

NEED AND DEMAND ANALYSIS
FOR THE OVERLOOK RIDGE APARTMENTS
IN
STUARTS DRAFT, VIRGINIA

Prepared for
Overlook Ridge VA LLC
for submission to
Virginia Housing

Virginia Housing Application: 2022 - C - 32

As of March 3, 2022

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A. EXECUTIVE SUMMARY

The site of the proposed Overlook Ridge Apartments is at Montague Court, off Lofty Circle and White Hill Road, to the west of the Stuarts Draft community. There are no apparent physical, environmental, or other constraints upon the construction and marketing of the proposed project at this location.

The Overlook Ridge Apartments will comprise 50 units - 28 two-bedroom units and 22 three-bedroom units. The project is new construction. Of the 50-unit total, five units will be targeted to households with incomes up to 30 percent of the median, 21 units will be targeted to households with incomes up to 50 percent of the median, six units will be targeted at the 60 percent level, and the remaining 18 units will be targeted at 80 percent of the median, and therefore qualify the apartments for low income housing tax credit status.

Employment in Augusta County in 2021 - the most recent annual report - shows employment at 35,201. Employment showed modest growth from 2012 to 2020 when 1,618 jobs were lost from 2019 - a consequence of the COVID-19 pandemic. Data for 2021 show that, locally, employment is yet to show net gains.

In Augusta County, it is seen that the most recent annual average unemployment rate is 3.1 percent, up down 4.6 percent the previous year. The rate was 5.7 percent in 2012.

The market area for the proposed development is the City of Staunton, the City of Waynesboro, and adjacent portions of central and eastern Augusta County, as defined by several census tracts.

The population of the market area is projected to increase from 100,688 in 2023, to 102,899 in 2028. The number of households is projected to increase, from 42,429 in 2023 to 43,538 in 2028. The number of renter households in the market area is projected to increase from 14,047 to 14,883 over the 2023 to 2028 projection period.

There are several apartment complexes located in the Stuarts Draft area. These include conventional/market rate properties, properties financed with low income housing tax credits, and subsidized housing for very low income households.

Based on our survey, there is a market-wide occupancy rate of 98.3 percent. Occupancy at tax credit properties is found to be around 96.7 percent (with many of the vacant units representing turnover).

The total need for tax credit units such as is proposed in the Staunton area by 2028 is calculated to be for 1,632 units. The net need is for 1,454 units. Given the calculated net need, the proposed 50-unit development amounts to 3.4 percent of the need.

Consideration of the capture rate (3.4 percent) and the (0.7 percent) affordability analysis capture rate, and (9.7 percent) penetration rate suggests that the proposed development is very marketable, as proposed.

Based on the above, the project could expect to lease-up (reach stabilized occupancy) over an estimated nine month period, or so.

The proposed development will not have an impact on existing housing in the area.

The proposed development is considered marketable and can be developed as proposed.

Astoria data:

Project Wide Capture Rate, LIHTC units: 3.4 percent

Project Wide Capture Rate, market units: n/a

Project Wide Capture Rate, all units: 3.4 percent

Project Wide Absorption Period (Months): nine months

B. INTRODUCTION AND SCOPE OF WORK

This report is a professional market analysis of the need and demand for the proposed development.

The report is prepared for Overlook Ridge VA LLC, for submission to Virginia Housing.

The report is designed to satisfy the underwriting criteria of the reviewing agency for which it was performed, and the conclusions, based on the results of our research, experience, and expertise reflect the predicted ability of the project, as presented to us, to meet or exceed that reviewing agency's guidelines. Thus, a positive conclusion does not necessarily imply that the project would be found to be feasible or successful under different underwriting standards, and this study does not necessarily incorporate generally accepted professional market study standards and elements pre-empted by the guidelines set out by the reviewing agency.

The report was completed using professional market techniques. The findings of this study are predicated upon the assumption that the proposed development, as presented to us, will be located at the site described in the report, that it will be funded through the program under which it was prepared, and within the stated projection period.

Further, the findings are based on the assumption that once funded, the complex will be well-designed, well-marketed, and professionally managed.

The site of the proposed apartments was visited on March 3, 2023.

The site was visited by T. Ronald Brown.

T. Ronald Brown: Research & Analysis is a planning and economics consulting firm which provides real estate market analysis. The President of the firm is T. Ronald Brown. Mr. Brown has a Honours Master of Arts degree in Geographical Studies from the University of St. Andrews in St. Andrews, Scotland. He has 35 years experience in the provision of market studies for subsidized and unsubsidized apartment developments and for-sale housing. Over the last three decades or so, Mr. Brown has produced more than 3,000 studies in at least 20 states, predominantly in the Southeast.

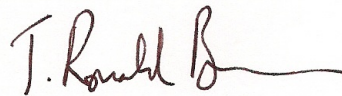
Mr. Brown is responsible for the analysis and write-up of this report – performing the role of both analyst and author.

To the best of our knowledge, this report is an accurate representation of market conditions. While due care and professional housing market study techniques were used, no guarantee is made of the findings.

It is stated that we do not have, nor will have in the future, any material interest in the proposed development, and that there is no identity of interest between us and the party for whom the project was prepared. Further, we state that the payment of the fee is not contingent upon a favorable conclusion, nor approval of the project by any agency before or after the fact. The payment of the fee does not include payment for testimony nor further consultation.

Submitted, and attested to, by:

T. Ronald Brown, President
T. Ronald Brown: Research & Analysis
P.O. Box 18534
Asheville, North Carolina 28814-0534
919. 233.0670 or 919.612.5328



Date: March 14, 2023

C. PROJECT DESCRIPTION

The Overlook Ridge Apartments will comprise 50 units - 28 two-bedroom units and 22 three-bedroom units. The project is new construction.

The project is to be configured as follows:

	<u>Units</u>	<u>sq. ft</u>	<u>Rent</u>	<u>Targeting*</u>
2 bedroom/1 ½ bath	5	1,078	\$398	less than 30 percent
2 bedroom/1 ½ bath	21	1,078	\$757	less than 50 percent **
2 bedroom/1 ½ bath	2	1,078	\$936	less than 60 percent
3 bedroom/2 bath	4	1,292	\$1,086	less than 60 percent
3 bedroom/2 bath	18	1,292	\$1,150	less than 80 percent

* percentage of area median income

** 10 rent-assisted units

Of the 50-unit total, five units will be targeted to households with incomes up to 30 percent of the median, 21 units will be targeted to households with incomes up to 50 percent of the median, six units will be targeted at the 60 percent level, and the remaining 18 units will be targeted at 80 percent of the median, and therefore qualify the apartments for low income housing tax credit status.

There will be ten units of rental assistance, provided by the Valley Community Services Board.

Given that the project will include units targeted to households with incomes in excess of 60 percent of the local area median income, income averaging is applied. Thus, the average target income, overall, cannot exceed 60 percent of the median.

Utilities (excluding trash collection) will be paid by the tenant - utility allowances are \$139 for the two-bedroom units, and \$156 for the three-bedroom units. Based on information supplied by the developer, the proposed apartments will meet energy-saving standards, both for construction and for appliances provided.

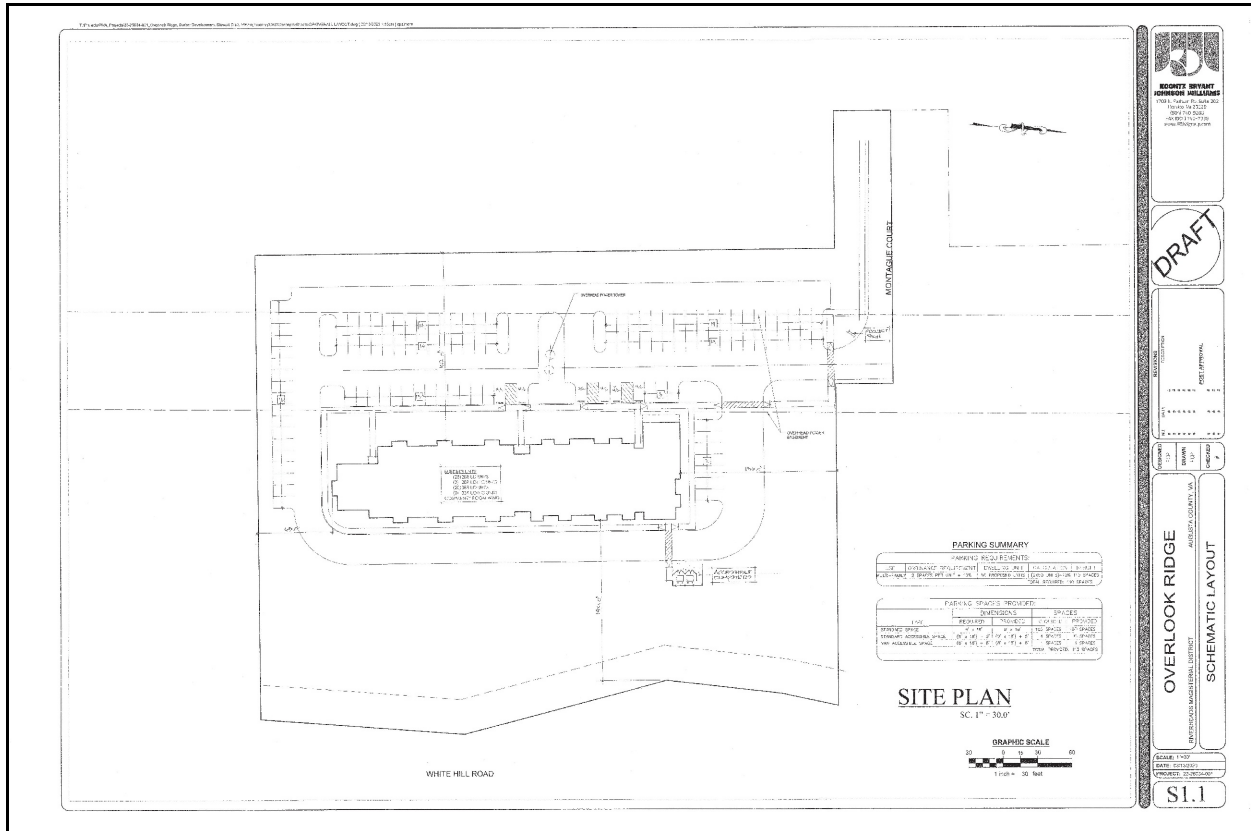
The property will feature one four story building, which will have an elevator. The building will have a combination exterior. Common area and site amenities include a multi-purpose room and laundry. The property will offer various enhancements, as per Virginia Housing guidelines.

There will be 113 parking spaces.

Representative architectural drawings are set out on the following pages.

It is understood that the construction program would commence in April, 2024 and would be completed within 12 months, or so.

Site plan



Unit plans

UNIT PLAN: TWO BEDROOM-A, UD/HC
 1025 sq ft, 1025 sq ft
 30'0" x 42'0"

UNIT PLAN: TWO BEDROOM-A, UD
 1025 sq ft, 1025 sq ft, 1025 sq ft, 1025 sq ft
 30'0" x 42'0"

UNIT PLAN: THREE BEDROOM, UD/HC
 1325 sq ft, 1325 sq ft
 30'0" x 42'0"

UNIT PLAN: THREE BEDROOM, UD
 1325 sq ft, 1325 sq ft, 1325 sq ft, 1325 sq ft
 30'0" x 42'0"

BEDROOM NOTE
 1. BEDROOMS ARE TO BE FINISHED WITH CARPETING.
 2. BEDROOMS ARE TO BE FINISHED WITH WALL TO WALL CARPETING.
 3. BEDROOMS ARE TO BE FINISHED WITH WALL TO WALL CARPETING.
 4. BEDROOMS ARE TO BE FINISHED WITH WALL TO WALL CARPETING.

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OVERLOOK RIDGE
 STUARTS DRAFT, VIRGINIA

UNIT PLANS
 2BR-A & 3BR, UD
 2BR-A & 3BR, UD/HC

Date: 10/15/2019
 Revision:

Drawn By: BSA
 Checked By: BSA
 Project No.: 1025
 Scale: 1/8" = 1'-0"

A2.1

UNIT PLAN: TWO BEDROOM-B, UD/HC
 1025 sq ft, 1025 sq ft
 30'0" x 42'0"

UNIT PLAN: TWO BEDROOM-B, UD
 1025 sq ft, 1025 sq ft, 1025 sq ft, 1025 sq ft
 30'0" x 42'0"

FLOOR PLAN: COMMUNITY WING
 1025 sq ft, 1025 sq ft, 1025 sq ft, 1025 sq ft
 30'0" x 42'0"

BEDROOM NOTE
 1. BEDROOMS ARE TO BE FINISHED WITH CARPETING.
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OVERLOOK RIDGE
 STUARTS DRAFT, VIRGINIA

UNIT PLANS
 2BR-B, UD
 2BR-B, UD/HC

Date: 10/15/2019
 Revision:

Drawn By: BSA
 Checked By: BSA
 Project No.: 1025
 Scale: 1/8" = 1'-0"

A2.2

Elevations

The image contains four architectural elevation drawings of a multi-story residential building. The drawings are arranged vertically: LEFT ELEVATION (top), RIGHT ELEVATION (second from top), REAR ELEVATION (third from top), and FRONT ELEVATION (bottom). Each drawing shows the facade of the building with various window types, roof lines, and material textures. Annotations include material callouts such as 'APPLAID SHINGLES, TYP.', 'SHINGLE SHINGLES, BROWN SHINGLES, BLACK SHINGLES', 'SHINGLE SHINGLES, BROWN SHINGLES', 'SHINGLE SHINGLES, BLACK SHINGLES', 'SHINGLE SHINGLES, BROWN SHINGLES', 'SHINGLE SHINGLES, BLACK SHINGLES', and 'SHINGLE SHINGLES, BROWN SHINGLES'. Each drawing also includes a scale: LEFT ELEVATION (SCALE: 3/32" = 1'-0"), RIGHT ELEVATION (SCALE: 3/32" = 1'-0"), REAR ELEVATION (SCALE: 3/32" = 1'-0"), and FRONT ELEVATION (SCALE: 3/32" = 1'-0").

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OVERLOOK RIDGE
 STUARTS DRAFT, VIRGINIA

DATE: _____

EXTERIOR BUILDING ELEVATIONS

Scale: 3/32" = 1'-0"

Drawn By: HJK
 Revised By: HJK
 Project No.: 2019

A3.1

D. LOCATION

The site of the proposed Overlook Ridge Apartments is at Montague Court, off Lofty Circle and White Hill Road, to the west of the Stuarts Draft community. Adjacent uses include the Montague Terrace Apartments (a tax credit property developed in 2012), single-family homes, and undeveloped land. The property is relatively flat and is mostly wooded.





View of Montague Court



View towards property



View on property



View on property



View towards Montague Terrace



View north on Lofty Cir., at Montague Court



View south on Lofty Cir., at Montague Court

The site of the proposed Overlook Ridge Apartments is at Montague Court, off Lofty Circle and White Hill Road, to the west of the Stuarts Draft community. Given the site location and its situation, the site would be quite visible in the immediate neighborhood, and from White Hill Road.

Access from the site to major thoroughfares, shopping, schools, health, and other services is quite good.

The Stuarts Draft Highway (US 340) is within two-thirds of a mile of the site. The site is within four miles of Interstate 64/81, the major north-south route serving the area, to the west, and is a similar distance to Interstate 64, to the east. Access to the site is quite good.

Bus service is available on the Stuarts Draft link, with a stop at the site.

The site is within one and one-third miles of a Food Lion grocery store in Stuarts Draft. The site is located within eight miles, or so, of the various shops and other services on the Stuarts Draft Highway, at Interstate 64, to the east. The latter include a Martins Foods, an ALDI supermarket, a Target store, and a Walmart Supercenter.

The site is within three to three and one-half miles of the Stuarts Draft Elementary School, the Stuarts Draft Middle School, and Stuarts Draft High School.

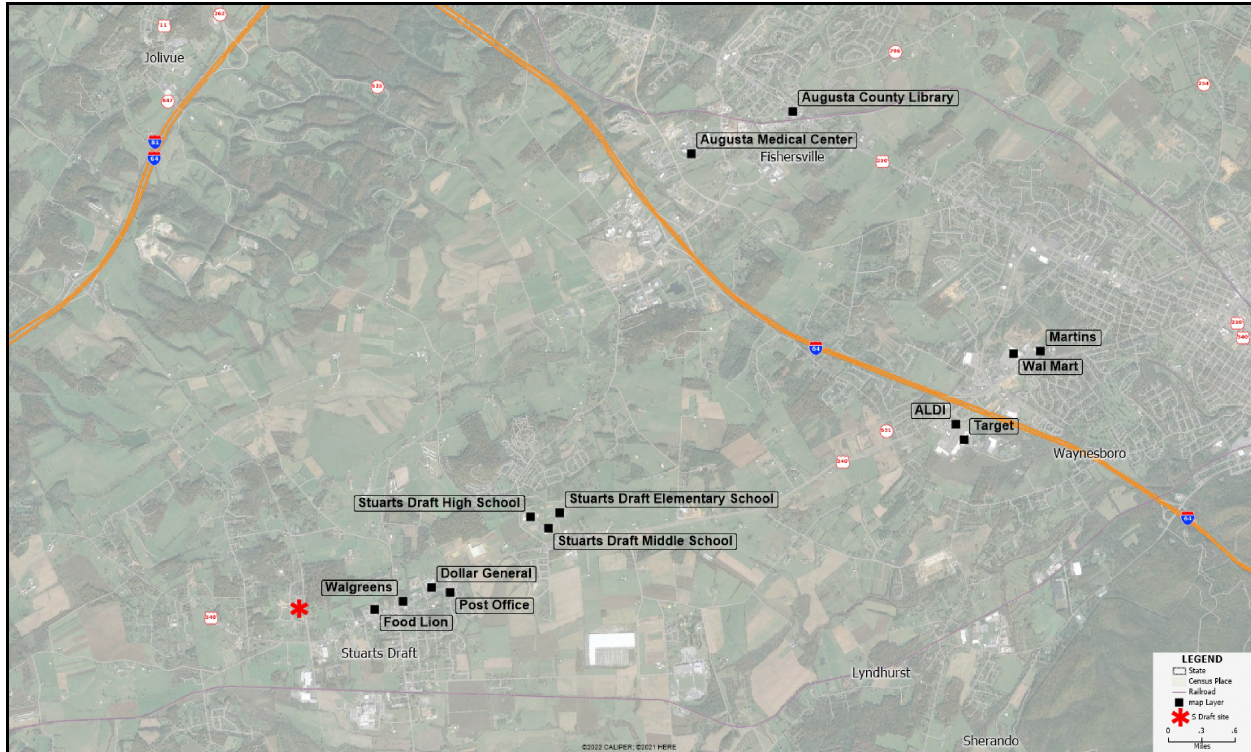
The Augusta Health hospital and associated medical services are located off Interstate 64 in Fishersville, approximately seven miles from the site.

The following table illustrates the noteworthy community amenities serving the site and the (driving) distance to the site.

Table 1 - Distance to Neighborhood and Community Amenities

<u>Category</u>	<u>Neighborhood/Community Amenity</u>	<u>Distance (miles)</u>
Highways	Stuarts Draft Highway (US 340)	0.6
	Interstate 64	3.9
	Interstate 64/81	3.9
Public Transportation	BRITE	at site
Retail - Grocery	Food Lion	1.3
	ALDI	6.9
	Martins	7.8
Retail - Other	Dollar General	1.8
	Target	7.1
	Wal Mart	7.6
Pharmacies	Walgreens	1.6
Schools	Stuarts Draft High School	3.3
	Stuarts Draft Middle School	3.2
	Stuarts Draft Elementary School	3.4
Post Office	Stuarts Draft	2.0
Library	Augusta County Library	9.1
Hospital	Augusta Medical Center	7.3

Source: T.Ronald Brown: Research & Analysis



Based on our observations during our site visit, there is no reason to expect that the risk of crime in this neighborhood would be greater or less than that for other parts of the market area.

There are no apparent physical, environmental, or other constraints upon the construction and marketing of the proposed project at this location.

The site is considered marketable.

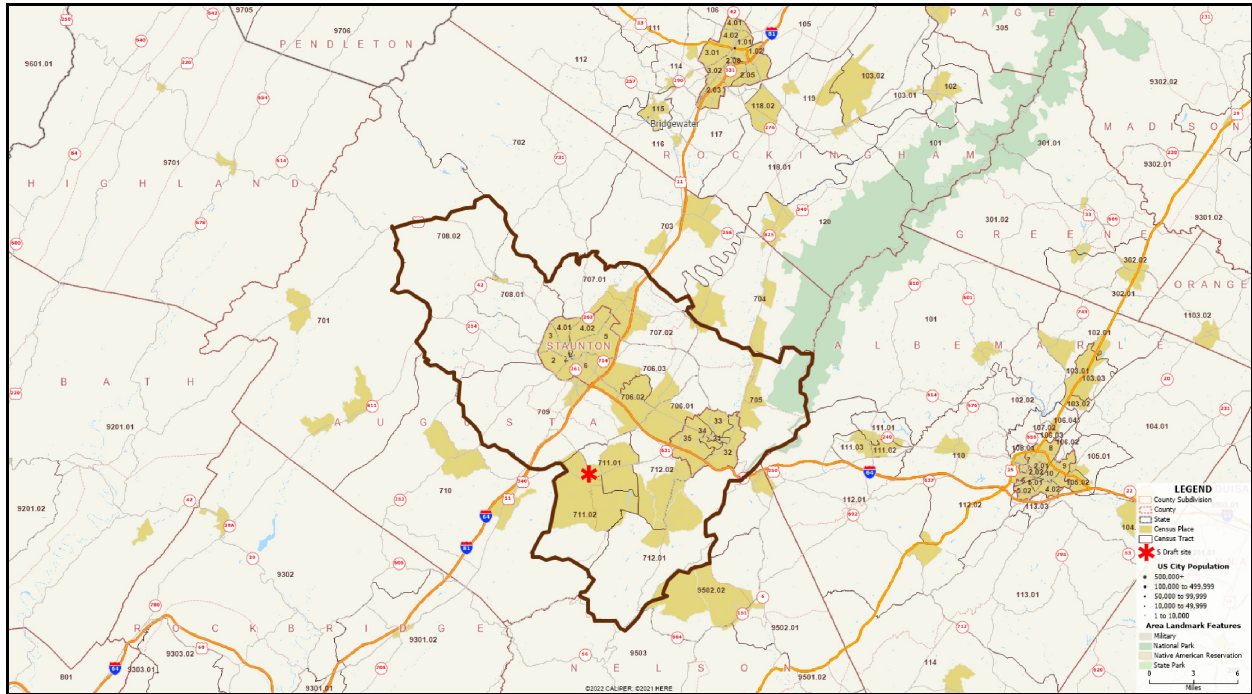
E. MARKET AREA DEFINITION

Market areas are defined on the basis of the consideration of many inter-related factors. These include consideration of the site location, consideration of socio-demographic characteristics of the area (tenure, income, rent-levels, etc.), local commuting patterns, physical (or other) boundaries, census geographies, and especially the location of comparable and/or potentially competing communities.

In communities such as county seats where that community is the county's largest community and is centrally located and can draw from the entire county, the county may be the market area. In circumstances where there are potentially competing communities in one county, the market area will be that part of the county (and, potentially, portions of adjacent counties) which the proposed development is most likely to draw from. In urban or suburban markets, the market area will be areas adjacent to the site and will extend to all locations of relatively similar character, and with residents or potential residents likely to be interested in the project. Here combinations of census tracts, may be used to define the market area.

The proposed development is located in the Stuarts Draft community in Augusta County in west-central Virginia. The market area for the proposed development is the City of Staunton, the City of Waynesboro, and adjacent portions of central and eastern Augusta County, as defined by several census tracts. This area extends to approximately 15- to 20 miles from the site, except to the west. The market area, as defined, therefore is that which constitutes the area adjacent to the site of the proposed development and extends to all locations of relatively similar character, and with residents or potential residents likely to be interested in the project.

Market area



F. EMPLOYMENT AND ECONOMY

The makeup and trends of the labor force and employment have a strong influence on the growth and stability of the local housing market in general.

Employment trends

Employment trends for Augusta County are illustrated in the table, below. Employment in 2021 - the most recent annual report shows employment at 35,201.

Employment showed modest growth from 2012 to 2020 when 1,618 jobs were lost from 2019 - a consequence of the COVID-19 pandemic. Data for 2021 show that, locally, employment is yet to show net gains.

Table 2 - Total Employment

		Change over previous year	
		<u>number</u>	<u>percent</u>
2012	34,890		
2013	35,024	134	0.4
2014	35,275	251	0.7
2015	35,304	29	0.1
2016	35,570	266	0.8
2017	35,823	253	0.7
2018	36,170	347	1.0
2019	37,089	919	2.5
2020	35,471	-1,618	-4.4
2021	35,201	-270	-0.8

Source: Bureau of Labor Statistics

Employment trends, by sector

Information on employment, by industry for Augusta County in 2020 and 2021 (the most recent annual data) is set out in Table 2, below. From this it is seen that, with respect to employment, the largest subsectors were manufacturing and healthcare and retail trade - employing 27.2 percent and 18.0 percent of the total, respectively, in the most recent year. Other significant subsectors are transportation and retail trade - each of which employs at least 10 percent of total employment.

Table 3 - Employment, by sector

	2020		2021		pct change
	number	percent	number	percent	
Agriculture, Forestry, etc	337	1.5	389	1.7	
Mining, etc.	31	0.1	32	0.1	
Utilities					
Construction	1,914	8.4	1,886	8.2	
Manufacturing	6,029	26.4	6,278	27.2	4.1
Wholesale trade					
Retail trade	2,006	8.8	2,306	10.0	15.0
Transp. and Warehousing	2,893	12.7	2,880	12.5	-0.4
Information	122	0.5	121	0.5	-0.8
Finance and Insurance	270	1.2	263	1.1	-2.6
Real estate	303	1.3	273	1.2	-9.9
Professional and Technical services	466	2.0	453	2.0	-2.8
Management	49	0.2	48	0.2	-2.0
Administrative and Waste services	1,271	5.6	1,001	4.3	-21.2
Educational services	241	1.1	249	1.1	3.3
Health Care and Social Assistance	4,019	17.6	4,166	18.0	3.7
Arts, Entertainment, Recreation	68	0.3	85	0.4	25.0
Accommodation and Food services	1,389	6.1	1,451	6.3	4.5
Other Services	433	1.9	418	1.8	-3.5
Unclassified	56	0.2	68	0.3	21.4
Total (private)	22,833		23,091		1.1

Source: Bureau of Labor Statistics

Unemployment trends

Unemployment trends for Augusta County are illustrated in the table, below. Rates for Virginia and for the U.S. as a whole are also shown, for reference. Here it is seen that the most recent annual unemployment rate for the county is 3.1 percent, down from 4.6 percent the previous year. The rate was 5.7 percent a decade earlier. As can be seen, this pattern is repeated at the state and national level over this period.

Table 4 - Unemployment trends

	Augusta County	Virginia	U.S.
2012	5.7%	5.9%	8.9%
2013	5.1%	5.6%	8.1%
2014	4.6%	5.1%	7.4%
2015	4.0%	4.4%	6.2%
2016	3.6%	4.0%	5.3%
2017	3.4%	3.7%	4.9%
2018	2.7%	3.0%	4.4%
2019	2.4%	2.8%	3.9%
2020	4.6%	6.2%	8.1%
2021	3.1%	3.9%	5.3%

Source: Bureau of Labor Statistics

Major Employers

The major private employers in the wider Augusta County area are listed in Table 5, below. Here it is seen that the largest single employers include local hospitals, Hershey Chocolate, several large retailers in addition to the local public schools, and local governments.

Table 5 - Major Employers

Employer		
Augusta County	Staunton	Waynesboro
Augusta Medical Center	Western State Hospital	Waynesboro School Board
Augusta County School Board	Staunton City School Board	Wal Mart
Hershey Chocolate of Virginia	City of Staunton	City of Waynesboro
Target Corp	Brightview Senior Living	AT&T
McKee Foods	Fisher Auto Parts	Lumos Payroll Corp
AAF McQuay	Mary Baldwin College	Virginia Panel Corp
Hollister	Wal Mart	Dupont Community Credit Union
County of Augusta	Best Buy	Chicopee Inc Dip
NIBCO of Virginia	VDOT	Lowes Home Centers
Innovative Refrigeration Systems	Speciality Blades	Mathers Construction Company
Augusta Medical Group	Care Advantage	Target Corp
UPS	Food Lion	PPL Time Zero

Source: Virginia Economic Development Partnership

The Virginia Economic Development Partnership reports a total of 861 new jobs added at five locations in Augusta County in recent years (since 2020). The largest announcement was the establishment of an Amazon distribution center, employing 500 persons. With respect to closures and layoffs, the Virginia Economic Development Partnership reports none in Augusta County since 2020.

The proposed development is not located in a market - such as a resort area - that would need housing for employees in such a specific market, although, as noted, the tourism industry is significant.

Wages by Industry Sector

Information on wages, by employment sector, for Augusta County is set out in Table 6, below. Here, average wages show some variation - both between sectors and also over time - with average wages increasing by 5.5 percent between 2020 and 2021.

Table 6 - Average Wages by Industry Sector

	<u>2020</u>	<u>2021</u>	<u>pct change</u>
Agriculture, Forestry, etc	\$666	\$670	0.6
Mining, etc.	\$1,032	\$1,262	22.3
Utilities			
Construction	\$949	\$1,010	6.4
Manufacturing	\$1,190	\$1,206	1.3
Wholesale trade			
Retail trade	\$664	\$756	13.9
Transp. and Warehousing	\$991	\$1,016	2.5
Information	\$1,203	\$1,215	1.0
Finance and Insurance	\$1,069	\$1,178	10.2
Real estate	\$863	\$974	12.9
Professional and Technical services	\$784	\$799	1.9
Management	\$1,775	\$1,794	1.1
Administrative and Waste services	\$600	\$695	15.8
Educational services	\$739	\$758	2.6
Health Care and Social Assistance	\$1,121	\$1,205	7.5
Arts, Entertainment, Recreation	\$347	\$355	2.3
Accommodation and Food services	\$329	\$368	11.9
Other Services	\$727	\$754	3.7
Unclassified	\$573	\$650	13.4
Total (private)	\$959	\$1,012	5.5

Source: Virginia Labor Market Information

Commuting patterns

Based on data from the American Community Survey, 32.8 percent of workers resident in Stuarts Draft* were employed in Stuarts Draft, with 54.0 percent employed elsewhere. The average driving time to work for residents of Stuarts Draft was 23.7 minutes, compared with 28.2 minutes for Virginia as a whole.

Table 7 - Commuting Data

	<u>number</u>	<u>percent</u>
Total Workers	5,835	100.0
Worked in Place of residence	1,914	32.8
Worked in County of residence	3,151	54.0
Worked outside Place of residence	3,921	67.2
Worked outside County of residence	2,684	46.0
Mean travel time to work (minutes)	23.7	

Source: 2016 to 2020 American Community Survey; T.Ronald Brown: Research & Analysis

* Stuarts Draft is an unincorporated community. Here, and throughout this report, data are for the Stuarts Draft Census Designated Place (CDP).

Commuting patterns data are no longer provided in the Decennial Census. Here, data are obtained from the LEHD Origin-Destination Statistics program available from the Census Bureau’s OnTheMap application. These data, on commuting patterns for persons who live and/or work in Augusta County are set out, below.

Here it is seen that many persons who work in Augusta County commute from, as one would expect, the City of Staunton, the City of Waynesboro, and from Rockingham County. Likewise, many residents of Augusta County commute to work in Staunton, Waynesboro, Rockingham County and the City of Harrisonburg.

Table 8 - Commuting Patterns

Working in Augusta County	11,573
Where Augusta County workers are commuting from:	
Staunton City	2,843
Waynesboro City	2,199
Rockingham County	1,771
Harrisonburg City	586
Albemarle County	522
Rockbridge County	491
Nelson County	240
Prince William County	202
Henrico County	182
Elsewhere	4,806
Where Augusta County residents are commuting to:	
Staunton City	3,952
Waynesboro City	3,115
Rockingham County	2,685
Harrisonburg City	2,392
Albemarle County	1,705
Charlottesville City	1,068
Roanoke City	516
Lynchburg City	476
Henrico County	446
Elsewhere	7,748

Source: LEHD Origin-Destination Statistics program/OnTheMap; T.Ronald Brown: Research & Analysis

It is expected that the local economic conditions will not likely have a direct positive or negative impact on the subject property, to any significant extent.

G. DEMOGRAPHIC CHARACTERISTICS

Population and Household Trends

In 2000, the population of Augusta County was 65,615, and in 2010 the population was recorded as 73,750. Population projections for Augusta County are provided by the Virginia State Data Center. Based on these data, the population of the area is projected to be 78,250 by 2023, and to be around 79,538 in 2028.

In 2000, the population of the market area was 86,137, and in 2010 the population was recorded as 93,446. Population projections for the market area are based on the official projections for Staunton and Waynesboro, and on the average of several small area population projection techniques using census tract trends for 2000 to 2010 in Augusta County, corrected for the official State Data Center numbers for that County. Based on these data, the population of the area is projected to be 100,688 by 2023, and to be around 102,899 by 2028.

Information on population trends and changes between 2000 and 2028 are set out in Table 9, below.

Table 9- Population Trends

	Stuarts Draft	Market Area	Augusta County
2000	8,367	86,137	65,615
2010	9,235	93,446	73,750
2023	n/a	100,688	78,250
2028	n/a	102,899	79,538
absolute change			
2000-2010	868	7,309	8,135
2010-2023	n/a	7,242	4,500
2023-2028	n/a	2,211	1,288
annual change			
2000-2010	87	731	814
2010-2023	n/a	557	346
2023-2028	n/a	442	258

Source: 2000 and 2010 Census; Virginia State Data Center; T.Ronald Brown: Research & Analysis

Projections of the number of households for Stuarts Draft, the market area, and for Augusta County are set out in Table 10, below.

In 2000, there were 24,818 households in Augusta County and 28,516 in 2010. Based on the population projections set out, above, there will be around 30,938 households in 2023 and 31,466 in 2028.

There were 34,587 households in the market area in 2000, and 38,685 in 2010. Projections show around 42,429 and 43,538 households in 2023 and 2028, respectively.

Table 10 - Household Trends

	Stuarts Draft	Market Area	Augusta County
2000	3,124	29,981	24,818
2010	3,674	33,827	28,516
2023	n/a	37,700	30,938
2028	n/a	38,925	31,466
absolute change			
2000-2010	550	3,846	3,698
2010-2023	n/a	3,873	2,422
2023-2028	n/a	1,225	528
annual change			
2000-2010	55	385	370
2010-2023	n/a	298	186
2023-2028	n/a	245	106

Source: 2000 Census and 2010 Census; T.Ronald Brown: Research & Analysis

Population and household characteristics

Age distribution

The distribution of the population, by age, for Stuarts Draft, the market area, and Augusta County is set out in Table 11, below. These data are from the 2010 Census.

Table 11 - Age Distribution

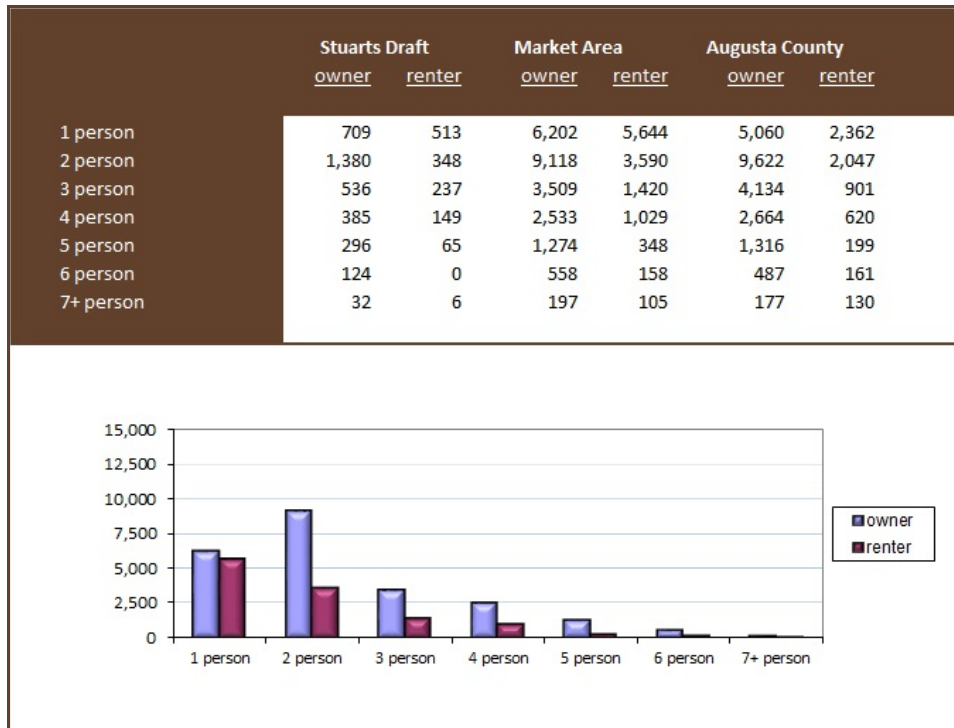
	Stuarts Draft		Market Area		Augusta County	
	<u>number</u>	<u>percent</u>	<u>number</u>	<u>percent</u>	<u>number</u>	<u>percent</u>
Under 5 years	529	5.7	4,833	6.0	3,839	5.2
5 to 9 years	600	6.5	4,836	6.0	4,323	5.9
10 to 14 years	666	7.2	4,747	5.8	4,655	6.3
15 to 19 years	605	6.6	5,224	6.4	4,769	6.5
20 to 24 years	447	4.8	4,618	5.7	3,654	5.0
25 to 29 years	534	5.8	4,935	6.1	3,905	5.3
30 to 34 years	515	5.6	4,702	5.8	3,995	5.4
35 to 39 years	640	6.9	4,809	5.9	4,679	6.3
40 to 44 years	662	7.2	5,215	6.4	5,239	7.1
45 to 49 years	706	7.6	6,129	7.5	6,201	8.4
50 to 54 years	737	8.0	5,984	7.4	6,049	8.2
55 to 59 years	626	6.8	5,463	6.7	5,563	7.5
60 to 64 years	590	6.4	5,267	6.5	5,040	6.8
65 to 69 years	460	5.0	4,285	5.3	4,002	5.4
70 to 74 years	326	3.5	3,344	4.1	2,890	3.9
75 to 79 years	268	2.9	2,658	3.3	2,133	2.9
80 to 84 years	168	1.8	2,146	2.6	1,558	2.1
85 years and over	156	1.7	1,995	2.5	1,256	1.7
55 and older	2,594	28.1	25,158	31.0	22,442	30.4
65 and older	1,378	14.9	14,428	17.8	11,839	16.1
Total	9,235		81,190		73,750	

Source: 2010 Census; T.Ronald Brown: Research & Analysis

Household size

Table 12 below, sets out household size, by tenure, for households in Stuarts Draft, the market area, and Augusta County.

Table 12 - Household Size



Source: 2016 to 2020 American Community Survey; T.Ronald Brown: Research & Analysis

Tenure

Table 13, below, sets out the number and proportion of owner and renter households for Stuarts Draft, the market area, and for Augusta County. In the years beyond 2010, the tenure proportions are based on 2000 to 2010 tenure trends. In 2010, 26.5 percent of households in Stuarts Draft were renters, 30.5 percent of households in the market area were renters, and 19.2 percent in Augusta County were renters.

Table 13 - Tenure

Stuarts Draft		<u>population</u>	<u>households</u>	<u>persons per household</u>	<u>Owner-occupied</u>		<u>Renter-occupied</u>	
					<u>number</u>	<u>percent</u>	<u>number</u>	<u>percent</u>
2000		8,367	3,124	2.68	2,493	79.8	631	20.2
2010		9,235	3,674	2.51	2,701	73.5	973	26.5
2023		n/a	n/a	n/a	n/a	n/a	n/a	n/a
2028		n/a	n/a	n/a	n/a	n/a	n/a	n/a

Market Area		<u>population</u>	<u>households</u>	<u>persons per household</u>	<u>Owner-occupied</u>		<u>Renter-occupied</u>	
					<u>number</u>	<u>percent</u>	<u>number</u>	<u>percent</u>
2000		86,137	34,587	2.49	24,705	71.4	9,882	28.6
2010		93,446	38,685	2.42	26,901	69.5	11,784	30.5
2023		100,688	42,429	2.37	28,382	66.9	14,047	33.1
2028		102,899	43,538	2.36	28,655	65.8	14,883	34.2

Augusta County		<u>population</u>	<u>households</u>	<u>persons per household</u>	<u>Owner-occupied</u>		<u>Renter-occupied</u>	
					<u>number</u>	<u>percent</u>	<u>number</u>	<u>percent</u>
2000		65,615	24,818	2.64	20,628	83.1	4,190	16.9
2010		73,750	28,516	2.59	23,027	80.8	5,489	19.2
2023		78,250	30,938	2.53	23,876	77.2	7,062	22.8
2028		79,538	31,466	2.53	23,796	75.6	7,670	24.4

Source: 2000 Census and 2010 Census; T.Ronald Brown: Research & Analysis

Income Distribution

The distribution of household incomes for Stuarts Draft, the market area, and Augusta County are set out in Table 14, below. These figures are taken from the 2016 to 2020 American Community Survey, and as such are subject to the limitations imposed by this source.

The median household income for Stuarts Draft is around \$68,171, and that for Augusta County as a whole is seen to be \$69,082. The median income for the market area is estimated at \$59,523.

The median income for the census tract in which the site of the proposed development is located is estimated to be around \$82,011 - based on the American Community Survey data.

Table 14 - Household Income

	Stuarts Draft		Market area		Augusta County	
	number	percent	number	percent	number	percent
less than \$10,000	343	7.2	2,289	5.7	1,139	3.8
\$10,000 to \$14,999	97	2.0	1,680	4.2	949	3.2
\$15,000 to \$19,999	192	4.0	1,750	4.3	1,169	3.9
\$20,000 to \$24,999	150	3.1	1,849	4.6	914	3.1
\$25,000 to \$29,999	244	5.1	2,355	5.8	1,537	5.1
\$30,000 to \$34,999	208	4.4	1,990	4.9	1,306	4.4
\$35,000 to \$39,999	159	3.3	1,654	4.1	1,231	4.1
\$40,000 to \$44,999	154	3.2	1,878	4.7	1,275	4.3
\$45,000 to \$49,999	147	3.1	1,475	3.7	979	3.3
\$50,000 to \$59,999	278	5.8	3,382	8.4	2,371	7.9
\$60,000 to \$74,999	685	14.3	4,174	10.4	3,466	11.6
\$75,000 to \$99,999	834	17.4	6,141	15.2	5,005	16.8
\$100,000 to \$124,999	544	11.4	3,989	9.9	3,499	11.7
\$125,000 to \$149,999	392	8.2	2,591	6.4	2,023	6.8
\$150,000 to \$199,999	245	5.1	2,149	5.3	1,851	6.2
\$200,000 or more	108	2.3	945	2.3	1,166	3.9
median income	\$68,171		\$59,523 *		\$69,082	

* Estimate

Source: 2016 to 2020 American Community Survey; T.Ronald Brown: Research & Analysis

Renter Income

The distribution of household incomes for renter households for Stuarts Draft, the market area, and Augusta County are set out in Table 15, below. These figures are also taken from the 2016 to 2020 American Community Survey.

The median renter household income for Stuarts Draft is around \$38,750, and that for Augusta County as a whole is seen to be \$42,218. The median renter income for the market area is estimated at \$35,400.

The median renter income for the census tract in which the site of the proposed development is located is estimated to be around \$50,500 - based on the American Community Survey data.

Table 15 - Household Income, Renter Households

	Stuarts Draft		Market area		Augusta County	
	number	percent	number	percent	number	percent
less than \$10,000	156	11.8	1,326	10.2	498	7.8
\$10,000 to \$19,999	231	17.5	2,221	17.2	1,213	18.9
\$20,000 to \$34,999	207	15.7	2,872	22.2	1,019	15.9
\$35,000 to \$49,999	200	15.2	1,938	15.0	915	14.3
\$50,000 to \$74,999	149	11.3	2,097	16.2	1,084	16.9
\$75,000 to \$99,999	144	10.9	1,276	9.9	907	14.1
\$100,000 or more	231	17.5	1,209	9.3	784	12.2
median income	\$38,750		\$35,400 *		\$42,218	

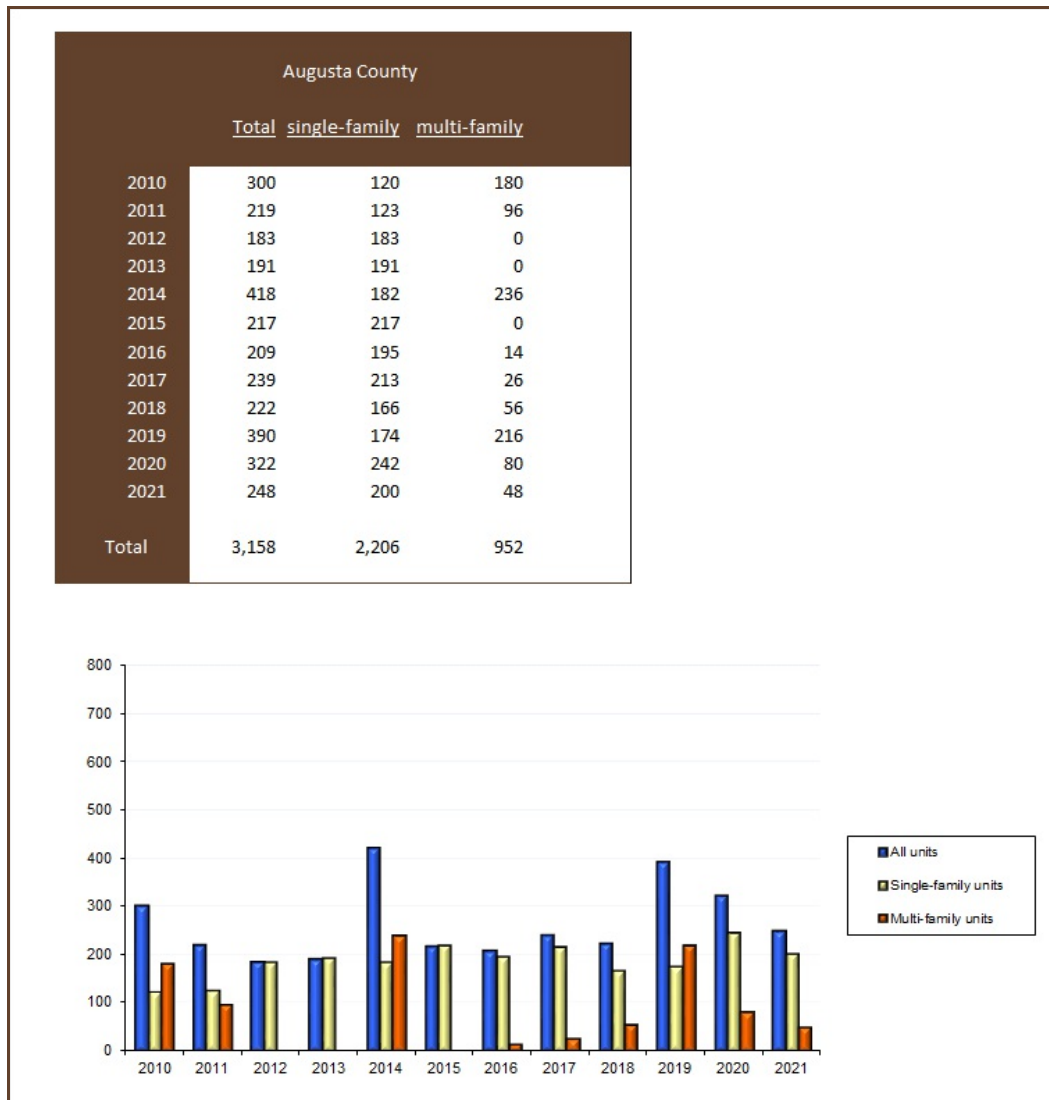
* Estimate

Source: 2016 to 2020 American Community Survey; T.Ronald Brown: Research & Analysis

Building permit trends

Table 16 below gives details of residential construction in Augusta County since 2010. Where the data exist, it can be seen that a total of 3,158 units were added in the County, of which 952 were multi-family units. No data exist for the market area.

Table 16 - Residential Construction Since 2010



Source: Current Construction Reports, Bureau of the Census; T. Ronald Brown: Research & Analysis

H. COMPETITIVE ENVIRONMENT

There are several apartment complexes located in the Staunton, Waynesboro, and Augusta County area. These include conventional/market rate properties, properties financed with low income housing tax credits, and subsidized housing for very low income households. The various unsubsidized and/or potentially comparable complexes were identified and surveyed, and where useful information was made available to us, this is presented, below.

Based on information from Virginia Housing, the following are the significant (non-elderly) new construction properties that have been financed with tax credits in the market area for the proposed development.

Frontier Ridge (100 units)
Goose Creek Crossing (116 units)
Middlebrook Trace I (82 units)
Middlebrook Trace II (48 units)
Montague Terrace (96 units)
Mountain Laurel Manor I (48 units)
Mountain Laurel Manor II (48 units)
Mountain Laurel Manor III (48 units)
Waterford Village (96 units)

Frontier Ridge is a 100-unit property that opened in 2006. This property offers a mix of two- and three-bedroom units. At Frontier Ridge, there are 50 two-bedroom of 959 square feet which rent for \$857, and 50 three-bedroom units which rent for \$988. Currently, the property is reported to have two vacant units (98.0 percent occupancy).

The Goose Creek Crossing Apartments is a 116- unit project that was funded in 2020 but will not be developed as proposed.

The two phases of the Middlebrook Trace development are currently in the early phase of construction at a location off Middlebrook Avenue, not far from the site of the proposed development. The initial phase will offer 82 units - 42 two-bedroom units and 40 three-bedroom units. The two-bedroom units will be targeted at 30 percent and 60 percent of the median, with rents at \$418 and \$956. The three-bedroom units are to be targeted at 50 and 60 percent of the median, with rents at \$917 and \$1,104. The second phase will have 48 units. There will 26 two-bedroom units which will rent for \$418 (30 percent) to \$950 (80 percent). Rents for the 22 three-bedroom units will range from \$1,104 for units at the 60 percent level, to \$1,159 for units at the 80 percent level. The nine three bedroom units at the 50 and 60 percent levels will be rent-assisted.

The Montague Terrace Apartments are a 96-unit property that was developed in 2012, adjacent to the site of the proposed development in Stuarts Draft. There are 56 two-bedroom units and 40 three-bedroom units. Rents are targeted at 50 percent and at 60 percent of the area median income - with rents ranging from \$784 for a two-bedroom unit at the 50 percent level, to \$1,103 for a three-bedroom unit at the 60 Percent level. The property reports two vacancies, a97.9 percent occupancy level.

The first phase of the Mountain Laurel Manor property was funded in 2017. It has 48 units: with a mix of 28 two- and 20 three bedroom units. Rents for the two-bedroom units range from \$575 to \$933. The three-bedroom units rent for \$1,077. The property is reported to be 96 percent occupied at present, but it is effectively full, with a waiting list.

The second phase of the Mountain Laurel Manor property was funded in 2018. It is the same bedroom mix as the original phase. Rents for the two-bedroom units range from \$566 to \$924. The three-bedroom units rent for \$1,077. The management company reports the property to be 92 percent occupied at present, but it is effectively full.

The third phase of the Mountain Laurel Manor property was funded in 2020 and is similar to phase one. That is, 48 units: with a mix of (28) two- and (20) three bedroom units. Rents will be from \$403 to \$925 for a two bedroom unit, with three-bedroom rents being \$465 to \$1,085. Construction is in the later stages. These units will be targeted to households with incomes at the 30 percent, 50 percent, 60 percent, and 80 percent levels.

Waterford Village opened in 2010 at a site off the Jefferson Highway. There a total of 96 units at this project: an equal mix of two-, and three-bedroom units. The two- bedrooms are available for up to \$784, and the three-bedroom units rent for up to \$896. Currently, there are no vacant units at this location.

There are several market rate properties in the area. For example, the Windigrove Apartments in Waynesboro is a large luxury complex that opened in 2014. There are a total of 357 units. Here, rents for one-bedroom units are reported to range from \$1,235 to \$1,400, and the two-bedroom units rent from \$1,350 to \$1,625. Three bedrooms at this location are available from \$1,525 to \$1,875. The project is reported to have 14 vacancies at present - that is, 96.1 percent occupancy.

In addition to the above there are several properties that are subsidized and available to low and very low income households. There are three properties developed through the USDA/RD development program and one HUD section 8 properties.

Based on our survey, there is a market-wide occupancy rate of 98.3 percent.

Occupancy at tax credit properties is found to be around 97.3 percent (with many of the vacant units representing turnover).

Occupancy at the various market rate properties surveyed in the market area is seen to be 98.6 percent.

In order to determine market rents, a sample of comparable market area properties were identified. The projects selected were chosen on the basis of age, location, and bedroom mix. Information for units at these various properties are summarized below.

Table 17 - Market Rate Properties

<u>Property</u>	<u>Year built</u>	<u>Two-bedroom rents</u>	<u>Three-bedroom rents</u>
Apartments at Goose Creek	2015	\$1,400-1,631	\$1,684-1,820
Big Sky	2006	\$1,271-1,472	\$1,416-1,569
Windigrove	2014	\$1,350-1,625	\$1,525-1,875

Source: Apartment Managers; T.Ronald Brown: Research & Analysis

The location, rent levels, unit size, age, features, and amenities were analyzed in order to try to establish an estimate of market rent levels for the subject property. Following this approach we have determined that, all things being equal, these market properties suggest a rent of around \$1,310 for a two-bedroom unit, and \$1,530 for a three-bedroom unit.

These rents are seen to be reasonably above the proposed rents at the proposed development, particularly those at or below 60 percent of the local area median. The proposed rents targeted at the 80 percent level - are also seen to be reasonably below the estimated market rents.

The various complexes surveyed are summarized as follows (tax credit properties are shown in bold face):

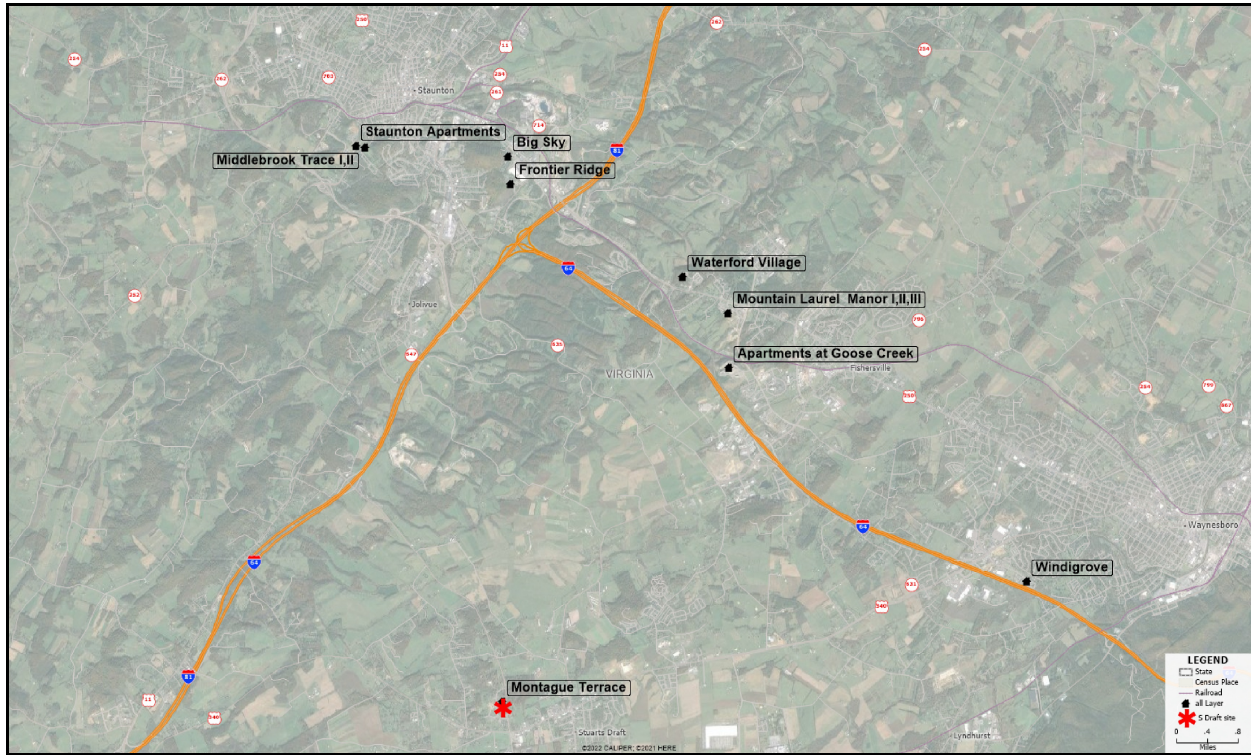
Complex name	Location	Financing	Year built	Total units	Vacant units	Occupancy (%)
Apartments at Goose Creek	Fishersville	Conventional	2015-2021	352	0	100.0
Big Sky	Staunton	Conventional	2006-2017	249	0	100.0
Frontier Ridge	Staunton	LIHTC	2006	100	2	98.0
Middlebrook Trace I	Staunton	LIHTC	2023	82	n/a	
Middlebrook Trace II	Staunton	LIHTC	2024	48	n/a	
Montague Terrace	Stuarts Draft	LIHTC	2012	96	2	97.9
Mountain Laurel Manor I	Staunton	LIHTC	2020	48	2	95.8
Mountain Laurel Manor II	Staunton	LIHTC	2020	48	4	91.7
Mountain Laurel Manor III	Staunton	LIHTC	2023	48	n/a	
Staunton	Staunton	Conventional	2016-2020	39	0	100.0
Waterford Village	Staunton	LIHTC	2020	96	0	100.0
Windigrove	Waynesboro	Conventional	2014-2020	357	14	96.1

	0 br/1ba			1 br/1ba		
	number	size (sq. ft).	rent	number	size (sq. ft).	rent
Overlook Ridge						
Apartments at Goose Creek				n/a	764-1,095	\$1,226-1,461
Big Sky				n/a	805-1,237	\$1,142-1,296
Frontier Ridge						
Middlebrook Trace I						
Middlebrook Trace II						
Montague Terrace						
Mountain Laurel Manor I						
Mountain Laurel Manor II						
Mountain Laurel Manor III						
Staunton						
Waterford Village				n/a	760-1,218	\$1,235-1,400
Windigrove						

	2 br/1-1½ ba			2 br/2 ba		
	number	size (sq. ft).	rent	number	size (sq. ft).	rent
Overlook Ridge				28	1,078	\$398-936
Apartments at Goose Creek				n/a	1,092-1,184	\$1,400-1,631
Big Sky				n/a	1,076-1,509	\$1,271-1,472
Frontier Ridge				50	959	\$857
Middlebrook Trace I	42	789	\$418-956			
Middlebrook Trace II	26	789	\$418-950			
Montague Terrace				56	1,068	\$784-953
Mountain Laurel Manor I				28	919	\$575-933
Mountain Laurel Manor II				28	918	\$566-924
Mountain Laurel Manor III	26	789	\$418-950			
Staunton	14	1,000	\$1,200			
Waterford Village				48	1,084	\$784
Windigrove				n/a	1,031-1,506	\$1,350-1,625

	3 br/1-1½ ba			3 br/2+ ba		
	number	size (sq. ft).	rent	number	size (sq. ft).	rent
Overlook Ridge				22	1,292	\$1,086-\$1,150
Apartments at Goose Creek				n/a	1,357-1,419	\$1,684-1,820
Big Sky				n/a	1,304-1,492	\$1,416-1,569
Frontier Ridge				50	1,234	\$988
Middlebrook Trace I				40	1,252	\$971-1,104
Middlebrook Trace II				22	1,252	\$1,104-1,193
Montague Terrace				40	1,194	\$896-1,103
Mountain Laurel Manor I				20	1,153	\$1,077
Mountain Laurel Manor II				20	1,159	\$1,065
Mountain Laurel Manor III				22	1,252	\$1,159-1,193
Staunton				25	1,300	\$1,450
Waterford Village				48	1,206	\$896
Windigrove				n/a	1,450-1,904	\$1,525-1,875

Apartment locations





Apartments at Goose Creek

Location: 80 Goose Point Lane
Fishersville

Financing: Conventional

Year Built: 2015-2021

Total Units: 352

Vacant units: 0 100.0% occupied

Telephone: 540.712.2459

Management: Denstock Management
[2/14]

Br/ba	units	sq. ft	Rent	Rent/sq.ft	Unit Amenities
1/1	764-1,095	\$1,226-1,461	\$1.45		Microwave • Dishwasher • Washer/dryer •
2/2	1,092-1,184	\$1,400-1,631	\$1.33		Washer/dryer hook-up • 9' Ceilings • High-end kitchen • Wood/style floors • Fireplaces • Patios/balconies •
3/2	1,357-1,419	\$1,684-1,820	\$1.26		
					<u>Community Amenities</u>
					Clubhouse/community room •
					Fitness center •
					Business center •
					Pool •
					Playground •
					Controlled access/gated •
					Elevator •
					Garages •
					Storage •
					Laundry •
<u>Utilities in Rent</u>					
Water					
Sewer					
Trash					



Big Sky

Location: 107 Community Way
Staunton

Financing: Conventional

Year Built: 2006-2017

Total Units: 249

Vacant units: 0 100.0% occupied

Telephone: 540.213.0234

Management: Park Properties
[2/14]

Br/ba	units	sq. ft	Rent	Rent/sq.ft	Unit Amenities
1/1	805-1,237	\$1,142-1,296	\$1.19		Microwave ● Dishwasher ● Washer/dryer ●
2/2	1,076-1,509	\$1,271-1,472	\$1.06		Washer/dryer hook-up 9' Ceilings High-end kitchen Wood/style floors Fireplaces Patios/balconies ●
3/2	1,304-1,492	1,416-1,569	\$1.07		
					<u>Community Amenities</u>
					Clubhouse/community room ●
					Fitness center ●
					Business center ●
					Pool ●
					Playground ●
					Controlled access/gated
					Elevator
					Garages
					Storage
					Laundry
<u>Utilities in Rent</u>					
Water					
Sewer					
Trash ●					



Frontier Ridge

Location: 20 Frontier Drive
Staunton

Financing: LIHTC

Year Built: 2006

Total Units: 100

Vacant units: 2 98.0% occupied

Telephone: 540.887.3337

Management: Capstone
[2/15]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	50	959	50%	\$857	84	\$0.89	Microwave Dishwasher ● Washer/dryer
3/2	50	1,234	50%	\$988	98	\$0.80	Washer/dryer hook-up ● 9' Ceilings High-end kitchen Wood/style floors Fireplaces Patios/balconies ●
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center ●
							Business center ●
							Pool ●
							Playground ●
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
<u>Utilities in Rent</u>							
Water ●							
Sewer ●							
Trash ●							

Middlebrook Trace I

Location: 914 Middlebrook Avenue
Staunton

Financing: LIHTC

Year Built: 2023

Total Units: 82

Vacant units: n/a occupied

Telephone:

Management: Excel Property Management
[2/14]

<u>Br/ba</u>	<u>Units</u>	<u>Sq. ft</u>	<u>Targeting</u>	<u>Rent</u>	<u>U/A</u>	<u>Rent/sq.ft</u>	<u>Unit Amenities</u>
2/1½	9	789	30%	\$418	\$119	\$0.53	Microwave
2/1½	33	789	60%	\$956	\$119	\$1.21	Dishwasher ●
3/2	15	1,252	50%	\$971	\$138	\$0.78	Washer/dryer ●
3/2	25	1,252	60%	\$1,104	\$138	\$0.88	Washer/dryer hook-up ●
							9' Ceilings
							High-end kitchen
							Wood/style floors
							Fireplaces
							Patios/balconies
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
							<u>Utilities in Rent</u>
							Water ●
							Sewer ●
							Trash ●

Middlebrook Trace II

Location: 914 Middlebrook Avenue
Staunton

Financing: LIHTC
Year Built: 2024
Total Units: 48
Vacant units: n/a

occupied

Telephone:
Management: Excel Property Management
[2/14]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/1½	9	789	30%	\$418	\$130	\$0.53	Microwave
2/1½	6	789	50%	\$765	\$130	\$0.97	Dishwasher ●
2/1½	6	789	60%	\$956	\$130	\$1.21	Washer/dryer
2/1½	5	789	80%	\$950	\$130	\$1.20	Washer/dryer hook-up ●
							9' Ceilings
							High-end kitchen
3/2	3	1,252	30%	\$1,193	\$153	\$0.95	Wood/style floors
3/2	6	1,252	50%	\$1,193	\$153	\$0.95	Fireplaces
3/2	6	1,252	60%	\$1,104	\$153	\$0.88	Patios/balconies
3/2	7	1,252	80%	\$1,159	\$153	\$0.93	
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
							<u>Utilities in Rent</u>
							Water ●
							Sewer ●
							Trash ●



Mountain Laurel Manor I

Location: 85 Bobby's Way
Staunton

Financing: LIHTC

Year Built: 2020

Total Units: 48

Vacant units: 2 95.8% occupied

Telephone: 540.466.5424

Management: GEM Management
[2/15]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	5	919	40%	\$575	\$142	\$0.63	Microwave
2/2	19	919	50%	\$754	\$142	\$0.82	Dishwasher ●
2/2	4	919	60%	\$933	\$142	\$1.02	Washer/dryer ●
							Washer/dryer hook-up ●
							9' Ceilings
							High-end kitchen
3/2	20	1,153	60%	\$1,077	\$165	\$0.93	Wood/style floors
							Fireplaces
							Patios/balconies
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
							<u>Utilities in Rent</u>
							Water ●
							Sewer ●
							Trash ●



Montague Terrace

Location: 28 Montague Court
Stuarts Draft

Financing: LIHTC

Year Built: 2012

Total Units: 96

Vacant units: 2 97.9% occupied (waiting list)

Telephone: 540.416.4384

Management: JDC Management
[2/17]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	34	1,068	50%	\$784	112	\$0.73	Microwave
	22	1,068	60%	\$953	112	\$0.89	Dishwasher ●
3/2	26	1,194	50%	\$896	139	\$0.75	Washer/dryer ●
	14	1,194	60%	\$1,103	139	\$0.92	Washer/dryer hook-up ●
							9' Ceilings
							High-end kitchen
							Wood/style floors
							Fireplaces
							Patios/balconies
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground ●
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
<u>Utilities in Rent</u>							
Water ●							
Sewer ●							
Trash ●							



Mountain Laurel Manor II

Location: 47 Bobby's Way
Staunton

Financing: LIHTC

Year Built: 2020

Total Units: 48

Vacant units: 4 91.7% occupied

Telephone: 540.466.5424

Management: GEM Management
[2/15]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	5	919	40%	\$566	\$151	\$0.62	Microwave
2/2	19	919	50%	\$745	\$151	\$0.81	Dishwasher ●
2/2	4	919	60%	\$924	\$151	\$1.01	Washer/dryer ●
3/2	20	1,159	60%	\$1,065	\$177	\$0.92	Washer/dryer hook-up ● 9' Ceilings High-end kitchen Wood/style floors Fireplaces Patios/balconies
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
<u>Utilities in Rent</u>							
Water ●							
Sewer ●							
Trash ●							



Mountain Laurel Manor III

Location: Bobby's Way
Staunton

Financing: LIHTC
Year Built: 2023
Total Units: 48
Vacant units: n/a

Telephone: 540.466.5424
Management: GEM Management

occupied

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	3	919	30%	\$403	\$134	\$0.44	Microwave
2/2	25	919	60%	\$925	\$134	\$1.01	Dishwasher ●
							Washer/dryer
							Washer/dryer hook-up ●
3/2	10	1,159	30%	\$465	\$156	\$0.40	9' Ceilings
3/2	10	1,159	60%	\$1,085	\$156	\$0.94	High-end kitchen
							Wood/style floors
							Fireplaces
							Patios/balconies
8 three bedroom units are rent assisted							
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center
							Business center
							Pool
							Playground
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry ●
<u>Utilities in Rent</u>							
Water ●							
Sewer ●							
Trash ●							



Staunton

Location: 1008 Seth Drive
Staunton

Financing: Conventional

Year Built: 2016-2020

Total Units: 39

Vacant units: 0 100.0% occupied

Telephone: 540.290.8945

Management: Owner managed
[2/17]

Br/ba	units	sq. ft	Rent	Rent/sq.ft	Unit Amenities
2/1½	14	1,000	\$1,200	\$1.20	Microwave • Dishwasher Washer/dryer •
3/2	25	1,300	\$1,450	\$1.12	Washer/dryer hook-up 9' Ceilings High-end kitchen Wood/style floors Fireplaces Patos/balconies
					<u>Community Amenities</u>
					Clubhouse/community room
					Fitness center
					Business center
					Pool
					Playground
					Controlled access/gated
					Elevator
					Garages
					Storage
					Laundry
<u>Utilities in Rent</u>					
Water •					
Sewer •					
Trash •					



Waterford Village

Location: 80 Imperial Drive
Staunton

Financing: LIHTC
Year Built: 2020
Total Units: 96
Vacant units: 0 100.0% occupied

Telephone: 540.416.4178
Management: JDC Management
[2/25]

Br/ba	Units	Sq. ft	Targeting	Rent	U/A	Rent/sq.ft	Unit Amenities
2/2	n/a	1,084	40%	n/a	n/a	n/a	Microwave
2/2	n/a	1,084	50%	\$784	n/a	\$0.72	Dishwasher ●
							Washer/dryer ●
							Washer/dryer hook-up ●
3/2	n/a	1,206	40%	n/a	n/a	n/a	9' Ceilings
3/2	n/a	1,206	50%	\$896	n/a	\$0.74	High-end kitchen
							Wood/style floors
							Fireplaces
							Patios/balconies
							<u>Community Amenities</u>
							Clubhouse/community room ●
							Fitness center ●
							Business center
							Pool
							Playground ●
							Controlled access/gated
							Elevator
							Garages
							Storage
							Laundry

Utilities in Rent
Water ●
Sewer ●
Trash ●



Windigrove

Location: 357 Windigrove Drive
Waynesboro

Financing: Conventional

Year Built: 2014

Total Units: 357

Vacant units: 14 96.1% occupied

Telephone: 540.299.1807

Management: Park Properties
[2/14]

Br/ba	units	sq. ft	Rent	Rent/sq.ft	Unit Amenities
1/1	16	918	\$1,235	\$1.35	Microwave ●
1/1	22	1,218	\$1,325	\$1.09	Dishwasher ●
1/1	n/a	760-855	\$1,375-1,400	\$1.72	Washer/dryer ●
					Washer/dryer hook-up ●
					9' Ceilings ●
2/2	78	1,267	\$1,350-1,400	\$1.09	High-end kitchen ●
2/2	66	1,506	\$1,475	\$0.98	Wood/style floors ●
2/2	n/a	1,031-1,205	\$1,475-1,625	\$1.39	Fireplaces ●
					Patios/balconies ●
3/2	52	1,450	\$1,580	\$1.09	
3/2	n/a	1,617-1,904	\$1,525-1,875	\$0.97	
					<u>Community Amenities</u>
					Clubhouse/community room ●
					Fitness center ●
					Business center ●
					Pool ●
					Playground ●
					Controlled access/gated ●
					Elevator ●
					Garages ●
					Storage ●
					Laundry ●
					<u>Utilities in Rent</u>
					Water
					Sewer
					Trash

I. AFFORDABILITY ANALYSIS, DEMAND ANALYSIS, CAPTURE RATES, AND PENETRATION RATES

Demand Analysis

The market for the proposed apartments is derived from two principal sources: the population and household growth market, and from existing households currently living in the area who could move to the project were it to be made available.

Income is a key variable in the analysis of housing markets. Of the 50 units proposed, five will be targeted at 30 percent of the median, 21 will be targeted to households with incomes up to 50 percent of the median, with six targeted at 60 percent of the median, and 18 units targeted at 80 percent of the median (and therefore applying income averaging). Thus, the apartments qualify for low income housing tax credit status.

The HUD income limits for Augusta County (the Staunton-Waynesboro MSA) are set out below. The median income for Augusta County in 2022 was \$83,600 - having been \$71,200 in 2021, and \$59,800 in 2012. This represents a 17.4 percent increase over the previous year, and a 39.8 percent increase over the last decade (or an average of 3.41 percent per year).

The maximum housing expenses for the proposed units are based on these income limits and assume an average 1.5 persons per household and that renters will pay no more than 30 percent of their incomes on housing expenses (rent plus utilities).

Table 18 - Income Limits and Maximum Housing Costs

Income Limits				
	30 percent	50 percent	60 percent	80 percent
1 person	\$16,740	\$27,900	\$33,480	\$44,640
2 person	\$19,110	\$31,850	\$38,220	\$50,960
3 person	\$21,510	\$35,850	\$43,020	\$57,360
4 person	\$23,880	\$39,800	\$47,760	\$63,680
5 person	\$25,800	\$43,000	\$51,600	\$68,800
6 person	\$27,720	\$46,200	\$55,440	\$73,920

Maximum Housing Costs				
	30 percent	50 percent	60 percent	80 percent
2 bedroom	\$538	\$896	\$1,076	\$1,434
3 bedroom	\$621	\$1,035	\$1,242	\$1,656

Source: HUD

Information as to rents and income targeting are set out in Table 19, below.

Table 19 - Rents and Income Targeting

income targeting					
	<u>30 percent</u>	<u>50 percent</u>	<u>60 percent</u>	<u>80 percent</u>	<u>Total</u>
2 bedroom	5	21	2	0	28
3 bedroom	0	0	4	18	22
Total	5	21	6	18	50

proposed rents				
	<u>30 percent</u>	<u>50 percent</u>	<u>60 percent</u>	<u>80 percent</u>
2 bedroom	\$398	\$757	\$936	
3 bedroom			\$1,086	\$1,150

proposed rents as a proportion (%) of maximum				
	<u>30 percent</u>	<u>50 percent</u>	<u>60 percent</u>	<u>80 percent</u>
2 bedroom	99.8	100.0	99.9	
3 bedroom			100.0	76.7

Source: Applicant; T Ronald Brown: Research & Analysis

The utility allowances for the proposed development are \$139 and \$156 for the two-, and three-bedroom units, respectively

From the table above, it can be seen that housing expenses at the proposed apartments effectively fall at the maximum allowable for the units targeted at the 30 percent level, the 50 percent level, and the 60 percent level. The rents for the units targeted at the 80 percent of the median are seen to be around 76 to 77 percent of the maximum allowable at that level.

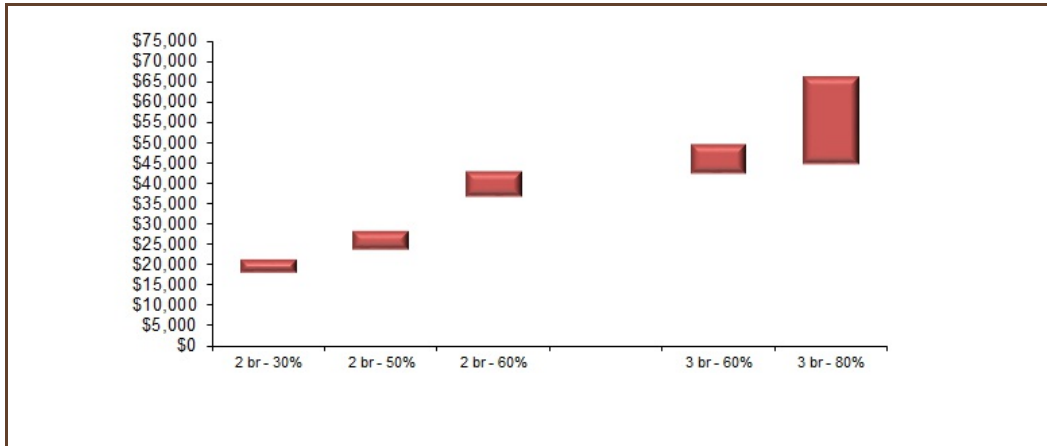
Qualifying income ranges are a function of the income needed to afford the proposed units and the mandated upper income limits. There is no official lower income limit for the proposed apartments. However, for the purposes of this report it is assumed that tenants will pay no more than 35 percent of their income on housing costs (rent and utilities). The upper limits are a function of household size - based on a standard of one and one-half persons per bedroom. The qualifying income limits for one- and four bedroom units are based on the proposed rents level relative to the maximum allowable. Similarly, rent assisted units are analyzed without that assistance, and rent for those units is assumed to be the maximum allowable (or the proposed rent, whichever is lower).

Table 20 - Qualifying Income Ranges

qualifying income ranges		
	<u>30 percent</u>	
	lower	upper
2 bedroom	\$18,411	\$21,510
3 bedroom	\$21,291	\$24,840
	<u>50 percent</u>	
	lower	upper
2 bedroom	\$30,720	\$35,850
3 bedroom	\$35,486	\$41,400
	<u>60 percent</u>	
	lower	upper
2 bedroom	\$36,857	\$43,020
3 bedroom	\$42,583	\$49,680
	<u>80 percent</u>	
	lower	upper
2 bedroom	\$38,709	\$57,360
3 bedroom	\$44,777	\$66,240

Source: Applicant; T Ronald Brown: Research & Analysis

The various qualifying income ranges, by bedroom mix and income targeting are illustrated, below. Here, the qualifying income ranges for those units set at or near the maximum allowable are seen to be very narrow. Any gaps and/or overlaps between these target income ranges will necessarily be taken into consideration in our calculations.



The major variables to be examined are tenure and income. These data are no longer available from the Decennial Census. Nonetheless, data can be extrapolated from the most recent American Community Survey - again, subject the limitations of those data. These data, for the market area for the proposed complex, are set out below.

Table 21 - Household Income, Renter Households

Income	All Renters		Overburdened Renters	
	Number	Percent	Number	Percent
Up to \$10,000	1,265	9.8	932	19.7
\$10,000 - \$19,999	2,221	17.2	1,533	32.4
\$20,000 - \$34,999	2,872	22.3	1,840	38.9
\$35,000 - \$50,000	1,938	15.0	266	5.6
\$50,000 - \$75,000	2,097	16.3	88	1.9
\$75,000 - \$100,000	1,276	9.9	63	1.3
\$100,000 and over	1,209	9.4	7	0.1
Total	12,878		4,729	

Source: 2016 to 2020 American Community Survey; T.Ronald Brown: Research & Analysis

As noted, these data are necessarily from the American Community Survey and are based on the 5-year average for the period from 2016 to 2020 - and not for a specific year.

From this table it can be seen that 9.8 percent of the market area renter households have incomes less than \$10,000, and a further 17.2 percent have incomes between \$10,000 and \$20,000. Around 22.3 percent of renters are seen to be in the \$25,000 to \$35,000 income range. Around 37 percent of all renters are rent-overburdened. This table also illustrates how rent-overburdened households are concentrated in the lower income groups.

Based on the income ranges set out in Table 20 and the income distribution set out in Table 21, it is found that around 5.1 percent of market area renter households qualify for units at 30 percent of the median, and the corresponding figures for units at the 50 percent, 60 percent, and 80 percent levels are 6.5 percent, 6.6 percent, and 16.1 percent, respectively.

Projections of need and demand are based upon a 2023 to 2028 projection period and the resulting calculations are corrected to account for any construction of comparable projects and/or planned comparable units.

Based on the projections set out in Table 13, a total of 836 new rental units are needed between 2023 and 2028. A total of 251 units will be for households eligible for the proposed project.

Again, the market for the proposed apartments comprises not only demand from population and household growth, but also from existing renter households who would move to the new apartments were they made available. The extent to which any new development is able to attract a certain share of this market is largely a factor of several interrelated factors. These include the location of the development, the amenities it offers, the quality of design and the effectiveness of the development's marketing and management. That is, the perceived value of the community in terms of price, convenience, and life-style.

Our calculations show that there will be a total of 4,465 renter households in the qualifying income range in the project market area. These figures have to be adjusted to reflect the proportion that are likely to move to a new complex. With respect to existing households in the project market area it is found that, based on the most recent American Community Survey data, 66.0 percent of renters qualifying for units at 30 percent of the median are rent-overburdened. Likewise, 37.4 percent, 23.4 percent, and 12.0 percent of those qualifying for units at the 50 percent, 60 percent, and 80 percent levels, respectively, are rent-overburdened. Here, these proportions are applied to the number of income eligible existing renter households to estimate how many of those households are likely to consider moving to the proposed apartments.

State Agency market study guidelines allow for the replacement of rental units due to demolition, abandonment, obsolescence and the like. The proportion is based on a two-year loss of 1.2 percent of rental units detailed in the 2016 Edition of "Components of Inventory Change" published by HUD. Based on the number of rental units in the project market area this translates to a need for an additional 136 units.

Total demand is therefore seen to amount to 1,632 units. These figures are based on a 2023 to 2028 projection period and therefore have been corrected to account for the funding and/or construction of any directly comparable projects in the market area. Three directly comparable project have been added in the project market area over the projection period. These are the 48 units at the third phase of Mountain Laurel Manor, where construction is nearing completion, and 82 units at the initial phase of Middlebrook Trace, and 48 units at that project's second phase. The Goose Creek Crossing Apartments were awarded tax credits in 2020, but that project is not going forward. The projects cited will add 178 new units. No other comparable complexes are funded and/or are under construction. Given that this supply amounts to 178 units, the net need is therefore for 1,454 units.

The preceding calculations are summarized in the table on the following page.

Table 22 - Demand Calculations

	30 percent	50 percent	60 percent	80 percent	total *
(i) income eligible new renter households	43	55	56	135	251
(ii) income eligible existing renter households	765	973	988	2,394	4,465
(iii) existing households, likely to move	505	364	231	287	1,246
(iv) need from obsolete housing	23	30	30	73	136
Total demand (i)+(iii)+(iv)	571	448	317	494	1,632
Supply	33	39	82	24	178
Net demand	538	409	235	470	1,454

*Total excludes gaps/overlap

Source: T. Ronald Brown: Research & Analysis

Demand has to be segmented to determine demand by number of bedrooms per unit. Based on the distribution of household size in the market area and given data from the American Housing Survey correlating typical household size and number of bedrooms, we have determined that one-bedroom units should account for 30 percent of the total, two-bedroom units should account for 41 percent of the total, and three-bedroom units should account for 22 percent of the total with four- or more bedroom units accounting for 7 percent.

Capture rates are illustrated in the table on the following page.

Table 23 - Capture Rates

	<u>30 percent</u>	<u>50 percent</u>	<u>60 percent</u>	<u>80 percent</u>	<u>total *</u>
Total demand					
1 bedroom	173	135	96	149	493
2 bedroom	233	183	129	201	664
3 bedroom	125	98	70	108	358
4 bedroom	41	32	23	35	116
Total	571	448	317	494	1,632
Supply					
1 bedroom	0	0	0	0	0
2 bedroom	27	12	45	10	94
3 bedroom	6	27	37	14	84
4 bedroom	0	0	0	0	0
Total	33	39	82	24	178
Net demand					
1 bedroom	173	135	96	149	493
2 bedroom	206	171	84	191	570
3 bedroom	119	71	33	94	274
4 bedroom	41	32	23	35	116
Total	538	409	235	470	1,454
Units proposed					
1 bedroom	0	0	0	0	0
2 bedroom	5	21	2	0	28
3 bedroom	0	0	4	18	22
4 bedroom	0	0	0	0	0
Total	5	21	6	18	50
Capture rates					
1 bedroom	0.0%	0.0%	0.0%	0.0%	0.0%
2 bedroom	2.4%	12.3%	2.4%	0.0%	4.9%
3 bedroom	0.0%	0.0%	12.3%	19.1%	8.0%
4 bedroom	0.0%	0.0%	0.0%	0.0%	0.0%
Total	0.9%	5.1%	2.6%	3.8%	3.4%

**Total excludes gaps/overlap*

Source: T. Ronald Brown: Research & Analysis

Given the calculated need, the proposed 50- unit development amounts to 3.4 percent of the total net need.

The capture rate, by bedroom, is determined to be 4.9 percent for the 28 two-bedroom units, and 8.0 percent for the 30 three-bedroom units.

The five units at 30 percent of the median amount to 0.9 percent of the net demand at that level, the 21 units at 50 percent of the median amount to 5.1 percent of demand at that target level, and the six units targeted at the 60 percent level amount to around 2.6 percent of demand at that level. The 18 units targeted at 80 percent represent 3.8 percent of demand at that level.

The capture rates presented above are considered very reasonable for this property.

ABSORPTION RATES

As noted, the capture rates presented above are considered realistic. Based on the above, the project could expect to lease-up (reach stabilized occupancy) over an estimated nine month period, or so.

Affordability Analysis

Here, an affordability analysis addresses the total number of income eligible renter households in the market are relative to the size of the proposed development.

The minimum income is that associated with the rent for the least expensive unit offered, and the upper limit is based on the 80 percent limit (the highest target income range) for the largest unit size, by number of bedrooms. Here, the lower income is seen to be that for the proposed two-bedroom units that will be targeted to households at the 30 percent level. That is, \$397 per month. Given a \$140 utility allowance and a 35 percent rent-to-income ratio, the lower qualifying income is seen to be \$18,411. The upper income is \$66,240. Based on the income data set out in Table 21, there are found to be as many as 7,541 renter households in that range in 2028. Thus, the proposed 50-unit development corresponds to a 0.7 percent affordability analysis capture rate.

Penetration rate.

A penetration rate is defined, for the purposes of this analysis, as the proportion of income-eligible households needed to fill the proposed development, plus those in existing competitive units, plus any in competitive units that are approved and funded for future development.

The lower income limit for this analysis is the income needed to afford the least expensive competitive unit in the market (or the rent for the least-expensive proposed unit, if lower), and the upper income limit is the upper income limit for the competitive units (or the proposed units, if higher). Our survey of the existing, competitive inventory, shows that the lowest two bedroom units are those at the subject property. Thus, the target income range for this market is from \$18,411 to \$66,240. There are seen to be 7,541 qualifying renter households in this income range in the market area. There are several existing comparable tax credit properties, there are three comparable projects that are under construction, no comparable projects that are funded for future construction. The existing tax credit projects comprise a total of 504 comparable units, with 178 units under construction at Mountain Laurel Manor, and the proposed 50 units, yields 732 units. Thus, the penetration rate - as defined - amounts to 9.7 percent.

Summary

Consideration of the capture rate (3.4 percent) and the (0.7 percent) affordability analysis capture rate, and (9.7 percent) penetration rate suggests that the proposed development is very marketable, as proposed.

J. LOCAL PERSPECTIVE OF RENTAL HOUSING MARKET

As part of the research for this market study, interviews were held with property managers, local government officials, and others with particular knowledge of the local housing market. The proposed development will offer an attractive, new, apartment complex - to be leased subject to the provisions of the Low Income Housing Tax Credit program. Property managers of existing complexes and/or other representatives of management companies were a potential source of information.

As noted, property managers are a major source of information for a project such as that proposed (their contact details are provided as part of the rental survey set out in the previous pages). Having conducted several surveys in this market in recent years we are aware of the support that managers at the various tax credit have for the product - as noted, for example, by managers at Frontier Ridge and at Waterford Village. In particular, the manager at Montague Court noted that a new project in the area would be well received.

K. ANALYSIS/CONCLUSIONS

Based on the above, the project could expect to lease-up (reach stabilized occupancy) over an estimated nine month period, or so.

Based on the proposed development's site, bedroom mix, amenities and features, utility provision and costs, the proposed development is considered marketable and should be well-accepted in this market, particularly as it will be a new, affordable, property.

The site location will offer a significant advantage as will the proposed rents, particularly those set to be affordable to households at 30 percent and 50 percent of the median.

The proposed development should not have a negative impact on existing housing.

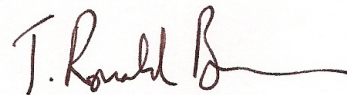
It is our recommendation that, based upon our analysis, the proposed apartments should be developed as proposed, and that the project should be awarded low income housing tax credits. This conclusion is based on our analysis of the economic and demographic criteria of the project market area as defined and on our project specific demand analysis and survey of the supply of rental housing in the market--as set out in the foregoing report and summarized in the Executive Summary.

L. OTHER REQUIREMENTS

Statement and signature

I affirm the following:

1. that I have made a physical inspection of the site and market area.
2. The appropriate information has been used in the comprehensive evaluation of the need and demand for the proposed rental units.
3. To the best of my knowledge the market can support the demand shown in this study. I understand that any misrepresentation in this statement may result in the denial of participation in the Low Income Housing Tax Credit Program in Virginia as administered by Virginia Housing.
4. Neither I nor anyone at my firm has any interest in the proposed development or relationship with the ownership entity.
5. Neither I nor anyone at my firm nor anyone acting on behalf of my firm is representing Virginia Housing or in any way acting for, at the request of, or on behalf of Virginia Housing
6. Compensation for my services is not contingent upon this development receiving a reservation or allocation of tax credits.



Market Analyst

March 14, 2023

As affirmed in the Scope of Work, there is no identity of interest between the analyst and the entity for which the report has been prepared.

Similarly, the recommendations and conclusions are based solely on the analyst's experience, opinion, and best efforts.

Analyst Qualifications

T. Ronald Brown: Research & Analysis is a planning and economics consulting firm which provides real estate market analysis.

The President of the firm is T. Ronald Brown. He has more than 35 years experience in the provision of market studies for subsidized and unsubsidized apartment developments and for-sale housing. Over the last two decades or so, Mr. Brown has produced around 2,500 studies in at least 20 states, predominantly in the Southeast.

Mr. Brown has a Honours Master of Arts degree in Geographical Studies from the University of St. Andrews in St. Andrews, Scotland.

The firm has primary experience in market analysis for residential projects including both single-family homes and multi-family units (for sale and for rent). A significant proportion of the firm's business focuses on apartment market studies—for family renters and for elderly persons. These reports include conventionally financed projects (including HUD 221 (d) (4) projects), affordable housing (including low income tax credit financed projects) and subsidized housing.

Mr. Brown is a member of several groups that promote housing in general and affordable housing in particular. These include the North Carolina Housing Coalition, Preservation North Carolina, the Virginia Housing Alliance, and the National Council of Housing Market Analysts.

Clients include for-profit developers, non-profit developers and community development corporations, state housing finance agencies, syndicators, and municipalities.

NCHMA MEMBER CERTIFICATION

This market study has been prepared by T. Ronald Brown: Research & Analysis, 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*, and *Model Content Standards for the Content of Market Studies*. 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 the 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 .

T.Ronald Brown: Research & Analysis is duly qualified and experienced in providing market analysis for Affordable Housing. The company's principal participates in the National Council of Housing Market Analysts (NCHMA) educational and information sharing programs to maintain the highest professional standards and state-of-the-art knowledge. T.Ronald Brown: Research and Analysis is an independent market analyst. No principle or employee of T. Ronald Brown: Research & Analysis has any financial interest whatsoever in the development for which this analysis has been undertaken.

Attested by:



T. Ronald Brown



List of sources

The foregoing report contains information from a variety of sources - those sources (such as contact numbers for property interviews) are cited at the appropriate place in the report itself. The major sources of data include:

The U.S. Census - 2000 and 2010, and the American Community Survey (2014-2019)
Virginia Housing
U.S. Department of HUD
U.S. Department of Agriculture
Virginia State Data Center/Weldon Cooper Center for Public Service
Virginia Employment Commission
Virginia Economic Development Partnership
Augusta County
U.S. Bureau of Labor Statistics
HUDUSER (e.g., SOCDs building permits database)

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MARKET STUDY TERMINOLOGY

The following presents the accepted definitions of various terms typically found in real estate market studies. These definitions are typically followed unless reviewing agency requirements differ.

Absorption period - the period of time necessary for a newly constructed or renovated property to achieve the *stabilized level of occupancy*. The absorption period begins when the first certificate of occupancy is issued and ends when the last unit to reach the *stabilized level of occupancy* has a signed lease. Assumes a typical premarketing period, prior to the issuance of the certificate of occupancy, of about three to six months. The month that leasing is assumed to begin should accompany all absorption estimates.

Absorption rate - the average number of unites rented each month during the *absorption period*.

Acceptable rent burden - the rent-to-income ratio used to qualify tenants for both income-restricted and non-income restricted units. The acceptable rent burden varies depending on the requirements of funding sources, government funding sources, target markets, and local conditions.

Achievable rents - See *Market Rent, Achievable Restricted Rent*.

Affordable housing - housing affordable to low or very low-income tenants.

Amenity - tangible or intangible benefits offered to a tenant. Typical amenities include on-site recreational facilities, planned programs, services and activities.

Annual demand - the total estimated demand present to the market in any one year for the type of units proposed.

Assisted housing - housing where federal, state or other programs *subsidize* the monthly costs to the tenants.

Bias - a proclivity or preference, particularly one that inhibits or entirely prevents an impartial judgment.

Capture rate - the percentage of age, size, and income qualified renter households in the *primary market area* that the property must capture to fill the units. Funding agencies may require restrictions to the qualified households used in the calculation including age, income, living in substandard housing, mover-ship and other comparable factors. The *Capture Rate* is calculated by dividing the total number of units at the property by the total number of age, size and income qualified renter households in the *primary market area*. See also: penetration rate.

Comparable property - a property that is representative of the rental housing choices of the subject's *primary market area* and that is similar in construction, size, amenities, location, and/or age. Comparable and *competitive* properties are generally used to derive market rent and to evaluate the subject's position in the market.

Competitive property - a property that is comparable to the subject and that competes at nearly the same rent levels and tenant profile, such as age, family or income.

Comprehensive market study - NCHMA (the National Council of Housing Market Analysts) defines a comprehensive market study for the purposes of IRC Section 42 as a market study compliant with its Model Content Standards for Market Studies for Rental Housing. Additionally, use of the suggested wording in the NCHMA certification without limitations regarding the comprehensive nature of the study, shows compliance with the IRC Section 42 request for completion of a market study by a 'disinterested party.'

Concession - discount given to a prospective tenant to induce the tenant to sign a lease. Concessions typically are in the form of reduced rent or free rent for a specific lease term, or for free amenities, which are normally charged separately (i.e. washer/dryer, parking).

Demand - the total number of households in a defined market area that would potentially move into the proposed new or renovated housing units. These households must be the appropriate age, income, tenure and size for a specific proposed development. Components of demand vary and can include household growth; turnover, those living in substandard conditions, rent over-burdened households, and demolished housing units. Demand is project specific.

Effective rents - contract rent less concessions.

Household trends - changes in the number of households for a particular area over a specific period of time, which is a function of new household formations (e.g. at marriage or separation), changes in average household size, and net migration.

Income band - the range of incomes of households that can afford to pay a specific rent but do not have below any applicable program-specific maximum income limits. The minimum household income typically is based on a defined *acceptable rent burden* percentage and the maximum typically is pre-defined by specific program requirements or by general market parameters.

Infrastructure - services and facilities including roads, highways, water, sewerage, emergency services, parks and recreation, etc. Infrastructure includes both public and private facilities.

Market advantage - the difference, expressed as a percentage, between the estimated market rent for an apartment property without income restrictions and the lesser of (a) the owner's proposed rents or (b) the maximum rents permitted by the financing program for the same apartment property. $(\text{market rent} - \text{proposed rent}) / \text{market rent} * 100$

Market analysis - a study of real estate market conditions for a specific type of property.

Market area - See primary market area.

Market demand - the total number of households in a defined market area that would potentially move into any new or renovated housing units. Market demand is not project specific and refers to the universe of tenure appropriate households, independent of income. The components of market demand are similar to those used in determining project-specific demand. A common example of market demand used by HUD's MAP program, which is based on three years of renter household growth, loss of existing units due to demolition, and market conditions.

Market rent - the rent that an apartment, without rent or income restrictions or rent subsidies, would command in the *primary market area* considering its location, features and amenities. Market rent should be adjusted for *concessions* and owner paid utilities included in the rent.

Market study - a comprehensive study of a specific proposal including a review of the housing market in a defined market area. Project specific market studies are often used by developers, syndicators, and government entities to determine the appropriateness of a proposed development, whereas market specific market studies are used to determine what housing needs, if any, exist within a specific geography.

Marketability - the manner in which the subject fits into the market; the relative desirability of a property (for sale or lease) in comparison with similar or competing properties in the area.

Market vacancy rate, economic - percentage of rent loss due to concessions, vacancies, and non-payment of rent on occupied units.

Market vacancy rate, physical - average number of apartment units in any market which are unoccupied divided by the total number of apartment units in the same market, excluding units in properties which are in the lease-up stage.

Migration - the movement of households into or out of an area, especially a *primary market area*.

Mixed income property - an apartment property containing (1) both income restricted and unrestricted units or (2) units restricted at two or more income limits (i.e. low income tax credit property with income limits of 30%, 50%, and 60%).

Mobility - the ease with which people move from one location to another.

Move-up demand - an estimate of how many consumers are able and willing to relocate to more expensive or desirable units. Examples: tenants who move from class-C properties to class-B properties, or tenants who move from older tax credit properties to new tax credit properties.

Multi-family - structures that contain more than two housing units.

Neighborhood - an area of a city or town with common demographic and economic features that distinguish it from adjoining areas.

Net rent (also referred to as contract rent or lease rent) - Gross rent less *tenant paid utilities*.

Penetration rate - The percentage of age and income qualified renter households in the *primary market area* that all existing and proposed properties, to be completed with six months of the subject, and which are competitively priced to the subject that must be captured to achieve the *stabilized level of occupancy*. Funding agencies may require restrictions to the qualified households used in the calculation including age, income, living in substandard housing, mover ship and other comparable factors. Units in all proposals / households in market * 100, see also: capture rate.

Pent-up demand - a market in which there is a scarcity of supply and vacancy rates are very low.

Population trends - changes in population levels for a particular area over a specific period of time – which is a function of the level of births, deaths, and net *migration*.

Primary market area - a geographic area from which a property is expected to draw the majority of its residents.

Programmatic rents - See *restricted rents*.

Project based rent assistance - rental assistance from any source that is allocated to the property or a specific number of units in the property and is available to each income eligible tenant of the property or an assisted unit.

Redevelopment - the redesign or rehabilitation of existing properties.

Rent burden - gross rent divided by adjusted monthly household income.

Rent burdened households - households with *rent burden* above the level determined by the lender, investor, or public program to be an acceptable rent-to-income.

Restricted rent - the rent charged under the restrictions of a specific housing program or subsidy.

Restricted rent, achievable - the rents that the project can attain taking into account both market conditions and rent in the *primary market area* and income restrictions.

Saturation - the point at which there is no longer demand to support additional unit. Saturation usually refers to a particular segment of a specific market.

Secondary market area - the portion of a market that supplies additional support to an apartment property beyond that provided by the primary market area.

Special needs population - specific market niche that is typically not catered to in a conventional apartment property. Examples of special needs population include: substance abusers, visually impaired person or persons with mobility limitations.

Stabilized level of occupancy - the underwritten or actual number of occupied units that a property is expected to maintain after the initial rent-up period, expressed as a percentage of the total units.

Subsidy - monthly income received by a tenant or by an owner on behalf of a tenant to pay the difference between the apartment's *contract rent* and the amount paid by the tenant toward rent.

Substandard conditions - housing conditions that are conventionally considered unacceptable which may be defined in terms of lacking plumbing facilities, one or more major systems not functioning properly, or overcrowded conditions.

Target income band - the *income band* from which the subject property will draw tenants.

Target population - the market segment or segments a development will appeal or cater to. State agencies often use target population to refer to various income set asides, elderly v. family, etc.

Tenant paid utilities - the cost of utilities (not including cable, telephone, or internet) necessary for the habitation of a dwelling unit, which are paid by the tenant.

Turnover period - 1. An estimate of the number of housing units in a market area as a percentage of total housing units in the market area that will likely change occupants in any one year. See also: vacancy period. Housing units with new occupants / housing units * 100 2. The percent of occupants in a given apartment complex that move in one year.

Unmet housing need - new units required in the market area to accommodate household growth, homeless people, and housing in substandard conditions.

Unrestricted rents - rents that are not subject to *restriction*.

Unrestricted units - units that are not subject to any income or rent restrictions.

Vacancy period - the amount of time that an apartment remains vacant and available for rent.

Vacancy rate-economic vacancy rate - physical - maximum potential revenue less actual rent revenue divided by maximum potential rent revenue. The number of total habitable units that are vacant divided by the total number of units in the property.

Other Terms

The following terms are also to be found in professional market studies - here, this information is drawn from various sources including HUD, the Census Bureau, and the Urban Land Institute.

Area Median Income (AMI) - 100% of the gross median household income for a specific Metropolitan Statistical Area, county or non-metropolitan area established annually by HUD.

Attached housing - two or more dwelling units connected with party walls (e.g. townhouses or flats).

Basic rent - the maximum monthly rent that tenants who do not have rental assistance pay to lease units developed through the USDA-RD Section 515 Program, the HUD Section 236 Program and HUD Section 223(d)(3) Below Market Interest Rate Program. The Basic Rent is calculated as the amount of rent required to operate the property, maintain debt service on a subsidized mortgage with a below-market interest rate, and provide a return on equity to the developer in accordance with the regulatory documents governing the property.

Below Market Interest Rate program (BMIR) - Program targeted to renters with income not exceeding 80% or area median income by limiting rents based on HUD's BMIR Program requirements and through the provision of an interest reduction contract subsidize the market interest rate to a below-market rate. Interest rates are typically subsidized to effective rates of one percent or three percent.

Census tract - a small, relatively permanent statistical subdivision delineated by a local committee of census data users for the purpose of presenting data. Census tract boundaries normally follow visible features, but may follow governmental unit boundaries and other non-visible features; they always nest within counties. They are designed to be relatively homogeneous units with respect to population characteristics, economic status, and living conditions at the time of establishment. Census tracts average about 4,000 inhabitants.

Central Business District (CBD) - the center of commercial activity within a town or city; usually the largest and oldest concentration of such activity.

Community Development Corporation (CDC) - entrepreneurial institution combining public and private resources to aid in the development of socio-economically disadvantaged areas.

Condominium - a form of joint ownership and control of property in which specified volumes of space (for example, apartments) are owned individually while the common elements of the property (for example, outside walls) are owned jointly.

Contract rent - 1. The actual monthly rent payable by the tenant, including any rent subsidy paid on behalf of the tenant, to the owner, inclusive of all terms of the lease. (HUD & RD) 2. The monthly rent agreed to between a tenant and a landlord (Census).

Difficult Development Area (DDA) - an area designated by HUD as an area that has high construction, land, and utility costs relative to the Area Median Gross Income. A project located in a DDA and utilizing the Low Income Housing Tax Credit may qualify for up to 130% of eligible basis for the purpose of calculating the Tax Credit allocation.

Detached housing - a freestanding dwelling unit, typically single-family, situated on its own lot.

Elder or senior housing - housing where (1) all units in the property are restricted for occupancy by persons 62 years of age or older or (2) at least 80% of the units in each building are restricted for occupancy by households where at least one household member is 55 years of age or older and the housing is designed with amenities and facilities designed to meet the needs of senior citizens.

Extremely low income - person or household with income below 30% of the Area Median Income adjusted for household size.

Fair Market Rent (FMR) - the estimates established by HUD of the Gross rents (Contract rent plus Tenant Paid Utilities) needed to obtain modest rental units in acceptable condition in a specific county or metropolitan statistical area. HUD generally set FMR so that 40% of the rental units have rents below FMR. In rental markets with a shortage of lower priced rental units HUD may approve the use of Fair Market Rents that are as high as the 50th percentile of rents.

Garden apartments - apartments in low-rise buildings (typically two or four stories) that feature low density, ample open-space around buildings, and on-site parking.

Gross rent - the monthly housing cost to a tenant which equals the Contract rent provided for in the lease plus the estimated cost of all Tenant Paid Utilities.

High-rise - a residential building having more than ten stories.

Household - one or more people who occupy a housing unit as their usual place of residence.

Housing unit - house, apartment, mobile home, or group of rooms used as a separate living quarters by a single household.

Housing Choice Voucher (Section 8 Program) - federal rent subsidy program under Section 8 of the U.S. Housing Act, which issues rent vouchers to eligible households in the use of the housing of their choice. The voucher payment subsidizes the difference between the Gross Rent and tenant's contribution of 30% of adjusted income, (or 10% of gross income, whichever is greater). In cases where 30% of the tenants' income is less than the utility allowance, the tenant will receive an assistance payment. In other cases, the tenant is responsible for paying his share of the rent each month.

Housing Finance Agency (FHA) - state or local agencies responsible for financing housing and administering assisted housing programs.

HUD Section 8 Program - federal program that provides project based rental assistance. Under the program HUD contracts directly with the owner for the payment of the difference between the contract rent and a specified percentage of tenants' adjusted income.

HUD Section 202 Program - federal program which provides direct capital assistance (i.e. grant) and operating or rental assistance to finance housing designed for occupancy by elderly households who have income not exceeding 50% of Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 501(c)(3) nonprofit organization. Units receive HUD project based rental assistance that enables tenants to occupy units at rents based on 30% of tenant income.

HUD Section 811 Program - federal program which provides direct capital assistance and operating of rental assistance to finance housing designed for occupancy by persons with disabilities who have income not exceeding 50% of Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 510(c)(3) nonprofit organization.

HUD Section 236 Program - federal program which provides interest reduction payments for loans which finance housing targeted to households with income not exceeding 80% of area median income who pay rent equal to the greater of Basic Rent or 30 percent of their adjusted income. All rents are capped at a HUD approved market rent.

Income limits - maximum household income by county or Metropolitan Statistical Area, adjusted for household size and expressed as a percentage of the Area Median Income for the purpose of establishing an upper limit for eligibility for a specific housing program. Income limits for federal, state and local rental housing programs typically are established at 30%, 50%, 60% or 80% of AMI. HUD publishes income limits each year for 30% median. Very low income (50%), and low income (80%), for households with 1 through 8 people.

Low income - person or household with gross household income below 80% of Area Median Income adjusted for household size.

Low income housing tax credit - a program to generate equity for investment in affordable rental housing authorized pursuant to Section 42 of the Internal Revenue Code, as amended. The program requires that a certain percentage of units built be restricted for occupancy to households earning 60% or less of Area Median Income, and that the rents on those units be restricted accordingly.

Low rise building - a building with one to three stories.

Metropolitan Statistical Area (MSA) - a geographic entity defined by the federal Office of Management and Budget for use by federal statistical agencies, based on the concept of a core area with a large population nucleus, plus adjacent communities have a high degree of economic and social integration with that core. Qualification of an MSA requires the presence of a city with 50,000 or more inhabitants, or the presence of an Urbanized Area (UA) and a total population of at least 100,000 (75,000 in New England). The county or counties containing the largest city and surrounding densely settled territory are central counties of the MSA. Additional outlying counties qualify to be included in the MSA by meeting certain other criteria of metropolitan character, such as a specified minimum population density or percentage of the population that is urban.

Mid-rise - a building with four to ten stories.

Moderate income - person or household with gross household income between 80 and 120 percent of area median income adjusted for household size.

Public Housing or Low Income Conventional Public Housing - HUD program administered by local (or regional) Housing Authorities which serves low- and very-low income households with rent based on the same formula used for HUD Section 8 assistance.

Qualified Census Tract (QCT) - any census tract (or equivalent geographic area defined by the Bureau of the Census) in which at least 50% of households have an income less than 60% of the area median income or where the poverty rate is at least 25%. A project located in a QCT and receiving Low Income Housing Tax Credit may qualify for up to 130% of the eligible basis for the purpose of calculating the Tax Credit allocation.

Rural Development (RD) market rent - a monthly rent that can be charged for an apartment under a specific USDA-RD housing program, that reflects the agency's estimate of the rent required to operate the property, maintain debt service on an unsubsidized mortgage and provide an adequate return to the property owner. The rent is the maximum rent that a tenant can pay at an RD Property.

Rural Development (RD) Program (Formerly the Farmers Home Administration Section 515 Rural Rental Housing Program) - federal program which provides the low interest loans to finance housing which serves low- and moderate-income persons in rural areas who pay 30 percent of their adjusted income on rent or the basic rent, which is the higher (but not exceeding the market rent). The program may include property based rental assistance and interest reduction contracts to write down the interest on the loan to as low as one percent.

Single-family housing - a dwelling unit, either attached or detached, designed for use by one household and with the direct access to a street. It does not share heating facilities or other essential building facilities with any other dwelling.

State Data Center (SDC) - a state agency or university facility identified by the governor of each state to participate in the Census Bureau's cooperative network for the dissemination of the census data.

Tenant - one who rents real property from another.

Tenure - the distinction between owner-occupied and renter-occupied housing units.

Townhouse (or Row House) - single-family attached residence separated from another by party walls, usually on a narrow lot offering small front and back-yards; also called row house.

Very low income - person or household whose gross household income does not exceed 50% of Area Median Income adjusted for household size.

Zoning - classification and regulation of land by local governments according to use categories (zones); often also includes density designations.