to 49.9 percent	428	8.4%
50.0 percent or more	1,049	20.5%
Not computed	809	15.8%
<b>Total</b>	<b>5,105</b>	<b>100%</b>
<b>&gt; 40% income on rent</b>	<b>1,477</b>	<b>34.4%</b>

Households 65+		
	#	%
Less than 20.0 percent	71	9.1%
20.0 to 24.9 percent	37	4.8%
25.0 to 29.9 percent	84	10.8%
30.0 to 34.9 percent	57	7.3%
35.0 percent or more	399	51.4%
Not computed	128	16.5%
<b>Total</b>	<b>776</b>	<b>100%</b>
<b>&gt; 35% income on rent</b>	<b>399</b>	<b>61.6%</b>
<b>&gt; 40% income on rent</b>		<b>49.5%</b>

Source: American Community Survey 2012-2016

Substandardness	
Total Households	
<b>Owner occupied:</b>	
Complete plumbing facilities:	15,998
1.00 or less occupants per room	15,845
1.01 or more occupants per room	153
Lacking complete plumbing facilities:	12
Overcrowded or lacking plumbing	165
<b>Renter occupied:</b>	
Complete plumbing facilities:	4,982
1.00 or less occupants per room	4,826
1.01 or more occupants per room	156
Lacking complete plumbing facilities:	123
Overcrowded or lacking plumbing	279
<b>Substandard Housing</b>	<b>444</b>
<b>% Total Stock Substandard</b>	<b>2.1%</b>
<b>% Rental Stock Substandard</b>	<b>5.5%</b>



## 7. EMPLOYMENT TREND

### A. Introduction

This section of the report focuses primarily on economic trends and conditions in Jackson County, the jurisdiction in which MainStreet Jefferson 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

Jackson County's labor force has steadily expanded since 2006, adding an average of 715 workers per year in eight of the last nine years (Table 18). During this period, the county's labor force rose from 26,711 in 2006 to 31,794 in 2016, a net increase of 6,493 workers or 24.3 percent. The employed portion of the labor force has increased by 6,134 people since 2010 while those classified as unemployed have been more than halved from 2,996 workers in 2010 to 1,410 workers in 2016.

#### 2. Trends in County Unemployment Rate

Jackson County's unemployment rate has historically fallen below state and national unemployment rates outside of a four-year period from 2008 to 2011 surrounding the 2009 national recession. The county's unemployment rate increased from 4.1 percent in 2006 to 11.1 percent in 2009 during the national recession, compared to peak unemployment rates of 10.5 percent in the state and 9.6 percent in the nation. Unemployment rates in all three geographies have decreased significantly over the past six years with 2017 Q3 unemployment rates of 3.8 percent in the county, 4.9 percent in the state, and 4.6 percent in the nation.

### C. Commutation Patterns

According to 2012-2016 American Community Survey (ACS) data, 47.5 percent of workers residing in the Jefferson Market Area spent 30 minutes or more commuting to work. Roughly 30 percent of Jefferson Market Area workers commuted 15 to 29 minutes while 17.6 percent commuted less than 15 minutes (Table 19).

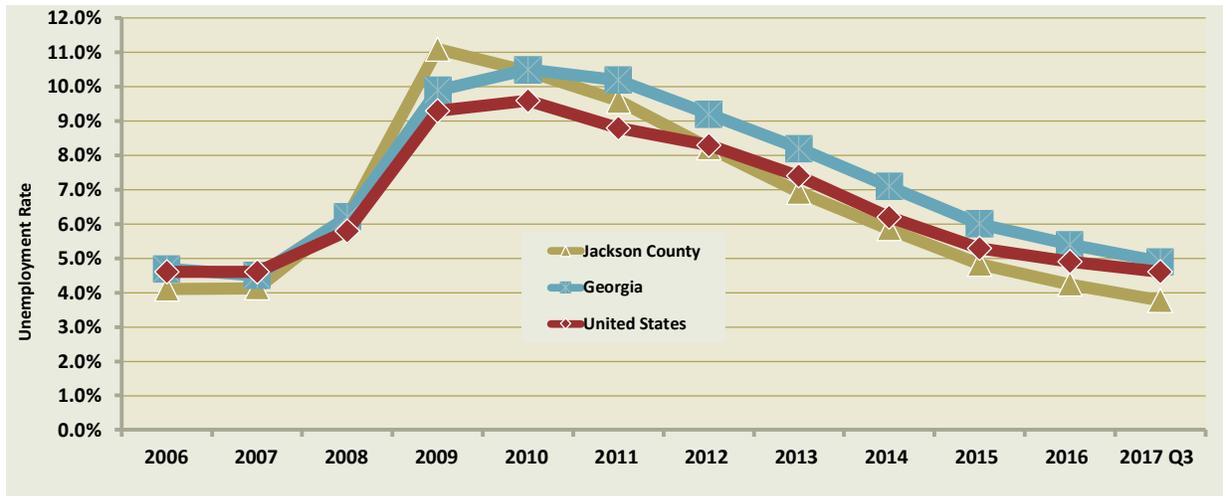
Nearly two-thirds (60.3 percent) of Jefferson Market Area workers worked outside Jackson County. Approximately 38 percent of Jefferson Market Area workers worked in another Georgia county, reflecting the suburban nature of the Jefferson Market Area and the relative proximity/accessibility to employment concentrations throughout Metro Atlanta. Just over one percent of Jefferson Market Area workers were employed outside the state.



**Table 18 Labor Force and Unemployment Rates, Jackson County**

Annual Unemployment	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 Q3
Labor Force	26,711	26,964	27,695	27,055	28,656	28,906	29,412	29,612	29,838	30,738	33,204	34,577
Employment	25,615	25,849	25,975	24,053	25,660	26,135	26,995	27,562	28,090	29,253	31,794	33,275
Unemployment	1,096	1,115	1,720	3,002	2,996	2,771	2,417	2,050	1,748	1,485	1,410	1,303
<b>Unemployment Rate</b>												
Jackson County	4.1%	4.1%	6.2%	11.1%	10.5%	9.6%	8.2%	6.9%	5.9%	4.8%	4.2%	3.8%
Georgia	4.7%	4.5%	6.2%	9.9%	10.5%	10.2%	9.2%	8.2%	7.1%	6.0%	5.4%	4.9%
United States	4.6%	4.6%	5.8%	9.3%	9.6%	8.8%	8.3%	7.4%	6.2%	5.3%	4.9%	4.6%

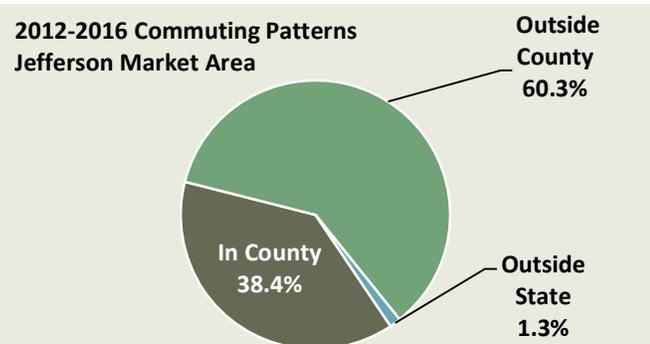
Source: U.S. Department of Labor, Bureau of Labor Statistics



**Table 19 2012-2016 Commuting Patterns, Jefferson Market Area**

Travel Time to Work			Place of Work		
Workers 16 years+	#	%	Workers 16 years and over	#	%
Did not work at home:	25,403	95.5%	Worked in state of residence:	26,244	98.7%
Less than 5 minutes	252	0.9%	Worked in county of residence	10,207	38.4%
5 to 9 minutes	1,347	5.1%	Worked outside county of residence	16,037	60.3%
10 to 14 minutes	3,074	11.6%	Worked outside state of residence	352	1.3%
15 to 19 minutes	2,597	9.8%	<b>Total</b>	<b>26,596</b>	<b>100%</b>
20 to 24 minutes	3,682	13.8%			
25 to 29 minutes	1,815	6.8%			
30 to 34 minutes	4,240	15.9%			
35 to 39 minutes	1,431	5.4%			
40 to 44 minutes	1,401	5.3%			
45 to 59 minutes	2,824	10.6%			
60 to 89 minutes	1,825	6.9%			
90 or more minutes	915	3.4%			
Worked at home	1,193	4.5%			
<b>Total</b>	<b>26,596</b>				

Source: American Community Survey 2012-2016



Source: American Community Survey 2012-2016



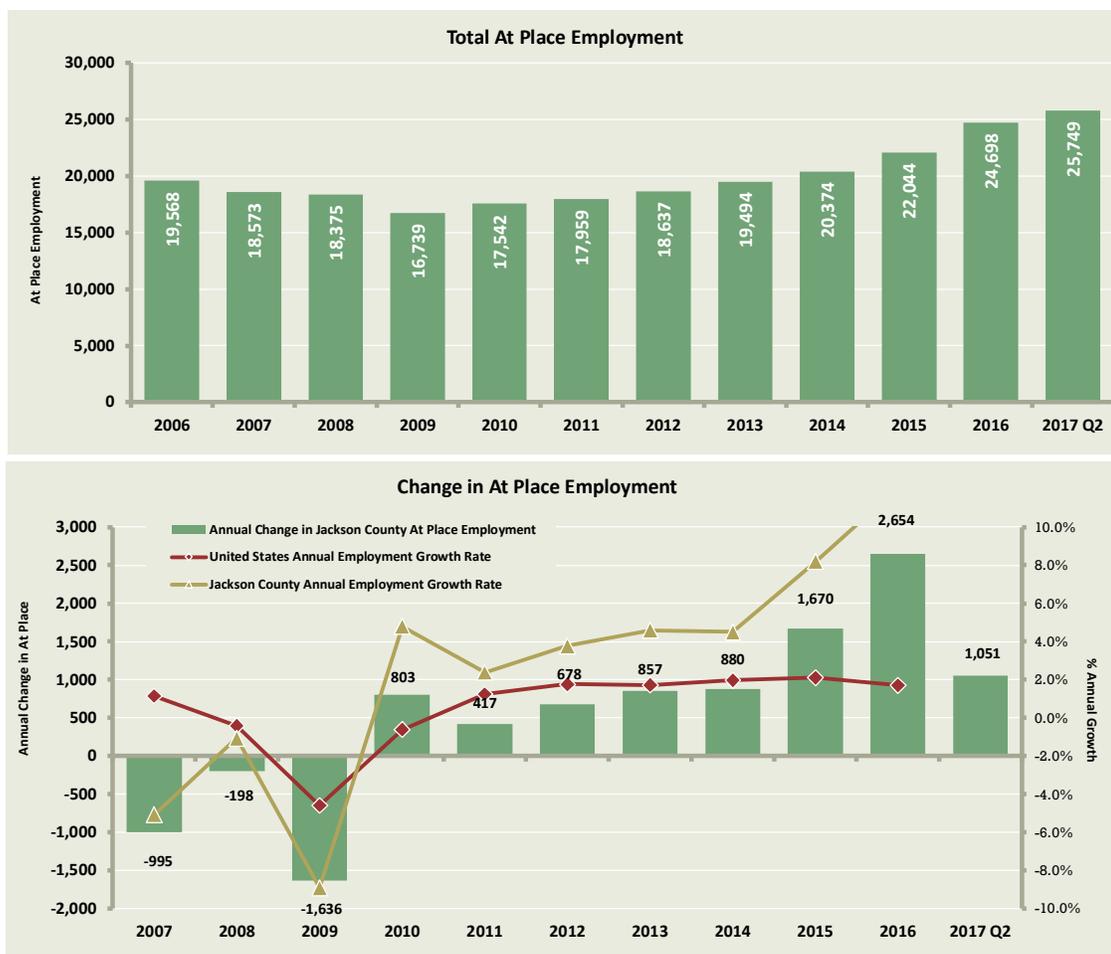
## D. At-Place Employment

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

Jackson County’s At-Place-Employment has increased for seven straight years, adding a net total 7,959 jobs for an increase of 47.5 percent. This job growth more than offset the loss of 2,829 jobs in the county from 2007 to 2009, before and after the most recent national recession, resulting in net job growth of 5,130 or 26.2 percent since 2006. Jackson County continued its pattern of growth through the first half of 2017 with the addition of 1,051 jobs.

As illustrated by the lines in the bottom portion of Figure 5, Jackson County’s At-Place Employment growth has exceeded national growth rates in each of the last seven years though the rates of job loss were also more pronounced in the county from 2007 to 2009.

**Figure 5 At-Place Employment, Jackson County**



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

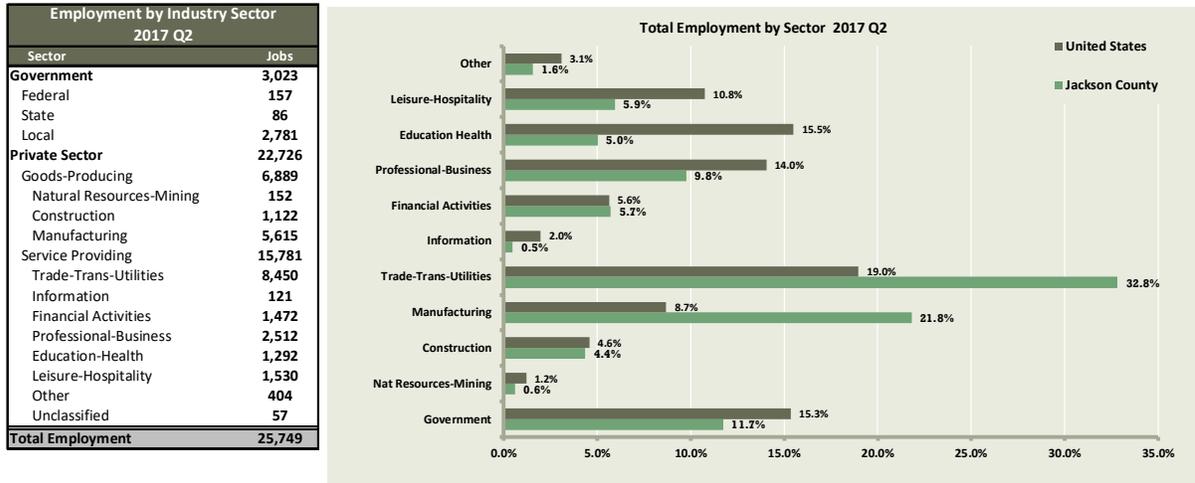
### 2. At-Place Employment by Industry Sector

Trade-Transportation-Utilities and Manufacturing are the largest employment sectors in Jackson County, accounting for 54.6 percent of all jobs (as of 2017 Q2) compared to 27.7 percent nationally (Figure 6). The next largest sectors in the county are Government (11.7 percent) and Professional Business (9.8 percent) followed by four sectors (Leisure-Hospitality, Education-Health, Financial Activities, and Construction) that comprise roughly four to six percent of total employment. The



county has a lower percentage of employment in all sectors except Trade-Transportation-Utilities and Manufacturing relative to the nation with significant disparities in Education-Health, Leisure-Hospitality, Professional Business, and Government.

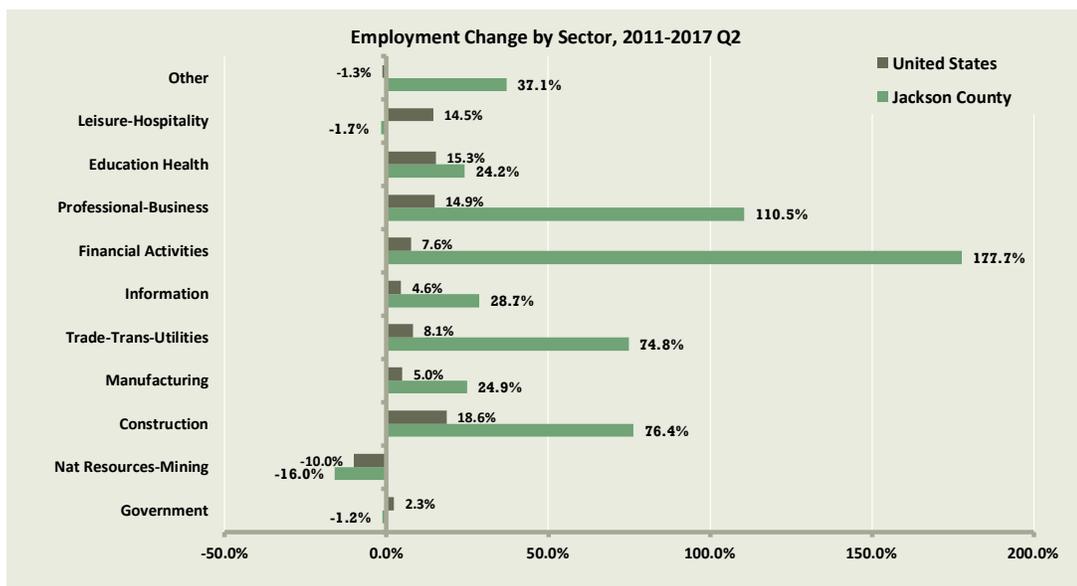
**Figure 6 Total Employment by Sector, 2017 Q2**



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

Eight of eleven economic sectors added jobs in Jackson County from 2011 to 2017 (Q2). The most significant growth (in terms of total jobs) occurred in Trade-Transportation-Utilities (74.8 percent) and Manufacturing (24.9 percent), which are the county’s two largest sectors and account for more than half of total employment. Other sectors experiencing large percentage gains include Financial Activities (177.7 percent), Professional Business (110.5 percent), Construction (76.4 percent), and Other (37.1 percent) (Figure 7); however, all of these sectors except Professional Business account for less than six percent of total employment. The only sectors to lose jobs in the county over the last five and a half years were Government, Natural Resources-Mining, and Leisure-Hospitality with the percentage decline in Government the most significant (in terms of total jobs).

**Figure 7 Change in Employment by Sector 2011-2017 Q2**



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

### 3. Major Employers

Three of Jackson County's five largest employers are major distribution centers along Interstate 85, which serve national retail chains Carter's/OshKosh, Bed Bath & Beyond, and Homegoods (Table 20). A major food producer (Wayne Farms LLC) and manufacturer (Kubota Industrial Equipment Corp.) are also among the county's five largest employers. The remaining major employers in the county include several smaller manufacturers and retail distributors as well as the regional power provider (Jackson EMC), Northridge Medical Center, and a food producer (Mission Foods). Most major employers are in the western and northern portions of the county near Interstate 85 but within fifteen miles of the subject site (Map 5). The county's eighth largest employer (Jackson EMC) is located roughly one-quarter mile east of the site.

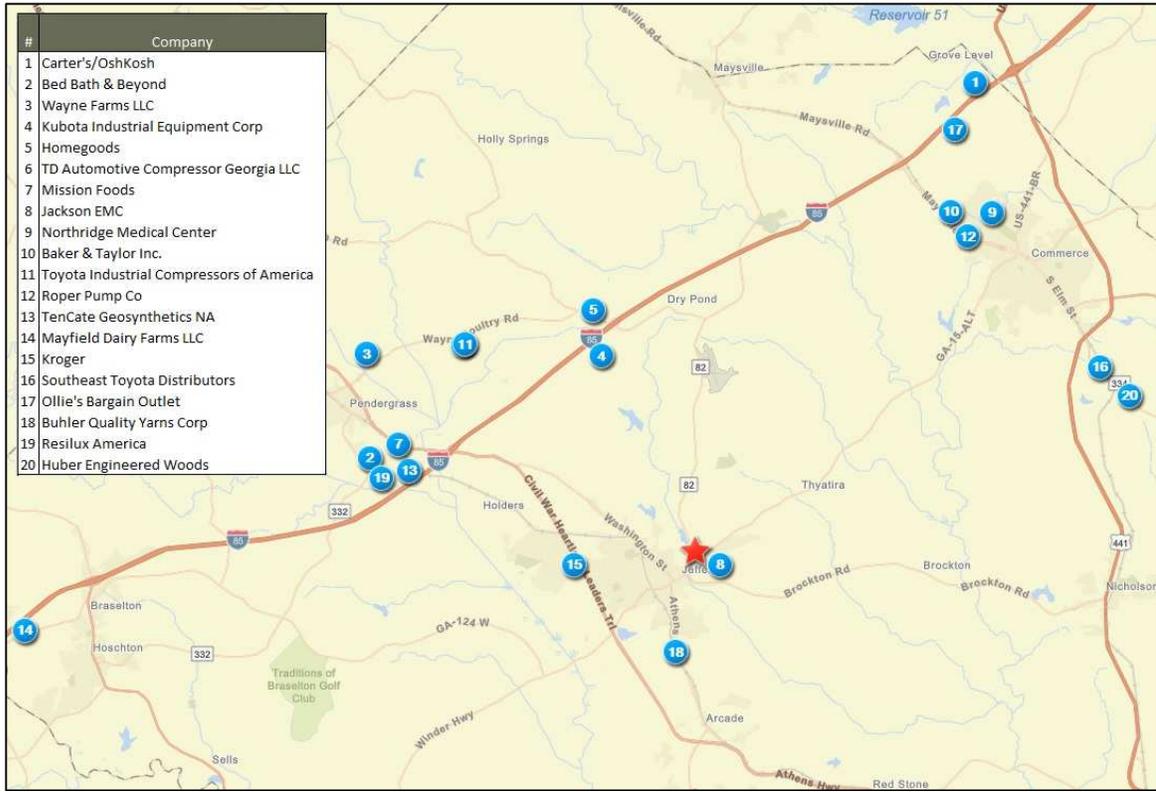
**Table 20 Major Employers, Jackson County**

Rank	Name	Sector	Employment
1	Carter's/OshKosh	Distribution	1,200
2	Bed Bath & Beyond	E-fulfillment	1,200
3	Wayne Farms LLC	Agriculture	1,100
4	Kubota Industrial Equipment Corp	Manufacturing	1,050
5	Homegoods	Distribution	750
6	TD Automotive Compressor Georgia LLC	Manufacturing	650
7	Mission Foods	Food	500
8	Jackson EMC	Utilities	430
9	Northridge Medical Center	Healthcare	422
10	Baker & Taylor Inc.	Distribution	400
11	Toyota Industrial Compressors of America	Manufacturing	350
12	Roper Pump Co	Manufacturing	325
13	TenCate Geosynthetics NA	Manufacturing	300
14	Mayfield Dairy Farms LLC	Manufacturing	235
15	Kroger	Retail	180
16	Southeast Toyota Distributors	Distribution	180
17	Ollie's Bargain Outlet	Distribution	175
18	Buhler Quality Yarns Corp	Manufacturing	160
19	Resilux America	Manufacturing	152
20	Huber Engineered Woods	Manufacturing	150

Source: Jackson County Area Chamber of Commerce



**Map 5 Major Employers**



**4. Recent Economic Expansions and Contractions**

The most notable recent economic expansions in Jackson county were the additions of 100 jobs at Hubbell Incorporated, 500 jobs at a new Amazon fulfillment center, and an unspecified number of jobs at a William-Sonoma distribution center in 2016. No major business closures were identified from the State of Georgia’s WARN list for Jackson County within the past year.

**E. Economic Conclusion**

Jackson County’s economy has experienced strong growth over the last seven years, rebounding quickly from job losses suffered prior to and during the 2009 national recession. Unemployment in the county has also steadily declined, falling below both state and national rates over the last five years. While the demand for senior housing is not as closely tied to economic growth as general rental housing, the strong economic conditions in Jackson County will continue to support new housing demand in the near-term and have a positive impact on the proposed MainStreet Jefferson.

## 8. PROJECT-SPECIFIC AFFORDABILITY & DEMAND ANALYSIS

### A. Affordability Analysis

#### 1. Methodology

The Affordability Analysis tests the percentage of age and income-qualified households (55+) in the market area that the subject community must capture to achieve full occupancy.

The first component of the Affordability Analysis involves looking at the total household income distribution and renter household income distribution among primary market area households with householder age 55 and older for the target year of 2020. RPRG calculated the income distribution for both total households and renter households (55+) based on the relationship between owner and renter household incomes by income cohort from the 2012-2016 American Community Survey along with estimates and projected income growth as projected by Esri (Table 21).

A 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 of this age restricted community, RPRG employs a 40 percent gross rent burden.

HUD has computed a 2017 median household income of \$63,600 for the Jackson County. We have utilized 2017 income limits per DCA’s 2018 QAP. Based on that median income, adjusted for household size, the maximum income limit and minimum income requirements are computed for each floor plan (Table 22). The minimum income limits are calculated assuming up to 40 percent of income is spent on total housing cost (rent plus utilities). The maximum allowable incomes for LIHTC units are based on an average household size of 1.5 persons for one-bedroom units and a maximum household size of two persons for two-bedroom units. Maximum gross rents, however, are based on the federal regulation of 1.5 persons per bedroom.

**Table 21 2020 Total and Renter Income Distribution, Households 55+**

Jefferson Market Area		Total Households		Renter Households	
		#	%	#	%
less than	\$15,000	1,707	15.9%	565	26.4%
	\$15,000 - \$24,999	1,448	13.5%	479	22.4%
	\$25,000 - \$34,999	1,247	11.6%	305	14.2%
	\$35,000 - \$49,999	1,667	15.5%	296	13.8%
	\$50,000 - \$74,999	1,637	15.3%	261	12.2%
	\$75,000 - \$99,999	1,148	10.7%	141	6.6%
	\$100,000 - \$149,999	1,064	9.9%	66	3.1%
	\$150,000 Over	812	7.6%	31	1.4%
<b>Total</b>		<b>10,729</b>	<b>100%</b>	<b>2,145</b>	<b>100%</b>
<b>Median Income</b>		<b>\$43,665</b>		<b>\$25,901</b>	

Source: American Community Survey 2012-2016 Projections, RPRG, Inc.

**Table 22 LIHTC Income and Rent Limits, Jackson County**

HUD 2017 Median Household Income											
		Jackson County, GA		\$63,600							
		Very Low Income for 4 Person Household		\$31,800							
		2017 Computed Area Median Gross Income		<b>\$63,600</b>							
		Utility Allowance:		1 Bedroom		\$103					
				2 Bedroom		\$128					
Household Income Limits by Household Size:											
Household Size	30%	40%	50%	60%	80%	100%	120%	150%	200%		
1 Person	\$13,380	\$17,840	\$22,300	\$26,760	\$35,680	\$44,600	\$53,520	\$66,900	\$89,200		
2 Persons	\$15,270	\$20,360	\$25,450	\$30,540	\$40,720	\$50,900	\$61,080	\$76,350	\$101,800		
3 Persons	\$17,190	\$22,920	\$28,650	\$34,380	\$45,840	\$57,300	\$68,760	\$85,950	\$114,600		
4 Persons	\$19,080	\$25,440	\$31,800	\$38,160	\$50,880	\$63,600	\$76,320	\$95,400	\$127,200		
5 Persons	\$20,610	\$27,480	\$34,350	\$41,220	\$54,960	\$68,700	\$82,440	\$103,050	\$137,400		
6 Persons	\$22,140	\$29,520	\$36,900	\$44,280	\$59,040	\$73,800	\$88,560	\$110,700	\$147,600		
Imputed Income Limits by Number of Bedroom (Assuming 1.5 persons per bedroom):											
Persons	# Bedrooms	30%	40%	50%	60%	80%	100%	120%	150%	200%	
1.5	1	\$14,325	\$19,100	\$23,875	\$28,650	\$38,200	\$47,750	\$57,300	\$71,625	\$95,500	
2	2	\$15,270	\$20,360	\$25,450	\$30,540	\$40,720	\$50,900	\$61,080	\$76,350	\$101,800	
LIHTC Tenant Rent Limits by Number of Bedrooms (assumes 1.5 persons per bedroom):											
# Persons		30%		40%		50%		60%		80%	
		Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
1 Bedroom		\$358	\$255	\$477	\$374	\$596	\$493	\$716	\$613	\$955	\$852
2 Bedroom		\$429	\$301	\$573	\$445	\$716	\$588	\$859	\$731	\$1,146	\$1,018

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

## 2. Affordability Analysis

This analysis looks at the affordability of the proposed units at the subject property (Table 23).

- Looking at the one-bedroom units at 50 percent AMI, the overall shelter cost at the proposed rent would be \$573 (\$470 net rent plus a \$103 allowance to cover all utilities except water/sewer and trash removal).
- By applying a 40 percent rent burden to this gross rent, we determined that a 50 percent AMI one-bedroom unit would be affordable to households (55+) earning at least \$17,190 per year. A projected 8,705 households (55+) in the Jefferson Market Area will earn at least this amount in 2020.
- The maximum income limit for a one-bedroom unit at 50 percent AMI is \$23,875 based on an average household size of 1.5 persons. An estimated 7,737 senior households (55+) will have incomes above this maximum in 2020.
- Subtracting the 7,737 senior households (55+) with incomes above the maximum income limit from the 8,705 senior households (55+) that could afford to rent this unit, RPRG computes that an estimated 968 senior households (55+) in the Jefferson Market Area will be within the target income segment for the one bedroom units at 50 percent AMI.
- The capture rate for the five one-bedroom units at 50 percent AMI is 0.5 percent for all senior households (55+).
- We then determined that 321 senior renter households (55+) with incomes between the minimum income required and maximum income allowed will reside in the market in 2020.



The community will need to capture 1.6 percent of these senior renter households to lease up the five units in this floor plan.

- Using the same methodology, we determined the band of qualified households for the remaining floor plan types at the community. We also computed the capture rates for each AMI level and for all units. The remaining renter capture rates by floor plan range from 3.6 percent to 16.3 percent.
- By AMI level, renter capture rates are 3.3 percent for 50 percent units, 13.2 percent for 60 percent units, and 11.8 percent for the project overall.

**Table 23 2020 Affordability Analysis, MainStreet Jefferson**

50% Units	One Bedroom Units		Two Bedroom Units	
	Min.	Max.	Min.	Max.
Number of Units	5		8	
Net Rent	\$470		\$560	
Gross Rent	\$573		\$688	
% Income for Shelter	40%		40%	
Income Range (Min, Max)	\$17,190	\$23,875	\$20,640	\$25,450
<b>Total Households</b>				
Range of Qualified Hhlds	8,705	7,737	8,205	7,518
# Qualified Households	968		687	
<b>Total HH Capture Rate</b>	<b>0.5%</b>		<b>1.2%</b>	
<b>Renter Households</b>				
Range of Qualified Hhlds	1,474	1,154	1,309	1,086
# Qualified Hhlds	321		223	
<b>Renter HH Capture Rate</b>	<b>1.6%</b>		<b>3.6%</b>	

60% Units	One Bedroom Units		Two Bedroom Units	
Number of Units	21		30	
Net Rent	\$580		\$695	
Gross Rent	\$683		\$823	
% Income for Shelter	40%		40%	
Income Range (Min, Max)	\$20,490	\$28,650	\$24,690	\$30,540
<b>Total Households</b>				
Range of Qualified Hhlds	8,227	7,119	7,619	6,884
# Qualified Households	1,108		735	
<b>Unit Total HH Capture Rate</b>	<b>1.9%</b>		<b>4.1%</b>	
<b>Renter Households</b>				
Range of Qualified Hhlds	1,316	988	1,115	931
# Qualified Hhlds	328		184	
<b>Renter HH Capture Rate</b>	<b>6.4%</b>		<b>16.3%</b>	

Income Target	# Units	All Households = 10,729					Renter Households = 2,145				
		Band of Qualified Hhlds			# Qualified HHs	Capture Rate	Band of Qualified Hhlds		# Qualified HHs	Capture Rate	
50% Units	13	Income Households	\$17,190	\$25,450	1,187	1.1%	\$17,190	\$25,450	388	3.3%	
60% Units	51	Income Households	\$20,490	\$30,540	1,344	3.8%	\$20,490	\$30,540	385	13.2%	
Total Units	64	Income Households	\$17,190	\$30,540	1,821	3.5%	\$17,190	\$30,540	543	11.8%	

Source: Income Projections, RPRG, Inc.

### 3. Conclusions of Affordability

All of the Jefferson Market Area’s renter capture rates by floor plan and income level are within reasonable and achievable levels for an age-restricted rental community (55+) and indicate sufficient income-qualified renter households to support the project’s 64 proposed units.

## B. Demand Estimates and Capture Rates

### 1. Methodology

DCA's demand methodology for Housing for Older Persons (HFOP) communities (55+) consists of four components:

- The first component of demand is household growth. This number is the number of income-qualified senior renter households (55+) anticipated to move into the market area between the base year (2018) and 2020, per Georgia DCA market study guidelines.
- The second component is income-qualified renter households living in substandard housing. "Substandard" is defined as having more than 1.01 persons per room and/or lacking complete plumbing facilities. According to U.S. Census ACS data, 5.5 percent of the renter occupied units in the Jefferson Market Area are considered "substandard" (Table 17).
- The third component of demand is cost burdened renters, which is defined as those renter households paying more than 40 percent of household income for housing costs. According to 2012-2016 American Community Survey (ACS) data, 49.5 percent of Jefferson Market Area senior renter households (65+) are categorized as cost burdened (Table 17). This cost burdened percentage is applied to the current senior household base (62+).
- The final component of demand is from homeowners converting to rental housing. There is a lack of detailed local or regional information regarding the movership of elderly homeowners to rental housing. According to the American Housing Survey conducted for the U.S. Census Bureau in 2011, 3.0 percent of elderly households move each year in the Atlanta MSA. Of those moving within the past twelve months and reporting tenure, 31.8 percent moved from owned to rental housing (Table 24). This equates to 1.0 percent of all senior households converting from owners to renters. Given the lack of local information, this source is the most current and accurate. This component of demand is limited to two percent of total demand per DCA's requirements.

The data assumptions used in the calculation of these demand estimates are detailed at the bottom of Table 25. Income qualification percentages for demand estimates are derived by using the Affordability Analysis detailed in Table 23, but are adjusted to remove overlap among bedroom sizes within the same AMI level.

The first three components of DCA demand are augmented by 10 percent to account for secondary market demand. While no longer specifically part of DCA's demand methodology, this component of demand is relevant for senior-oriented communities that often attract a significant proportion of tenants from well beyond primary market area boundaries.

### 2. Demand Analysis

According to DCA's demand methodology, all comparable units built or approved since (2016) are to be subtracted from the demand estimates to arrive at net demand. This includes 50 percent and 60 percent units at one existing senior LIHTC community (Mason Manor) that opened in 2016 and 50 percent and 60 percent units at one senior community that received a tax credit allocation in the market area (Azalea Senior Village) in 2017. Please note the market rate units to be offered at Azalea Senior Village are not subtracted from demand estimates as they will not compete with any of the proposed units at MainStreet Jefferson.

MainStreet Jefferson's DCA demand capture rates by income level are 5.8 percent for 50 percent units, 26.0 percent for 60 percent units, and 23.7 percent for the project overall (Table 25). MainStreet Jefferson's capture rates by bedroom size are 11.9 percent for all one-bedroom units and 21.2 percent for all two-bedroom units. Capture rates by floor plan range from 4.9 percent to 39.9 percent (Table 26).

**Table 24 Homeownership to Rental Housing Conversion**

Homeownership to Rental Housing Conversion		
Tenure of Previous Residence - Renter Occupied Units	Atlanta MSA	
Senior Households 65+	#	%
Total Households	293,600	
<b>Total Households Moving within the Past Year</b>	<b>8,800</b>	<b>3.0%</b>
Total Moved from Home, Apt., Mfg./Mobile Home	8,500	96.6%
<b>Moved from Owner Occupied Housing</b>	<b>2,700</b>	<b>31.8%</b>
Moved from Renter Occupied Housing	5,800	68.2%
Total Moved from Other Housing or Not Reported	300	3.4%
<b>% of Senior Households Moving Within the Past Year</b>		<b>3.0%</b>
<b>% of Senior Movers Converting from Homeowners to Renters</b>		<b>31.8%</b>
<b>% of Senior Households Converting from Homeowners to Renters</b>		<b>1.0%</b>

Source: American Housing Survey, 2011

**Table 25 Overall Demand Estimates, MainStreet Jefferson**

	Income Target	50% Units	60% Units	Total Units
	Minimum Income Limit	\$17,190	\$20,490	\$17,190
	Maximum Income Limit	\$25,450	\$30,540	\$30,540
<b>(A) Renter Income Qualification Percentage</b>		<b>18.1%</b>	<b>18.0%</b>	<b>25.3%</b>
Demand from New Renter Households <i>Calculation (C-B) * F * A</i>		23	23	32
<b>PLUS</b>				
Demand from Existing Renter HHs (Substandard) <i>Calculation B * D * F * A</i>		20	20	29
<b>PLUS</b>				
Demand from Existing Renter HHs (Overburdened) <i>Calculation B * E * F * A</i>		185	183	259
<b>PLUS</b>				
Secondary Market Demand Adjustment (10%)*		23	23	32
<b>SUBTOTAL</b>		<b>251</b>	<b>249</b>	<b>351</b>
<b>PLUS</b>				
Demand Elderly Homeowner Conversion* (Max. 2%)		5	5	7
<b>TOTAL DEMAND</b>		<b>256</b>	<b>254</b>	<b>358</b>
<b>LESS</b>				
Comparable Units Built or Planned Since 2016		30	58	88
<b>Net Demand</b>		<b>226</b>	<b>196</b>	<b>270</b>
Proposed Units		13	51	64
<b>Capture Rate</b>		<b>5.8%</b>	<b>26.0%</b>	<b>23.7%</b>

\* Limited to 10% of Total Demand

Demand Calculation Inputs	
A). % of Renter Hhlds with Qualifying Income	see above
B). 2018 Householders 55+	10,416
C). 2020 Householders 55+	11,050
D). Substandard Housing (% of Rental Stock)	5.5%
E). Rent Overburdened (% Senior Households)	49.5%
F). Renter Percentage (Senior Households)	19.8%
G). Elderly Homeowner Turnover	1.0%

**Table 26 Demand Estimates by Floor Plan (No Overlap), MainStreet Jefferson**

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate
<b>50% Units</b>	<b>\$17,190 - \$25,450</b>						
One Bedroom Units	\$17,190 - \$20,639	5	7.7%	109	6	103	4.9%
Two Bedroom Units	\$20,640 - \$25,450	8	10.4%	147	24	123	6.5%
<b>60% Units</b>	<b>\$20,490 - \$30,540</b>						
One Bedroom Units	\$20,490 - \$24,689	21	9.4%	133	12	121	17.4%
Two Bedroom Units	\$24,690 - \$30,540	30	8.6%	121	46	75	39.9%
<b>By Bedroom</b>	<b>\$17,520 - \$30,540</b>						
One Bedroom Units	\$17,190 - \$24,689	26	16.8%	237	18	219	11.9%
Two Bedroom Units	\$20,640 - \$30,540	38	17.6%	249	70	179	21.2%
<b>Project Total</b>	<b>\$17,190 - \$30,540</b>						
50% Units	\$17,190 - \$25,450	13	18.1%	256	30	226	5.8%
60% Units	\$20,490 - \$30,540	51	18.0%	254	58	196	26.0%
Total Units	\$17,190 - \$30,540	64	25.3%	358	88	270	23.7%

### 3. DCA Demand Conclusions

All of MainStreet Jefferson's DCA demand capture rates are below DCA's thresholds in the 2018 QAP and indicate sufficient demand will exist in the Jefferson Market Area to support the recently constructed senior LIHTC units at Mason Manor, the planned LIHTC units at Azalea Senior Village, and the 64 units proposed at MainStreet Jefferson.

## 9. COMPETITIVE RENTAL ANALYSIS

### A. Introduction and Sources of Information

This section presents data and analyses pertaining to the supply of rental housing in the Jefferson Market Area. We pursued several avenues of research to identify multifamily rental projects that are in the planning stages or under construction in the Jefferson Market Area. We spoke to planning and zoning officials with Jefferson, Commerce, Hoschton, and Jackson County. We also reviewed the list of recent LIHTC awards from DCA. The rental survey was conducted in January and February 2017.

### B. Overview of Market Area Housing Stock

Based on the 2012-2016 ACS survey, the rental housing stock in the Jefferson Market Area is slightly more dense than in the Bi-County Market Area; however, single-family homes, townhomes, and mobile homes account for the largest percentage of rental units in both areas including 72.9 percent in the Jefferson Market Area and 75.4 percent in the Bi-County Market Area. Multi-family structures (i.e., buildings with five or more units) comprised just fifteen percent of market area rental units compared to 11.1 percent of Bi-County Market Area rental units (Table 27).

The rental housing stock in the Jefferson Market Area has a median year built of 1986, slightly older than the Bi-County Market Area's rental housing median year built of 1988 (Table 28). Roughly 26 percent of rental units in the market area were built since 2000 including 4.2 percent since 2010 while the bulk of rental housing (48.2 percent) was constructed in the 1970's to 1990's. The median year built of owner-occupied housing was 1998 in both areas.

According to 2012-2016 ACS data, the median value among owner-occupied housing units in the Jefferson Market Area was \$156,614, which is \$20,779 or 15.3 percent higher than the Bi-County Market Area median of \$135,835 (Table 29). 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 27 Dwelling Units by Structure and Tenure**

Owner Occupied	Bi-County Market Area		Jefferson Market Area		Renter Occupied	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%		#	%	#	%
1, detached	30,088	89.9%	14,042	87.7%	1, detached	6,581	56.7%	2,474	48.8%
1, attached	242	0.7%	102	0.6%	1, attached	231	2.0%	51	1.0%
2	21	0.1%	21	0.1%	2	1,134	9.8%	459	9.1%
3-4	0	0.0%	0	0.0%	3-4	435	3.7%	154	3.0%
5-9	8	0.0%	0	0.0%	5-9	508	4.4%	273	5.4%
10-19	8	0.0%	0	0.0%	10-19	413	3.6%	232	4.6%
20+ units	0	0.0%	0	0.0%	20+ units	367	3.2%	254	5.0%
Mobile home	3,104	9.3%	1,845	11.5%	Mobile home	1,937	16.7%	1,170	23.1%
<b>TOTAL</b>	<b>33,471</b>	<b>100%</b>	<b>16,010</b>	<b>100%</b>	<b>TOTAL</b>	<b>11,606</b>	<b>100%</b>	<b>5,067</b>	<b>101%</b>

Source: American Community Survey 2012-2016



**Table 28 Dwelling Units by Year Built and Tenure**

Owner Occupied	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
2014 or later	208	0.6%	43	0.3%
2010 to 2013	497	1.5%	267	1.7%
2000 to 2009	15,056	45.0%	7,358	46.0%
1990 to 1999	7,665	22.9%	3,560	22.2%
1980 to 1989	3,847	11.5%	1,628	10.2%
1970 to 1979	2,272	6.8%	960	6.0%
1960 to 1969	1,454	4.3%	687	4.3%
1950 to 1959	1,147	3.4%	721	4.5%
1940 to 1949	305	0.9%	191	1.2%
1939 or earlier	1,020	3.0%	595	3.7%
<b>TOTAL</b>	<b>33,471</b>	<b>100%</b>	<b>16,010</b>	<b>100%</b>
<b>MEDIAN YEAR BUILT</b>	<b>1998</b>		<b>1998</b>	

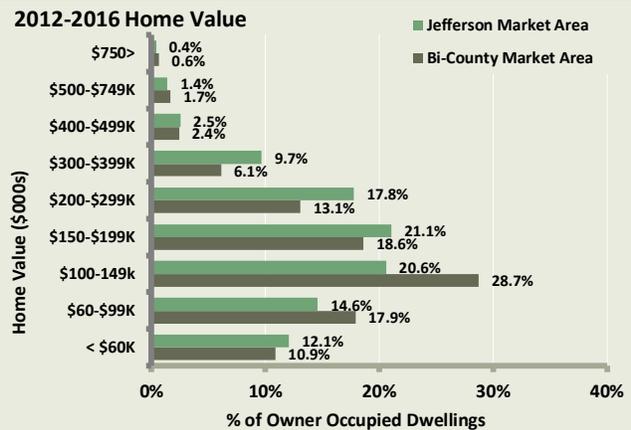
Renter Occupied	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
2014 or later	49	0.4%	0	0.0%
2010 to 2013	325	2.8%	212	4.2%
2000 to 2009	2,740	23.5%	1,109	21.7%
1990 to 1999	2,496	21.4%	949	18.6%
1980 to 1989	2,089	17.9%	853	16.7%
1970 to 1979	1,438	12.3%	660	12.9%
1960 to 1969	934	8.0%	505	9.9%
1950 to 1959	629	5.4%	252	4.9%
1940 to 1949	377	3.2%	176	3.4%
1939 or earlier	567	4.9%	389	7.6%
<b>TOTAL</b>	<b>11,644</b>	<b>100%</b>	<b>5,105</b>	<b>100%</b>
<b>MEDIAN YEAR BUILT</b>	<b>1988</b>		<b>1986</b>	

Source: American Community Survey 2012-2016

**Table 29 Value of Owner Occupied Housing Stock**

2012-2016 Home Value	Bi-County Market Area		Jefferson Market Area	
	#	%	#	%
less than \$60,000	3,640	10.9%	1,930	12.1%
\$60,000 - \$99,999	5,992	17.9%	2,332	14.6%
\$100,000 - \$149,999	9,610	28.7%	3,297	20.6%
\$150,000 - \$199,999	6,226	18.6%	3,371	21.1%
\$200,000 - \$299,999	4,376	13.1%	2,845	17.8%
\$300,000 - \$399,999	2,043	6.1%	1,547	9.7%
\$400,000 - \$499,999	809	2.4%	406	2.5%
\$500,000 - \$749,999	561	1.7%	219	1.4%
\$750,000 over	214	0.6%	63	0.4%
<b>Total</b>	<b>33,471</b>	<b>100%</b>	<b>16,010</b>	<b>100%</b>
<b>Median Value</b>	<b>\$135,835</b>		<b>\$156,614</b>	

Source: American Community Survey 2012-2016



## C. Survey of Age-Restricted Rental Communities

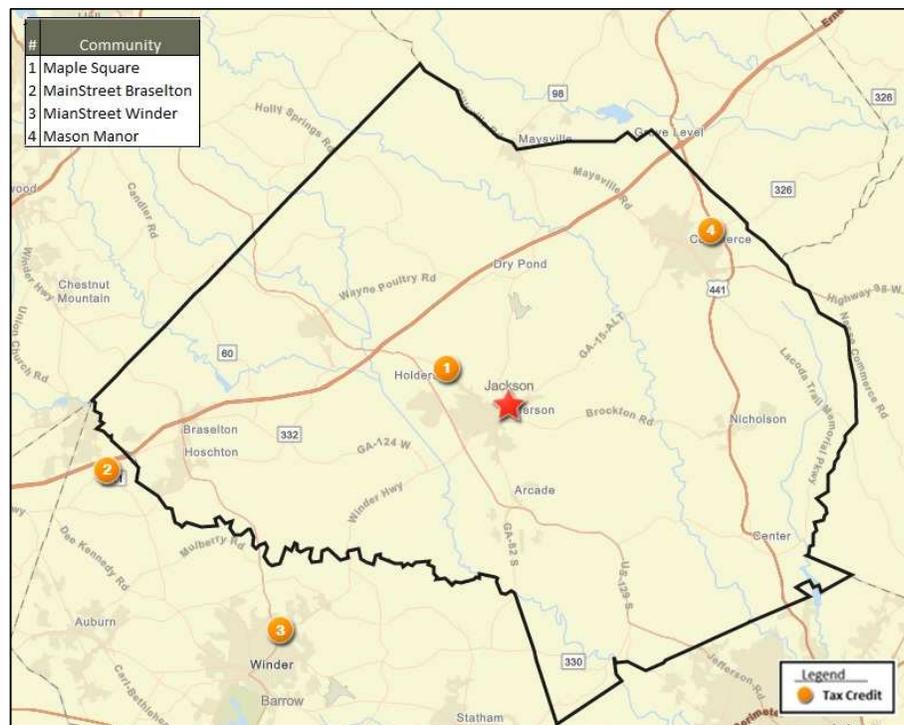
### 1. Introduction to the Age-Restricted Rental Housing Survey

RRPG surveyed four senior Low Income Housing Tax Credit (LIHTC) communities for the purposes of this analysis including two in the Jefferson Market Area (Mason Manor and Maple Square) and two just outside the market area (MainStreet Braselton and MainStreet Winder). Both senior LIHTC communities outside the market area have been constructed within the last five years and are MainStreet communities built by the same developer (OneStreet Residential) as the proposed MainStreet Jefferson. As such, they offer insight into senior rental market conditions and the performance of a comparable product in the region. Profile sheets with detailed information on each surveyed community, including photographs, are attached as Appendix 6 Rental Community Profiles.

#### 1. Location

Mason Manor is in Commerce, roughly twelve miles northeast of the subject site, while Maple Square is in Jefferson approximately three miles to the northwest. The two senior communities outside the market area are both located in Barrow County with MainStreet Braselton in the Town of Braselton and MainStreet Winder in the City of Winder roughly thirteen to fourteen miles to the southwest (Map 6). The subject site location is generally comparable to all four surveyed senior communities; however, MainStreet Winder and Mason Manor are in the somewhat larger cities of Commerce and Winder and have slightly better access to shopping and some area amenities.

**Map 6 Surveyed Senior Rental Communities**



#### 2. Age of Communities

Mason Manor is the newest of the surveyed senior communities, opening in January 2017, while Maple Square was built in 2012. The two senior communities outside the market area were built in 2013 (MainStreet Winder) and 2015 (MainStreet Braselton).



### 3. Structure Type

Mason Manor consists of three-story mid-rise buildings with elevators and interior access corridors while Maple Square consists of single-story buildings with six or eight units (Table 30). Both senior communities outside the market area offer most or units in mid-rise buildings with elevators similar to Mason Manor; however, MainStreet Braselton also contains a small proportion of single-story attached cottage units comparable to Maple Square. The two senior communities outside the market area (MainStreet Braselton and MainStreet Winder) offer the most attractive building exteriors, landscaping, and community designs of all the surveyed senior communities and are the most comparable to that product proposed at MainStreet Jefferson.

### 4. Size of Communities

The senior communities in the market area range from 48 to 55 units with an overall average of 52 units. The two senior communities outside the market area are somewhat larger by comparison, ranging from 63 to 80 units and averaging 72 units.

### 5. Vacancy Rates

All four surveyed senior rental communities were fully occupied with waiting lists including waiting lists of 42 people at Mason Manor and approximately 200 applicants at Maple Square (Table 30).

### 6. Unit Distribution

All four surveyed senior communities offer one and two-bedroom units; however, only the two senior communities outside the market area were able to provide unit distributions. Among units offered at MainStreet Braselton and MainStreet Winder, 44.1 percent were one-bedroom units and 55.9 percent were two-bedroom units.

### 7. Absorption History

Mason Manor (inside the market area) and MainStreet Braselton (outside the market area) were able to provide recent absorption histories. Mason Manor began accepting applications in August of 2016 prior to opening in January 2017 and had reached stabilization by the end of January. Based on the heavy pre-leasing activity prior to opening, we estimate the average absorption rate of the community was 12 to 14 units per month. MainStreet Braselton opened in October 2016 and leased its 80 units in approximately eight months. This equates to average absorption rate of ten units per month.

### 8. Effective Rents

Unit rents presented in Table 30 are net or effective rents, as opposed to street or advertised rents. To arrive at effective rents, we apply adjustments to street rents to equalize the impact of utility expenses across complexes. Specifically, the net rents represent the hypothetical situation where water/sewer and trash removal utility costs are included in monthly rents at all communities, with tenants responsible for all other utility costs. Average effective rents for surveyed senior communities are:

- **One-bedroom** senior units in the market area had an average effective rent of \$431 for 861 square feet or \$0.43 per square foot. The average effective one-bedroom rent at the two senior communities outside the market area was \$686 for 729 square feet or \$0.94 per square foot.
- **Two-bedroom** senior units in the market area had an average effective rent of \$509 for 1,126 square feet or \$0.40 per square foot. The average effective two-bedroom rent at the

two senior communities outside the market area was \$827 for 1,004 square feet or \$0.82 per square foot.

It is important to note the average rents reported at senior communities in and outside the market area include LIHTC units targeting households earning from 50 percent to 60 percent of the Area Median Income (AMI) as well as market rate units (outside the market area only).

**Table 30 Salient Characteristics, Senior Communities**

Community	Type	Total Vacant Vacancy			1BR Units			2BR Units				
		Units	Units	Rate	Units	Rent (1)	SF	Rent/SF	Units	Rent (1)	SF	Rent/SF
Subject - 50% AMI	Mid-Rise	13			5	\$470	697	\$0.67	8	\$560	942	\$0.59
Subject - 60% Ami	Mid-Rise	51			21	\$580	697	\$0.83	30	\$695	942	\$0.74
<b>Inside the Market Area:</b>												
1. Mason Manor	Mid-Rise	48	0	0.0%		\$390	900	\$0.43		\$475	1,200	\$0.40
Year Built: 2017	60% units					\$390	900	\$0.43		\$475	1,200	\$0.40
2. Maple Square	Low-Rise	55	0	0.0%		\$472	822	\$0.57		\$542	1052	\$0.52
Year Built: 2012	50% units	12				\$449	822	\$0.55		\$529	1,052	\$0.50
	60% units	43				\$495	822	\$0.60		\$555	1,052	\$0.53
<b>Inside Market Area Total</b>		<b>103</b>	<b>0</b>	<b>0.0%</b>								
<b>Inside Market Area Avg.</b>		<b>52</b>				<b>\$431</b>	<b>861</b>	<b>\$0.43</b>		<b>\$509</b>	<b>1,126</b>	<b>\$0.40</b>
<b>Outside the Market Area:</b>												
3. MainStreet Braselton	Mix	80	0	0.0%	30	\$740	713	\$1.04	50	\$905	990	\$0.91
Year Built: 2015	50% Units				4	\$550	713	\$0.77	10	\$648	990	\$0.65
	60% units				23	\$669	713	\$0.94	30	\$758	990	\$0.77
	Market				3	\$1,000	713	\$1.40	10	\$1,310	990	\$1.32
4. MainStreet Winder	Mid-Rise	63	0	0.0%	33	\$605	752	\$0.80	30	\$711	1026	\$0.69
Year Built: 2013	50% Units				8	\$540	752	\$0.72	2	\$646	1,015	\$0.64
	60% units				25	\$669	752	\$0.89	28	\$776	1,038	\$0.75
<b>Outside Market Area Total</b>		<b>143</b>	<b>0</b>	<b>0.0%</b>								
<b>Outside Market Area Avg.</b>		<b>72</b>			<b>63</b>	<b>\$686</b>	<b>729</b>	<b>\$0.94</b>	<b>80</b>	<b>\$827</b>	<b>1,004</b>	<b>\$0.82</b>
<b>% of Total</b>		<b>100%</b>			<b>44.1%</b>				<b>55.9%</b>			

(1) Rent is adjusted to include Water/Sewer, Trash, and Incentives

Source: Phone Survey, Real Property Research Group, Inc. January/February 2018

## 9. Payment of Utility Costs

Both senior communities in the market area include just the cost of trash removal in rent while the two senior communities outside the market area include the cost of water/sewer and trash removal in rent (Table 31).

## 10. Unit Features

All four surveyed senior rental communities provide dishwashers, microwaves, washer/dryer connections, grab bars, and patios/balconies as standard unit features.

**Table 31 Utility Arrangement and Unit Features**

Community	Utilities included in Rent					Dish-washer	Micro-Wave	In-Unit Laundry
	Heat	Cooking	Electric	Water	Trash			
Subject	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Full
<b>Inside the Market Area:</b>								
Mason Manor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Hook Ups
Maple Square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Hook Ups
<b>Outside the Market Area:</b>								
MainStreet Braselton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Hook Ups
MainStreet Winder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	STD	STD	Hook Ups

Source: Phone Survey, Real Property Research Group, Inc. January/February 2018



### 11. Community Amenities

The two senior communities in the market area both offer multi-purpose rooms and grilling stations; however, Mason Manor includes a library and fitness center while Maple Square offers a computer room and a gazebo (Table 32). MainStreet Braselton and MainStreet Winder offer more extensive communities amenities by comparison including multi-purpose rooms, community gardens, libraries, movie theaters/media rooms, and fitness centers.

**Table 32 Community Amenities**

Community	Multipurpose Room	Gardening	Computer Center	Library	Arts & Crafts	Theatre	Fitness Center
Subject	☒	☒	☒	☒	☐	☒	☒
<b>Inside the Market Area</b>							
Mason Manor	☒	☐	☐	☒	☐	☐	☒
Maple Square	☒	☐	☒	☐	☐	☐	☐
<b>Outside the Market Area</b>							
MainStreet Braselton	☒	☒	☐	☒	☐	☒	☒
MainStreet Winder	☒	☒	☐	☒	☒	☒	☒

Source: Phone Survey, Real Property Research Group, Inc. January/February 2018

## D. Survey of General Occupancy Rental Communities

### 1. Introduction to the Rental Housing Survey

In addition to senior-oriented rental communities, RPRG surveyed four general occupancy multi-family rental communities in the Jefferson Market Area including two LIHTC communities and two market rate communities. Although these properties are not considered direct competition to the subject property, they do represent an alternative rental housing option for seniors in the market area. Accordingly, we believe these communities can have some impact on the pricing and positioning of MainStreet Jefferson. Their performance also lends insight into the overall health and competitiveness of the rental environment in the market area. Profile sheets with detailed information on each surveyed community are attached as Appendix 6 Rental Community Profiles.

### 2. Location

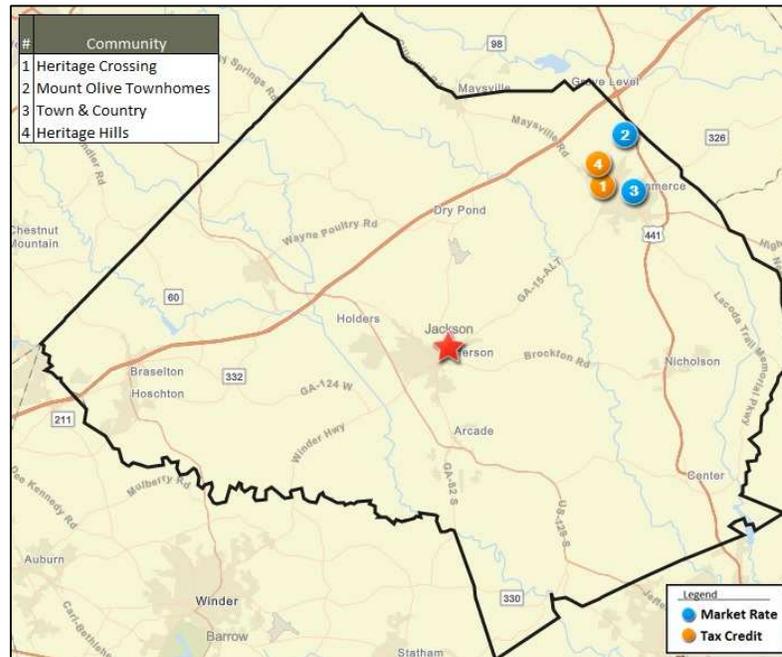
All four surveyed rental communities are in Commerce, roughly twelve miles north of the subject site (Map 7). Commerce is a slightly larger city than Jefferson and closer to Interstate 85, but generally has similar land use and housing characteristics.

### 3. Vacancy Rates

The four surveyed general occupancy rental communities combine to offer 327 units, of which six or 1.8 percent were reported vacant (Table 33). The two LIHTC rental communities reported five of 176 units vacant, a rate 2.8 percent.



**Map 7 Surveyed Comparable General Occupancy Rental Communities**



**4. Effective Rents**

Unit rents presented in Table 33 are net or effective rents, as opposed to street or advertised rents. To arrive at effective rents, we apply adjustments to street rents 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 is included in monthly rents at all communities. Average effective rents by floor plan are:

- **One-bedroom** units had an average effective rent of \$624 for 945 square feet or \$0.66 per square foot. The average effective one-bedroom LIHTC rent was \$604 for 938 square feet or \$0.64 per square foot.
- **Two-bedroom** units had an average effective rent of \$721 for 1,132 square feet or \$0.64 per square foot. The average effective two-bedroom LIHTC rent was \$681 for 1,163 square feet or \$0.59 per square foot.

**Table 33 Rental Summary, General Occupancy Communities**

Map #	Community	Total Units	Vacant Units	Vacancy Rate	One Bedroom Units			Two Bedroom Units				
					Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF
	Subject - 50% AMI	13			5	\$470	697	\$0.67	8	\$560	942	\$0.59
	Subject - 60% AMI	51			21	\$580	697	\$0.83	30	\$695	942	\$0.74
1	Heritage Crossing	22	1	4.5%	3	\$705	975	\$0.72	12	\$809	1,175	\$0.69
2	Mount Olive Townhomes	103	0	0.0%					103	\$770	1,140	\$0.68
3	Town & Country	26	0	0.0%					26	\$744	960	\$0.77
4	Heritage Hills 60% AMI*	40	0	0.0%	5	\$673	900	\$0.75	25	\$710	1,150	\$0.62
-	Heritage Crossing 60% AMI*	46	2	4.3%	4	\$646	975	\$0.66	28	\$710	1,175	\$0.60
-	Heritage Hills 50% AMI*	40	0	0.0%	5	\$553	900	\$0.61	25	\$659	1,150	\$0.57
-	Heritage Crossing 50% AMI*	50	3	6.0%	5	\$543	975	\$0.56	30	\$646	1,175	\$0.55
<b>Overall Total/Average</b>		<b>327</b>	<b>6</b>	<b>1.8%</b>		<b>\$624</b>	<b>945</b>	<b>\$0.66</b>		<b>\$721</b>	<b>1,132</b>	<b>\$0.64</b>
<b>LIHTC Total/Average</b>		<b>176</b>	<b>5</b>	<b>2.8%</b>	<b>22</b>	<b>\$604</b>	<b>938</b>	<b>\$0.64</b>	<b>249</b>	<b>\$681</b>	<b>1,163</b>	<b>\$0.59</b>

(1) Rent is adjusted to include Water/Sewer, Trash and Incentives

(\*) Tax Credit Community

Source: Field Survey, RPRG, Inc. January 2018

## 5. DCA Average Market Rent

To determine average “market rents” as outlined in DCA’s 2018 Market Study Manual, market rate rents were averaged at three general occupancy communities in the Jefferson Market Area as the two senior LIHTC communities in the market area do not offer market rate units. It is important to note, these “average market rents” are not adjusted to reflect differences in age, unit size, or amenities relative to the subject property.

DCA’s “average market rent” among comparable communities is \$705 for one-bedroom units and \$774 for two-bedroom units (Table 34). The proposed 50 percent and 60 percent rents at MainStreet Jefferson will result in rent advantages of at least 10 percent for all floor plans (Table 35). The overall rent advantage for the community is 12.7 percent.

**Table 34 Average Market Rents, Jefferson Market Area**

Community	Total Units	One Bedroom Units				Two Bedroom Units			
		Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF
Subject - 50% AMI	13	5	\$460	697	\$0.66	8	\$560	942	\$0.59
Subject - 60% AMI	51	21	\$580	697	\$0.83	30	\$695	942	\$0.74
Heritage Crossing	22	3	\$705	975	\$0.72	12	\$809	1,175	\$0.69
Mount Olive Townhomes	103					103	\$770	1,140	\$0.68
Town & Country	26					26	\$744	960	\$0.77
<b>Overall Total/Average</b>	<b>151</b>		<b>\$705</b>	<b>975</b>	<b>\$0.72</b>		<b>\$774</b>	<b>1,092</b>	<b>\$0.71</b>

(1) Rent is adjusted to include Water/Sewer, Trash and Incentives

Source: Field Survey, RPRG, Inc. January 2018

**Table 35 Average Market Rent and Rent Advantage Summary**

	1 BR	2 BR
<b>Average Market Rent</b>	<b>\$705</b>	<b>\$774</b>
Proposed Rent (50% AMI)	\$470	\$560
Advantage (\$)	\$235	\$214
Advantage (%)	33.3%	27.7%
Total Units	5	8
Proposed Rent (60% AMI)	\$580	\$695
Advantage (\$)	\$125	\$79
Advantage (%)	17.7%	10.2%
Total Units	21	30
<b>Overall Rent Advantage</b>	<b>12.7%</b>	

## E. Multi-Family Pipeline

RPRG identified two rental communities in the planning stages or under construction in the Jefferson Market Area, both of which were funded through the Low Income Housing Tax Credit Program. Details on each community are as follows:

- **Azalea Senior Village** is a planned senior-oriented rental community in Hoschton, which received a nine percent LIHTC allocation in the 2017 competitive round. Azalea Senior Village will offer 65 one and two-bedroom units including twenty 50 percent units, twenty 60 percent units, and twenty market rate units. Azalea Senior Village is likely to start construction toward the end of this year, but has not yet had development plans approved through the city.



- **Hardin Terrace** is a general occupancy LIHTC community currently under construction in Jefferson, located roughly 2.5 miles west of the subject site near the intersection of Storey Lane and Washington Street. Hardin Terrace will offer 80 one, two, and three-bedroom units targeted to households earning at or below 50 percent and 60 percent the Area Median Income.

Due to the differences in target market and income restrictions, only the 50 percent and 60 percent units at Azalea Senior Village will directly compete with units proposed at the subject property.

## F. Housing Authority Data

The Jefferson Housing Authority and the Commerce Housing Authority both serve the Jefferson Market Area. The Commerce Housing Authority operates 50 public housing units with a waiting list of approximately two years and does not manage HUD Section 8 Housing Choice Vouchers. Repeated attempts to contact representatives with the Jefferson Housing Authority were unsuccessful; however, the Jefferson Housing Authority website indicates the housing authority manages 90 public housing units.

## G. Existing Low Income Rental Housing

Table 36 and Map 8 detail existing low-income rental housing properties, including those with tax credits in the market area. All senior and general occupancy LIHTC communities were surveyed and included in this report except County Place, which contains Project Based Rental Assistance (PBRA) and is not comparable to the proposed MainStreet Jefferson. In total, five LIHTC communities are in the market area including three targeting families and two targeting seniors.

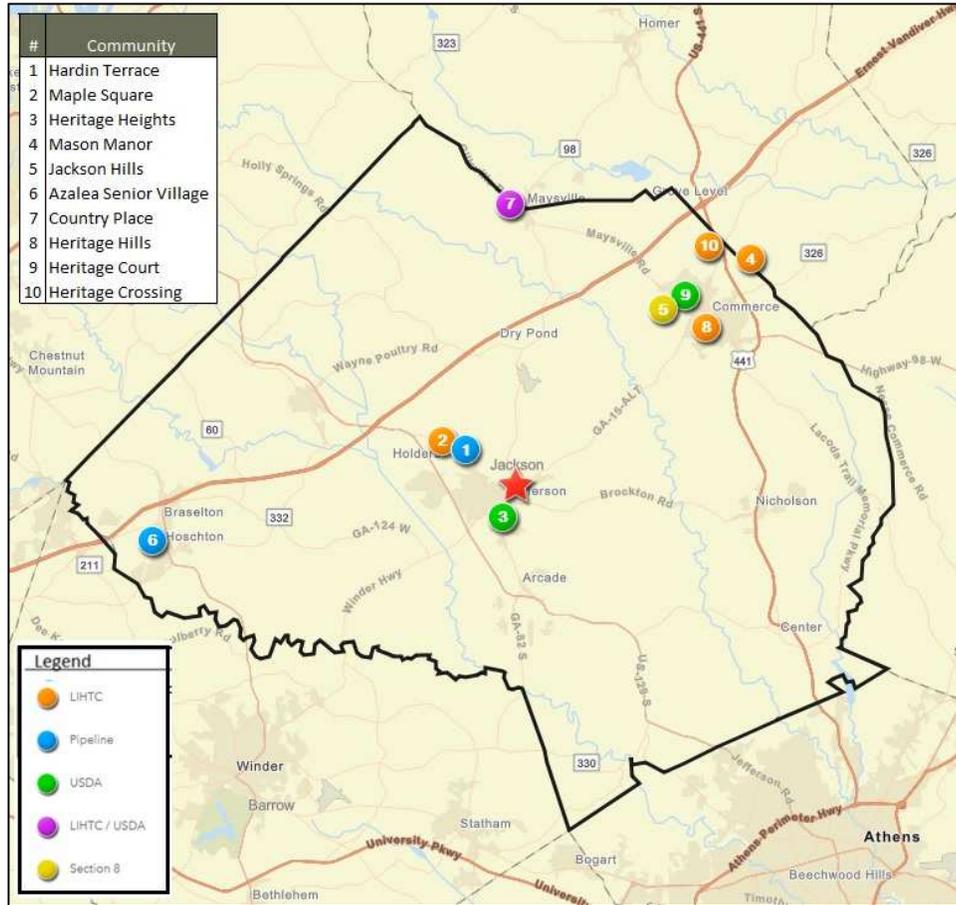
**Table 36 Subsidized Communities, Jefferson Market Area**

Community	Subsidy	Type	Address	City	Distance
Hardin Terrace	LIHTC	General	Storey Lane	Jefferson	2 miles
Maple Square	LIHTC	Senior	50 Nelson Dr.	Jefferson	2.5 miles
Heritage Heights	USDA	General	101 Heritage Ave.	Jefferson	2.9 miles
Mason Manor	LIHTC	Senior	300 Mason Manor Place	Commerce	9.8 miles
Jackson Hills	Section 8	General	110 B Wilson Rd.	Commerce	11.1 miles
Azalea Senior Village	LIHTC	Senior	168 Jefferson Avenue	Hoschton	11.2 miles
Country Place	LIHTC / USDA	General	151 W Freeman St.	Maysville	11.4 miles
Heritage Hills	LIHTC	General	100 Heritage Hills Dr.	Commerce	12.1 miles
Heritage Court	USDA	General	112 Heritage Ct.	Commerce	12.1 miles
Heritage Crossing	LIHTC	General	1000 Crossing Place	Commerce	13.1 miles

Source: GA DCA, HUD, USDA

Pipeline

## Map 8 Subsidized Rental Communities



### H. Impact of Abandoned, Vacant, or Foreclosed Homes

Based on field observations and the age of the existing housing stock, a limited number of abandoned / vacant single-family homes exist in the Jefferson 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 30549 in which the subject property will be located and the broader areas of Jefferson, Jackson County, Georgia, and the United States for comparison purposes.

Our RealtyTrac search showed December 2017 foreclosure rates of 0.05 percent for ZIP Code 30549, 0.05 percent for Jefferson, 0.05 percent for Jackson County, 0.04 percent for Georgia, and 0.05 percent for the nation (Table 37). The number of foreclosures in the subject property’s ZIP Code has generally been consistent over the past year and have not exceed more than four foreclosures in the past eight months.

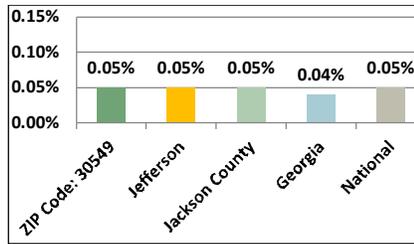


While the conversion of such properties can affect the demand for new multi-family rental housing in some markets, the impact on senior-oriented communities is typically limited. In many instances, senior householders “downsize” living accommodations (move from a larger unit to a smaller unit) due to the higher upkeep and long-term cost. As such, the convenience of on-site amenities and the more congregate style living offered at age restricted communities is preferable to lower density unit types, such as single-family detached homes, most common to abandonment and/or foreclosure. Overall, we do not believe foreclosed, abandoned, or vacant single/multi-family homes will impact the subject property’s ability to lease its units.

**Table 37 Recent Foreclosure Activity, ZIP Code 30549**

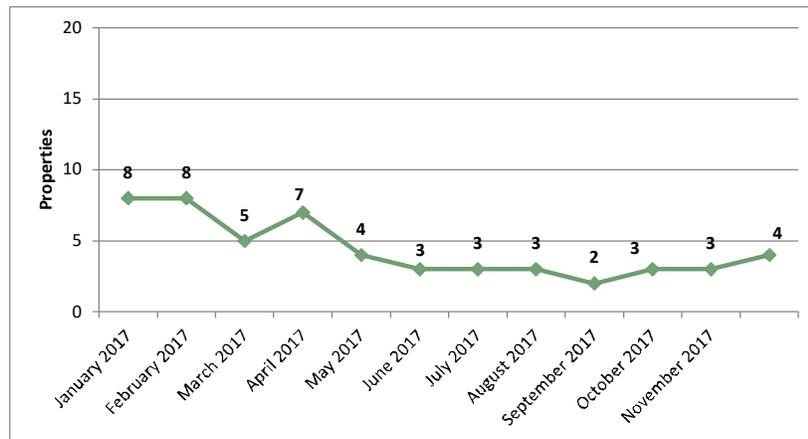
Geography	December 2017 Foreclosure
ZIP Code: 30549	0.05%
Jefferson	0.05%
Jackson County	0.05%
Georgia	0.04%
National	0.05%

Source: Realtytrac.com



ZIP Code: 30549	
Month	# of Foreclosures
January 2017	8
February 2017	8
March 2017	5
April 2017	7
May 2017	4
June 2017	3
July 2017	3
August 2017	3
September 2017	2
October 2017	3
November 2017	3
December 2017	4

Source: Realtytrac.com



## 10. FINDINGS AND CONCLUSIONS

### A. Key Findings

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

- **Site:** The subject site is one-half mile north of downtown Jefferson, surrounded by a mixture of residential and commercial land uses including single-family detached homes, various retail uses, an active-adult for-sale community (Northminster Estates), an assisted living community (Bentley Assisted Living at Northminster), and Jackson EMC's corporate headquarters. These land uses are all compatible with the proposed income restricted senior rental units at MainStreet Jefferson. The subject site is easily accessible and highly visible from State Highway 82 and Commerce Road, both of which are major two-lane roads serving Jefferson and northern Jackson County. Most major community amenities, shopping opportunities, transportation arteries, healthcare providers, and senior services are accessible from the site within five miles.
- **Growth Trends.** The Jefferson Market Area expanded significantly between the 2000 and 2010 Census counts, growing by roughly 42 to 46 percent in population and households. Esri estimates growth in the market area slowed over the last eight years relative to the previous decade, but remained steady overall with annual population and household growth rates of 1.2 to 1.3 percent. Esri projects the market area's growth will accelerate with the addition of 1,251 people (1.8 percent) and 428 households (1.8 percent) per year over the next two years. This will bring the population in the market area to 69,572 and the household base to 24,350 in 2020.

Senior household growth in the market area (including net migration and aging in place) has outpaced total household growth on a percentage basis since 2010, a trend expected to continue over the next two years. The market area is projected to add 308 households (55+) per year over the next five years, an annual growth rate of 3.0 percent.

- **Economic Analysis** Jackson County's economy has experienced strong growth over the last seven years, rebounding quickly from job losses suffered prior to and during the 2009 national recession. Unemployment in the county has also steadily declined, falling below both state and national rates over the last five years. While the demand for senior housing is not as closely tied to economic growth as general rental housing, the strong economic conditions in Jackson County will continue to support new housing demand in the near-term and have a positive impact on the proposed MainStreet Jefferson.
- **Demographic Analysis** The demographics of the Jefferson Market Area are reflective of a rural market with an older population, a high percentage of older working age adults without children, and somewhat lower proportions of families with children and young adults. Seniors age 62 and older comprise 18.4 percent of the Jefferson Market Area's population, well above the Bi-County Market Area proportion of 16.7 percent. Adult households without children, which includes both young couples and empty nesters, accounted for the highest percentage of market area households as of the 2010 Census at 41.1 percent. Approximately 19 percent of all households in the market area were comprised of single persons. Among renter householders, the demographics of the market area skew younger as 41.9 percent are comprised of young and working age adults age 25 to 44; however, older adults and senior age 55 and older still accounted for nearly one-third (32.3 percent) of all renter householders in the market area as of 2018. Just over half (51.4 percent) of market area renter households contained one or two persons while 33.1 percent of renter households contained three or more persons.

While the Jefferson Market Area has historically been an owner-dominated market, the renter percentage has steadily increased since 2000 with significant acceleration over the last eight years. The Jefferson Market Area's renter percentage rose from 23.0 percent in 2010 to 26.4 percent in 2018 with renter households accounting for 59.9 percent of net household growth during this period. Esri projects renter households will comprise 28.1 percent of the market area's net household growth over the next two years. Roughly 20 percent of senior households (55+) in the Jefferson Market Area were renters in 2018.

- **Income Analysis.** The Jefferson Market Area's 2018 median income of \$54,332 was 1.8 percent lower than the Bi-County Market Area median of \$55,352. The market area's senior median income (55+) of \$42,852 was also 1.5 percent lower than the Bi-County Market Area's senior median income of \$43,491. By tenure, senior renter households had a median income of \$23,827 and senior owner households had a median income of \$48,223. Low income senior households comprise a notable percentage of senior renter households with 33.2 percent earning from \$15,000 to \$34,999 per year.
- **Competitive Analysis.** RRPg surveyed four senior LIHTC communities for the purposes of this analysis including two in the Jefferson Market Area and two just outside the Jefferson Market Area. All four senior LIHTC communities have been built within the last six years and are performing well as they are all fully occupied with waiting lists. The two senior LIHTC communities in the Jefferson Market Area reported especially long waiting lists with 42 applicants at Mason Manor and approximately 200 applicants at Maple Square. Mason Manor (inside the market area) and MainStreet Braselton (just outside the market area) reported average absorption rates ranging from 10 to 14 units per month in late 2016 and early 2017. In addition to the strong senior rental market, general occupancy rental market conditions are also tight with aggregate vacancy rates of 1.8 percent among four surveyed communities and 2.8 percent among two LIHTC communities.

Average effective rents at senior LIHTC communities, reflecting the inclusion of water/sewer and trash removal in rent, are:

- **One-bedroom** senior units in the market area had an average effective rent of \$431 for 861 square feet or \$0.43 per square foot. The average effective one-bedroom rent at the two senior communities outside the market area was \$686 for 729 square feet or \$0.94 per square foot.
- **Two-bedroom** senior units in the market area had an average effective rent of \$509 for 1,126 square feet or \$0.40 per square foot. The average effective two-bedroom rent at the two senior communities outside the market area was \$827 for 1,004 square feet or \$0.82 per square foot.
- Among surveyed general occupancy rental communities, average effective rents were as follows:
  - **One-bedroom** units had an average effective rent of \$624 for 945 square feet or \$0.66 per square foot. The average effective one-bedroom LIHTC rent was \$604 for 938 square feet or \$0.64 per square foot.
  - **Two-bedroom** units had an average effective rent of \$721 for 1,132 square feet or \$0.64 per square foot. The average effective two-bedroom LIHTC rent was \$681 for 1,163 square feet or \$0.59 per square foot.
- DCA's "average market rent" among comparable communities is \$705 for one-bedroom units and \$774 for two-bedroom units. The proposed 50 percent and 60 percent rents at MainStreet Jefferson will result in rent advantages of at least 10 percent for all floor plans. The overall rent advantage for the community is 12.7 percent.



- Two rental communities are planned or under construction in the Jefferson Market Area including one senior LIHTC community (Azalea Senior Village) and one general occupancy LIHTC community (Hardin Terrace). Only the LIHTC units at the senior community Azalea Senior Village will be comparable to those proposed at MainStreet Jefferson.

## B. Target Markets

MainStreet Jefferson's LIHTC units will target low to moderate income senior households (55+) earning at or below 50 percent and 60 percent of the Area Median Income (AMI). The proposed unit mix includes one and two-bedroom units, which will appeal to single persons, couples, and potentially some households with dependents.

## C. Product Evaluation

Considered in the context of the competitive environment, the relative position of MainStreet Jefferson is as follows:

- **Site:** The subject site is suitable for a rental housing development targeted to low income senior households (55+). The site is comparable to senior rental communities in the Jefferson Market Area and surrounding land uses are compatible with multi-family senior-oriented rental housing. The subject site is also convenient to major thoroughfares and community amenities including healthcare facilities, shopping opportunities, restaurants, and recreational facilities within five miles.
- **Unit Distribution:** The proposed unit mix for MainStreet Jefferson includes 26 one-bedroom units (40.6 percent) and 38 two-bedroom units (59.3 percent). This unit distribution is comparable the two surveyed senior rental communities just outside the market area that were able to provide unit distributions and appears reasonable for the intended target market.
- **Unit Size:** The proposed unit sizes at MainStreet Jefferson are 697 square feet for one-bedroom units and 942 square feet for two-bedroom units. The subject property's proposed unit sizes will somewhat smaller than averages at existing senior communities in the market area but comparable to (within 50 square feet) of both senior LIHTC communities just outside the market area for one and two-bedroom units. Given the subject property will offer a higher level of amenities than existing senior LIHTC communities in the market area and significant pent-up demand exists in the market, all of the smaller proposed unit sizes at the subject property appear reasonable.
- **Unit Features:** The newly constructed units at the subject property will offer kitchens equipped with an electric range with hood, an Energy Star refrigerator with icemaker, undercounter Energy Star dishwasher, garbage disposal, and microwave. Units will have powder based stove top fire suppression canisters installed above range. In addition, all units will include HVAC, washer and dryer in each unit, central heating and air-conditioning, ceiling fans, window blinds, cable TV connections in bedroom/living room, and grab bars. The entry door of each unit will be equipped with a buzzer/viewer. All units will be accessible and adaptable, as defined by the Fair Housing Amendments Act of 1988. The proposed unit features at MainStreet Jefferson will be comparable to existing senior LIHTC rental communities in and near the market area and will be well received by the target market.
- **Community Amenities:** MainStreet Jefferson will offer extensive community amenities including a community room with kitchenette, fitness center, media room/theater, computer center, library, elevators, secured building entrances, passenger elevator, and a covered drop-off. The community will feature a wellness center with DCA's Preventive Health Care requirements. Outdoor amenities will include an exterior gathering area (covered porch) and fenced community garden compliant with DCA's Healthy Eating



Initiative or Amenities Guidelines. The amenities offered at the subject property will be competitive with existing senior LIHTC rental communities in and near the market area are appropriate for the target market.

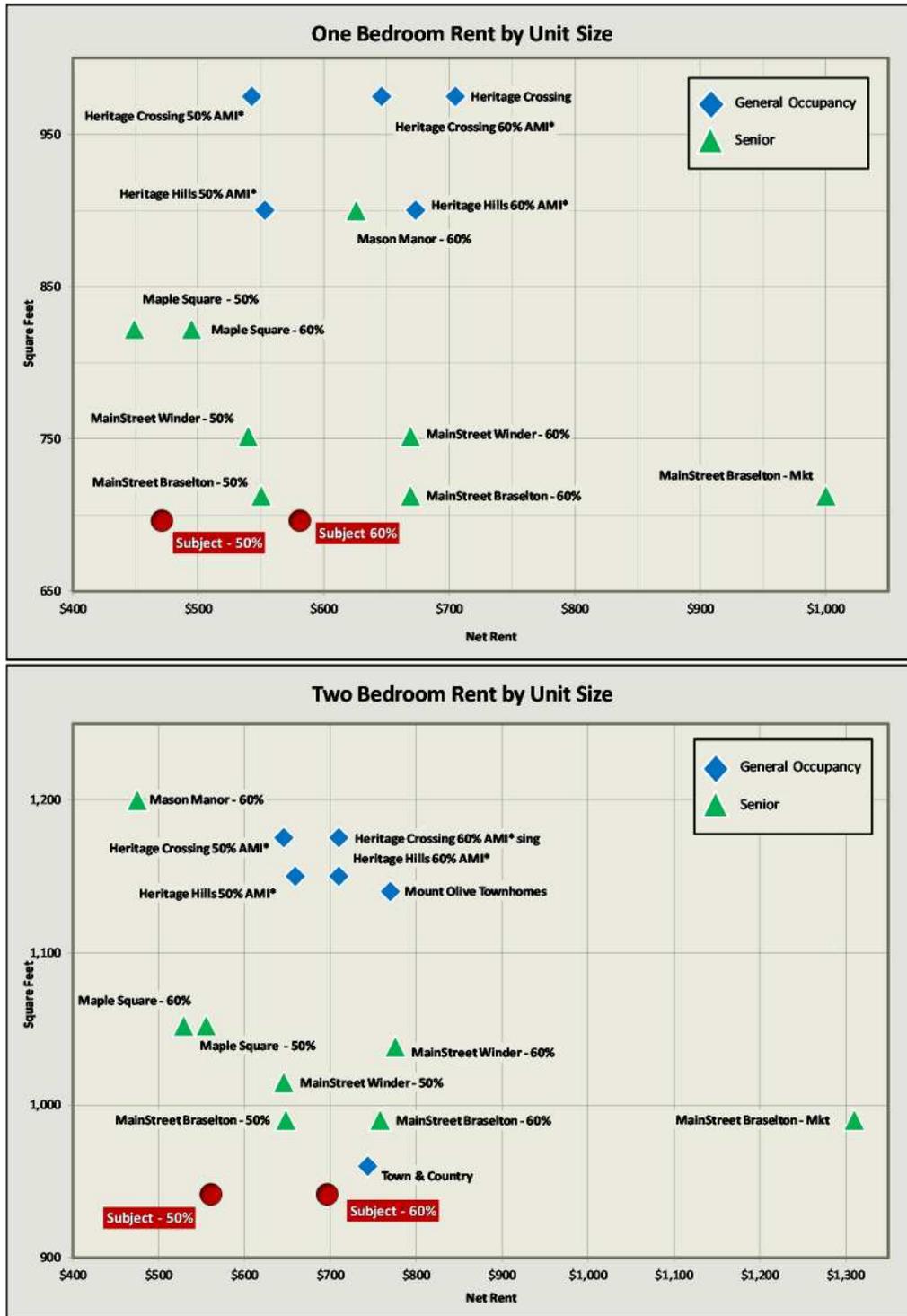
- **Marketability:** The subject property will offer a newly constructed mid-rise product that will contain extensive in-unit features and community amenities comparable to those offered at existing senior rental communities in and near the market area. The subject property will be located within five miles of most shopping opportunities, restaurants, community amenities, recreational venues, healthcare facilities, and service providers in Jackson County.

#### **D. Price Position**

All the subject property's proposed 50 percent and 60 percent rents will be priced above the two senior LIHTC communities in the market area but below all general occupancy LIHTC and market rate units in the market area as well as below both senior LIHTC communities just outside of the market area. As MainStreet Jefferson will offer smaller but reasonably sized units, the subject property will also be competitively priced on a rent per square foot basis. All the proposed rents appear reasonable and appropriate.



Figure 8 Price Position



## 11. ABSORPTION AND STABILIZATION RATES

### A. Absorption Estimate

Two surveyed senior rental communities were able to provide recent absorption histories in and near the market area. Mason Manor (in the market area) leased up within one month of opening in January 2017 after approximately four and a half months of pre-leasing. We estimate, assuming pre-leasing months are only half as effective as months when the community is fully open, Mason Manor leased an average of 12 to 14 units per month. MainStreet Braselton (outside the market area) leased up at an average rate of 10 units per month from October 2016 to April 2017. In addition to the experiences at recently constructed senior rental communities, the projected absorption rate is based on projected senior household growth, age and income-qualified renter households, affordability/demand estimates, rental market conditions, and the marketability of the proposed site and product.

- Households with householder age 55 or older are projected to increase at an annual rate of 3.0 percent or 308 households per year.
- Over 500 senior renter households (55+) will be income-qualified for one or more units proposed at MainStreet Jefferson by its placed-in-service year of 2020.
- Senior rental market conditions are very strong in the Jefferson Market Area as all four senior LIHTC communities in and near the market area were fully occupied with waiting lists including 42 to 200 applicants at market area communities Mason Manor and Maple Square, respectively. The general occupancy rental market was also performing well with an overall vacancy rate of 1.8 percent and an LIHTC vacancy rate of 2.8 percent.
- All DCA Demand capture rates are below required thresholds, indicating sufficient demand to support the subject property's 64 proposed units and all comparable pipeline.
- MainStreet Jefferson will offer properly positioned and well-designed product that will appeal to low income senior households (55+) in the Jefferson Market Area.

Based on the experiences of recently constructed senior LIHTC communities in the market area, strong projected senior household growth, reasonable affordability and demand capture rates, strong senior and general occupancy rental market conditions, and the product to be constructed, we conservatively estimate MainStreet Jefferson will lease-up at a rate of 12 units per month. At this rate, the subject property will reach a stabilized occupancy of at least 93 percent in approximately five months.

### B. Impact on Existing Market

Given the strong rental market conditions among both senior and general occupancy rental communities, including significant waiting lists for senior LIHTC units, we do not believe the development of the subject property will have an adverse impact on existing rental communities in the Jefferson Market Area including those with tax credits. While one senior LIHTC community is currently planned in the market area in addition to the subject property, affordability and demand estimates as well as waiting lists in the market area and region indicate sufficient demand exists to support both projects. The senior LIHTC community in the pipeline (Azalea Senior Village) is also located near the edge of the Jefferson Market Area, roughly eleven miles from the subject site for MainStreet Jefferson. As such, this community is likely to pull tenants outside the Jefferson Market Area including from northern Barrow County, northern Gwinnett County, and southern Hall County. With strong senior household growth projected in the Jefferson Market Area over the next two years, demand for affordable senior rental housing in the market area is likely to remain strong in the near-term.



## 12. 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, Betty Jackson with the Jefferson Planning and Development department, David Zellner with the Commerce Planning and Development department, Gina Roy with the Jackson County Planning and Zoning department, and staff with the Commerce Housing Authority and municipalities of Braselton, Hoschton, Arcade, Pendergrass, Talmo, Maysville, and Nicholson.

## 13. 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>50% Units</b>	<b>\$17,190 - \$25,450</b>										
One Bedroom Units	\$17,190 - \$20,639	5	7.7%	109	6	103	4.9%	One Month	\$705	\$705	\$470
Two Bedroom Units	\$20,640 - \$25,450	8	10.4%	147	24	123	6.5%	One Month	\$774	\$744 - \$809	\$560
<b>60% Units</b>	<b>\$20,490 - \$30,540</b>										
One Bedroom Units	\$20,490 - \$24,689	21	9.4%	133	12	121	17.4%	Two Months	\$705	\$705	\$580
Two Bedroom Units	\$24,690 - \$30,540	30	8.6%	121	46	75	39.9%	3 Months	\$774	\$744 - \$809	\$695
<b>By Bedroom</b>	<b>\$17,520 - \$30,540</b>										
One Bedroom Units		26	16.8%	237	18	219	11.9%	Three Months	\$705	\$705	\$470 - \$580
Two Bedroom Units		38	17.6%	249	70	179	21.2%	Four Months	\$774	\$744 - \$809	\$560 - \$695
<b>Project Total</b>	<b>\$17,190 - \$30,540</b>										
50% Units	\$17,190 - \$25,450	13	18.1%	256	30	226	5.8%	Two Months			
60% Units	\$20,490 - \$30,540	51	18.0%	254	58	196	26.0%	Five Months			
Total Units	\$17,190 - \$30,540	64	25.3%	358	88	270	23.7%	Five Months			

Based on an analysis of projected senior household growth trends, affordability and demand estimates, current rental market conditions, and socio-economic and demographic characteristics of the Jefferson Market Area, RPRG believes that the subject property 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 senior communities in and near the Jefferson Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.

Michael Riley  
Senior Analyst

Tad Scepaniak  
Managing Principal



## 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.



## 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 affirm that I have made a physical inspection of the market area and the subject property and that the information has been used in the full study of the need and demand for the proposed units. The report was written according to DCA's market study requirements, information included is accurate, and the report can be relied upon by DCA as a true assessment of the low-income housing rental market.
- To the best of my knowledge, the market can support the 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. I also affirm that I have no interest in the project or relationship with the ownership entity and my compensation is not contingent on this project being funded.
- 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.
- 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.

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

Michael Riley  
Senior Analyst  
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.



## 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.**



\_\_\_\_\_  
Tad Scepaniak  
Name

\_\_\_\_\_  
Managing Principal  
Title

\_\_\_\_\_  
February 9, 2018  
Date



## APPENDIX 4 ANALYST RESUMES

### TAD SCEPANIAK Managing Principal

Tad Scepianiak assumed the role of Real Property Research Group's Managing Principal in November 2017 following more than 15 years with the firm. Tad has extensive experience conducting market feasibility studies on a wide range of residential and mixed-use developments for developers, lenders, and government entities. Tad directs the firm's research and production of feasibility studies including large-scale housing assessments to detailed reports for a specific project on a specific site. He has extensive experience analyzing affordable rental communities developed under the Low Income Housing Tax Credit (LIHTC) program and market-rate apartments developed under the HUD 221(d)(4) program and conventional financing. Tad is the key contact for research contracts many state housing finance agencies, including several that commission market studies for LIHTC applications.

Tad is National Chair of the National Council of Housing Market Analysts (NCHMA) and previously served as Vice Chair and 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



**ROBERT M. LEFENFELD**  
**Founding Principal**

Mr. Lefenfeld, Founding Principal of the firm, with over 30 years of experience in the field of residential market research. Before founding Real Property Research Group in 2001, Bob served as an officer of research subsidiaries of Reznick Fedder & Silverman and Legg Mason. Between 1998 and 2001, Bob was Managing Director of RF&S Realty Advisors, conducting residential market studies throughout the United States. 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 provides input and guidance for the completion of the firm's research and analysis products. 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 about residential real estate market analysis. Bob has created and teaches the market study module for the MBA HUD Underwriting course and has served as an adjunct professor for the Graduate Programs in Real Estate Development, School of Architecture, Planning and Preservation, University of Maryland College Park. He is the past National Chair of the National Council of Housing Market Analysts (NCHMA) and currently chairs its FHA Committee.

**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.

**Education:**

Master of Urban and Regional Planning; The George Washington University.

Bachelor of Arts - Political Science; Northeastern University.



**MICHAEL RILEY**  
**Senior Analyst**

Michael Riley entered the field of Real Estate Market Research in 2006, joining Real Property Research Group's (RPRG) Atlanta office as a Research Associate upon college graduation. During Michael'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. Since 2007, Michael has served as an Analyst for RPRG, conducting a variety of market analyses for affordable and market rate rental housing communities throughout the United States. In total, Michael has conducted work in eleven states and the District of Columbia with concentrations in the Southeast and Midwest regions.

**Areas of Concentration:**

- **Low Income Housing Tax Credit Rental Housing** – Michael has worked extensively with the Low-Income Housing Tax Credit program, evaluating general occupancy, senior oriented, and special needs developments for State allocating agencies, lenders, and developers. His work with the LIHTC program has spanned a wide range of project types, including newly constructed communities, adaptive reuses, and rehabilitations. Michael also has extensive experience analyzing multiple subsidy projects, such as those that contain rental assistance through the HUD Section 8/202 and USDA Section 515 programs.
- **Market Rate Rental Housing** – Michael has analyzed various projects for lenders and developers of market rate rental housing including those compliant with HUD MAP guidelines under the FHA 221(d)(4) program. The market rate studies produced are often used to determine the rental housing needs of a specific submarket and to obtain financing.
- In addition to market analysis responsibilities, Michael has also assisted in the development of research tools for the organization, including a rent comparability table incorporated in many RPRG analyses.

**Education:**

Bachelor of Business Administration – Finance; University of Georgia, Athens, GA



## 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: February 9, 2018

Michael Riley

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



- iv. Discuss Impact of foreclosed, abandoned / vacant, single and multi-family homes, and commercial properties in the PMA of the proposed development. ....Page(s) 3
- 5. Economic Data:
  - i. Trends in employment for the county and/or region.. ....Page(s) 3-4
  - ii. Employment by sector for the primary market area.....Page(s) 4
  - iii. Unemployment trends for the county and/or region for the past five years. ....Page(s) 4
  - iv. Brief discussion of recent or planned employment contractions or expansions. ....Page(s) 4
  - v. Overall conclusion regarding the stability of the county’s economic environment. ....Page(s) 4
- 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) 4
  - ii. Overall estimate of demand based on DCA’s demand methodology. ....Page(s) 4
  - 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) 4
- 7. Competitive Rental Analysis
  - i. An analysis of the competitive properties in the PMA. ....Page(s) 5
  - ii. Number of properties.....Page(s) 5
  - iii. Rent bands for each bedroom type proposed.....Page(s) 5
  - iv. Average market rents. ....Page(s) 5
- 8. Absorption/Stabilization Estimate:
  - i. Expected absorption rate of the subject property (units per month). ....Page(s) 6
  - ii. Expected absorption rate by AMI targeting. ....Page(s) 6
  - iii. Months required for the project to reach a stabilized occupancy of 93 percent.....Page(s) 6
- 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) 6
- 10. Summary Table .....Page(s) 7

**B. Project Description**

- 1. Project address and location. .... Page(s) 11
- 2. Construction type..... Page(s) 11
- 3. Occupancy Type. .... Page(s) 11
- 4. Special population target (if applicable). .... Page(s) 11
- 5. Number of units by bedroom type and income targeting (AMI). .... Page(s) 11
- 6. Unit size, number of bedrooms, and structure type. .... Page(s) 11
- 7. Rents and Utility Allowances. .... Page(s) 11
- 8. Existing or proposed project based rental assistance..... Page(s) 11
- 9. Proposed development amenities. .... Page(s) 11
- 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) 11

**C. Site Evaluation**

- 1. Date of site / comparables visit and name of site inspector.....Page(s) 8
- 2. Site description
  - i. Physical features of the site..... Page(s) 13
  - ii. Positive and negative attributes of the site. .... Page(s) 12, 20



iii. Detailed description of surrounding land uses including their condition.....	Page(s)	15
3. Description of the site’s physical proximity to surrounding roads, transportation, amenities, employment, and community services. ....	Page(s)	18-20
4. Color photographs of the subject property, surrounding neighborhood, and street scenes with a description of each vantage point. ....	Page(s)	13-14
5. Neighborhood Characteristics		
i. Map identifying the location of the project. ....	Page(s)	12
ii. List of area amenities including their distance (in miles) to the subject site. ....	Page(s)	18
iii. Map of the subject site in proximity to neighborhood amenities. ....	Page(s)	19
6. Describe the land use and structures of the area immediately surrounding the site including significant concentrations of residential, commercial, industrial, vacant, or agricultural uses; comment on the condition of these existing land uses. ....	Page(s)	15
7. Map identifying existing low-income housing in the market area .....	Page(s)	20
8. Road or infrastructure improvements planned or under construction in the PMA.....	Page(s)	18
9. Discussion of accessibility, ingress/egress, and visibility of the subject site.....	Page(s)	17
10. Overall conclusions about the subject site, as it relates to the marketability of the proposed development. ....	Page(s)	20
 <b>D. Market Area</b>		
1. Definition of the primary market area (PMA) including boundaries and their approximate distance from the subject site.....	Page(s)	21
2. Map Identifying subject property’s location within market area.....	Page(s)	22
 <b>E. Community Demographic Data</b>		
1. Population Trends		
i. Total Population. ....	Page(s)	23
ii. Population by age group.....	Page(s)	26
iii. Number of elderly and non-elderly. ....	Page(s)	26
iv. Special needs population (if applicable).....	Page(s)	N/A
2. Household Trends		
i. Total number of households and average household size. ....	Page(s)	23
ii. Household by tenure. ....	Page(s)	27,27
iii. Households by income .....	Page(s)	28
iv. Renter households by number of persons in the household.....	Page(s)	28
 <b>F. Employment Trends</b>		
1. Total jobs in the county or region.....	Page(s)	33
2. Total jobs by industry – numbers and percentages. ....	Page(s)	34
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)	36
4. Unemployment trends, total workforce figures, and number and percentage unemployed for the county over the past five years.....	Page(s)	32
5. Map of the site and location of major employment concentrations. ....	Page(s)	35
6. Analysis of data and overall conclusions relating to the impact on housing demand.....	Page(s)	59
 <b>G. Project-specific Affordability and Demand Analysis</b>		



1. Income Restrictions / Limits .....	Page(s)	37, 38
2. Affordability estimates.....	Page(s)	37-39
3. Components of Demand		
i. Demand from new households.....	Page(s)	40-41
ii. Demand from existing households.....	Page(s)	40-41
iii. Elderly Homeowners likely to convert to rentership.....	Page(s)	40-41
iv. Other sources of demand (if applicable).....	Page(s)	40-41
4. Net Demand, Capture Rate, and Stabilization Calculations		
i. Net demand		
1. By AMI Level.....	Page(s)	41
2. By floor plan.....	Page(s)	41
ii. Capture rates		
1. By AMI level.....	Page(s)	41
2. By floor plan.....	Page(s)	41
5. Capture rate analysis chart .....	Page(s)	42
6. 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)	45-50
7. Additional rental market information		
i. An analysis of voucher and certificates available in the market area .....	Page(s)	51
ii. Lease-up history of competitive developments in the market area.....	Page(s)	46,
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
8. Map showing competitive projects in relation to the subject property.....	Page(s)	46, 49
9. Description of proposed amenities for the subject property and assessment of quality and compatibility with competitive rental communities.....	Page(s)	47
10. For senior communities, an overview / evaluation of family properties in the PMA.....	Page(s)	48
11. Subject property's long-term impact on competitive rental communities in the PMA.....	Page(s)	59
12. 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)	50
13. Narrative or chart discussing how competitive properties compare with the proposed development with respect to total units, rents, occupancy, location, etc. ....	Page(s)	56
i. Average market rent and rent advantage .....	Page(s)	50
14. Discussion of demand as it relates to the subject property and all comparable DCA funded projects in the market area. ....	Page(s)	40-42
15. Rental trends in the PMA for the last five years including average occupancy trends and projection for the next two years .....	Page(s)	N/A
16. Impact of foreclosed, abandoned, and vacant single and multi-family homes as well commercial properties in the market area .....	Page(s)	71
17. Discussion of primary housing voids in the PMA as they relate to the subject property.....	Page(s)	N/A
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1. Anticipated absorption rate of the subject property.....	Page(s)	59
2. Stabilization period.....	Page(s)	59
<b>I. Interviews</b> .....	Page(s)	60



**J. Conclusions and Recommendations**

- 1. Conclusion as to the impact of the subject property on PMA ..... Page(s) 59
- 2. Recommendation as the subject property's viability in PMA ..... Page(s) 60

**K. Signed Statement Requirements** ..... Page(s) App.



## APPENDIX 6 RENTAL COMMUNITY PROFILES

Community	Address	City	Date Surveyed	Phone Number	Contact
MainStreet Braselton	1911 Highway 211 NW	Hoschton	2/9/2018	770-791-0076	Property Manager
Maple Square	50 Nelson Drive	Jefferson	2/14/2018	706-367-7850	Property Manager
Mason Manor	970 State Street	Commerce	1/31/2018	256-894-2382	Property Manager
MainStreet Winder	454 Jefferson Highway	Winder	2/9/2018	770-791-0076	Property Manager
Heritage Crossing	1000 Crossing Place	Commerce	2/5/2018	706-335-2394	Property Manager
Heritage Hills	100 Heritage Hills Drive	Commerce	1/31/2018	706-335-9550	Property Manager
Mount Olive Townhomes	314 Pine Cone Trail	Commerce	2/5/2018	706-336-8084	Property Manager
Town & Country	774 Highway 326	Commerce	2/9/2018	706-335-4749	Property Manager

Source: RRP Group Surveys, February 2018

# MainStreet Braselton

## Senior Community Profile

1911 Hwy 211 NW  
Hoschtton,GA 30548

CommunityType: LIHTC - Elderly

Structure Type: Mix

80 Units 0.0% Vacant (0 units vacant) as of 5/7/2018

Opened in 2014



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	37.5%	\$686	713	\$0.96	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Two	62.5%	\$849	988	\$0.86	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>

Features	
Standard: Dishwasher; Disposal; Microwave; Ice Maker; Ceiling Fan; Central A/C; Grabbar	
Select Units: --	
Optional(\$): --	
Security: Gated Entry; Keyed Bldg Entry	
Parking: Free Surface Parking	

### Comments

55+  
Opened 10/2014, leased up in 8-9 months.  
Waitlist of 20+- people.  
Property Manager: -- Owner: --

Floorplans (Published Rents as of 5/7/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Mid Rise - Elevator	--	1	1	4	\$550	713	\$0.77	LIHTC/ 50%	5/7/18	0.0%	\$686	\$849	--
Mid Rise - Elevator	--	1	1	23	\$669	713	\$0.94	LIHTC/ 60%					
Mid Rise - Elevator	--	1	1	3	\$1,000	713	\$1.40	Market					
Cottage	--	2	2	4	\$645	1,015	\$0.64	LIHTC/ 50%					
Cottage	--	2	2	12	\$765	1,015	\$0.75	LIHTC/ 60%					
Cottage	--	2	2	8	\$1,345	1,015	\$1.33	Market					
Mid Rise - Elevator	--	2	2	6	\$645	964	\$0.67	LIHTC/ 50%	Opened:11/1/2014				Months:8.0
Mid Rise - Elevator	--	2	2	18	\$750	964	\$0.78	LIHTC/ 60%	Closed:7/1/2015				10.0 units/month
Mid Rise - Elevator	--	2	2	2	\$1,275	964	\$1.32	Market					

Initial Absorption	
Opened:11/1/2014 Months:8.0	
Closed:7/1/2015 10.0 units/month	
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"/>

MainStreet Braselton

GA013-028194

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(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management.

# Maple Square

## Senior Community Profile

50 Nelson Drive  
Jefferson, GA 30549

CommunityType: LIHTC - Elderly  
Structure Type: 1-Story 3-4 Family

55 Units      0.0% Vacant (0 units vacant) as of 2/14/2018

Opened in 2012



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	% Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One	--	\$487	822	\$0.59	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Two	--	\$562	1,052	\$0.53	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>

Features	
Standard: Dishwasher; Disposal; Microwave; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony	
Select Units:	--
Optional(\$):	--
Security:	--
Parking:	Free Surface Parking

### Comments

Has a waiting list of approximately 200 applicants.

Property Manager: --

Owner: --

Floorplans (Published Rents as of 2/14/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
	--	1	1	--	\$449	822	\$0.55	LIHTC/ 50%	2/14/18	0.0%	\$487	\$562	--
	--	1	1	--	\$495	822	\$0.60	LIHTC/ 50%					
	--	2	1	--	\$529	1,052	\$0.50	LIHTC/ 60%					
	--	2	1	--	\$555	1,052	\$0.53	LIHTC/ 60%					

### Adjustments to Rent

Incentives:

None

Utilities in Rent:      Heat Fuel: Electric

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

Maple Square

GA157-025092

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(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management.

# Mason Manor

## Senior Community Profile

970 State St,  
Commerce,GA 30530

CommunityType: LIHTC - Elderly

Structure Type: Garden

48 Units      0.0% Vacant (0 units vacant) as of 1/31/2018

Opened in 2017



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$390	900	\$0.43	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Two	--	\$475	1,200	\$0.40	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>

Features	
Standard: Dishwasher; Disposal; Microwave; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C	
Select Units:	--
Optional(\$):	--
Security:	--
Parking:	Free Surface Parking

Comments	
Covered Pavilion,Picnic Area,BBQ Grills	
Waitlist 28-1x1, 15-2x2	
Property Manager:	--
Owner:	--

Floorplans (Published Rents as of 1/31/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	--	\$375	900	\$0.42	LIHTC/ 60%	1/31/18	0.0%	\$390	\$475	--
Garden	--	2	2	--	\$455	1,200	\$0.38	LIHTC/ 60%					

Adjustments to Rent	
Incentives: None	
Utilities in Rent:      Heat Fuel:	
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"/>

Adjustments to Rent	
Incentives: None	
Utilities in Rent:      Heat Fuel:	
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"/>

Mason Manor GA157-027385

# MianStreet Winder

## Senior Community Profile

454 Jefferson Hwy,  
Winder,GA

CommunityType: LIHTC - Elderly

Structure Type: 2-Story Garden

64 Units

0.0% Vacant (0 units vacant) as of 2/9/2018

Opened in 2013



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$605	752	\$0.80	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One/Den	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Two	--	\$732	1,030	\$0.71	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>

**Features**  
Standard: Dishwasher; Disposal; Microwave; Ice Maker; Ceiling Fan; Central A/C; ADA Access

Select Units: --

Optional(\$): --

Security: Unit Alarms; Gated Entry; Keyed Bldg Entry

Parking: Free Surface Parking

### Comments

55 and Better Age Restriction

Two Bedroom Cottages with Private Entrances.

Property Manager: --

Owner: --

Floorplans (Published Rents as of 2/9/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
	--	--	--	--	--	--	--	--	2/9/18	0.0%	\$605	\$732	--
Garden	--	1	1	--	\$540	752	\$.72	LIHTC/ 50%					
Garden	--	1	1	--	\$669	752	\$.89	LIHTC/ 60%					
Garden	--	2	2	--	\$646	1,015	\$.64	LIHTC/ 50%					
Garden	--	2	2	--	\$752	1,015	\$.74	LIHTC/ 60%					
Cottages / Garden	--	2	2	--	\$799	1,060	\$.75	LIHTC/ 60%					

### Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel:

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

MianStreet Winder

GA157-027386

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(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management.

# Heritage Crossing

## Multifamily Community Profile

1000 Crossing Place  
Comemrce,GA 30529

CommunityType: LIHTC - General  
Structure Type: Garden

118 Units 5.1% Vacant (6 units vacant) as of 2/5/2018

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	10.2%	\$618	975	\$0.63	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	59.3%	\$700	1,175	\$0.60	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	30.5%	\$793	1,350	\$0.59	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; 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: -- Owner: --	

### Comments

--

Floorplans (Published Rents as of 2/5/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	4	\$646	975	\$.66	LIHTC/ 60%	2/5/18	5.1%	\$618	\$700	\$793
Garden	--	1	1	3	\$705	975	\$.72	Market	5/12/17	5.1%	\$554	\$645	\$770
Garden	--	1	1	5	\$543	975	\$.56	LIHTC/ 50%	5/26/15	3.4%	\$560	\$621	\$694
Garden	--	2	2	30	\$646	1,175	\$.55	LIHTC/ 50%	5/17/12	11.0%	--	--	--
Garden	--	2	2	28	\$710	1,175	\$.60	LIHTC/ 60%					
Garden	--	2	2	12	\$809	1,175	\$.69	Market					
Garden	--	3	2	14	\$805	1,350	\$.60	LIHTC/ 60%					
Garden	--	3	2	7	\$890	1,350	\$.66	Market					
Garden	--	3	2	15	\$736	1,350	\$.55	LIHTC/ 50%					

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"/>

Heritage Crossing

GA157-006351

# Heritage Hills

## Multifamily Community Profile

100 Heritage Hills Drive  
Commerce, GA 30529

CommunityType: LIHTC - General  
Structure Type: Garden

80 Units      0.0% Vacant (0 units vacant) as of 1/31/2018

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	12.5%	\$613	900	\$0.68	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	62.5%	\$685	1,150	\$0.60	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	25.0%	\$776	1,270	\$0.61	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; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; Carpet / Vinyl/Linoleum	
Select Units: Ceiling Fan	
Optional(\$): --	
Security: --	
Parking 1: Free Surface Parking Fee: --	Parking 2: -- Fee: --
Property Manager: -- Owner: --	

### Comments

Email: heritagehillsmgr@ambling.com.

Floorplans (Published Rents as of 1/31/2018) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	5	\$673	900	\$0.75	LIHTC/ 60%	1/31/18	0.0%	\$613	\$685	\$776
Garden	--	1	1	5	\$553	900	\$0.61	LIHTC/ 50%	5/26/15	12.5%	\$484	\$560	\$638
Garden	--	2	2	25	\$659	1,150	\$0.57	LIHTC/ 50%	5/17/12	13.8%	--	--	--
Garden	--	2	2	25	\$710	1,150	\$0.62	LIHTC/ 60%	3/22/07	2.5%	--	--	--
Garden	--	3	2	10	\$799	1,270	\$0.63	LIHTC/ 60%					
Garden	--	3	2	10	\$753	1,270	\$0.59	LIHTC/ 50%					

### Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat:  Cooking:  Wtr/Swr:

Hot Water:  Electricity:  Trash:

Heritage Hills

GA157-006350

# Mount Olive Townhomes

## Multifamily Community Profile

314 Pine Cone Trail  
Commerce, GA 30529

CommunityType: Market Rate - General

Structure Type: 2-Story Townhouse

103 Units      0.0% Vacant (0 units vacant) as of 2/5/2018

Opened in 2001



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One	--	--	--	--	Centrl Lndry: <input type="checkbox"/>	Tennis: <input type="checkbox"/>
One/Den	--	--	--	--	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two	100.0%	\$770	1,140	\$0.68	Fitness: <input type="checkbox"/>	CarWash: <input type="checkbox"/>
Two/Den	--	--	--	--	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Three	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
Four+	--	--	--	--	Playground: <input 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:	--

### Comments

White Appliances.

### Floorplans (Published Rents as of 2/5/2018) (2)

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

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Townhouse	--	2	2.5	103	\$740	1,140	\$.65	Market	2/5/18	0.0%	--	\$770	--

### Adjustments to Rent

Incentives:

None.

Utilities in Rent: Heat Fuel: Electric

Heat:  Cooking:  Wtr/Swr:

Hot Water:  Electricity:  Trash:

Mount Olive Townhomes

GA157-027384

# Town & Country

## Multifamily Community Profile

774 Highway 326  
Commerce, GA

CommunityType: Market Rate - General  
Structure Type: Garden/TH

26 Units 0.0% Vacant (0 units vacant) as of 2/9/2018

Opened in 1989



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:	Basketball:
One/Den	--	--	--	--	Centrl Lndry:	Tennis:
Two	100.0%	\$744	960	\$0.77	Elevator:	Volleyball:
Two/Den	--	--	--	--	Fitness:	CarWash:
Three	--	--	--	--	Hot Tub:	BusinessCtr:
Four+	--	--	--	--	Sauna:	ComputerCtr:
					Playground:	<input type="checkbox"/>

### Features

Standard: Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony

Select Units: Dishwasher

Optional(\$): --

Security: --

Parking 1: Free Surface Parking      Parking 2: --  
Fee: --      Fee: --

Property Manager: --  
Owner: --

### Comments

### Floorplans (Published Rents as of 2/9/2018) (2)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Duplex	--	2	2	14	\$730	960	\$0.76	--	2/9/18	0.0%	--	\$744	--
Townhouse	--	2	2.5	12	\$760	960	\$0.79	--	4/18/07	0.0%	--	--	--

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

### Adjustments to Rent

Incentives:  
None

Utilities in Rent:      Heat Fuel: Natural Gas

Heat:       Cooking:       Wtr/Swr:

Hot Water:       Electricity:       Trash:

© 2018 Real Property Research Group, Inc. (1) Effective Rent is Published Rent, net of concessions and assumes that water, sewer and trash is included in rent  
(2) Published Rent is rent as quoted by management.