



REAL PROPERTY **RESEARCH** GROUP

WASHINGTON/BALTIMORE ■ ATLANTA

Market Feasibility Analysis

Silver Comet Village Senior Apartments

Powder Springs, Cobb County, Georgia

Prepared for:

Beverly J. Searles Foundation

Effective Date: April 24, 2013

Site Inspection: April 24, 2013



10400 Little Patuxent Parkway ■ Suite 450 ■ Columbia, Maryland 21044 ■ 410.772.1004 ■ Fax 866.243.5057

3227 South Cherokee Lane ■ Suite 1360 ■ Woodstock, Georgia 30188 ■ 770.517.2666 ■ Fax 866.243.5057



TABLE OF CONTENTS

EXECUTIVE SUMMARY 1

1. INTRODUCTION 8

A. Overview of Subject 8

B. Purpose of Report 8

C. Format of Report 8

D. Client, Intended User, and Intended Use 8

E. Applicable Requirements 8

F. Scope of Work 8

G. Report Limitations 9

2. PROJECT DESCRIPTION 10

A. Project Overview 10

B. Project Type and Target Market 10

C. Building Types and Placement 10

D. Detailed Project Description 10

 1. Project Description 10

 2. Other Proposed Uses 11

 3. Pertinent Information on Zoning and Government Review 11

 4. Proposed Timing of Development 11

3. SITE AND NEIGHBORHOOD ANALYSIS 13

A. Site Analysis 13

 1. Site Location 13

 2. Existing Uses 13

 3. Size, Shape, and Topography 13

 4. General Description of Land Uses Surrounding the Subject Site 13

 5. Specific Identification of Land Uses Surrounding the Subject Site 13

B. Neighborhood Analysis 17

 1. General Description of Neighborhood 17

 2. Neighborhood Planning Activities 17

 3. Public Safety 17

C. Site Visibility and Accessibility 19

 1. Visibility 19

 2. Vehicular Access 19

 3. Availability of Public Transit 19

 4. Availability of Inter-Regional Transit 19

 5. Accessibility Improvements under Construction and Planned 19

 6. Environmental Concerns 19

D. Residential Support Network 20

 1. Key Facilities and Services near the Subject Site 20

 2. Essential Services 20

 3. Commercial Goods and Services 22

 4. Recreational Amenities 22

 5. Location of Low Income Housing 22

E. Site Conclusion 22

4. MARKET AREA DEFINITION 23

A. Introduction 23

B. Delineation of Market Area 23

5. ECONOMIC CONTENT 25

A. Introduction 25

B. Labor Force, Resident Employment, and Unemployment 25

 1. Trends in County Labor Force and Resident Employment 25



2.	Trends in County Unemployment Rate	25
C.	Commutation Patterns	25
D.	At-Place Employment	27
1.	Trends in Total At-Place Employment.....	27
2.	At-Place Employment by Industry Sector.....	28
3.	Major Employers.....	30
4.	Recent Economic Expansions and Contractions.....	30
5.	Wages.....	32
6.	Conclusions on Local Economics	32
6.	DEMOGRAPHIC ANALYSIS.....	33
A.	Introduction and Methodology	33
B.	Trends in Population and Households.....	33
1.	Recent Past Trends.....	33
2.	Projected Trends.....	33
3.	Building Permit Trends.....	34
4.	Trends in Older Adult Households	36
C.	Demographic Characteristics	36
1.	Age Distribution and Household Type	36
2.	Renter Household Characteristics.....	38
3.	Income Characteristics	41
7.	COMPETITIVE HOUSING ANALYSIS	42
A.	Introduction and Sources of Information	42
B.	Overview of Market Area Housing Stock.....	42
C.	Survey of Age-Restricted Rental Communities.....	44
1.	Introduction to the Age-Restricted Rental Housing Survey	44
2.	Location.....	44
3.	Age-Restricted Rental Housing Characteristics	44
4.	Vacancy Rates	44
5.	Unit Distribution.....	44
6.	Absorption History	45
7.	Effective Rents	45
8.	Payment of Utility Costs.....	46
9.	Unit Features.....	46
10.	Community Amenities.....	47
D.	Survey of General Occupancy Rental Communities	49
1.	Introduction to the Rental Housing Survey.....	49
2.	Vacancy Rates	49
3.	Effective Rents	49
4.	DCA Average Market Rent	51
E.	Interviews	52
F.	Multi-Family Pipeline	53
G.	Housing Authority Data	53
H.	Existing Low Income Rental Housing	53
I.	Impact of Abandoned, Vacant, or Foreclosed Homes	55
8.	FINDINGS AND CONCLUSIONS	57
A.	Key Findings.....	57
1.	Site and Neighborhood Analysis	57
2.	Economic Context	57
3.	Population and Household Trends.....	58
4.	Demographic Analysis.....	58
5.	Competitive Housing Analysis.....	59
B.	Affordability Analysis	60
1.	Methodology.....	60



2.	Affordability Analysis	61
3.	Conclusions of Affordability	62
C.	Demand Estimates and Capture Rates	64
1.	Methodology.....	64
2.	Demand Analysis.....	64
D.	Absorption Estimate	67
E.	Target Markets	68
F.	Product Evaluation	68
G.	Price Position	68
H.	Impact on Existing Market.....	70
I.	Final Conclusions and Recommendations	70
	APPENDIX 1 UNDERLYING ASSUMPTIONS AND LIMITING CONDITIONS	71
	APPENDIX 2 ANALYST CERTIFICATIONS	73
	APPENDIX 3 NCHMA CERTIFICATION	74
	APPENDIX 4 ANALYST RESUMES	75
	APPENDIX 5 DCA CHECKLIST	77
	APPENDIX 6 NCHMA CHECKLIST	82
	APPENDIX 7 RENTAL COMMUNITY PROFILES.....	85

TABLES, FIGURES AND MAPS

Table 1	Silver Comet Village Detailed Project Summary	12
Table 2	Key Facilities and Services.....	20
Table 3	Labor Force and Unemployment Rates.....	26
Table 4	2007-2011 Commuting Patterns, Silver Comet Market Area	26
Table 5	2011 Major Employers, Cobb County	30
Table 6	Recent Economic Expansions, Cobb County	30
Table 7	Average Annual Pay and Annualized Wage Data by Sector, Cobb County	32
Table 8	Population and Household Projections.....	34
Table 9	Building Permits by Structure Type, Cobb County	35
Table 10	Trends in Older Adult Householders, Silver Comet Market Area	36
Table 11	2013 Age Distribution	37
Table 12	2010 Households by Household Type.....	37
Table 13	Households by Tenure	38
Table 14	Senior Households by Tenure, Age 55+	39
Table 15	Renter Households by Age of Householder	40
Table 16	2010 Renter Households by Household Size	40
Table 17	2013 Household Income	41
Table 18	2013 Senior Household Income by Tenure, Households 55+	41
Table 19	Dwelling Units by Structure and Tenure	42
Table 20	Dwelling Units by Year Built and Tenure.....	43
Table 21	Value of Owner Occupied Housing Stock.....	43
Table 22	Rental Summary, Senior Communities	46
Table 23	Utility Arrangement and Unit Features.....	47
Table 24	Community Amenities	47
Table 25	Rental Summary and Salient Characteristics, General Occupancy Communities	51
Table 26	Average Rents, Comparable Properties	52
Table 27	Average Market Rent and Rent Advantage Summary	52
Table 28	Subsidized Communities, Silver Comet Market Area.....	53
Table 29	Foreclosure Rate, ZIP CODE 30101, March 2013	55
Table 30	Recent Foreclosure Activity, ZIP CODE 30101.....	56
Table 31	2015 Total and Renter Income Distribution, Households 55+	60



Table 32 LIHTC Income and Rent Limits, Atlanta-Sandy Springs-Marietta MSA.....	61
Table 33 2015 Affordability Analysis, Silver Comet Village.....	63
Table 34 Substandard and Cost Burdened Calculations	65
Table 35 Homeownership to Rental Housing Conversion	65
Table 36 Overall Demand Estimates, Silver Comet Village	66
Table 37 Demand by Floor Plan, Silver Comet Village	66
Figure 1 Satellite Image of Subject Site	15
Figure 2 Views of Subject Site.....	15
Figure 3 Views of Surrounding Land Uses	16
Figure 4 At-Place Employment	27
Figure 5 Total Employment by Sector, 2012 Q3	28
Figure 6 Change in Employment by Sector 2001-2012 Q3	29
Figure 7 Change in Employment by Sector 2007-2012 Q3	29
Figure 8 Price Position – One and Two Bedroom Units.....	69
Map 1 Site Location	14
Map 2 2011 CrimeRisk, Subject Site and Surrounding Areas	18
Map 3 Location of Key Facilities and Services	21
Map 4 Silver Comet Market Area	24
Map 5 Major Employers	31
Map 6 Surveyed Senior Rental Communities	48
Map 7 Surveyed Comparable General Occupancy Rental Communities.....	50
Map 8 Subsidized Rental Communities	54



EXECUTIVE SUMMARY

Beverly J. Searles Foundation has retained Real Property Research Group, Inc. (RPRG) to conduct a comprehensive market feasibility analysis for Silver Comet Village, a proposed senior-oriented rental community in Powder Springs, Cobb County, Georgia. As proposed, Silver Comet Village will be financed in part through the use of Low Income Housing Tax Credits (LIHTC) from the Georgia Department of Community Affairs (DCA). The following report, including the executive summary, is based on DCA's 2013 market study requirements.

1. Project Description

- Silver Comet Village will contain 95 senior-oriented rental units including 85 LIHTC units targeting householders earning up to 50 percent and 60 percent of the Area Median Income (AMI). Ten (10) of the units will be market rate unencumbered by rent and income limits. All units will be restricted to households with householders age 55 and older.
- A detailed summary of the subject property, including the rent and unit configuration, is shown in the table below. The rents shown will include the cost of all utilities.

Silver Comet Village							
Richard Sailors Parkway, Powder Springs, Georgia							
Unit Mix/Rents							
Bed	Bath	Income Target	Size (sqft)	Quantity	Net Rent	Utility	Gross Rent
1	1	50%	664	10	\$620	\$0	\$620
1	1	60%	664	34	\$740	\$0	\$740
1	1	Mkt	664	1	\$814	\$0	\$814
2	1	50%	864	3	\$680	\$0	\$680
2	1	60%	864	18	\$800	\$0	\$800
2	1	Mkt	864	4	\$880	\$0	\$880
2	2	50%	950	2	\$725	\$0	\$725
2	2	60%	950	18	\$875	\$0	\$875
2	2	Mkt	950	5	\$963	\$0	\$963
Total				95			

Rents include: All utilities

- The newly constructed units at the subject property will offer kitchens with new energy star appliances including a refrigerator, range, dishwasher, garbage disposal, and microwave. Flooring will be a combination of wall-to-wall carpeting and vinyl tile in the kitchen / bathrooms. In addition, all units will include washer/dryer connections, high speed internet access, cable TV connections, emergency call systems, and window blinds. The proposed unit features at Silver Comet Village will be competitive with existing LIHTC and market rate rental communities in the Silver Comet Market Area and will be well received by the target market.
- Silver Comet Village's community amenity package will include a multi-purpose room, game room, fitness center, library, computer center, day room, television room, community garden, gazebo, walking paths, and central laundry facility. These amenities



will be competitive with the surveyed rental stock in the Silver Comet Market Area and will be more appealing to senior householders than those offered at family targeted communities.

2. Site Description / Evaluation:

- The site for Silver Comet Village is located near the intersection of Richard D. Sailors Parkway and U.S. Highway 278 in Powder Springs, Cobb County, Georgia. Surrounding land uses include undeveloped land, a church, commercial uses, and a park and ride lot. The Silver Comet Trail (greenway) is located along the northern side of the subject site.
- Although residential uses do not directly border the subject site, they are common within one-half mile including both single-family detached homes and multi-family apartments.
- Community services, neighborhood shopping centers, medical services, and recreational venues are all located in the subject site's immediate vicinity including both convenience and comparison shopping opportunities within two to three miles.
- Silver Comet Village will have high visibility from its location along U.S. Highway 278 and the Silver Comet Trail. Residents of the community will access the site from the less traveled Richard D. Sailors Parkway. A traffic light at U.S. 278 will facilitate access.
- The subject site is suitable for the proposed development. No negative land uses were identified at the time of the site visit that would negatively affect the proposed development's viability in the marketplace.

3. Market Area Definition

- The Silver Comet Market Area consists of 2010 Census tracts located in western Cobb County in and around the city of Powder Springs. The boundaries of the Silver Comet Market Area and their approximate distance from the subject site are Highway 120 (4.7 miles to the north), Hicks Road/Floyd Road (7.3 miles to the east), Douglas County (4.5 miles to the south), and Paulding County (1.2 miles to the south).

4. Community Demographic Data

- The Silver Comet Market Area experienced significant population and household growth during the past decade. Growth is expected to continue at a steady pace through 2015, albeit at a slower rate. Over the next three years, senior household growth is expected to outpace total household growth on a percentage basis.
 - Between 2000 and 2010 Census counts, the population of the Silver Comet Market Area grew from 124,745 to 142,926 people with annual increases of 1,818 people or 1.4 percent. During the same period, the number of households in the Silver Comet Market Area increased from 43,421 to 49,568 households, a gain of 615 households or 1.3 percent annually. Based on Esri projections, the market area will add 650 people and 223 households per year from 2013 to 2015 or 0.4 percent annually.
 - From 2013 and 2015, households with householders age 55+ are projected to increase at an annual rate of 2.1 percent or 369 households, resulting in 18,285 households with householders 55+ in the Silver Comet Market Area.



- Persons age 55+ constitute 20.9 percent of the population in the Silver Comet Market Area and 20.8 percent of the population in Cobb County. Adults age 35-61 comprise the largest percentage of the population in both regions at roughly 38 percent.
- Approximately 41 percent of all households in the Silver Comet Market Area contain children compared to 36.7 percent in Cobb County. Over one-third (approximately 37-38 percent) of all households in both the Silver Comet Market Area and Cobb County contain two adults, but no children. Single persons account for 21.6 percent and 25.6 percent of households in the Silver Comet Market Area and Cobb County, respectively.
- As of the 2010 Census, 24.3 percent of all households in the Silver Comet Market Area were renters, compared to 33.1 percent in Cobb County.
- Among householders age 55 and older, the 2013 renter percentages as estimated by Esri are 15 percent in the market area and 17.3 percent in Cobb County.
- According to income distributions provided by Esri, the 2013 median household income in the Silver Comet Market Area is \$60,321, 7.6 percent lower than the Cobb County median household income of \$65,304. RPRG estimates the 2013 median income for senior renter householders (age 55 and older) in the Silver Comet Market Area is \$27,883. One quarter (25.2 percent) of all senior renter householders (55+) in the Silver Comet Market Area have an income less than \$15,000 per year. Nearly 36 percent of senior renters earn \$15,000 to \$34,999.
- The Silver Comet Market Area contains a limited number of abandoned or vacant homes and has encountered modest foreclosures over the past year. While the conversion of such properties can affect the demand for new multi-family rental housing in some markets, we do not believe foreclosures will impact demand for the subject property given its senior-oriented design and affordable nature.

5. **Economic Data:**

- As the full effects of the recent national recession began to impact the local economy, Cobb County's unemployment rate increased from 5.6 percent in 2008 to 9.6 percent in 2010. Over the past two years, economic conditions have improved as the unemployment rate dropped to 8.9 percent in 2011 and 8.0 percent in 2012.
- The recent national recession resulted in a loss of over 31,000 jobs or 9.8 percent of Cobb County's 2007 employment base; however, the county's economy has shown signs of stabilization/recovery with the addition of 5,458 jobs in 2011 and over 9,300 jobs through the third quarter of 2012.
- Trade-Transportation-Utilities and Professional Business are the two largest employment sectors in Cobb County, accounting for a combined 44.9 percent of total employment in the third quarter of 2012. By comparison, these two sectors represent just 32.7 percent of jobs nationally. Relative to national figures, Cobb County has notably lower percent of jobs in Government (11.2 versus 16.0 percent), Education-Health (11.5 percent versus 14.7 percent), and Manufacturing (6.2 versus 9.1 percent).
- Between 2007 and the third quarter of 2012, Cobb County experienced employment declines in nine of eleven industry sectors. While not necessarily the highest on a percentage basis, the Construction, Manufacturing, Trade-Transportation-Utilities, and Leisure-Hospitality sectors were hit the hardest with annual declines of 40.2 percent, 9.2



percent, 6.6 percent, and 6.3 percent, respectively. The only two sectors to add jobs during this period were Education-Health (12.8 percent) and Professional Business (3.5 percent).

6. Project Specific Affordability and Demand Analysis:

- Silver Comet Village will contain 95 units reserved for households earning at or below 50 percent, 60 percent, and 100 percent (market rate) of the Area Median Income (AMGI), adjusted for household size.
- The 50 percent units will target renter householders earning between \$18,600 and \$26,550. The 15 proposed units at 50 percent would need to capture 4.3 percent of the 349 age and income qualified renter households in order to lease-up.
- The 60 percent units will target renter householders earning between \$22,200 and \$31,860. The 70 proposed units at 60 percent AMI would need to capture 18.1 percent of the 386 age and income qualified renter households in order to lease-up.
- The market rate units will target renter householders earning between \$24,420 and \$53,100. The 10 proposed market rate units would need to capture 1.1 percent of the 906 age and income qualified renter households in order to lease-up. The maximum income limits for market rate units are based on 100 percent of the AMI.
- Project wide, all 95 units will target householders earning between \$18,600 and \$53,100. The 95 proposed 50, percent, 60 percent, and market rate units would need to capture 8.1 percent of the 1,170 age and income qualified renter households to reach full occupancy.
- All affordability capture rates appear to be within reasonable and achievable levels for an age restricted community. It is important to note, affordability capture rates are based solely on existing age and income qualified renter households and do not take into account additional sources of demand such as homeowner conversion, secondary market demand, or affluent children bringing their aging parents into the area.
- Based on DCA methodology, total demand for 50 and 60 percent LIHTC units in the Silver Comet Market Area is 385, resulting in an LIHTC capture rate of 22.1 percent. The project-wide capture rate, including market rate units, is 11.6 percent. By floor plan, capture rates range from 1 percent to 26.4 percent.
- Overall, all of the capture rates for Silver Comet Village are within DCA's range of acceptability of 30 percent for rental communities located in urban/suburban counties. The overall capture rates and capture rates by floor plan indicate sufficient demand to support the proposed development.

7. Competitive Rental Analysis

- The two senior LIHTC communities in the Silver Comet Market Area combine to offer 300 units including both LIHTC and market rate units. At the time our survey, 14 units were reported vacant for a rate of 4.7 percent. Parkland Manor reported 3.3 percent of its units vacant and Ashton Arbors reported 6.0 of units vacant. These vacancy rates are comparable with historic vacancy rates among both communities.
- The two market rate communities located just outside the market area have a combined vacancy rate of 1.2 percent among 248 units. The closer of these two communities (Greenbrooke Senior) is 100 percent occupied with a waiting list.



- Net rents, unit sizes, and rents per square foot for non-subsidized senior units are as follows:

One Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$760. Based on an average unit size of 751 square feet, one bedroom 60 percent LIHTC units averaged \$1.01 per square foot. The highest LIHTC one bedroom rent was \$789 at Parkland Manor.
- **Market rate rents** averaged \$889 for 796 square feet or \$1.12 per square foot.

Two Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$894. Based on an average unit size of 983 square feet, two bedroom 60 percent LIHTC units averaged \$0.91 per square foot. The highest two bedroom LIHTC rents were \$936 at Parkland Manor.
 - **Two bedroom market rate units** average \$1,011 for 980 square feet or \$1.03 per square foot.
- The proposed 50 percent LIHTC rents will be the lowest among senior oriented rental units in the market area. The proposed one bedroom 60 percent rents will be comparable with existing 60 percent rents in the market area, but below the top of the market. The proposed two bedroom 60 percent rents will be the lowest among senior oriented 60 percent rents in the market area. The proposed market rate rents are less than those currently achieved at Parkland Manor.
 - The “average market rent” among comparable communities is \$879 for one bedroom units and \$1,026 for two bedroom units. Compared to average market rents, the subject property’s proposed LIHTC rents would all have market advantages of at least 15 percent. Compared to average market rents, the subject property’s proposed market rate rents would all have market advantages of at least 7 percent.
 - No new or planned senior communities were identified in the market area.

8. Absorption/Stabilization Estimates

- Based on the product to be constructed, low proposed rent levels, reasonable affordability/demand estimates, and senior rental market conditions, we expect Silver Comet Village to lease-up at a pace of at least 15 units per month. At this rate, the 95 units proposed at the subject property would reach a stabilized occupancy of at least 93 percent within six months.
- The construction of Silver Comet Village Senior Apartments will not have an adverse impact on existing rental communities in the Silver Comet Market Area, including those with tax credits. Overall, the rental market in the Silver Comet Market Area is performing well with limited vacancies among both senior-oriented and general occupancy units. Furthermore, as the Silver Comet Market Area continues to experience strong population and household growth over the next three years, demand for senior rental housing is likely to continue to increase.

9. Overall Conclusion / Recommendation

Based on an analysis of projected household growth trends, overall affordability and demand estimates, current rental market conditions, and socio-economic and demographic characteristics of



the Silver Comet Market Area, RPRG believes that the proposed Silver Comet Village will be able to successfully reach and maintain a stabilized occupancy of at least 93 percent following its entrance into the rental market. The subject property will be competitively positioned with existing market rate and LIHTC communities in the Silver Comet Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.

DCA Summary Table:

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate	Absorption	Average Market Rent	Market Rents Band	Proposed Rents
50% Units	\$18,600 - \$26,550										
One Bedroom Units	\$18,600 - \$23,800	10	8.5%	165	0	165	6.1%	2 Months	\$879	\$799-\$935	\$620
Two Bedroom Units	\$23,801 - \$26,550	5	4.1%	79	0	79	6.3%	3 Months	\$1,026	\$977-\$1,073	\$680-\$725
60% Units	\$22,200 - \$31,860										
One Bedroom Units	\$22,200 - \$26,500	34	6.7%	129	0	129	26.4%	6 Months	\$879	\$799-\$935	\$740
Two Bedroom Units	\$26,501 - \$31,860	36	7.4%	142	0	142	25.3%	6 Months	\$1,026	\$977-\$1,073	\$800-875
Market Rate	\$24,420 - \$53,100										
One Bedroom Units	\$24,420 - \$28,000	1	5.1%	98	0	98	1.0%	1 Month	\$879	\$799-\$935	\$814
Two Bedroom Units	\$28,001 - \$53,100	9	27.8%	537	0	537	1.7%	4 Months	\$1,026	\$977-\$1,073	\$880-\$963
Project Total	\$18,600 - \$53,100										
50% Units	\$18,600 - \$26,550	15	12.6%	244	0	244	6.1%	3 Months			
60% Units	\$22,200 - \$31,860	70	14.0%	271	0	271	25.8%	6 Months			
LIHTC Units	\$18,600 - \$31,860	85	19.9%	385	0	385	22.1%	6 Months			
Market Rate	\$24,420 - \$53,100	10	32.9%	635	0	635	1.6%	4 Months			
Total Units	\$18,600 - \$53,100	95	42.4%	820	0	820	11.6%	6 Months			

**SUMMARY TABLE:**

Development Name:	Silver Comet Village	Total # Units:	95
Location:	Richard Sailors Parkway, Powder Springs GA	# LIHTC Units:	85
PMA Boundary:	North: Highway 120, East: Hicks Road/Floyd Road, South: Douglas County, West: Paulding County		
	Farthest Boundary Distance to Subject:		7.3 miles

RENTAL HOUSING STOCK – (found on pages 12,46,51-52)

Type	# Properties	Total Units	Vacant Units	Average Occupancy*
All Rental Housing	12	3,310	195	94.1%
Market-Rate Housing	7	2,514	143	94.3%
Assisted/Subsidized Housing not to include LIHTC				
LIHTC	5	796	52	93.5%
Stabilized Comps	2	300	14	95.3%
Properties in construction & lease up				

Subject Development					Average Market Rent			Highest Unadjusted Comp Rent	
# Units	# Bedrooms	# Baths	Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
10	1	1	664	\$620	\$879	\$1.32	29.5%	\$889	\$1.12
34	1	1	664	\$740	\$879	\$1.32	15.8%	\$889	\$1.12
1	1	1	664	\$814	\$879	\$1.32	7.4%	\$889	\$1.12
3	2	1	864	\$680	\$1,026	\$1.19	33.7%	\$1,061	\$1.04
18	2	1	864	\$800	\$1,026	\$1.19	22.0%	\$1,061	\$1.04
4	2	1	864	\$880	\$1,026	\$1.19	14.2%	\$1,061	\$1.04
2	2	2	950	\$725	\$1,026	\$1.08	29.3%	\$1,061	\$1.04
18	2	2	950	\$875	\$1,026	\$1.08	14.7%	\$1,061	\$1.04
5	2	2	950	\$963	\$1,026	\$1.08	6.1%	\$1,061	\$1.04

DEMOGRAPHIC DATA (found on pages 39,63)

	2010		2013		2015	
Renter Households	2,450	14.8%	2,628	15.0%	2,758	15.1%
Income-Qualified Renter HHs (LIHTC)	635	25.9%	617	23.5%	550	19.9%
Income-Qualified Renter HHs (MR)	876	35.7%	883	33.6%	906	32.9%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 66)

Type of Demand	50%	60%	Market	Overall
Renter Household Growth	28	31	73	94
Existing Households (Overburd + Substand)	189	210	494	637
Homeowner Conversion (Seniors)	5	5	12	16
Secondary Market Demand (10%)	22	24	57	73
Total Primary Market Demand	244	271	635	820
Less Comparable/Competitive Supply	0	0	0	0
Adjusted Income-qualified Renter HHs	244	271	635	820

CAPTURE RATES (found on page 66)

Targeted Population	50%	60%	Market	Overall
Capture Rate	6.1%	25.8%	1.6%	11.6%

1. INTRODUCTION

A. Overview of Subject

The subject of this report is Silver Comet Village, a proposed senior-oriented rental community in Powder Springs, Cobb County, Georgia. Silver Comet Village will be financed in part by Low Income Housing Tax Credits (LIHTC), allocated by the Georgia Department of Community Affairs (DCA), and will be restricted to households with householders age 55 and older. Upon completion, Silver Comet Village will offer 95 newly constructed rental units including 85 LIHTC units targeting households earning up to 50 and 60 percent of the Area Median Income (AMI), adjusted for household size. The remaining 10 units will be market rate and unencumbered by maximum income restrictions or maximum allowable rents.

B. Purpose of Report

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

C. Format of Report

The report format is comprehensive and conforms to DCA's 2013 Market Study Manual. The market study also considered the National Council of Housing Market Analysts' (NCHMA) recommended Model Content Standards and Market Study Index.

D. Client, Intended User, and Intended Use

The Client is Beverly J. Searles Foundation. Along with the Client, the Intended Users are DCA, potential lenders, and investors.

E. Applicable Requirements

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

- DCA's 2013 Market Study Manual and Qualified Allocation Plan (QAP).
- The National Council of Housing Market Analysts' (NCHMA) Model Content Standards and Market Study Index.

F. Scope of Work

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

- Please refer to Appendix 5 and 6 for a detailed list of DCA and NCHMA requirements as well as the corresponding pages of requirements within the report.
- Tad Scepianiak (Principal) conducted a site visit on April 24, 2013.
- Primary information gathered through field and phone interviews was used throughout the various sections of this report. The interviewees included rental community property managers, Tina Garver with the city of Powder Spring Planning Department, Dana Johnson –



Planning Division Manager for Cobb County, and Rene Sims with the Marietta Housing Authority.

- All pertinent information obtained was incorporated in the appropriate section(s) of this report.

G. Report Limitations

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



2. PROJECT DESCRIPTION

A. Project Overview

Silver Comet Village will contain 95 senior-oriented rental units including 85 LIHTC units targeting householders earning up to 50 percent and 60 percent of the Area Median Income (AMI). Ten (10) of the units will be market rate unencumbered by rent and income limits. All units will be restricted to households with householders age 55 and older.

B. Project Type and Target Market

Silver Comet Village will offer units targeted to low and moderate income senior households (55+) earning at or below 50 percent and 60 percent of the AMI. The subject property will offer both one and two bedroom floor plans, which will appeal to a variety of senior household types. Potential renter households (55+) include single-persons, couples, and roommates.

C. Building Types and Placement

Silver Comet Village's 95 units, along with its extensive community amenities, will be contained within one mid-rise (three-story) building with a brick and HardiPlank siding exterior. Surface parking will be available in adjacent lots to the subject building. Community gardens/sitting areas will be located to the north of the building with access to the adjacent to Silver Comet Trail, a multi-purpose greenway.

D. Detailed Project Description

1. Project Description

- Silver Comet Village will offer 45 one bedroom units and 50 two bedroom units (Table 1).
- All one bedroom units will have one bathroom and 664 square feet of space.
- Two options of two bedrooms will be available:
 - 25 two bedroom/one bathroom with 864 square feet.
 - 25 two bedroom/two bathroom with 950 square feet.
- Rents will include the cost of all utilities.

The following **unit features** are planned:

- Kitchens with a refrigerator, stove/oven, dishwasher, disposal, and microwave.
- Central heat and air-conditioning
- Emergency pull-cords
- Ceiling fans
- Mini-blinds
- High speed internet connections
- Washer/dryer connections
- Patios/Balconies

The following **community amenities** are planned:

- Central elevators



- Day room
- Dining area and private dining room
- Meditation room/chapel
- Game room
- Television lounge
- Library
- Exercise room
- Computer center
- Social and support services provided by the Beverly J. Searles Foundation

2. Other Proposed Uses

None.

3. Pertinent Information on Zoning and Government Review

The subject site is zoned for the proposed use. We are not aware of any other land use regulations that would impact the proposed development.

4. Proposed Timing of Development

RPRG estimates Silver Comet Village will begin construction in 2014 with a date of completion/first move-in in 2015; however, exact construction and pre-leasing dates were not provided. Based on this timeline, the subject property's anticipated placed-in-service year is 2015.

Table 1 Silver Comet Village Detailed Project Summary

Silver Comet Village							
Richard Sailors Parkway, Powder Springs, Georgia							
Unit Mix/Rents							
Bed	Bath	Income Target	Size (sqft)	Quantity	Net Rent	Utility	Gross Rent
1	1	50%	664	10	\$620	\$0	\$620
1	1	60%	664	34	\$740	\$0	\$740
1	1	Mkt	664	1	\$814	\$0	\$814
2	1	50%	864	3	\$680	\$0	\$680
2	1	60%	864	18	\$800	\$0	\$800
2	1	Mkt	864	4	\$880	\$0	\$880
2	2	50%	950	2	\$725	\$0	\$725
2	2	60%	950	18	\$875	\$0	\$875
2	2	Mkt	950	5	\$963	\$0	\$963
Total				95			
Rents include: All utilities							
Project Information				Additional Information			
Number of Residential Buildings	One			Construction Start Date	March 2014		
Building Type	Mid-Rise			Date of First Move-In	June 1, 2015		
Number of Stories	Three			Construction Finish Date	May 31, 2015		
Construction Type	New Const.			Parking Type	Surface		
Design Characteristics (exterior)	Hardi-plank			Parking Cost	\$0		
Community Amenities	Dayrooms, game room, TV lounge, library, computer center, exercise room, chapel/meditation room, dining area and private dining room; social and support services			Kitchen Amenities			
				Dishwasher	Yes		
				Disposal	Yes		
				Microwave	Yes		
				Range	Yes		
Refrigerator	Yes						
Unit Features	HVAC Systems, Energy Star appliances, Washer/Dryer connections, Ceiling Fans, Wall-to-Wall Carpet and Vinyl Flooring			Utilities Included			
				Water/Sewer	Owner		
				Trash	Owner		
				Heat	Owner		
				Heat Source	Elec		
				Hot/Water	Owner		
				Electricity	Owner		
Other:	N/A						

3. SITE AND NEIGHBORHOOD ANALYSIS

A. Site Analysis

1. Site Location

The site for Silver Comet Village is located on the north side of Richard D Sailors Parkway, just west of U.S. Highway 278 in Powder Springs, Cobb County, Georgia (Map 1, Figure 1). The subject site is located roughly one mile west of downtown Powder Springs.

2. Existing Uses

The subject site is a combination of wooded lot and an open field/grassy areas. Scattered mature trees also line the northern and western edges of the site, serving as a buffer between adjacent land uses (Figure 2).

3. Size, Shape, and Topography

The subject site has a rough rectangular shape with a generally flat topography.

4. General Description of Land Uses Surrounding the Subject Site

The site for Silver Comet Village is located in an established portion of West Cobb County within one-half mile of downtown Powder Springs. Immediate land uses include a mixture of commercial, industrial, office, and residential uses. A church and park and ride lot are also in the immediate area. The site is located just west of U.S. Highway 278, a major thoroughfare in West Cobb. U.S. Highway 278 also continues to the west into Paulding County.

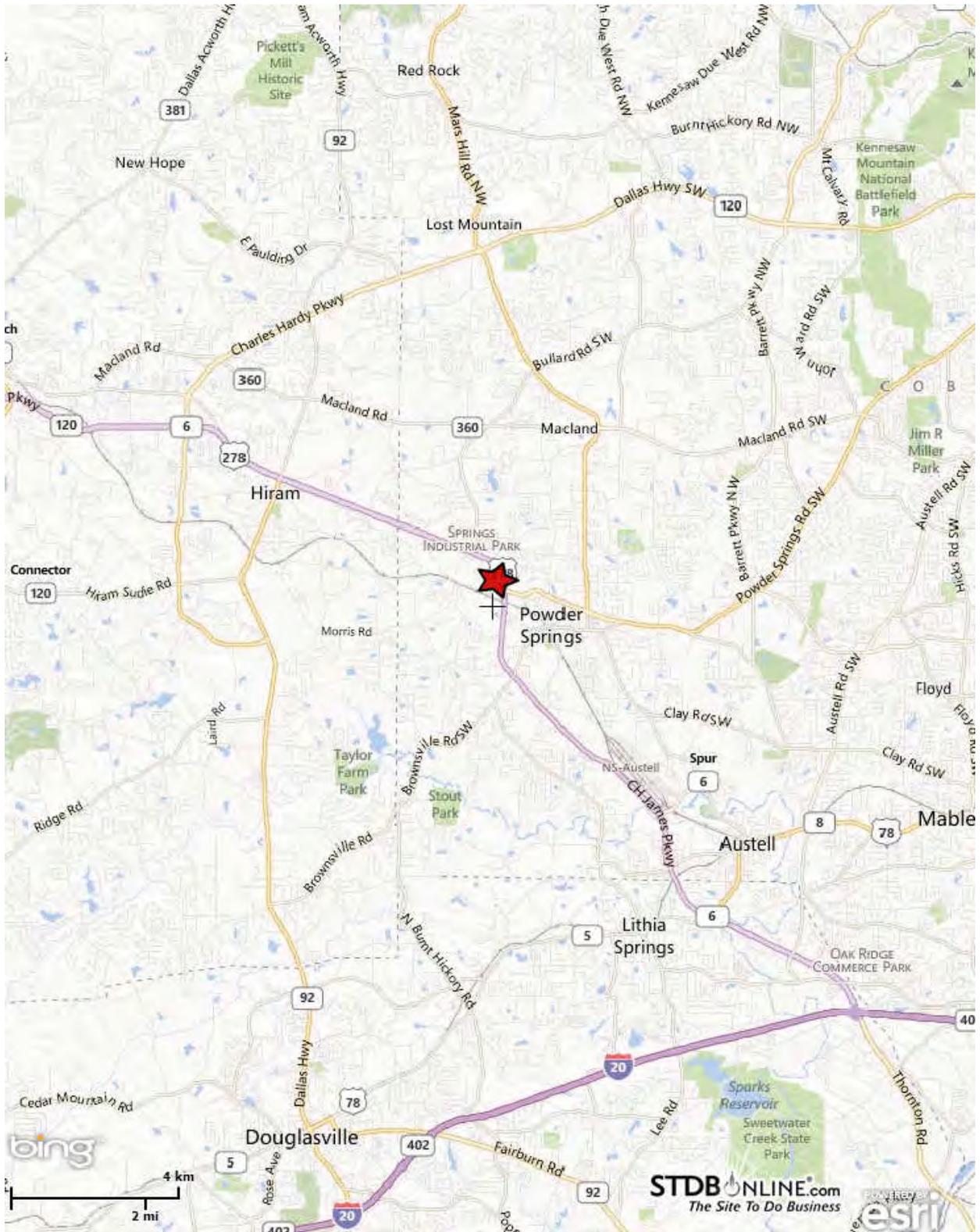
5. Specific Identification of Land Uses Surrounding the Subject Site

The land uses directly bordering the subject site are as follows (Figure 3):

- **North:** Silver Comet Trail (greenway) and office/industrial park
- **East:** Vacant land and U.S. Highway 278
- **South:** Vacant land and Florence Road
- **West:** Church and parking lot for the Silver Comet Trail



Map 1 Site Location





View of the site facing north from Richard D Sailors Pkwy



View of the site facing northeast from Richard D Sailors Pkwy

Figure 3 Views of Surrounding Land Uses



Richard D. Sailors Parkway facing west



Riverside Church of God, west of site



Public park along Silver Comet Trail



Hwy 278 facing north near site, Silver Comet bridge in background



B. Neighborhood Analysis

1. General Description of Neighborhood

Powder Springs is a growing suburban community in southwest Cobb County, situated southwest of Marietta, west of Mableton, north of Douglassville, and east of Hiram. Cobb County is one of Atlanta's core northern suburban counties and largely serves as a bedroom community for working households throughout the Metro Atlanta area. Over the past decade, the city has experienced significant growth, due to its more affordable housing options relative to eastern Cobb County. The housing stock of Powder Springs primarily consists of lower density structures including single-family detached homes and townhome/duplex style units. A small number of multi-family rental communities also exist in and around the city, although most multi-family rental options are located to the east of Powder Springs closer to Marietta and Interstate 75.

2. Neighborhood Planning Activities

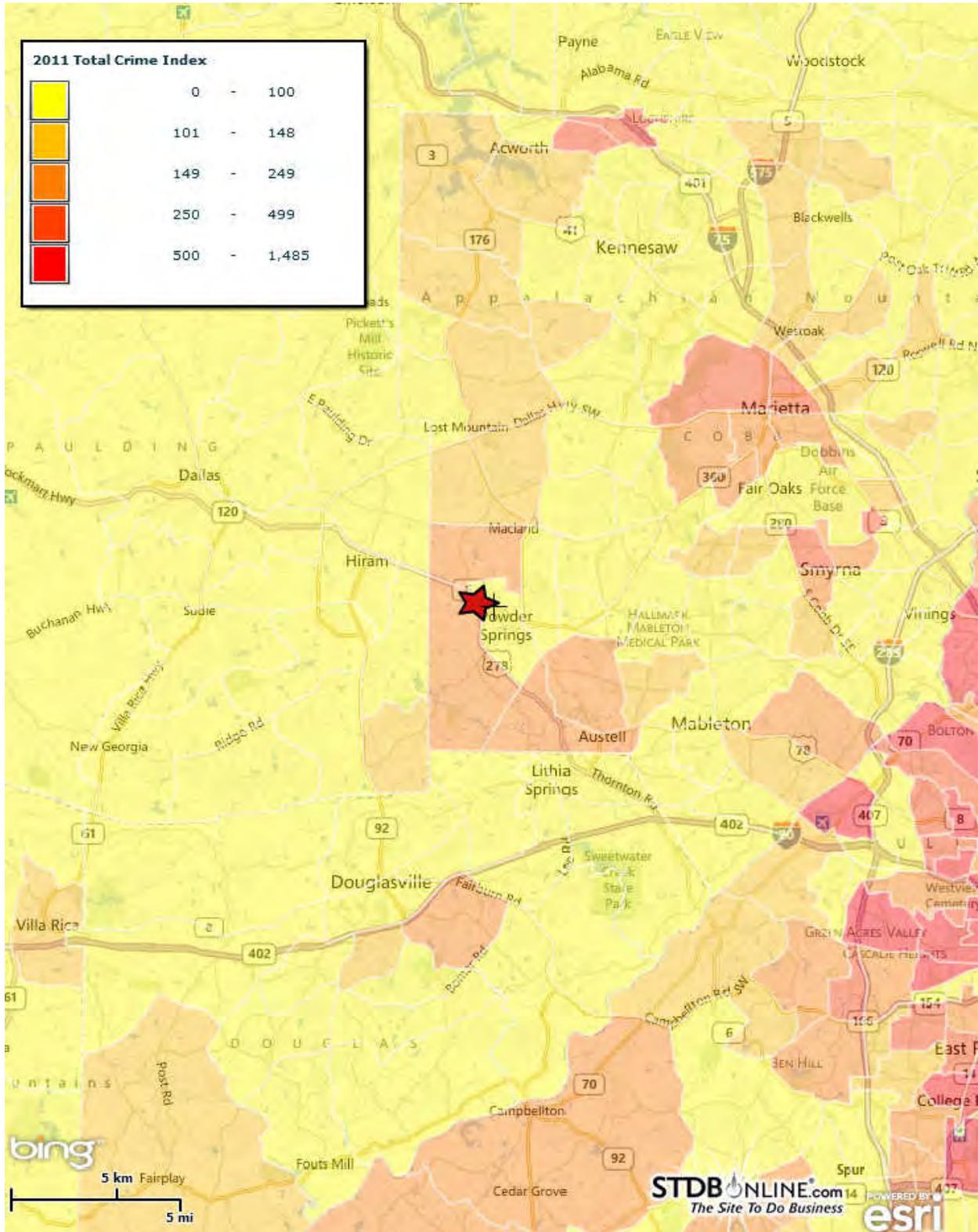
Like many suburban communities in Metro Atlanta, Powder Springs' growth during the previous decade was primarily driven by newly constructed communities on the periphery of the City rather than infill developments near the center city. Single-family detached home communities have been the most common development type near Powder Springs. No significant planning activities were identified near the subject site.

3. Public Safety

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

Map 2 displays the 2011 CrimeRisk Index for the census tracts in the general vicinity of the subject site. The relative risk of crime is displayed in gradations from yellow (least risk) to red (most risk). The subject site's census tract and most areas are yellow, indicating they have a low crime risk (0-99) below the national average (100). Some of the surrounding areas are shaded light orange, indicating a slightly higher area. The crime risk of the immediate area is considered comparable with the remainder of West Cobb/Powder Springs. Based on this data, field observations, we do not expect crime or the perception of crime to negatively impact the subject property's marketability.

Map 2 2011 CrimeRisk, Subject Site and Surrounding Areas



C. Site Visibility and Accessibility

1. Visibility

Silver Comet Village will have excellent visibility from its proximity to U.S. Highway 278, frontage along Richard D. Sailors Parkway, and access to the Silver Comet Trail. The community will be highly visible to both vehicular and pedestrian traffic.

2. Vehicular Access

The subject property will be accessible via an entrance on Richard D. Sailors Parkway, which connects to Florence Road and U.S. Highway 278. Traffic in front of the site on Sailors Parkway is light. A traffic light at U.S. Highway 278 will facilitate access to this larger thoroughfare. Problems with ingress/egress are not anticipated.

3. Availability of Public Transit

Cobb County Transit (CCT) offers fixed-route bus service throughout the more densely populated portions of the county (Marietta, Kennesaw, and Smyrna) as well as park and ride facilities with express routes connecting to the Metro Atlanta Rapid Transit Authority (MARTA). Powder Springs is not served by local routes, but the closest CCT access point to the proposed Silver Comet Village is a park and ride facility just west of the site on Florence Road. Most major employment nodes in Metro Atlanta, including Marietta, Kennesaw, Smyrna, downtown Atlanta, Sandy Springs, and Hartsfield-Jackson International Airport, can be reached by bus through CCT or a CCT connection to MARTA.

4. Availability of Inter-Regional Transit

From a regional perspective, Powder Springs and the subject site are located within 10 miles of Interstate 20, Interstate 285, and Interstate 75. The closest major airport to Silver Comet Village is Hartsfield-Jackson International Airport, approximately 25 miles to the southeast.

5. Accessibility Improvements under Construction and Planned

Roadway Improvements under Construction and Planned

RPRG reviewed information from local stakeholders to assess whether any capital improvement projects affecting road, transit, or pedestrian access to the subject site are currently underway or likely to commence within the next few years. Observations made during the site visit contributed to the process. Through this research, RPRG did not identify any projects that would have a direct impact on this market.

Transit and Other Improvements under Construction and/or Planned

None identified.

6. Environmental Concerns

No visible environmental or miscellaneous site concerns were identified.

D. Residential Support Network

1. Key Facilities and Services near the Subject Site

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

Table 2 Key Facilities and Services

Establishment	Type	Address	City	Distance
CCT Park & Ride	Public Transit	5100 Powder Springs Dallas Rd.	Powder Springs	0.1 mile
Texaco	Convenience Store	3265 Florence Rd.	Powder Springs	0.5 mile
Post Office	Post Office	4644 Powder Springs Dallas Rd.	Powder Springs	0.7 mile
Powder Springs Police Department	Police	4483 Pineview Dr.	Powder Springs	1.1 miles
Cobb County Fire Department	Fire	3470 New Macland Rd.	Powder Springs	1.2 miles
Walgreens	Pharmacy	1070 Richard D Sailors Pky.	Powder Springs	1.3 miles
Publix	Grocery	3721 New Macland Rd.	Powder Springs	1.4 miles
Powder Springs Library	Library	4262 Marietta St.	Powder Springs	1.4 miles
Wellstar Health System	Doctor/Medical	4250 Brownsville Rd.	Powder Springs	1.5 miles
Powder Springs Senior Center	Senior Center	4181 Atlanta St.	Powder Springs	1.6 miles
Kroger	Grocery	4400 Brownsville Rd.	Powder Springs	1.7 miles
Bethesda Family Practice	Doctor/Medical	4039 Atlanta St.	Powder Springs	1.8 miles
Target	General Retail	5220 Jimmy Lee Smith Pky.	Hiram	2.8 miles
Wal-Mart	General Retail	6520 Ernest W Barrett Pky. Sw	Marietta	3.6 miles
Wellstar Cobb Hospital	Hospital	3950 Austell Rd.	Austell	5.6 miles

Source: Field and Internet Survey, RPRG, Inc.

2. Essential Services

Health Care

The closest major medical center to the subject site is Wellstar Cobb Hospital, a 382 bed full-service facility located five miles east of the site in Austell. Wellstar Cobb Hospital offers a variety of treatment options including 24 hour emergency medicine, intensive care, obstetrics, surgical services, rehabilitation, dialysis, neonatal intensive care, outpatient services, and general practice.

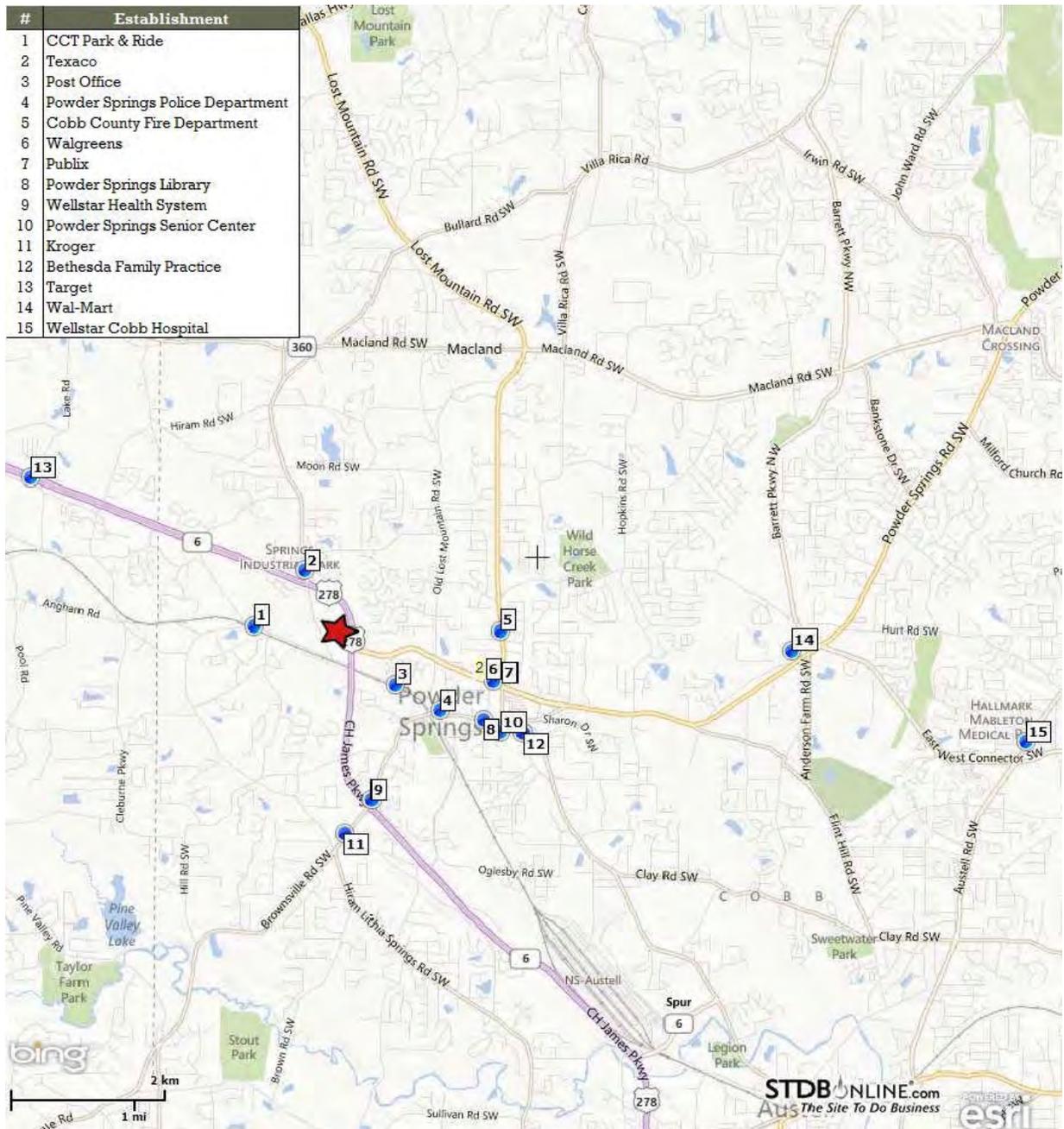
Outside of major healthcare providers, several smaller clinics and independent physicians are located within one to two miles of Silver Comet Village. The closest of these primary care facilities is operated by Wellstar and is within 1.5 miles of the site.

Senior Centers

The closest senior services facility to the subject site is the Powder Springs Senior Center, located 1.6 miles to the southeast. Open to adult citizens ages 55 and older, the facility offers a wide variety of programs, classes, activities, social events, and trips.



Map 3 Location of Key Facilities and Services





3. Commercial Goods and Services

Convenience Goods

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

Silver Comet Village will be located within 1.5 miles of several retailers, most of which are located to the east of the site near downtown Powder Springs. The closest full-service grocery store is a Publix 1.4 miles from site and the closest pharmacy is Walgreen’s at 1.3 miles.

Shoppers Goods

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

The closest regional shopping area to the subject site is centered on Town Center at Cobb Mall, located approximately 15 miles to the northeast on Earnest Barrett Parkway. This full service shopping mall, anchored by Sears, JC Penny, Belk, Macy’s, and Macy’s Furniture Gallery, features over 150 retailers and a food court. As part of a larger, more densely developed commercial corridor, numerous big-box retailers, including Wal-Mart, Target, Best Buy, Old Navy, Barnes and Noble, and Borders are also located in this area. The closest big box retailers are located within four miles of the site including Wal-Mart and Target.

4. Recreational Amenities

The site for Silver Comet Village is convenient to a variety of recreational amenities, the closest of which is the Silver Comet Trail, Georgia’s longest contiguous greenway with 61.5 miles of trails in Georgia. The subject property will be located just south of the trail with direct access. Public parks near Powder Springs include Taylor Farm Park, Powder Springs Park, and Wild Horse Creek Park. These public parks include picnic facilities, walking trails, and ball fields. The subject site is also located within two miles of a public library and senior center.

5. Location of Low Income Housing

A list and map of existing low-income housing in the Silver Comet Market Area are provided in the Existing Low Income Rental Housing section of this report, starting on page 53.

E. Site Conclusion

Overall, the site for Silver Comet Village is surrounded by a mixture of commercial, industrial, and residential land uses, most of which are well maintained and compatible with the proposed development. The subject property will also be convenient to neighborhood amenities including shopping, healthcare facilities, and senior services common within one to two miles of the site. Based on the product to be constructed and income levels targeted, the site is suitable for the proposed development.



4. MARKET AREA DEFINITION

A. Introduction

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

B. Delineation of Market Area

The Silver Comet Market Area consist of 2010 Census tracts located in western Cobb County in and around the city of Powder Springs. The market area includes portions of southern and western Marietta, but does not extend into downtown Marietta. The boundaries of the Silver Comet Market Area and their approximate distance from the subject site are:

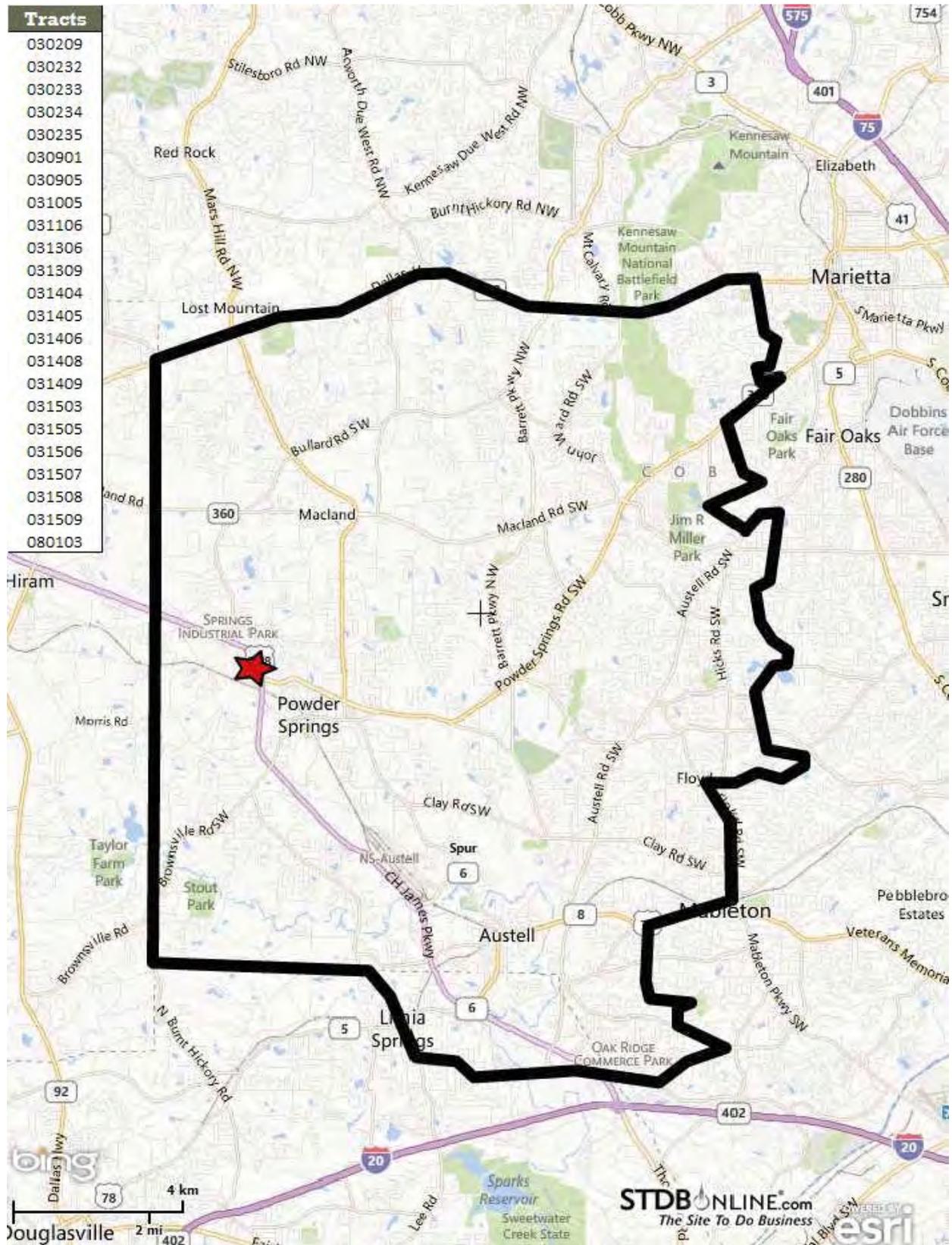
- North:** Highway 120 (4.7 miles)
- East:** Hicks Road/Floyd Road (7.3 miles)
- South:** Douglas County (4.5 miles)
- West:** Paulding County (1.2 miles)

The Silver Comet Market Area encompasses the suburban areas of southwestern Cobb County in and around Powder Springs. The market area extends from Powder Springs north towards Marietta, east toward Mableton, and south towards Interstate 20 and Douglasville. The market area was determined based on consistency of the housing stock and demographics of Powder Springs and surrounding area. The market area does not extend to the west into Paulding County as Paulding is considered more exurban, while Cobb is a core Atlanta suburb. Most growth in Paulding County is due the continued urban sprawl of Atlanta and the desire for more affordable housing.

A map of this market area along with a list of 2010 Census tracts that comprise the market area are depicted on the following page. As appropriate for this analysis, the Silver Comet Market Area is compared to Cobb County, which is considered the secondary market area. Demand estimates, however, are based solely on the Silver Comet Market Area.



Map 4 Silver Comet Market Area



5. ECONOMIC CONTENT

A. Introduction

This section of the report focuses primarily on economic trends and conditions in Cobb County, the jurisdiction in which Silver Comet Village will be located. For purposes of comparison, economic trends in the State of Georgia, and the nation are also discussed.

B. Labor Force, Resident Employment, and Unemployment

1. Trends in County Labor Force and Resident Employment

Cobb County's labor force increased in eight of twelve years from 2001 to 2012, experiencing a net gain of 14,462 workers or 4.0 percent for the period (Table 3). After losing nearly 12,000 workers during the course of the recent national recession (2008 to 2010), Cobb County added 8,400 workers from 2011 to 2012. The employed portion of Cobb County's labor force also increased to 346,567 over the past two years following a 12-year low of 332,821 in 2010.

2. Trends in County Unemployment Rate

Following lows of 2.8 percent in 2000 and 3.3 percent in 2001, Cobb County's unemployment rate ranged from 4.1 to 4.7 percent from 2002 to 2007. As the full effects of the recent national recession began to impact the local economy, Cobb County's unemployment rate peaked at 9.6 percent in 2010. Over the past two years, economic conditions have improved as the unemployment rate dropped to 8.9 percent in 2011 and 8.0 percent in 2012. Overall, the unemployment rate in Cobb County has fallen below state and national levels in all but one year since 2000.

C. Commutation Patterns

According to 2007-2011 American Community Survey (ACS) data, 56.5 percent of workers residing in the Silver Comet Market Area spent 30 minutes or more commuting to work (Table 4). Nearly one-quarter (24.3 percent) of workers spent 15-29 minutes commuting while only 15.1 percent commuted less than 15 minutes.

Just over half (53.9 percent) of all workers residing in the Silver Comet Market Area worked in the county in which they reside while 44.7 percent worked in another Georgia county. Less than two percent of market area residents worked outside the state.



Table 3 Labor Force and Unemployment Rates

Annual Unemployment Rates - Not Seasonally Adjusted

Annual Unemployment	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Labor Force	362,143	365,103	365,639	360,189	362,751	371,734	373,904	380,148	379,639	371,588	368,205	371,429	376,605
Employment	352,181	353,173	349,251	344,478	346,969	354,151	357,992	364,532	358,218	338,003	332,821	338,369	346,567
Unemployment	9,962	11,930	16,388	15,711	15,782	17,583	15,912	15,616	21,421	33,585	35,384	33,060	30,037
Unemployment Rate													
Cobb County	2.8%	3.3%	4.5%	4.4%	4.4%	4.7%	4.3%	4.1%	5.6%	9.0%	9.6%	8.9%	8.0%
Georgia	3.5%	4.0%	4.8%	4.8%	4.7%	5.2%	4.7%	4.6%	6.3%	9.8%	10.2%	9.9%	9.0%
United States	4.0%	4.7%	5.8%	6.0%	5.5%	5.1%	4.6%	4.6%	5.8%	9.3%	9.6%	8.8%	8.3%

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

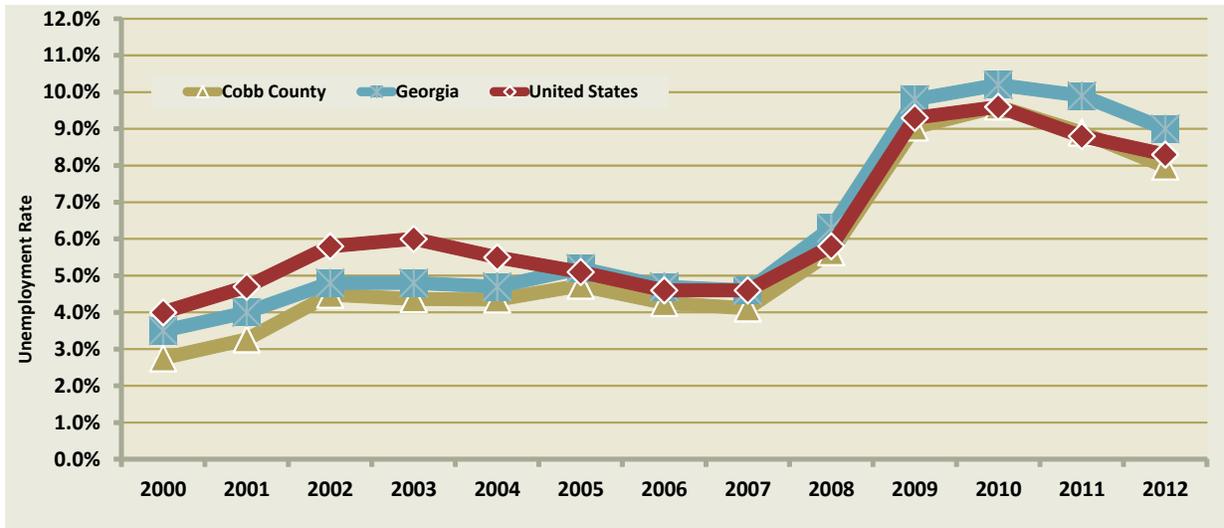


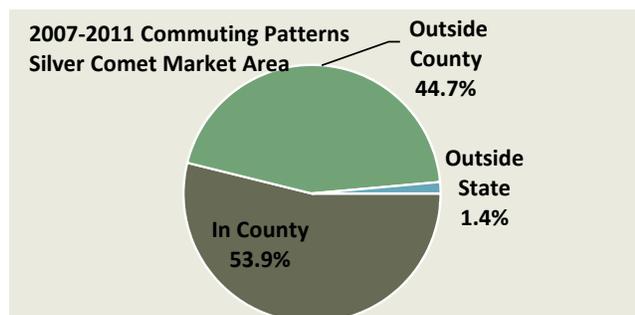
Table 4 2007-2011 Commuting Patterns, Silver Comet Market Area

Travel Time to Work		
Workers 16 years+	#	%
Did not work at home:	64,262	95.9%
< 5 minutes	796	1.2%
5 to 9 minutes	3,527	5.3%
10 to 14 minutes	5,768	8.6%
15 to 19 minutes	5,484	8.2%
20 to 24 minutes	7,286	10.9%
25 to 29 minutes	3,524	5.3%
30 to 34 minutes	12,067	18.0%
35 to 39 minutes	3,164	4.7%
40 to 44 minutes	3,985	5.9%
45 to 59 minutes	9,710	14.5%
60 to 89 minutes	7,323	10.9%
90 or more minutes	1,628	2.4%
Worked at home	2,749	4.1%
Total	67,011	

Source: American Community Survey 2007-2011

Place of Work		
Workers 16 years and over	#	%
Worked in state of residence:	66,051	98.6%
Worked in county of residence	36,086	53.9%
Worked outside county of residence	29,965	44.7%
Worked outside state of residence	960	1.4%
Total	67,011	100%

Source: American Community Survey 2007-2011



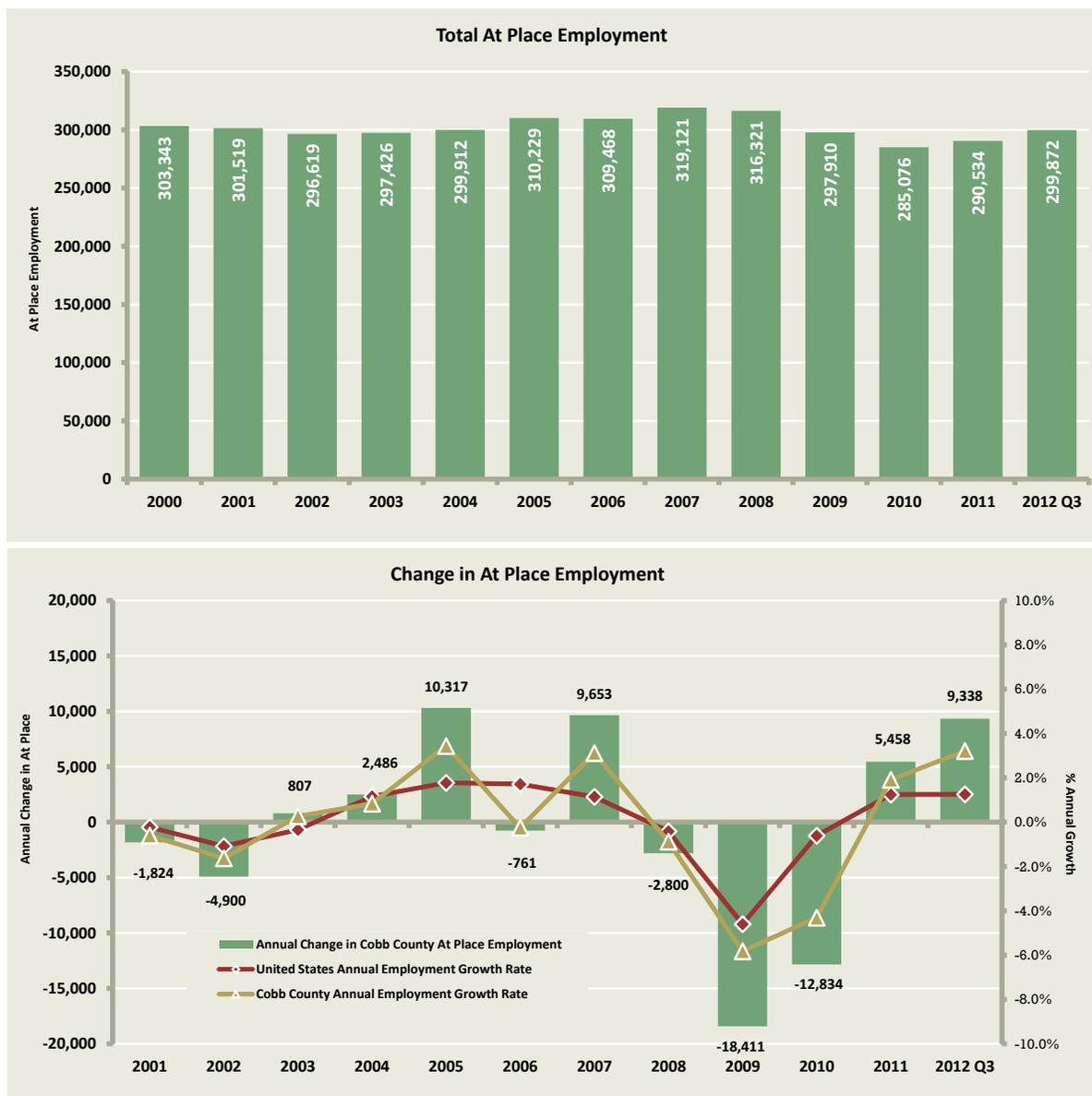


D. At-Place Employment

1. Trends in Total At-Place Employment

Cobb County’s at-place employment followed a cyclical trend from 2000 to 2012, as steady job growth of 22,502 (7.6 percent) from 2003 to 2007 was bookended by periods of heavy job loss during the course of two national recessions (2001 to 2002 and 2008 to 2010). The recent national recession was by far the most severe, resulting in a loss of over 31,000 jobs or 9.8 percent of the county’s 2007 employment base (Figure 4); however, the county’s economy has shown signs of stabilization/recovery with the addition of 5,458 jobs in 2011 and over 9,300 jobs through the third quarter of 2012. Overall, the county experienced a net loss of 3,471 jobs or 1.1 percent of total employment since 2000.

Figure 4 At-Place Employment



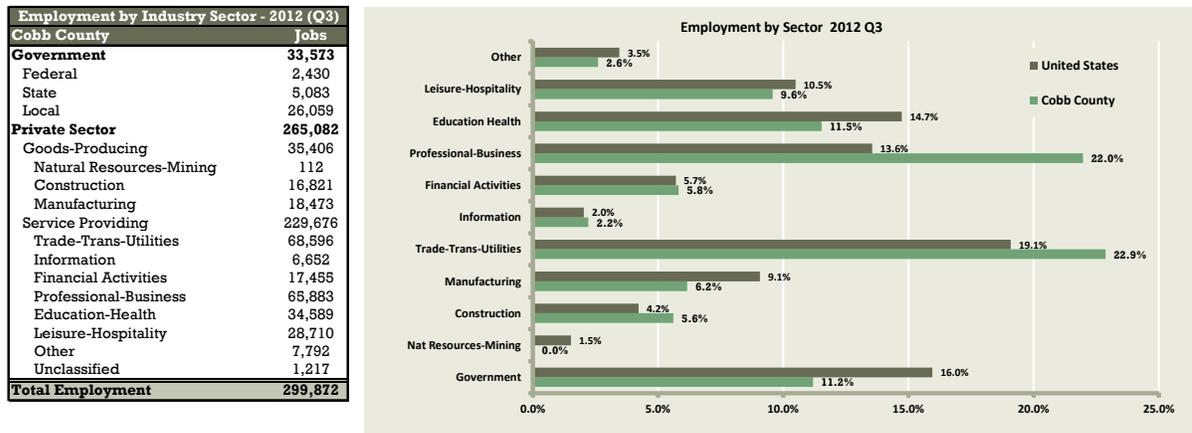
Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages



2. At-Place Employment by Industry Sector

Trade-Transportation-Utilities and Professional Business are the two largest employment sectors in Cobb County, accounting for a combined 44.9 percent of total employment in the third quarter of 2012. By comparison, these two sectors represent just 32.7 percent of jobs nationally (Figure 5). Relative to national figures, Cobb County has notably lower percent of jobs in Government (11.2 versus 16.0 percent), Education-Health (11.5 percent versus 14.7 percent), and Manufacturing (6.2 versus 9.1 percent).

Figure 5 Total Employment by Sector, 2012 Q3

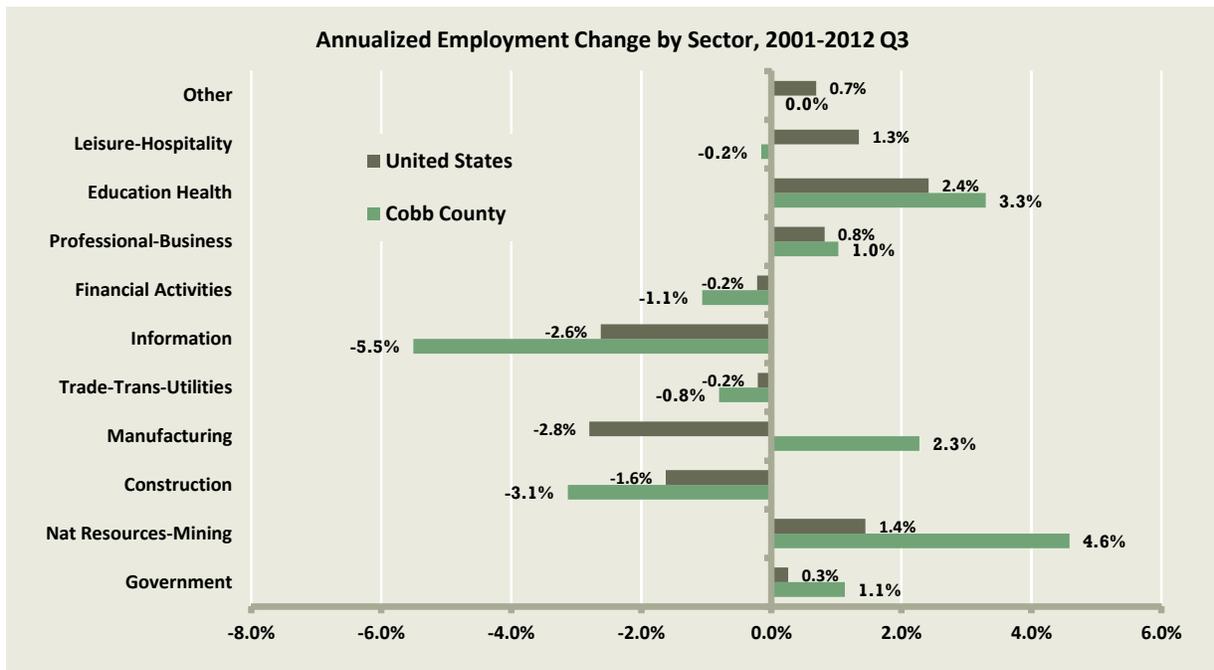


Between 2001 and the third quarter of 2012, five of eleven industry sectors in Cobb County experienced annual job growth. Natural Resources-Mining had the highest growth rate at 4.6 percent; however, these sectors account for less than 0.1 percent of total employment (Figure 6). Annual growth rates of 1.0 percent in Professional Business, 3.3 percent in Education-Health, and 1.1 percent in government had the greatest impact in terms of total jobs. Among the six sectors losing jobs during this period, the 0.8 percent annual decline in Trade-Transportation-Utilities was the most notable as the county’s largest industry.

To gain insight on how the recent economic downturn has affected the local job base, we examined employment changes by sector from 2007 through 2012(Q3) (Figure 7). Over this approximate five year period, nine of eleven industry sectors in Cobb County reported a net loss in jobs. While not necessarily the highest on a percentage basis, the Construction, Manufacturing, Trade-Transportation-Utilities, and Leisure-Hospitality sectors were hit the hardest with annual declines of 40.2 percent, 9.2 percent, 6.6 percent, and 6.3 percent, respectively. The only two sectors to add jobs during this period were Education-Health (12.8 percent) and Professional Business (3.5 percent).

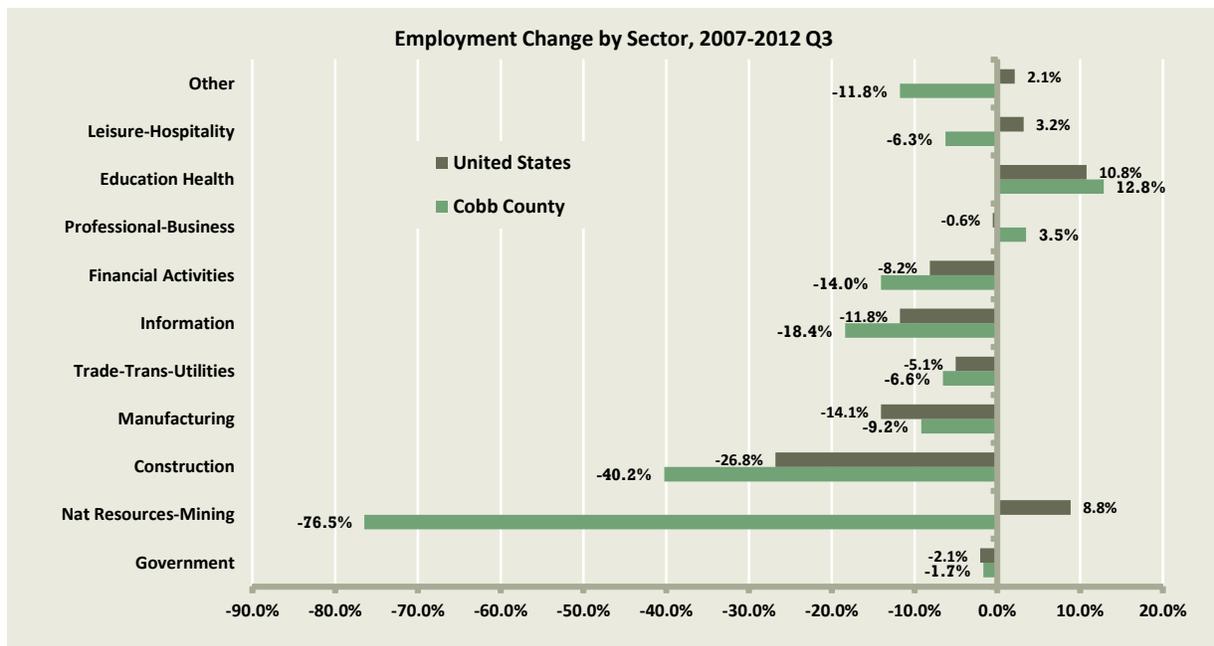


Figure 6 Change in Employment by Sector 2001-2012 Q3



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

Figure 7 Change in Employment by Sector 2007-2012 Q3



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

3. Major Employers

Four of the top ten major employers in Cobb County (as of 2011) are in the Trade-Transportation-Utilities sector, including the single largest employer (Home Depot) and three other national retail chains (Publix, Wal-Mart, and Kroger). The Government sector is also well represented and includes the Cobb County Public School District, County workers, and a public university (Kennesaw State). The remaining major employers include the theme park Six Flags Over Georgia (Leisure-Hospitality) and the largest healthcare provider in the county, Wellstar Health System (Education-Health). Overall, the subject site is conveniently located within five to ten miles of all these major area employers, in addition to several local retail outlets and service providers.

Table 5 2011 Major Employers, Cobb County

Rank	Name	Industry	Employment
1	The Home Depot	Trade-Transportation-Utilities	20,000
2	Cobb County Public Schools	Government	14,027
3	Wellstar Health System	Education-Health	11,785
4	Lockheed Martin Aeronautics	Manufacturing	7,568
5	Cobb County Government	Government	5,223
6	Kennesaw State University	Government	3,400
7	Publix Supermarkets	Trade-Transportation-Utilities	2,973
8	Six Flags Over Georgia	Leisure-Hospitality	2,386
9	Wal-Mart	Trade-Transportation-Utilities	2,750
10	The Kroger Company	Trade-Transportation-Utilities	2,150

Source: Cobb County Chamber of Commerce

4. Recent Economic Expansions and Contractions

Based on information provided the Development Authority of Cobb County and Georgia Trend Magazine, nine companies have announced major expansions or relocations in Cobb County since January 2012 (Table 6). Through 2017, these nine companies will add an estimated 2,701 new jobs. According to the Georgia Department of Labor's petitions under the Trade Act, no major business closures or layoffs were reported in 2012 or 2013 for Cobb County.

Table 6 Recent Economic Expansions, Cobb County

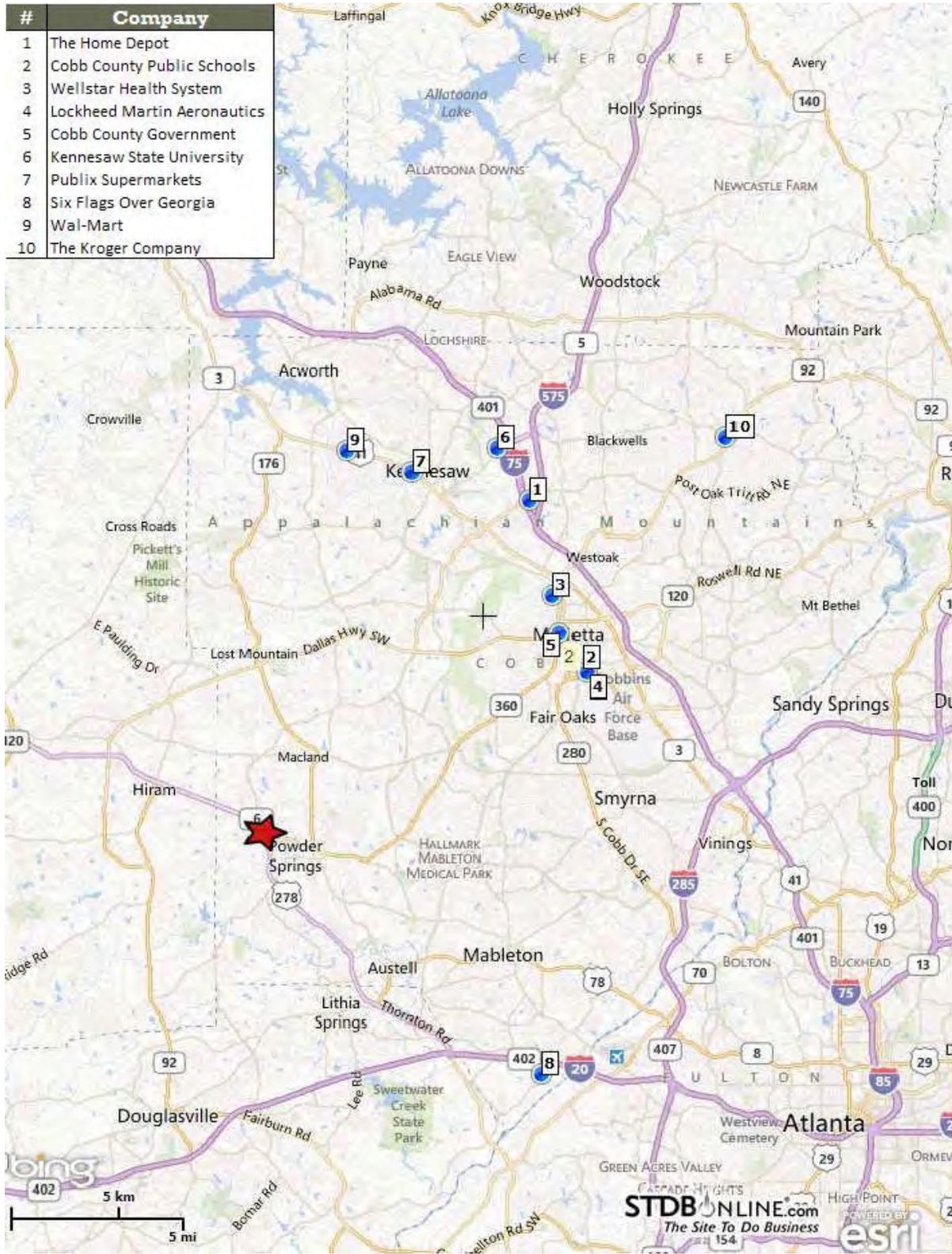
Recent Economic Expansions - Cobb County 2012-Present				
Announced	Planned	Company Name	City	Jobs
March 2013	2013-2014	Infosys	Marietta	200
October 2012	2012-2014	Home Depot	Kennesaw	700
August 2012	2012-2013	Talenti Gelato	Marietta	100
July 2012	Q4 2012	Alorica	Kennesaw	1,000
June 2012	June 2012	Novelis	Kennesaw	150
June 2012	Aug-12	Fabric.com	Kennesaw	200
February 2012	2012-2015	PointClear Solutions	Marietta	75
January 2012	Q4 2012	Fresenius Medical Care	Kennesaw	120
August 2011	2012-2017	Osmotica Pharmaceutical	Marietta	156
Total				2,701

Source: Development Authority of Cobb County; Georgia Trend



Map 5 Major Employers

#	Company
1	The Home Depot
2	Cobb County Public Schools
3	Wellstar Health System
4	Lockheed Martin Aeronautics
5	Cobb County Government
6	Kennesaw State University
7	Publix Supermarkets
8	Six Flags Over Georgia
9	Wal-Mart
10	The Kroger Company





5. Wages

The average annual wage for Cobb County in 2011 was \$49,400, \$4,310 or 8.7 percent higher than the Georgia average annual wage of \$45,090 (Table 7). The county’s average wage is \$1,360 or 2.8 percent above the national average. Cobb County’s average annual wage in 2011 represents an increase of \$9,226 or 23.0 percent since 2001. The average wage in Cobb County is higher than the national average for six of eleven economic sectors. The highest paying sectors in Cobb County are Manufacturing and Information.

Table 7 Average Annual Pay and Annualized Wage Data by Sector, Cobb County

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Cobb County	\$40,174	\$40,679	\$41,856	\$43,144	\$44,222	\$45,778	\$47,490	\$47,951	\$48,216	\$48,505	\$49,400
Georgia	\$35,136	\$35,734	\$36,626	\$37,866	\$39,096	\$40,370	\$42,178	\$42,585	\$42,902	\$43,899	\$45,090
United States	\$36,219	\$36,764	\$37,765	\$39,354	\$40,677	\$42,535	\$44,458	\$45,563	\$45,559	\$46,751	\$48,040

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



6. Conclusions on Local Economics

Similar to most areas of the Metro Atlanta area, Cobb County’s economy suffered during the most recent national recession, with substantial job loss and high unemployment; however, the county has shown signs of stabilization over the past two years with declining unemployment rates and strong job growth. Given the senior-oriented nature of the subject property and its income restrictive nature, we do not expect current economic conditions in Cobb County to negatively impact the proposed development of Silver Comet Village.

When analyzing economic trends for Cobb County, it is also important to note the impact of the larger and more diverse economy of the Metro Atlanta region as a whole. As discussed in the previously, over half of workers living in the Silver Comet Market Area travel outside the county in which they reside for work. Consequently, changes in the regional economy also have some impact on population and household trends in Cobb County.

6. DEMOGRAPHIC ANALYSIS

A. Introduction and Methodology

RPRG analyzed recent trends in population and households in the Silver Comet Market Area and the Cobb County using U.S. Census data and data from Esri, a national data vendor which prepares small area estimates and projections of population and households. Building permit trends collected from the HUD State of the Cities Data Systems (SOCDS) database were also considered. Table 8 presents a series of panels that summarize these Census data, estimates, and projections

B. Trends in Population and Households

1. Recent Past Trends

Between 2000 and 2010 Census counts, the population of the Silver Comet Market Area increased by 14.6 percent, growing from 124,745 to 142,926 people. This equates to an annual growth rate of 1.4 percent or 1,818 people. During the same period, the number of households in the Silver Comet Market Area increased from 43,421 to 49,568 households (14.2 percent) or a gain of 615 households (1.3 percent) annually.

By comparison, the population of Cobb County expanded by 13.2 percent from 2000 to 2010 (1.2 percent annually), while the number of households in the county increased by 14.3 percent (1.3 percent annually).

2. Projected Trends

Based on Esri projections, the Silver Comet Market Area's population increased by 1,676 people and 542 households between 2010 and 2013. RPRG further projects that the market area's population will increase by 1,300 people between 2013 and 2015, bringing the total population to 145,902 people in 2015. This represents an annual gain of 0.4 percent or 650 persons. The household base is projected to gain 223 new households per annum resulting in 50,557 households in 2015.

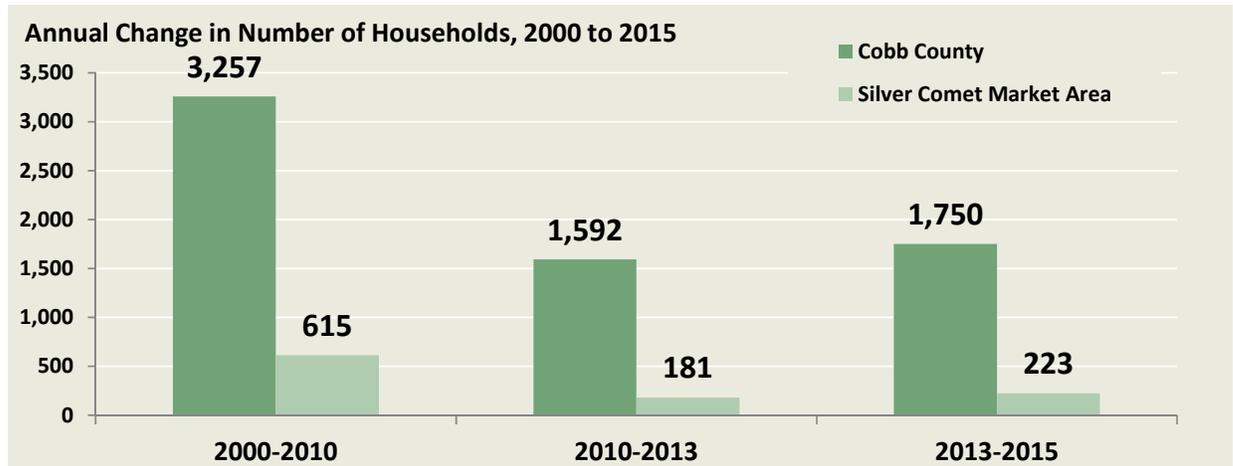
For Cobb County, population and household growth rates are projected to be slightly above those in the Silver Comet Market Area. The county's population and household base are both expected to increase at an annual rate of 0.7 percent through 2015.



Table 8 Population and Household Projections

		Cobb County				Silver Comet Market Area				
Population	Count	Total Change		Annual Change		Count	Total Change		Annual Change	
		#	%	#	%		#	%	#	%
2000	607,751					124,745				
2010	688,078	80,327	13.2%	8,033	1.2%	142,926	18,181	14.6%	1,818	1.4%
2013	701,245	13,167	1.9%	4,389	0.6%	144,602	1,676	1.2%	559	0.4%
2015	710,542	9,297	1.3%	4,648	0.7%	145,902	1,300	0.9%	650	0.4%
Households	Count	Total Change		Annual Change		Count	Total Change		Annual Change	
		#	%	#	%		#	%	#	%
2000	227,487					43,421				
2010	260,056	32,569	14.3%	3,257	1.3%	49,568	6,147	14.2%	615	1.3%
2013	264,832	4,776	1.8%	1,592	0.6%	50,110	542	1.1%	181	0.4%
2015	268,331	3,499	1.3%	1,750	0.7%	50,557	447	0.9%	223	0.4%

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



3. Building Permit Trends

RPRG examines building permit trends to help determine if the housing supply is meeting demand, as measured by new households. From 2000 and 2009, an average of 4,593 new housing units was authorized annually in Cobb County compared to annual household growth of 3,257 between the 2000 and 2010 census counts (Table 9). This disparity in household growth relative to units permitted could indicate an overbuilt market; however, these figures also do not take the replacement of existing housing units into account.

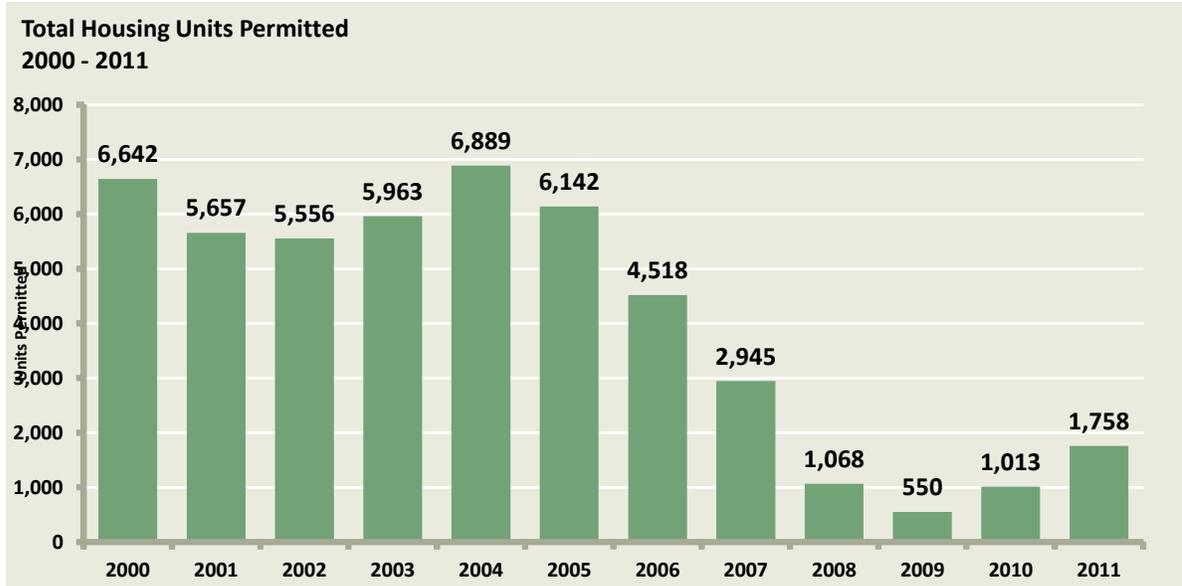
Annual building permit activity in the Cobb County was relatively stable from 2000 to 2005, ranging from 5,556 to 6,889 units permitted per year. Beginning in 2006, building permit activity steadily declined during the recent national recession and housing market downturn. While building permit activity has slowly increased from a low point of 550 units in 2009, the county averaged just 1,107 permitted units annually from 2009 to 2011. By structure type, 78 percent of all residential permits issued in Cobb County were for single-family detached homes. Multi-family structures (5+ units) accounted for 20 percent of units permitted while buildings with 2-4 units comprised approximately one percent of permitted units.



Table 9 Building Permits by Structure Type, Cobb County

Cobb County													2000-2011	Annual Average
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011			
Single Family	5,455	4,513	4,703	4,993	5,432	5,123	3,346	1,901	727	409	713	886	38,201	3,183
Two Family	4	6	0	2	2	2	40	64	8	0	10	22	160	13
3 - 4 Family	24	16	0	0	21	12	144	289	89	35	69	26	725	60
5+ Family	1,159	1,122	853	968	1,434	1,005	988	691	244	106	221	824	9,615	801
Total	6,642	5,657	5,556	5,963	6,889	6,142	4,518	2,945	1,068	550	1,013	1,758	48,701	4,058

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





4. Trends in Older Adult Households

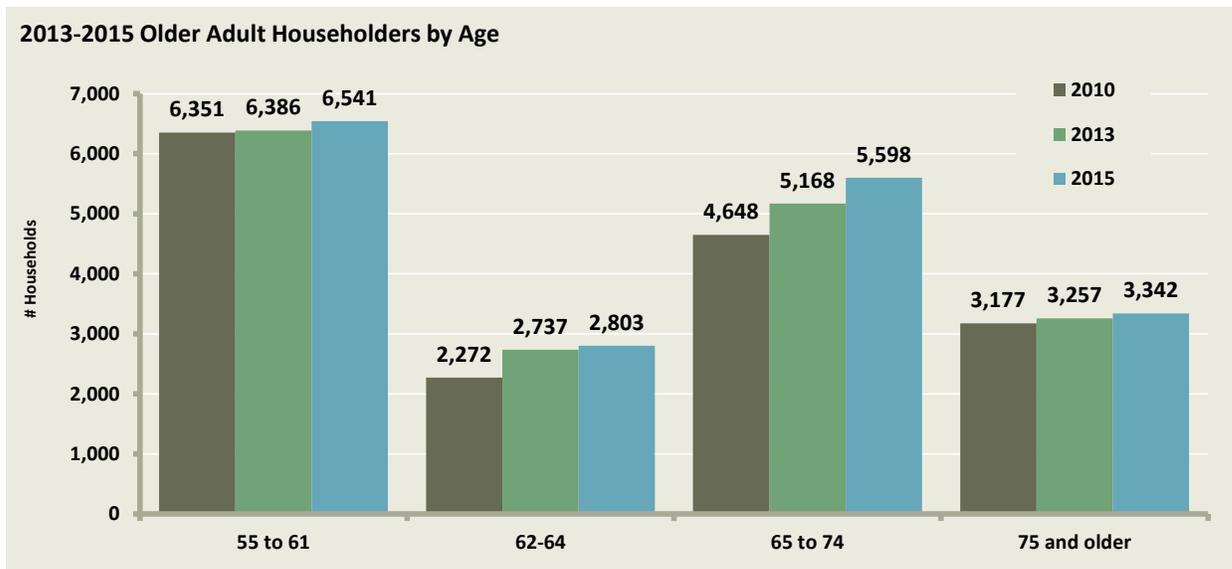
Table 10 details the age distribution and growth of older adult and senior households by age cohort in the Silver Comet Market Area including 2010, 2013 and 2015. Older adult and senior households are expected to increase at a faster rate than that of total households in the Silver Comet Market Area. In 2010, the Silver Comet Market Area had 16,448 households with a householder age 55+, of which 10,097 households were householders age 62+. Between 2010 and 2013, senior households increased by 6.7 percent among households with householders 55+ and 10.5 among households with householders 62+.

From 2013 and 2015, households with householders age 55+ are projected to increase at an annual rate of 2.1 percent or 369 households. This would bring the total number of households with householders age 55+ in the Silver Comet Market Area to 18,285. Most household growth is projected among households with householder age 62+ with an annual increase of 291 households or 2.6 percent.

Table 10 Trends in Older Adult Householders, Silver Comet Market Area

Silver Comet Market Area						Change 2010 to 2013				Change 2013 to 2015			
						Total		Annual		Total		Annual	
Age of	2010	2013	2015	#	%	#	%	#	%	#	%		
55 to 61	6,351	38.6%	6,386	35	0.5%	12	0.2%	155	2.4%	78	1.2%		
62-64	2,272	13.8%	2,737	465	20.5%	155	6.4%	67	2.4%	33	1.2%		
65 to 74	4,648	28.3%	5,168	520	11.2%	173	3.6%	430	8.3%	215	4.1%		
75 and older	3,177	19.3%	3,257	80	2.5%	27	0.8%	85	2.6%	43	1.3%		
HH 55+	16,448	100.0%	17,547	1,099	6.7%	366	2.2%	737	4.2%	369	2.1%		
HH 62+	10,097		11,161	1,065	10.5%	355	3.4%	582	5.2%	291	2.6%		

Source: 2010 Census; Esri; RPRG



C. Demographic Characteristics

1. Age Distribution and Household Type

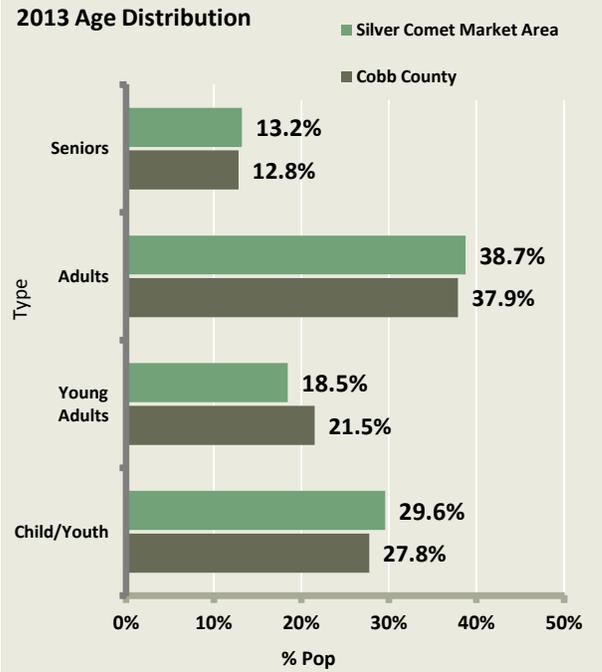
Based on Esri estimates for 2013, the population of the Silver Comet Market Area is slightly older than Cobb County with median ages of 35 and 34, respectively (Table 11). Seniors (persons age 62 and older) constitute 13.2 percent of the population in the Silver Comet Market Area compared to 12.8 percent of the population in Cobb County. Adults age 35-61 comprise the largest percentage of



the population in both regions at roughly 38 percent. Of the remaining age cohorts, the Silver Comet Market Area contains a slightly higher percentage of children/youth (under the age of 20) and a lower percentage of young adults (age 20 to 34) relative to Cobb County.

Table 11 2013 Age Distribution

	Cobb County		Silver Comet Market Area	
	#	%	#	%
Children/Youth	194,637	27.8%	42,755	29.6%
Under 5 years	49,214	7.0%	10,221	7.1%
5-9 years	50,153	7.2%	10,918	7.6%
10-14 years	48,937	7.0%	11,141	7.7%
15-19 years	46,333	6.6%	10,475	7.2%
Young Adults	150,898	21.5%	26,696	18.5%
20-24 years	45,979	6.6%	8,263	5.7%
25-34 years	104,920	15.0%	18,434	12.7%
Adults	265,743	37.9%	56,030	38.7%
35-44 years	107,593	15.3%	22,584	15.6%
45-54 years	101,998	14.5%	22,293	15.4%
55-61 years	56,152	8.0%	11,152	7.7%
Seniors	89,966	12.8%	19,122	13.2%
62-64 years	24,065	3.4%	4,780	3.3%
65-74 years	40,871	5.8%	8,785	6.1%
75-84 years	18,016	2.6%	3,990	2.8%
85 and older	7,015	1.0%	1,566	1.1%
TOTAL	701,245	100%	144,602	100%
Median Age	34		35	

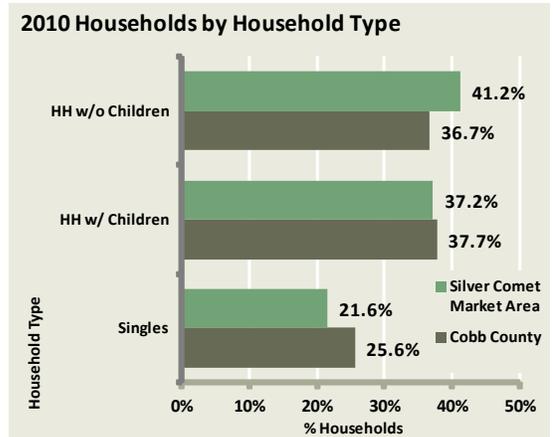


Approximately 41 percent of all households in the Silver Comet Market Area contain children compared to 36.7 percent in Cobb County (Table 12). Approximately thirty-seven percent of all households in both the Silver Comet Market Area and Cobb County contain two adults but no children. Single persons account for 21.6 percent and 25.6 percent of households in the Silver Comet Market Area and Cobb County, respectively.

Table 12 2010 Households by Household Type

	Cobb County		Silver Comet Market Area	
	#	%	#	%
Households by Household Type				
Married w/Children	65,646	25.2%	13,160	26.5%
Other w/ Children	29,729	11.4%	7,322	14.7%
Households w/ Children	95,375	36.7%	20,482	41.2%
Married w/o Children	64,868	24.9%	12,631	25.4%
Other Family w/o Children	15,815	6.1%	3,692	7.4%
Non-Family w/o Children	17,393	6.7%	2,160	4.3%
Households w/o Children	98,076	37.7%	18,483	37.2%
Singles Living Alone	66,605	25.6%	10,727	21.6%
Singles	66,605	25.6%	10,727	21.6%
Total	260,056	100%	49,692	100%

Source: 2010 Census; RPRG, Inc.





2. Renter Household Characteristics

As of the 2010 Census, 24.3 percent of all households in the Silver Comet Market Area were renters, compared to 33.1 percent in Cobb County. Renter households contributed a disproportionate percentage of net household growth between 2000 and 2010 Census counts at 57.1 percent in the market area and 41.9 percent in the county (Table 13). This trend indicates the tendency away from homeownership due to the national recession and downturn in the housing market. Renter percentages for 2015 are projected at 25.1 percent in the Silver Comet Market Area and 33.8 percent in Cobb County.

Among householders age 55 and older, the renter percentages in both geographies are lower than for all households. The 2013 renter percentages for households with householders 55+ as estimated by Esri are 15 percent in the Silver Comet Market Area and 17.3 percent in Cobb County (Table 14).

Table 13 Households by Tenure

Cobb County	2000		2010		Change 2000-2010		2013		2015	
Housing Units	#	%	#	%	#	%	#	%	#	%
Owner Occupied	155,055	68.2%	173,965	66.9%	18,910	58.1%	175,565	66.3%	177,631	66.2%
Renter Occupied	72,432	31.8%	86,091	33.1%	13,659	41.9%	89,267	33.7%	90,700	33.8%
Total Occupied	227,487	100%	260,056	100%	32,569	100%	264,832	100%	268,331	100%
Total Vacant	10,035		26,434				24,436		24,759	
TOTAL UNITS	237,522		286,490				289,267		293,090	

Silver Comet Market Area	2000		2010		Change 2000-2010		2013		2015	
Housing Units	#	%	#	%	#	%	#	%	#	%
Owner Occupied	34,865	80.3%	37,504	75.7%	2,639	42.9%	37,583	75.0%	37,857	74.9%
Renter Occupied	8,557	19.7%	12,064	24.3%	3,507	57.1%	12,527	25.0%	12,700	25.1%
Total Occupied	43,422	100%	49,568	100%	6,146	100%	50,110	100%	50,557	100%
Total Vacant	1,562		5,331				4,866		4,909	
TOTAL UNITS	44,984		54,899				54,976		55,466	

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

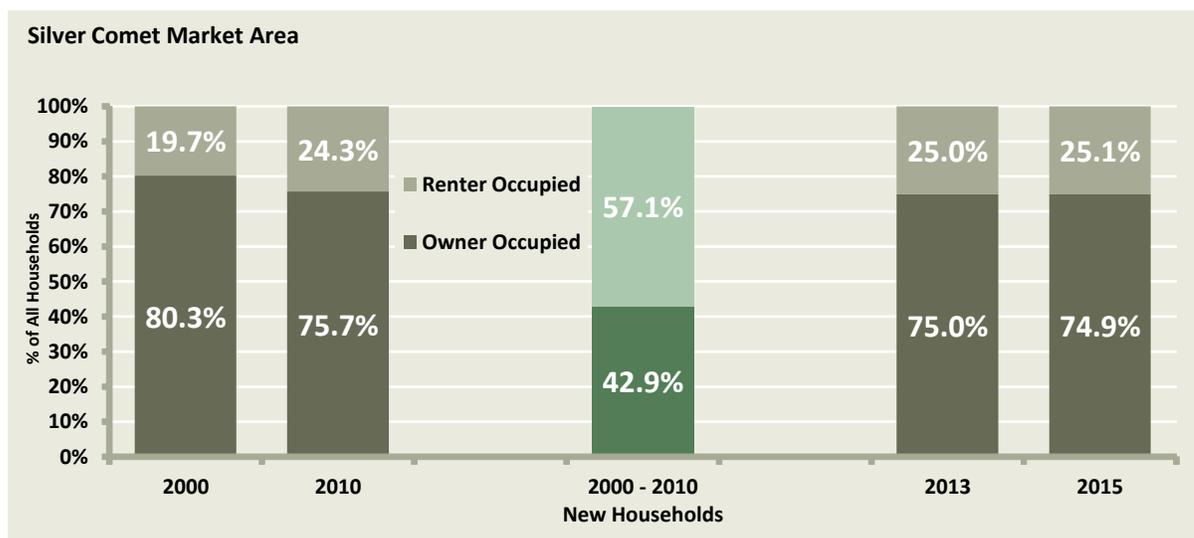
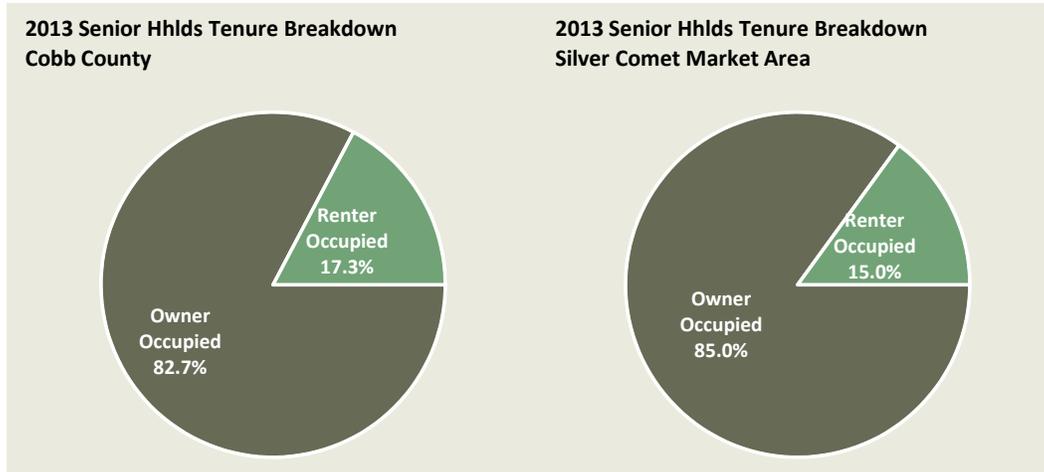




Table 14 Senior Households by Tenure, Age 55+

Senior Households 55+ 2013 Households	Cobb County		Silver Comet Market Area	
	Number	Percent	Number	Percent
Owner Occupied	72,274	82.7%	14,919	85.0%
Renter Occupied	15,083	17.3%	2,628	15.0%
Total Occupied	87,357	100.0%	17,547	100.0%

Source: 2000 Census; 2010 Census; ESRI; RPRG



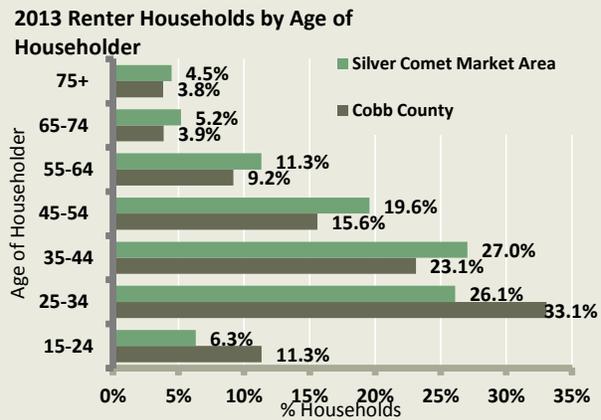


Young working age households form the core of the market area’s renters, as over half (53.1 percent) of all renter householders are ages 25-44 (Table 15). Older adults and seniors age 55 and older account for 21 percent of all renters in the market area and 16.9 percent of the renters in the county.

Table 15 Renter Households by Age of Householder

Renter Households	Cobb County		Silver Comet Market Area	
Age of HHldr	#	%	#	%
15-24 years	10,130	11.3%	791	6.3%
25-34 years	29,518	33.1%	3,270	26.1%
35-44 years	20,619	23.1%	3,387	27.0%
45-54 years	13,917	15.6%	2,450	19.6%
55-64 years	8,212	9.2%	1,417	11.3%
65-74 years	3,457	3.9%	651	5.2%
75+ years	3,414	3.8%	560	4.5%
Total	89,267	100%	12,527	100%

Source: Esri, Real Property Research Group, Inc.

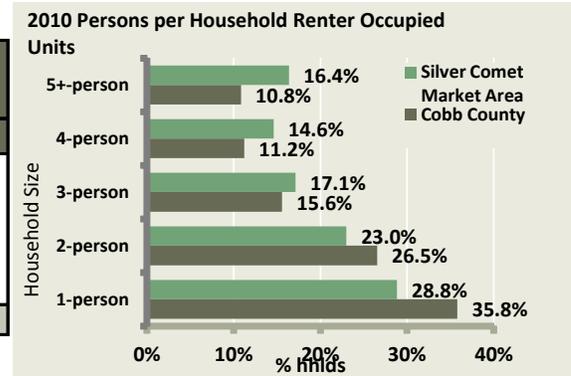


As of 2010, 51.9 percent of all renter households in the Silver Comet Market Area contained one or two persons compared to 62.3 percent in Cobb County (Table 16). Three and four person households comprised 31.8 percent of market area renter households, compared to 26.8 percent of renter households in the county. Large households (5+ persons) accounted for 16.4 percent of renter households in the Silver Comet Market Area and 10.8 percent of renter households in Cobb County.

Table 16 2010 Renter Households by Household Size

Renter Occupied	Cobb County		Silver Comet Market Area	
Renter Occupied	#	%	#	%
1-person household	30,818	35.8%	3,483	28.8%
2-person household	22,853	26.5%	2,779	23.0%
3-person household	13,420	15.6%	2,070	17.1%
4-person household	9,662	11.2%	1,766	14.6%
5+-person household	9,338	10.8%	1,978	16.4%
TOTAL	86,091	100%	12,076	100%

Source: 2010 Census





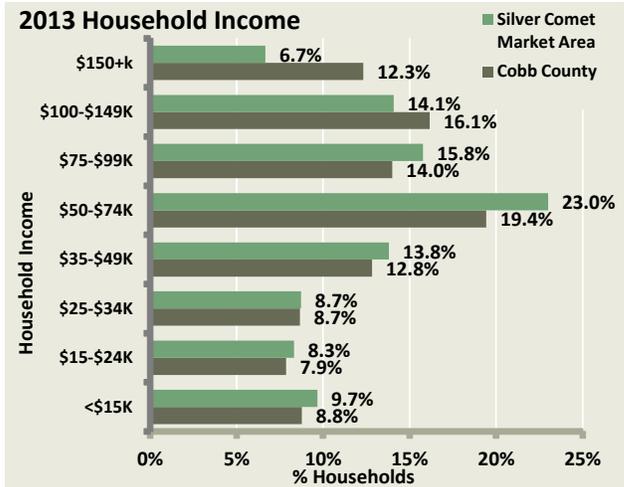
3. Income Characteristics

According to income distributions provided by Esri, the 2013 median income of households in the Silver Comet Market Area is \$60,321, 7.6 percent lower than the Cobb County median household income of \$65,304 (Table 17). Eighteen percent of the households in the market area earn less than \$25,000, compared to 16.7 percent in the county. Nearly one-quarter (22.5 percent) of households earn \$25,000 to \$49,999.

Table 17 2013 Household Income

		Cobb County		Silver Comet Market Area	
		#	%	#	%
less than	\$15,000	23,234	8.8%	4,842	9.7%
	\$15,000 - \$24,999	20,810	7.9%	4,164	8.3%
	\$25,000 - \$34,999	22,923	8.7%	4,374	8.7%
	\$35,000 - \$49,999	33,954	12.8%	6,917	13.8%
	\$50,000 - \$74,999	51,447	19.4%	11,523	23.0%
	\$75,000 - \$99,999	37,058	14.0%	7,900	15.8%
	\$100,000 - \$149,999	42,767	16.1%	7,051	14.1%
	\$150,000 Over	32,639	12.3%	3,337	6.7%
Total		264,832	100%	50,110	100%
Median Income		\$65,304		\$60,321	

Source: Esri; Real Property Research Group, Inc.

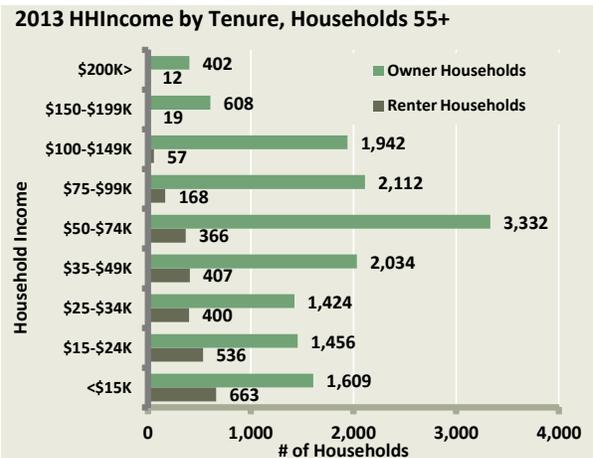


Based on the U.S. Census Bureau’s American Community Survey (ACS) data and breakdown of tenure and household estimates, the 2013 median income for senior renter householders (age 55 and older) in the Silver Comet Market Area is \$27,883 (Table 18). Just over one-quarter of all senior renter householders (55+) in the Silver Comet Market Area earn less than \$15,000 per year. Nearly 36 percent of senior renter households (55+) earn \$15,000 to \$34,999.

Table 18 2013 Senior Household Income by Tenure, Households 55+

		Renter Households		Owner Households	
		#	%	#	%
less than	\$15,000	663	25.2%	1,609	10.8%
	\$15,000 - \$24,999	536	20.4%	1,456	9.8%
	\$25,000 - \$34,999	400	15.2%	1,424	9.5%
	\$35,000 - \$49,999	407	15.5%	2,034	13.6%
	\$50,000 - \$74,999	366	13.9%	3,332	22.3%
	\$75,000 - \$99,999	168	6.4%	2,112	14.2%
	\$100,000 - \$149,999	57	2.2%	1,942	13.0%
	\$150,000 - \$199,999	19	0.7%	608	4.1%
	\$200,000 over	12	0.5%	402	2.7%
Total		2,628	100%	14,919	100%
Median Income		\$27,883		\$57,025	

Source: American Community Survey 2007-2011 Estimates, RPRG, Inc.



7. COMPETITIVE HOUSING ANALYSIS

A. Introduction and Sources of Information

This section presents data and analyses pertaining to the supply of rental housing in the Silver Comet Market Area. We pursued several avenues of research in an attempt to identify multifamily rental projects that are in the planning stages or under construction in the Silver Comet Market Area. We spoke to planning and zoning officials with Powder Springs, Marietta, and Mableton. We also reviewed the list of recent LIHTC awards from DCA. The rental survey was conducted in April 2013.

B. Overview of Market Area Housing Stock

Based on the 2007-2011 ACS survey, single-family detached homes and mobile homes comprise 46.3 percent of the rental stock in the Silver Comet Market Area compared to just 24.9 percent in Cobb County (Table 19). Multi-family structures (i.e., buildings with five or more units) accounted for 40.4 percent and 61.2 percent of rental units in the Silver Comet Market Area and Cobb County, respectively. Nearly all (over 95 percent) of owner occupied units in both the Silver Comet Market Area and the Cobb County consist of single-family detached homes and townhomes.

The housing stock in the Silver Comet Market Area is slightly newer than in Cobb County, overall. Among rental units, the median year built was 1986 in the Silver Comet Market Area and 1985 in Cobb County (Table 20). The Silver Comet Market Area's owner occupied housing stock had a median year built of 1998 versus 1987 in Cobb County. Eighteen percent of the renter occupied units in the Silver Comet Market Area were built since 2000 and 50.3 percent were built during the 1990s or 1980s. Approximately 32 percent of renter occupied units in the Silver Comet Market Area were built prior to 1980.

According to ACS data, the median value among owner-occupied housing units in the Silver Comet Market Area from 2007 to 2011 was \$175,760, which is \$38,583 or 18.0 percent lower than the Cobb County wide median of \$214,343 (Table 21). Fifty-five percent of market area homes are valued at \$150,000 to \$299,999. ACS estimates home values based upon values from homeowners' assessments of the values of their homes. This data is traditionally a less accurate and reliable indicator of home prices in an area than actual sales data, but offers insight of relative housing values among two or more areas.

Table 19 Dwelling Units by Structure and Tenure

Owner Occupied	Cobb County		Silver Comet Market Area		Renter Occupied	Cobb County		Silver Comet Market Area	
	#	%	#	%		#	%	#	%
1, detached	157,920	88.4%	36,274	92.6%	1, detached	18,393	23.5%	4,669	43.5%
1, attached	14,359	8.0%	1,550	4.0%	1, attached	3,852	4.9%	444	4.1%
2	333	0.2%	92	0.2%	2	2,331	3.0%	613	5.7%
3-4	919	0.5%	236	0.6%	3-4	4,636	5.9%	347	3.2%
5-9	1,329	0.7%	146	0.4%	5-9	13,180	16.9%	958	8.9%
10-19	1,002	0.6%	43	0.1%	10-19	22,026	28.2%	2,019	18.8%
20+ units	616	0.3%	15	0.0%	20+ units	12,593	16.1%	1,357	12.7%
Mobile home	2,108	1.2%	827	2.1%	Mobile home	1,087	1.4%	297	2.8%
Boat, RV, Van	20	0.0%	0	0.0%	Boat, RV, Van	37	0.0%	22	0.2%
TOTAL	178,606	100%	39,183	100%	TOTAL	78,135	100%	10,726	100%

Source: American Community Survey 2007-2011

Source: American Community Survey 2007-2011



Table 20 Dwelling Units by Year Built and Tenure

	Cobb County		Silver Comet Market Area	
	#	%	#	%
Owner Occupied				
2005 or later	10,258	5.7%	2,089	5.3%
2000 to 2004	24,290	13.6%	5,629	14.4%
1990 to 1999	42,851	24.0%	10,921	27.9%
1980 to 1989	46,473	26.0%	9,053	23.1%
1970 to 1979	27,492	15.4%	4,895	12.5%
1960 to 1969	15,359	8.6%	4,512	11.5%
1950 to 1959	8,237	4.6%	1,412	3.6%
1940 to 1949	2,222	1.2%	385	1.0%
1939 or earlier	1,424	0.8%	287	0.7%
TOTAL	178,606	100%	39,183	100%
MEDIAN YEAR BUILT	1987		1988	

Source: American Community Survey 2007-2011

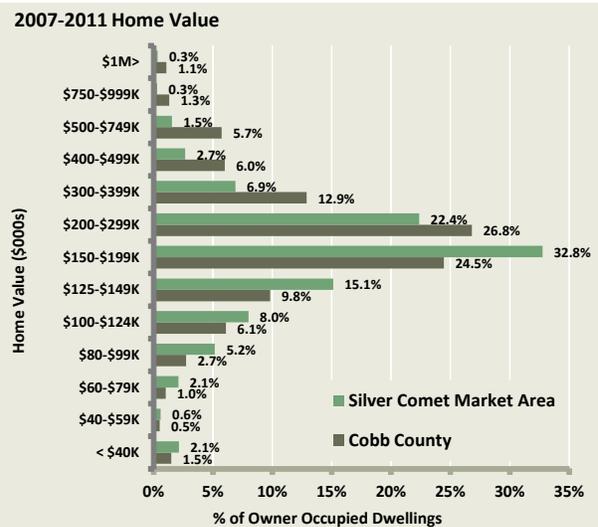
	Cobb County		Silver Comet Market Area	
	#	%	#	%
Renter Occupied				
2005 or later	3,569	4.6%	267	2.5%
2000 to 2004	9,354	12.0%	1,666	15.5%
1990 to 1999	16,020	20.5%	2,531	23.6%
1980 to 1989	23,045	29.5%	2,860	26.7%
1970 to 1979	13,361	17.1%	1,551	14.5%
1960 to 1969	6,348	8.1%	1,011	9.4%
1950 to 1959	4,109	5.3%	455	4.2%
1940 to 1949	1,423	1.8%	219	2.0%
1939 or earlier	906	1.2%	166	1.5%
TOTAL	78,135	100%	10,726	100%
MEDIAN YEAR BUILT	1985		1986	

Source: American Community Survey 2007-2011

Table 21 Value of Owner Occupied Housing Stock

	Cobb County		Silver Comet Market Area	
	#	%	#	%
less than \$40,000	2,664	1.5%	830	2.1%
\$40,000 \$59,000	905	0.5%	234	0.6%
\$60,000 \$79,999	1,821	1.0%	812	2.1%
\$80,000 \$99,999	4,878	2.7%	2,007	5.2%
\$100,000 \$124,999	10,811	6.1%	3,101	8.0%
\$125,000 \$149,999	17,444	9.8%	5,871	15.1%
\$150,000 \$199,999	43,422	24.5%	12,713	32.8%
\$200,000 \$299,999	47,613	26.8%	8,684	22.4%
\$300,000 \$399,999	22,881	12.9%	2,674	6.9%
\$400,000 \$499,999	10,638	6.0%	1,033	2.7%
\$500,000 \$749,999	10,186	5.7%	600	1.5%
\$750,000 \$999,999	2,347	1.3%	118	0.3%
\$1,000,000 over	1,939	1.1%	133	0.3%
Total	177,549	100%	38,810	100%
Median Value	\$214,343		\$175,760	

Source: American Community Survey 2007-2011





C. Survey of Age-Restricted Rental Communities

1. Introduction to the Age-Restricted Rental Housing Survey

Two independent senior rental communities were identified in the Silver Comet Market Area, both of which were financed through the Low Income Housing Tax Credit program and surveyed for this report. To provide additional depth to the senior rental housing analysis, we also surveyed two market rate senior communities located just outside the market area; however these properties are shown separately from those in the market area. Profile sheets with detailed information on each surveyed community, including photographs, are attached as Appendix 7.

2. Location

Both senior LIHTC communities in the market area are located east of the subject site (Map 6). Parkland Manor is located near Cobb Wellstar Hospital on a dead-end road and Ashton Arbors has frontage along Powder Springs Road, a major thoroughfare. The two communities located outside the market area include one to the west in Paulding County and another to the east near South Cobb Drive in Marietta.

The subject site is considered comparable or superior to all existing senior renter communities. The site will benefit from both high visibility and access to the Silver Comet Trail. Three of the four communities (all but Ashton Arbors) are located on smaller side streets and do not have strong visibility.

3. Age-Restricted Rental Housing Characteristics

Both senior LIHTC communities offer rental units in three to four-story mid-rise buildings, with secured entrances and elevator access, and were built in the mid 2000's. The two senior LIHTC communities also share similar design characteristics, features, and amenities while offering similarly targeted units.

4. Vacancy Rates

The two senior LIHTC communities in the Silver Comet Market Area combine to offer 300 units including both LIHTC and market rate units. At the time our survey, 14 units were reported vacant for a rate of 4.7 percent. Parkland Manor reported 3.3 percent of its units vacant and Ashton Arbors reported 6.0 of units vacant. These vacancy rates are comparable with historic vacancy rates among both communities.

The two market rate communities located just outside the market area have a combined vacancy rate of 1.2 percent among 248 units. The closer of these two communities (Greenbrooke Senior) is 100 percent occupied with a waiting list.

5. Unit Distribution

The two surveyed senior rental communities in the market area offer one and two bedroom units. The lone property reporting unit mix breakdown offers 44 percent one bedroom units and 56 percent two bedroom units.

The market rate communities outside the market area are more geared toward two bedroom units, which comprise nearly three-quarters of the units. The proposed unit distribution of Silver Comet Village is comparable with existing senior communities in the market area.



6. Absorption History

The newest of the senior rental communities was built in 2005 and absorption history was not available.

7. Effective Rents

Effective rents, adjusted net of utilities and incentives, are shown in Table 22. For the purposes of this analysis, the net rents represent the hypothetical situation where all utilities are included in the price of rent, similar to the proposed structure at Silver Comet Village. Net rents, unit sizes, and rents per square foot for senior units in the market area are:

One Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$760. Based on an average unit size of 751 square feet, one bedroom 60 percent LIHTC units averaged \$1.01 per square foot. The highest LIHTC one bedroom rent was \$789 at Parkland Manor.
- **Market rate rents** averaged \$889 for 796 square feet or \$1.12 per square foot.

Two Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$894. Based on an average unit size of 983 square feet, two bedroom 60 percent LIHTC units averaged \$0.91 per square foot. The highest two bedroom LIHTC rents were \$936 at Parkland Manor.
- **Market rate units** averaged 1,011 for 980 square feet or \$1.03 per square foot.

The proposed 50 percent LIHTC rents will be the lowest among senior oriented rental units in the market area. The proposed one bedroom 60 percent rents will be comparable with existing 60 percent rents in the market area, but below the top of the market. The proposed two bedroom 60 percent rents will be the lowest among senior oriented 60 percent rents in the market area. The proposed market rate rents are less than those currently achieved at Parkland Manor.

Table 22 Rental Summary, Senior Communities

Community	Type	Total	Vacant	Vacancy	One Bedroom Units				Two Bedroom Units			
		Units	Units	Rate	Units	Rent (1)	SF	Rent/ SF	Units	Rent (1)	SF	Rent/ SF
Subject - 50% AMI	Mid-Rise	15			10	\$620	664	\$0.93	5	\$698	907	\$0.77
Subject - 60% AMI	Mid-Rise	70			34	\$740	664	\$1.11	36	\$838	907	\$0.92
Subject - Market	Mid-Rise	10			1	\$814	664	\$1.23	9	\$926	907	\$1.02
Communities in the Market Area												
1. Parkland Manor	Mid-Rise	150	5	3.3%		\$839	796	\$1.05		\$974	980	\$0.99
Year Built: 2004	60% units	105				\$789	796	\$0.99		\$936	980	\$0.96
	Market	45				\$889	796	\$1.12		\$1,011	980	\$1.03
2. Ashton Arbors	Mid-Rise	150	9	6.0%	66	\$731	705	\$1.04	84	\$852	985	\$0.86
Year Built: 2005	60% units	150	9	6.0%	66	\$731	705	\$1.04	84	\$852	985	\$0.86
	Overall Total	300	14	4.7%								
	LIHTC Average					\$760	751	\$1.01		\$894	983	\$0.91
	Market Average					\$889	796	\$1.12		\$1,011	980	\$1.03
	Reporting Breakdown	150			66				84			
	% of Total	50.0%			44.0%				56.0%			
Communities Outside the Market Area												
3. Greenbrooke Senior	Garden	120	0	0.0%					120	\$1,125	1,044	\$1.08
Year Built: 2005	Market	120	0	0.0%					120	\$1,125	1,044	\$1.08
4. Edinborough	Garden	128	3	2.3%	64	\$695	750	\$0.93	64	\$820	950	\$0.86
Year Built: 2003	Market	128	3	2.3%	64	\$695	750	\$0.93	64	\$820	950	\$0.86
	Overall Total	248	3	1.2%								
	Reporting Breakdown	248			64	\$695	750	\$0.93	184	\$973	997	\$0.98
	% of Total	100.0%			25.8%				74.2%			
	Overall Total	548	17	3.1%								
	Unsubsidized Total/Average	548			130	\$755	750	\$1.01	268	\$943	990	\$0.95
	% of Total Unsubsidized	100.0%			23.7%				48.9%			

(1) Rent is adjusted, to include all utilities and incentives.

Source: Phone Survey, Real Property Research Group, Inc. April 2013.

8. Payment of Utility Costs

Among the two senior LIHTC communities, one of the communities includes the cost of all utilities and one includes water/sewer and trash removal (Table 23). Silver Comet Village will include the cost of all utilities.

9. Unit Features

Both senior LIHTC communities offer grab bars in the bathrooms, emergency pull-cord or response systems, dishwashers, and washer/dryer connections as standard unit features. Each property also provides central laundry areas, secured entrances, and management/leasing offices on-site.



Table 23 Utility Arrangement and Unit Features

Community	Type	Heat Type	Utilities included in Rent					Dish-washer	Grab Bar	Emergency Pull
			Heat	Cooking	Electric	Water	Trash			
Subject Property	LIHTC	Elec	☒	☒	☒	☒	☒	Std.	St.d	Std.
Communities in the Market Area										
Ashton Arbors	LIHTC	Elec	☐	☐	☐	☒	☒	Std.	Std.	Std.
Parkland Manor	LIHTC	Elec	☒	☒	☒	☒	☒	Std.	Std.	Std.
Communities Outside the Market Area										
Edinburgh	Market	Gas	☐	☐	☐	☒	☒		Std.	
Greenbrooke Senior	Market	Elec	☐	☐	☐	☒	☒	Std.	Std.	

Source: Phone Survey, Real Property Research Group, Inc. April 2013.

10. Community Amenities

The surveyed senior rental stock offers a variety of community amenities the most common of which are a community/multi-purpose room (both properties), fitness center (both properties), computer center (both properties), arts and crafts room (both properties), and theater (both properties). Silver Comet Village’s community amenities will include a multi-purpose room, fitness center, computer center, library, arts and crafts room, and theater. These amenities will be competitive with the market area’s existing senior rental stock and are appropriate for the target market.

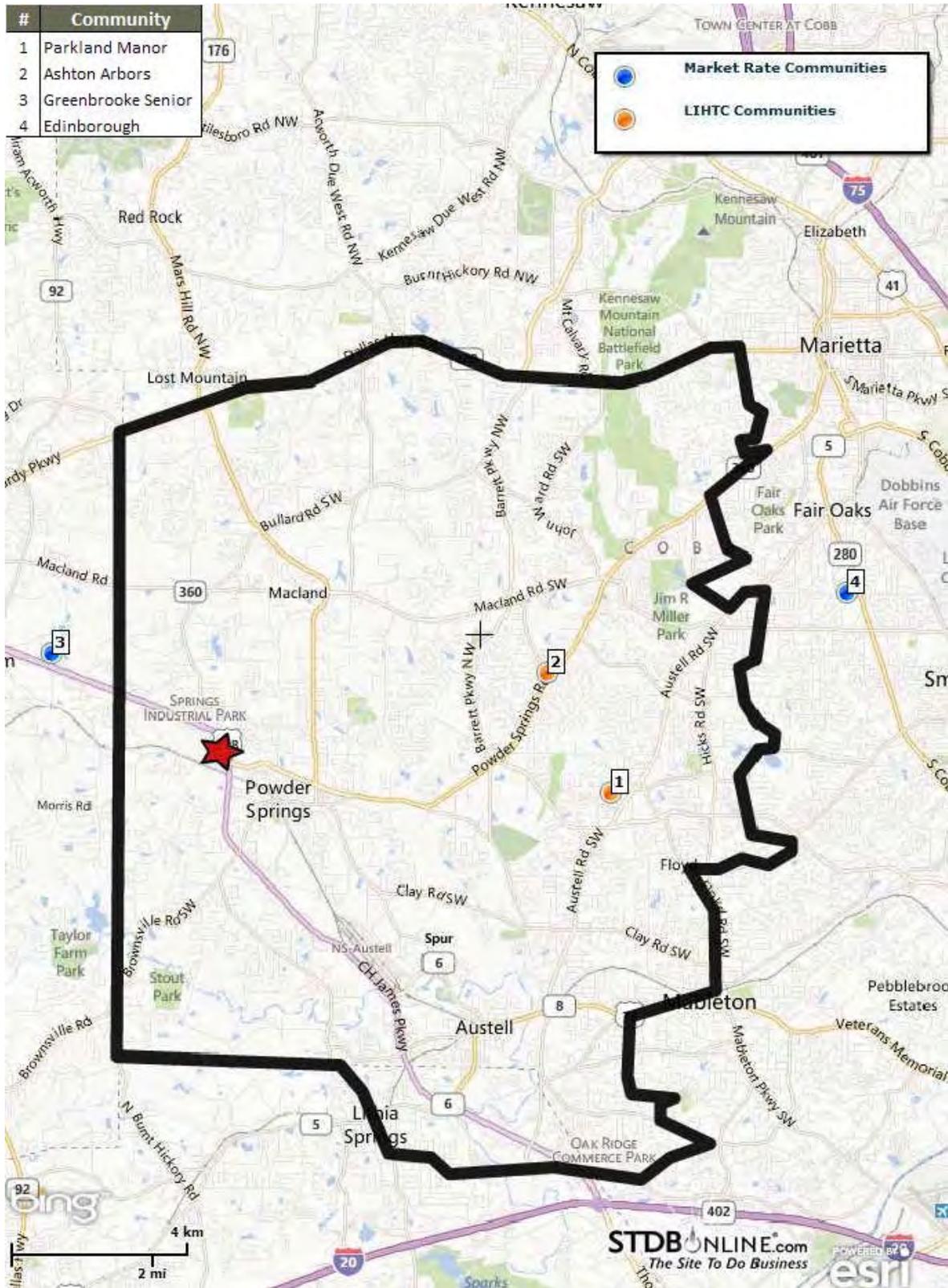
Table 24 Community Amenities

Community	Multipurpose Room	Gardening	Walking Paths	Library	Arts & Crafts	Fitness	Computer Room
Subject Property	☒	☒	☒	☒	☒	☒	☒
Communities in the Market Area							
Ashton Arbors	☒	☒	☐	☐	☒	☒	☒
Parkland Manor	☒	☐	☐	☒	☒	☒	☒
Communities Outside the Market Area							
Edinburgh	☒	☒	☒	☒	☐	☐	☐
Greenbrooke Senior	☒	☐	☐	☐	☐	☐	☐

Source: Phone Survey, Real Property Research Group, Inc. April 2013.



Map 6 Surveyed Senior Rental Communities





D. Survey of General Occupancy Rental Communities

1. Introduction to the Rental Housing Survey

RPRG also surveyed ten general occupancy rental communities in the Silver Comet Market Area. These include three LIHTC properties and seven market rate communities. Although not considered direct competition for the subject property, these general occupancy rental communities do represent an alternative rental housing option for seniors in the Silver Comet Market Area. Accordingly, we believe these communities can have some impact on the pricing and positioning of the subject community. Their performance also lends insight into the overall health and competitiveness of the rental environment in the area. Profile sheets with detailed information on each surveyed community, including photographs, are attached as Appendix 7. The location of each community relative to the subject site is shown on Map 7.

2. Vacancy Rates

The ten rental communities surveyed combine to offer 3,010 units of which 181 units or 6.0 percent were reported vacant. The vacancy rate among LIHTC communities was higher with 38 of 496 LIHTC units reported vacant for a rate of 7.7 percent. Three of the surveyed communities, including two LIHTC communities, reported vacancy rates in excess of 10 percent. All remaining properties reported vacancy rates of less than seven percent.

3. Effective Rents

Unit rents presented in Table 25 are net or effective rents, as opposed to street or advertised rents. To arrive at effective rents, we apply adjustments to street rents in order to control for current rental incentives and to equalize the impact of utility expenses across complexes. Specifically, the net rents represent the hypothetical situation where all utility costs are included in monthly rents at all communities.

Among the ten rental communities surveyed, net rents, unit sizes, and rents per square foot for one and two bedroom units are as follows:

- **One-bedroom** effective rents averaged \$776 per month. The average one bedroom unit had 780 square feet, resulting in a net rent per square foot of \$0.99. The range for one bedroom effective rents was \$674 to \$935.
- **Two-bedroom** effective rents averaged \$897 per month. The average two bedroom unit had 1,086 square feet, resulting in a net rent per square foot of \$0.83. The range for two bedroom effective rents was \$775 to \$1,073.



Map 7 Surveyed Comparable General Occupancy Rental Communities

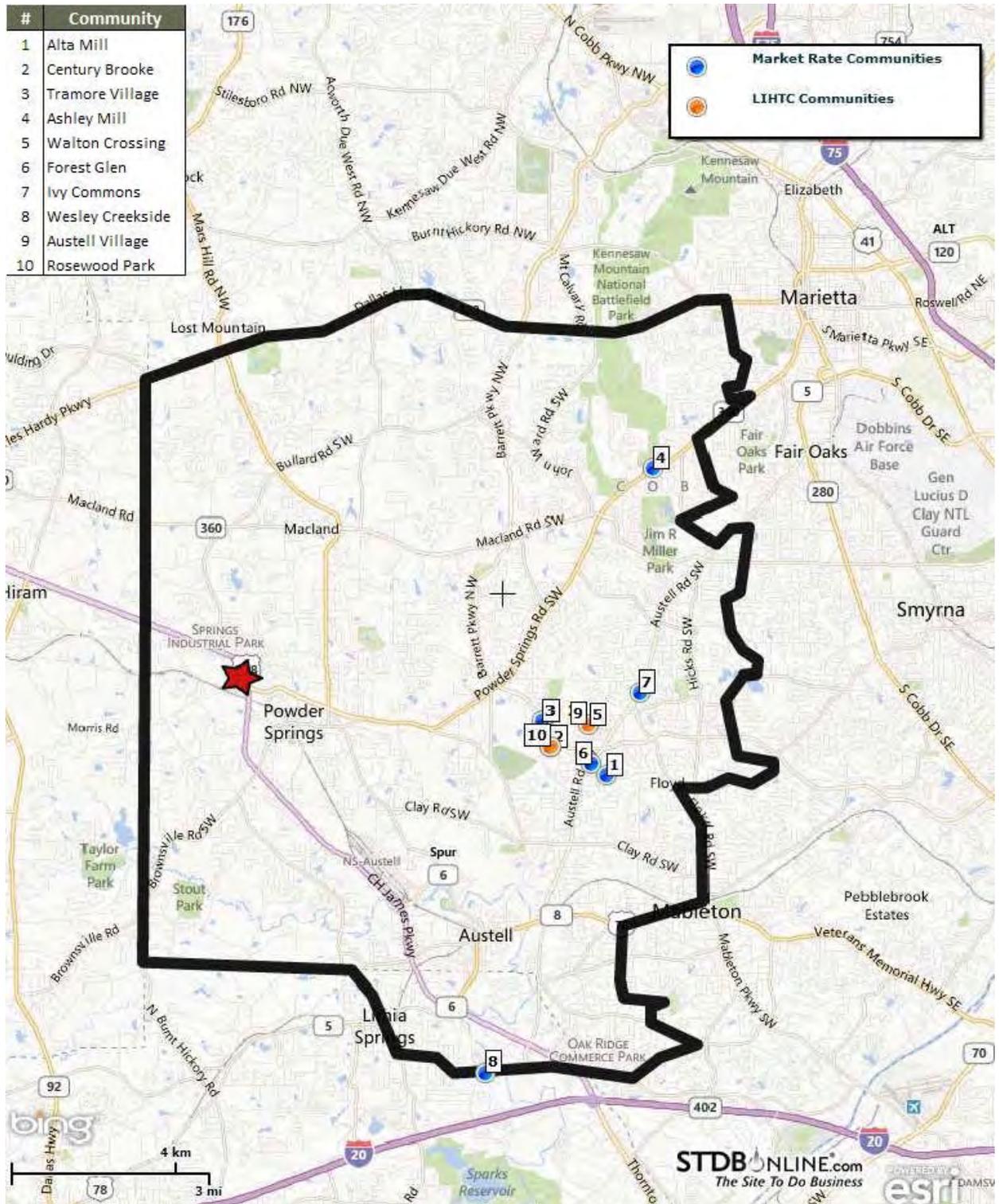


Table 25 Rental Summary and Salient Characteristics, General Occupancy Communities

Map #	Community	Type	Total Units	Vacant Units	Vacancy Rate	One Bedroom Units				Two Bedroom Units			
						Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF
1	Alta Mill	Gar	436	17	3.9%	196	\$799	807	\$0.99	176	\$1,073	1,205	\$0.89
2	Century Brooke	Gar	210	10	4.8%	48	\$895	850	\$1.05	112	\$1,045	1,165	\$0.90
3	Tramore Village	Gar	324	22	6.8%		\$935	900	\$1.04		\$977	1,215	\$0.80
4	Ashley Mill	Gar	468	19	4.1%		\$785	747	\$1.05		\$933	981	\$0.95
5	Walton Crossing* 60% AMI	Gar	238	24	10.1%	100	\$743	668	\$1.11	88	\$914	1,040	\$0.88
6	Forest Glen	Gar	264	16	6.1%		\$674	850	\$0.79		\$852	1,175	\$0.72
7	Ivy Commons	Gar	344	10	2.9%		\$754	720	\$1.05		\$803	1,070	\$0.75
8	Wesley Creekside	Gar	468	49	10.5%	170	\$723	721	\$1.00	258	\$802	971	\$0.83
9	Austell Village* 60% AMI	Gar	108	11	10.2%	20	\$675	760	\$0.89	68	\$795	1,000	\$0.80
10	Rosewood Park* 60% AMI	Gar	150	3	2.0%						\$775	1,042	\$0.74
Total/Average			3,010	181	6.0%		\$776	780	\$0.99		\$897	1,086	\$0.83
Unit Distribution			1,460			534				702			
% of Total			48.5%			36.6%				48.1%			
LIHTC Total/Average			496	38	7.7%		\$709	714	\$0.99		\$828	1027	\$0.81

LIHTC Communities*

(1) Rent is adjusted to include all utilities and incentives

Source: Field Survey, Real Property Research Group, Inc. April 2013.

4. DCA Average Market Rent

To determine average “market rents” as outlined in DCA’s 2013 Market Study Manual, market rate rents were averaged at the most comparable communities to the proposed Silver Comet Village. These include one senior property with market rate rents and three general occupancy properties in the Silver Comet Market Area. It is important to note, these “average market rents” are not adjusted to reflect differences in age, unit size, or amenities relative to the subject property. As such, a negative rent differential does **not** necessary indicate the proposed rents are unreasonable or unachievable in the market.

The “average market rent” among comparable communities is \$879 for one bedroom units and \$1,026 for two bedroom units (Table 26). Compared to average market rents, the subject property’s proposed LIHTC rents would all have market advantages of at least 15 percent. Compared to average market rents, the subject property’s proposed market rate rents would all have market advantages of at least 7 percent.

Table 26 Average Rents, Comparable Properties

Community	One Bedroom Units				Two Bedroom Units			
	Units	Rent(1)	SF	Rent/SF	Units	Rent(1)	SF	Rent/SF
Subject - 50% AMI	10	\$620	664	\$0.93	5	\$698	907	\$0.77
Subject - 60% AMI	34	\$740	664	\$1.11	36	\$838	907	\$0.92
Subject - Market	1	\$814	664	\$1.23	9	\$926	907	\$1.02
Senior Communities								
Parkland Manor - Mkt		\$889	796	\$1.12		\$1,011	980	\$1.03
General Occupancy Communities								
Alta Mill	196	\$799	807	\$0.99	176	\$1,073	1,205	\$0.89
Century Brooke	48	\$895	850	\$1.05	112	\$1,045	1,165	\$0.90
Tramore Village		\$935	900	\$1.04		\$977	1,215	\$0.80
Average		\$879	838	\$1.05		\$1,026	1,141	\$0.90

(1) Rent is adjusted to include all utilities and incentives

Source: Field Survey, Real Property Research Group, Inc. April 2013.

Table 27 Average Market Rent and Rent Advantage Summary

	1 BR Units	2 BR Units
Average Market Rent	\$879	\$1,026
Proposed Market Rents	\$814	\$926
Advantage (\$)	\$65	\$100
Advantage (%)	7.4%	9.8%
Total Units	10	7
Proposed 60% Rent	\$740	\$838
Advantage (\$)	\$139	\$188
Advantage (%)	15.8%	18.4%
Total Units	30	41
Proposed 50% Rent	\$620	\$698
Advantage (\$)	\$259	\$328
Advantage (%)	29.5%	32.0%
Total Units	5	11
Overall Rent Advantage		18.2%

E. Interviews

Primary information gathered through field and phone interviews was used throughout the various sections of this report. The interviewees included rental community property managers, Tina Garver with the city of Powder Spring Planning Department, Dana Johnson – Planning Division Manager for Cobb County, and Rene Sims with the Marietta Housing Authority.



F. Multi-Family Pipeline

No new senior communities were identified in the Silver Comet Market Area.

G. Housing Authority Data

The closest housing authority serving the market area is the Marietta Housing Authority, which operates 164 public housing units, 50 of which are located in Acworth (Hull Homes). All of these public housing units are currently occupied and have a closed waiting list. The Marietta Housing Authority also operates 1,977 HUD Section 8 vouchers. The waiting list for Housing Choice Vouchers (HCV) contains 126 applicants and the waiting list for Project Based Vouchers (PBV) contains 1,039 applicants.

H. Existing Low Income Rental Housing

Table 28 and Map 8 show the location of the subject site in relation to existing low-income rental housing properties, including those with tax credits. All LIHTC communities were surveyed and included in this report.

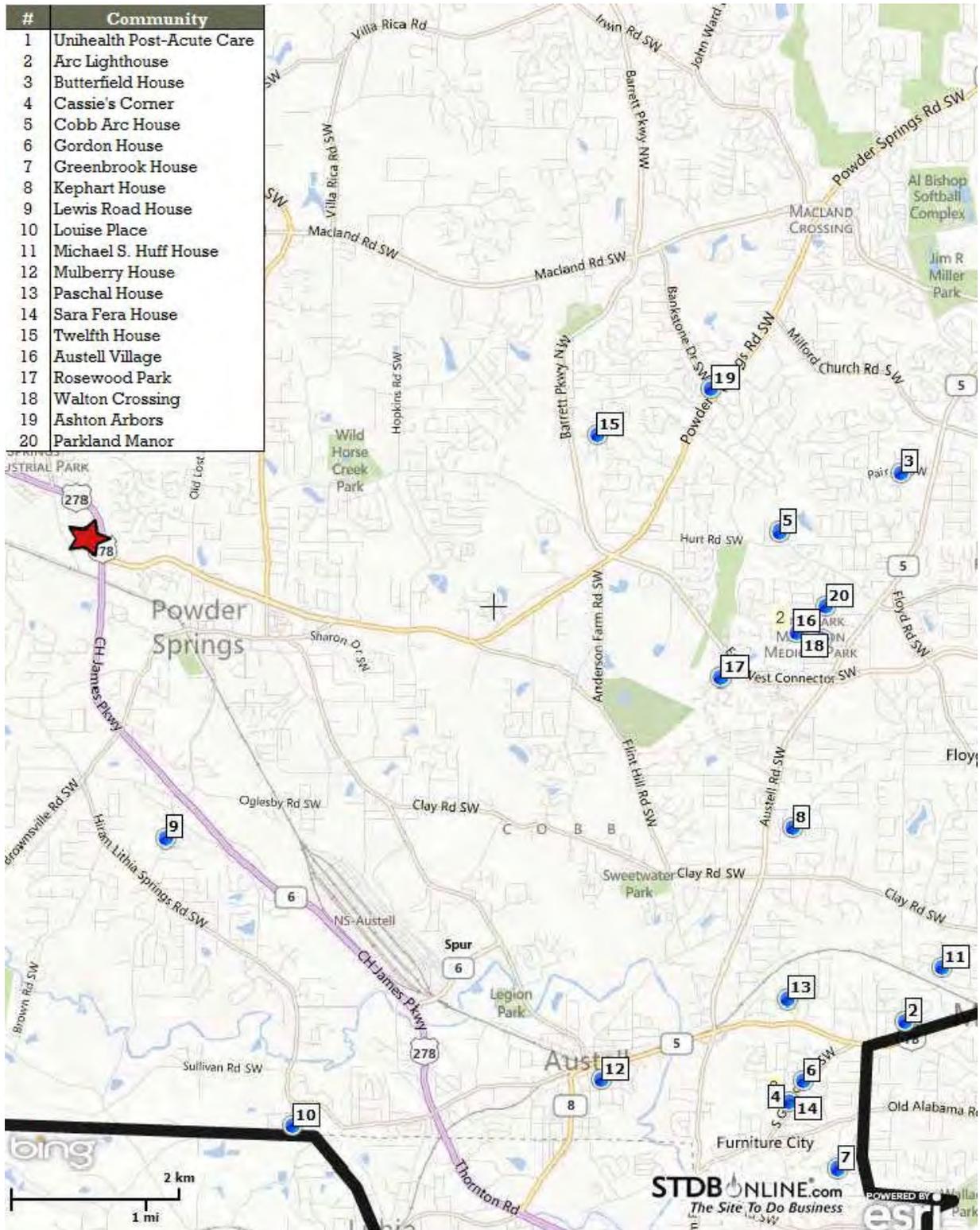
Table 28 Subsidized Communities, Silver Comet Market Area

Property	Subsidy	Type	Address	City	Distance
Unihealth Post-Acute Care	FHA	Nursing Home	1700 Mulkey Rd.	Austell	5.4 miles
Arc Lighthouse	Section 8	Disabled	1337 Palmer Pl.	Mableton	7 miles
Butterfield House	Section 8	Disabled	1379 Pair Rd.	Marietta	6 miles
Cassie's Corner	Section 8	Disabled	1829 Witt Dr.	Austell	6.7 miles
Cobb Arc House	Section 8	Disabled	3358 Old Tennessee Rd. SW	Marietta	5.5 miles
Gordon House	Section 8	Disabled	5884 S Gordon Rd.	Austell	6.7 miles
Greenbrook House	Section 8	Disabled	6171 Greenbrook Cir.	Austell	7.3 miles
Kephart House	Section 8	Disabled	4732 Bennett St.	Austell	5.6 miles
Lewis Road House	Section 8	Disabled	4715 Lewis Rd.	Powder Springs	2.2 miles
Louise Place	Section 8	Disabled	6090 Hiram Lithia Springs Rd.	Austell	4.6 miles
Michael S. Huff House	Section 8	Disabled	1175 Center St. SW	Mableton	7 miles
Mulberry House	Section 8	Disabled	2690 Carol Way	Austell	5.5 miles
Paschal House	Section 8	Disabled	1836 Sylvia St.	Austell	6.2 miles
Sara Fera House	Section 8	Disabled	5951 S Gordon Rd.	Austell	6.7 miles
Twelfth House	Section 8	Disabled	2728 Old Horseshoe Bend Rd. SW	Marietta	3.8 miles
Austell Village	Tax Credit	Family	1849 Mulkey Rd.	Austell	5.3 miles
Rosewood Park	Tax Credit	Family	2100 Mesa Valley Way	Austell	4.9 miles
Walton Crossing	Tax Credit	Family	1800 Mulkey Rd.	Austell	5.4 miles
Ashton Arbors	Tax Credit	Senior	2780 Bankstone Dr. SW	Marietta	4.8 miles
Parkland Manor	Tax Credit	Senior	2755 Medical Park Dr.	Austell	5.6 miles

Source: DCA, HUD, USDA



Map 8 Subsidized Rental Communities





I. Impact of Abandoned, Vacant, or Foreclosed Homes

Based on field observations and the age of the existing housing stock, limited abandoned / vacant single and multi-family homes exist in the Silver Comet Market Area. In addition, to understand the state of foreclosure in the community around the subject site, we tapped data available through RealtyTrac, a web site aimed primarily at assisting interested parties in the process of locating and purchasing properties in foreclosure and at risk of foreclosure. RealtyTrac classifies properties in its database into several different categories, among them three that are relevant to our analysis: 1.) pre-foreclosure property – a property with loans in default and in danger of being repossessed or auctioned, 2.) auction property – a property that lien holders decide to sell at public auctions, once the homeowner’s grace period has expired, in order to dispose of the property as quickly as possible, and 3.) bank-owned property – a unit that has been repossessed by lenders. We included properties within these three foreclosure categories in our analysis. We queried the RealtyTrac database for ZIP code 30127 in which the subject property will be located and the broader areas of Powder Springs, Cobb County, Georgia, and the United States for comparison purposes.

Our RealtyTrac search resulted in a foreclosure rate of 0.23 percent for ZIP Code 30127 and Powder Springs, which is higher than the remaining averages. Cobb County and Georgia foreclosure rates were 0.15 percent and 0.16 percent in March 2013 (Table 29). Over the past year, the number of foreclosures in the subject property’s ZIP Code ranged from 23 to 123 (Table 30). Foreclose activity has decreased from a significant spike in September 2012.

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

Table 29 Foreclosure Rate, ZIP CODE 30101, March 2013

Geography	March 2013 Foreclosure Rate
ZIP Code: 30127	0.23%
Powder Springs	0.23%
Cobb County	0.15%
Georgia	0.16%
National	0.12%

Source: Realtytrac.com

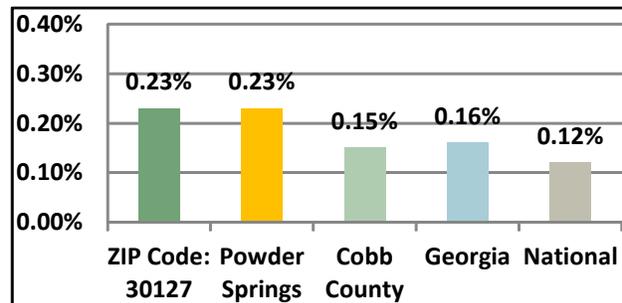
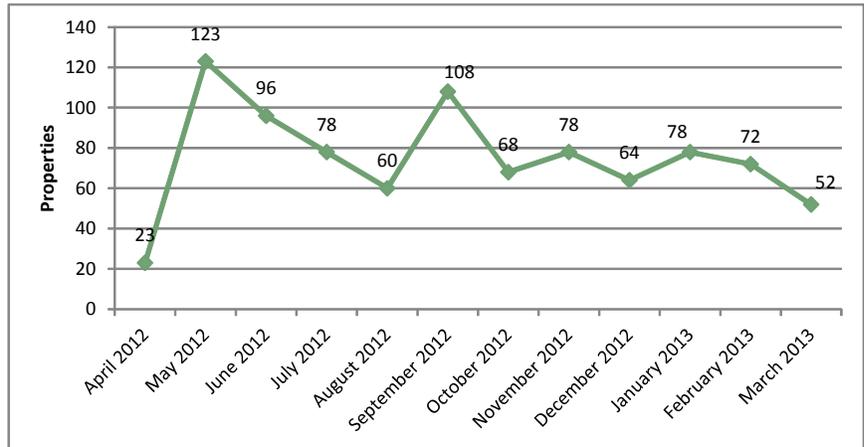




Table 30 Recent Foreclosure Activity, ZIP CODE 30101

Zip Code - 30127	
Month	# of Foreclosures
April 2012	23
May 2012	123
June 2012	96
July 2012	78
August 2012	60
September 2012	108
October 2012	68
November 2012	78
December 2012	64
January 2013	78
February 2013	72
March 2013	52



Source: Realtytrac.com

8. FINDINGS AND CONCLUSIONS

A. Key Findings

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

1. Site and Neighborhood Analysis

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

- The site for Silver Comet Village is located near the intersection of Richard D. Sailors Parkway and U.S. Highway 278 in Powder Springs, Cobb County, Georgia. Surrounding land uses include undeveloped land, a church, commercial uses, and a park and ride lot. The Silver Comet Trail (greenway) is located along the northern side of the subject site.
- Although residential uses do not directly border the subject site, they are common within one-half mile including both single-family detached homes and multi-family apartments.
- Community services, neighborhood shopping centers, medical services, and recreational venues are all located in the subject site's immediate vicinity including both convenience and comparison shopping opportunities within two to three miles.
- Silver Comet Village will have high visibility from its location along U.S. Highway 278 and the Silver Comet Trail. Residents of the community will access the site from the less traveled Richard D. Sailors Parkway. A traffic light at U.S. 278 will facilitate access.
- The subject site is suitable for the proposed development. No negative land uses were identified at the time of the site visit that would negatively affect the proposed development's viability in the marketplace.

2. Economic Context

Despite heavy job losses and high unemployment experienced during the most recent national recession, Cobb County appears stable as signs of post-recession recovery continue.

- As the full effects of the recent national recession began to impact the local economy, Cobb County's unemployment rate increased from 5.6 percent in 2008 to 9.6 percent in 2010. Over the past two years, economic conditions have improved as the unemployment rate dropped to 8.9 percent in 2011 and 8.0 percent in 2012.
- The recent national recession resulted in a loss of over 31,000 jobs or 9.8 percent of Cobb County's 2007 employment base; however, the county's economy has shown signs of stabilization/recovery with the addition of 5,458 jobs in 2011 and over 9,300 jobs through the third quarter of 2012.
- Trade-Transportation-Utilities and Professional Business are the two largest employment sectors in Cobb County, accounting for a combined 44.9 percent of total employment in the third quarter of 2012. By comparison, these two sectors represent just 32.7 percent of jobs nationally. Relative to national figures, Cobb County has notably lower percent of jobs in Government (11.2 versus 16.0 percent), Education-Health (11.5 percent versus 14.7 percent), and Manufacturing (6.2 versus 9.1 percent).

- Between 2007 and the third quarter of 2012, Cobb County experienced employment declines in nine of eleven industry sectors. While not necessarily the highest on a percentage basis, the Construction, Manufacturing, Trade-Transportation-Utilities, and Leisure-Hospitality sectors were hit the hardest with annual declines of 40.2 percent, 9.2 percent, 6.6 percent, and 6.3 percent, respectively. The only two sectors to add jobs during this period were Education-Health (12.8 percent) and Professional Business (3.5 percent).

3. Population and Household Trends

The Silver Comet Market Area experienced significant population and household growth during the past decade. Growth is expected to continue at a steady pace through 2015, albeit at a slower rate. Over the next three years, senior household growth is expected to outpace total household growth on a percentage basis.

- Between 2000 and 2010 Census counts, the population of the Silver Comet Market Area grew from 124,745 to 142,926 people with annual increases of 1,818 people or 1.4 percent. During the same period, the number of households in the Silver Comet Market Area increased from 43,421 to 49,568 households, a gain of 615 households or 1.3 percent annually. Based on Esri projections, the market area will add 650 people and 223 households per year from 2013 to 2015 or 0.4 percent annually.
- From 2013 and 2015, households with householders age 55+ are projected to increase at an annual rate of 2.1 percent or 369 households, resulting in 18,285 households with householder 55+ in the Silver Comet Market Area.

4. Demographic Analysis

- Persons age 55+ constitute 20.9 percent of the population in the Silver Comet Market Area and 20.8 percent of the population in Cobb County. Adults age 35-61 comprise the largest percentage of the population in both regions at roughly 38 percent.
- Approximately 41 percent of all households in the Silver Comet Market Area contain children compared to 36.7 percent in Cobb County. Over one-third (approximately 37-38 percent) of all households in both the Silver Comet Market Area and Cobb County contain two adults, but no children. Single persons account for 21.6 percent and 25.6 percent of households in the Silver Comet Market Area and Cobb County, respectively.
- As of the 2010 Census, 24.3 percent of all households in the Silver Comet Market Area were renters, compared to 33.1 percent in Cobb County. Renter households accounted for 57.1 percent of net household growth between 2000 and 2010 in the Silver Comet Market Area. Based on Esri estimates, estimated 2015 renter percentages are 25.1 percent in the market area and 33.8 percent in the county.
- Renter percentages among households age 55 and older are 15.0 percent in the Silver Comet Market Area and 17.3 percent in Cobb County.
- Young working age households form the core of the market area's renters, as over half (53.1 percent) of all renter householders are ages 25-44. Twenty-one percent of the renter households in the market area have a householder age 55 or older.
- As of 2010, 51.8 percent of all renter households in the Silver Comet Market Area contained one or two persons compared to 62.3 percent in Cobb County.
- According to income distributions provided by Esri, the 2013 median household income in the Silver Comet Market Area is \$60,321, 7.6 percent lower than the Cobb County median household income of \$65,304. RPRG estimates the 2013 median income for senior renter



householders (age 55 and older) in the Silver Comet Market Area is \$27,883. One quarter (25.2 percent) of all senior renter households (55+) in the Silver Comet Market Area have an income less than \$15,000 per year. Nearly 36 percent of senior renters earn \$15,000 to \$34,999.

5. Competitive Housing Analysis

RPRG surveyed four senior rental communities and ten general occupancy communities in the Silver Comet Market Area. Two of the four senior communities are LIHTC properties located within the market area and two others are market rate properties located just outside the market area boundaries. The ten general occupancy communities include three LIHTC communities.

- The two senior LIHTC communities in the Silver Comet Market Area combine to offer 300 units including both LIHTC and market rate units. At the time our survey, 14 units were reported vacant for a rate of 4.7 percent. Parkland Manor reported 3.3 percent of its units vacant and Ashton Arbors reported 6.0 of units vacant. These vacancy rates are comparable with historic vacancy rates among both communities.
- The two market rate communities located just outside the market area have a combined vacancy rate of 1.2 percent among 248 units. The closer of these two communities (Greenbrooke Senior) is 100 percent occupied with a waiting list.
- Net rents, unit sizes, and rents per square foot for non-subsidized senior units are as follows:

One Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$760. Based on an average unit size of 751 square feet, one bedroom 60 percent LIHTC units averaged \$1.01 per square foot. The highest LIHTC one bedroom rent was \$789 at Parkland Manor.
- **Market rate rents** averaged \$889 for 796 square feet or \$1.12 per square foot.

Two Bedroom Units:

- **60 percent LIHTC units** had an average effective rent of \$894. Based on an average unit size of 983 square feet, two bedroom 60 percent LIHTC units averaged \$0.91 per square foot. The highest two bedroom LIHTC rents were \$936 at Parkland Manor.
- **Two bedroom market rate units** average \$1,011 for 980 square feet or \$1.03 per square foot.
- The proposed 50 percent LIHTC rents will be the lowest among senior oriented rental units in the market area. The proposed one bedroom 60 percent rents will be comparable with existing 60 percent rents in the market area, but below the top of the market. The proposed two bedroom 60 percent rents will be the lowest among senior oriented 60 percent rents in the market area. The proposed market rate rents are less than those currently achieved at Parkland Manor.
- The “average market rent” among comparable communities is \$879 for one bedroom units and \$1,026 for two bedroom units. Compared to average market rents, the subject property’s proposed LIHTC rents would all have market advantages of at least 15 percent. Compared to average market rents, the subject property’s proposed market rate rents would all have market advantages of at least 7 percent.
- No new or planned senior communities were identified in the market area.

B. Affordability Analysis

1. Methodology

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

The first component of the Affordability Analysis involves looking at the total household income distribution and renter household income distribution among primary market area households 55 and older for the target year of 2015. RPRG calculated the income distribution for both total households and renter households (55+) based on the relationship between owner and renter household incomes by income cohort from the 2007-2011 American Community Survey along with estimates and projected income growth as projected by Esri (Table 31).

A particular housing unit is typically said to be affordable to households that would be expending a certain percentage of their annual income or less on the expenses related to living in that unit. In the case of rental units, these expenses are generally of two types – monthly contract rents paid to landlords and payment of utility bills for which the tenant is responsible. The sum of the contract rent and utility bills is referred to as a household’s ‘gross rent burden’. For the Affordability Analysis of this age restricted community, RPRG employs a 40 percent gross rent burden.

The proposed LIHTC units at Silver Comet Village will target senior renter households earning up to 50 percent and 60 percent of the Area Median Income (AMI), adjusted for household size. The maximum income limit for the market rate unit is based on 100 percent of the AMI although these units will not be subject to rent or income limits. Maximum income limits are derived from 2013 HUD income limits for the Atlanta-Sandy Springs-Marietta MSA and are based on an average of 1.5 persons for one bedroom units and 2.0 persons for two bedroom units. Rent and income limits are detailed in Table 32 on the following page.

Table 31 2015 Total and Renter Income Distribution, Households 55+

		Total Households		Renter Households	
		#	%	#	%
less than	\$15,000	2,300	12.6%	559	20.3%
	\$15,000 \$24,999	1,863	10.2%	453	16.4%
	\$25,000 \$34,999	1,689	9.2%	378	13.7%
	\$35,000 \$49,999	2,377	13.0%	435	15.8%
	\$50,000 \$74,999	3,887	21.3%	540	19.6%
	\$75,000 \$99,999	2,750	15.0%	227	8.2%
	\$100,000 \$149,999	2,237	12.2%	138	5.0%
	\$150,000 Over	1,181	6.5%	29	1.0%
Total		18,285	100%	2,758	100%
Median Income		\$55,874		\$34,686	

Source: American Community Survey 2007-2011 Projections, RPRG, Inc.



Table 32 LIHTC Income and Rent Limits, Atlanta-Sandy Springs-Marietta MSA

HUD 2013 Median Household Income										
Atlanta-Sandy Springs-Marietta, GA HUD Metro FMR Area									\$66,300	
Very Low Income for 4 Person Household									\$33,150	
2013 Computed Area Median Gross Income									\$66,300	
Utility Allowance: Efficiency									\$0	
1 Bedroom									\$0	
2 Bedroom									\$0	
3 Bedroom									\$0	
4 Bedroom									\$0	
LIHTC Household Income Limits by Household Size:										
	Household Size	30%	40%	50%	60%	80%	100%	150%		
	1 Person	\$13,950	\$18,600	\$23,250	\$27,900	\$37,200	\$46,500	\$69,750		
	2 Persons	\$15,930	\$21,240	\$26,550	\$31,860	\$42,480	\$53,100	\$79,650		
	3 Persons	\$17,910	\$23,880	\$29,850	\$35,820	\$47,760	\$59,700	\$89,550		
	4 Persons	\$19,890	\$26,520	\$33,150	\$39,780	\$53,040	\$66,300	\$99,450		
	5 Persons	\$21,510	\$28,680	\$35,850	\$43,020	\$57,360	\$71,700	\$107,550		
	6 Persons	\$23,100	\$30,800	\$38,500	\$46,200	\$61,600	\$77,000	\$115,500		
Imputed Income Limits by Number of Bedrooms:										
Assumes max 2.0 person hhlds	Persons	Bedrooms	30%	40%	50%	60%	80%	100%	150%	
	1	0	\$13,950	\$18,600	\$23,250	\$27,900	\$37,200	\$46,500	\$69,750	
	1.5	1	\$14,940	\$19,920	\$24,900	\$29,880	\$39,840	\$49,800	\$74,700	
	2	2	\$15,930	\$21,240	\$26,550	\$31,860	\$42,480	\$53,100	\$79,650	
	2	3	\$15,930	\$21,240	\$26,550	\$31,860	\$42,480	\$53,100	\$79,650	
	2	4	\$15,930	\$21,240	\$26,550	\$31,860	\$42,480	\$53,100	\$79,650	
LIHTC Tenant Rent Limits by Number of Bedrooms:										
<i>Assumes 1.5 Persons per bedroom</i>										
# Persons	30%		40%		50%		60%		80%	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Efficiency	\$349		\$465		\$581		\$698		\$930	
1 Bedroom	\$374		\$498		\$623		\$747		\$996	
2 Bedroom	\$448		\$597		\$746		\$896		\$1,194	
3 Bedroom	\$518		\$690		\$863		\$1,035		\$1,380	
4 Bedroom	\$578		\$770		\$963		\$1,155		\$1,540	

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

2. Affordability Analysis

The steps in the affordability analysis (Table 33) are as follows:

- Looking at the one bedroom units, the overall shelter cost for a 50 percent one bedroom unit at the proposed rent would be \$620 as the proposed rents include all utilities.
- By applying a 40 percent rent burden to this gross rent, we determined that the minimum income limit to afford a one bedroom 50 percent unit is \$18,600. The projected number of market area senior households (55+) earning at least this amount in 2015 is 15,314.
- The maximum income limit for a one bedroom unit at 50 percent AMI is \$24,900 based on an average household size of 1.5 persons. According to the interpolated income distribution for 2015, the Silver Comet Market Area will have 14,140 senior households (55+) with incomes above this maximum income.



- Subtracting the 14,140 senior households (55+) with incomes above the maximum income limit from the 15,314 senior households (55+) that could afford to rent this unit, RPRG computes that an estimated 1,174 senior households in the Silver Comet Market Area will be within the target income segment for the one bedroom units at 50 percent AMI.
- The capture rate for the ten one bedroom units at 50 percent AMI is 0.9 percent for all senior households (55+).
- We then determined that 285 senior renter households (55+) with incomes between the minimum income required and maximum income allowed will reside in the market in 2015. The community will need to capture 3.5 percent of these senior renter households to lease up the ten units in this floor plan.
- Capture rates are also calculated for other floor plans and for the project overall. Overall renter capture rates by AMI level are 4.3 percent for 50 percent units, 18.1 percent for 60 percent units, 15.5 percent for all LIHTC units, 1.1 percent for market rate units, and 8.1 percent for all units.

3. Conclusions of Affordability

While somewhat high, all affordability capture rates are within acceptable and achievable levels for a senior-oriented rental community (generally 15 to 20 percent). Furthermore, senior LIHTC communities typically attract a significant number of tenants from other sources of demand including households living outside the market area and those converting from owners to renters. As the affordability analysis looks strictly at age and income-qualified renter households within the market area, it is the most conservative measure of demand for the subject property.



Table 33 2015 Affordability Analysis, Silver Comet Village

50% Units	One Bedroom		Two Bedroom	
	Min.	Max.	Min.	Max.
Number of Units	10		5	
Net Rent	\$620		\$698	
Gross Rent	\$620		\$698	
% Income for Shelter	40%		40%	
Income Range (Min, Max)	\$18,600	\$24,900	\$20,940	\$26,550
Total Households				
Range of Qualified Hslds	15,314	14,140	14,878	13,859
# Qualified Households	1,174		1,018	
Total HH Capture Rate	0.9%		0.5%	
Renter Households				
Range of Qualified Hhlds	2,035	1,750	1,929	1,687
# Qualified Hhlds	285		243	
Renter HH Capture Rate	3.5%		2.1%	

60% Units	One Bedroom		Two Bedroom	
Number of Units	34		36	
Net Rent	\$740		\$838	
Gross Rent	\$740		\$838	
% Income for Shelter	40%		40%	
Income Range (Min, Max)	\$22,200	\$29,880	\$25,125	\$31,860
Total Households				
Range of Qualified Hslds	14,643	13,297	14,100	12,963
# Qualified Households	1,346		1,137	
Unit Total HH Capture Rate	2.5%		3.2%	
Renter Households				
Range of Qualified Hhlds	1,872	1,561	1,741	1,486
# Qualified Hhlds	312		255	
Renter HH Capture Rate	10.9%		14.1%	

100% Units	One Bedroom		Two Bedroom	
Number of Units	1		9	
Net Rent	\$814		\$926	
Gross Rent	\$814		\$926	
% Income for Shelter	40%		40%	
Income Range (Min, Max)	\$24,420	\$49,800	\$27,783	\$53,100
Total Households				
Range of Qualified Hslds	14,229	10,087	13,651	9,574
# Qualified Households	4,142		4,077	
Total HH Capture Rate	0.0%		0.2%	
Renter Households				
Range of Qualified Hhlds	1,772	938	1,640	866
# Qualified Renter	833		775	
Renter HH Capture Rate	0.1%		1.2%	

Income Target	Units	All Households = 18,285				Renter Households = 2,758				
			Band of Qualified Hhlds		# Qualified HHs	Capture Rate	Band of Qualified Hhlds		# Qualified HHs	Capture Rate
50% Units	15	<i>Income Households</i>	\$18,600	\$26,550	1,454	1.0%	\$18,600	\$26,550	349	4.3%
		<i>Households</i>	15,314	13,859			2,035	1,687		
60% Units	70	<i>Income Households</i>	\$22,200	\$31,860	1,680	4.2%	\$22,200	\$31,860	386	18.1%
		<i>Households</i>	14,643	12,963			1,872	1,486		
LIHTC Units	85	<i>Income Households</i>	\$18,600	\$31,860	2,351	3.6%	\$18,600	\$31,860	550	15.5%
		<i>Households</i>	15,314	12,963			2,035	1,486		
Market Rate	10	<i>Income Households</i>	\$24,420	\$53,100	4,655	0.2%	\$24,420	\$53,100	906	1.1%
		<i>Households</i>	14,229	9,574			1,772	866		
Total Units	95	<i>Income Households</i>	\$18,600	\$53,100	5,740	1.7%	\$18,600	\$53,100	1,170	8.1%
		<i>Households</i>	15,314	9,574			2,035	866		

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

C. Demand Estimates and Capture Rates

1. Methodology

DCA's demand methodology for senior-oriented developments consists of four components:

- The first component of demand is household growth. This number is the number of age and income qualified renter households projected to move into the Silver Comet Market Area between the base year of 2011 and the year of market-entry of 2015.
- The next component of demand is income qualified renter households living in substandard households. "Substandard" is defined as having more than 1.01 persons per room and/or lacking complete plumbing facilities. According to ACS data, the percentage of renter households in the primary market area that are "substandard" is 6.4 percent (Table 34). This substandard percentage is applied to current household numbers.
- The third component of demand is cost burdened renters, which is defined as those renter households paying more than 40 percent of household income for housing costs. According to ACS Census data, 53.3 percent of the Silver Comet Market Area's senior renter households (65+) are categorized as cost burdened (Table 34). This cost burdened percentage is applied to the current senior household base (55+).
- The final component of demand is from homeowners converting to rental housing. There is a lack of detailed local or regional information regarding the movership of elderly homeowners to rental housing. According to the American Housing Survey conducted for the U.S. Census Bureau in 2011, 3.0 percent of elderly households move each year in the Atlanta MSA. Of those moving within the past twelve months and reporting tenure, 31.8 percent moved from owned to rental housing (Table 35). This equates to 1.0 percent of all senior households converting from owners to renters. Given the lack of local information, this source is considered to be the most current and accurate. **This component of demand is limited to two percent of total demand per DCA's requirements.**

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

The data assumptions used in the calculation of these demand estimates are detailed at the bottom of Table 36. Income qualification percentages are derived by using the Affordability Analysis detailed in Table 33.

2. Demand Analysis

According to DCA's demand methodology, all comparable units built or approved since the base year (2011) are to be subtracted from the demand estimates to arrive at net demand. No such communities were identified in the Silver Comet Market Area.

The overall capture rate for the 95 proposed units at Silver Comet Village is 11.6 percent, which includes market rate units. The capture rate for the 85 LIHTC units is 22.1 percent (Table 37). Capture rates by income level are 6.1 percent for 50 percent units, 25.8 percent for 60 percent AMI, and 1.6 for market rate. Capture rates by floor plan range from 1 percent to 26.4 percent and are all within acceptable levels (Table 37).

Table 34 Substandard and Cost Burdened Calculations

Rent Cost Burden		
Total Households	#	%
Less than 10.0 percent	276	2.6%
10.0 to 14.9 percent	729	6.8%
15.0 to 19.9 percent	989	9.2%
20.0 to 24.9 percent	1,152	10.7%
25.0 to 29.9 percent	971	9.1%
30.0 to 34.9 percent	1,009	9.4%
35.0 to 39.9 percent	872	8.1%
40.0 to 49.9 percent	1,037	9.7%
50.0 percent or more	3,053	28.5%
Not computed	638	5.9%
Total	10,726	100%
> 35% income on rent	4,962	49.2%

Households 65+		
Total Households	#	%
Less than 20.0 percent	109	12.7%
20.0 to 24.9 percent	60	7.0%
25.0 to 29.9 percent	68	7.9%
30.0 to 34.9 percent	12	1.4%
35.0 percent or more	455	53.1%
Not computed	153	17.9%
Total	857	100%
> 35% income on rent	455	64.6%
> 40% income on rent		53.3%

Substandardness	
Total Households	
Owner occupied:	
Complete plumbing facilities:	38,972
1.00 or less occupants per room	38,531
1.01 or more occupants per room	441
Lacking complete plumbing facilities:	211
Overcrowded or lacking plumbing	652
Renter occupied:	
Complete plumbing facilities:	10,549
1.00 or less occupants per room	10,042
1.01 or more occupants per room	507
Lacking complete plumbing facilities:	177
Overcrowded or lacking plumbing	684
Substandard Housing	1,336
% Total Stock Substandard	2.7%
% Rental Stock Substandard	6.4%

Source: American Community Survey 2007-2011

Table 35 Homeownership to Rental Housing Conversion

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

Source: American Housing Survey, 2011

Table 36 Overall Demand Estimates, Silver Comet Village

	Income Target	50% Units	60% Units	LIHTC Units	Market Rate	Total Units
	Minimum Income Limit	\$18,600	\$22,200	\$18,600	\$24,420	\$18,600
	Maximum Income Limit	\$26,550	\$31,860	\$31,860	\$53,100	\$53,100
(A) Renter Income Qualification Percentage		12.6%	14.0%	19.9%	32.9%	42.4%
Demand from New Renter Households <i>Calculation (C-B)*F*A</i>		28	31	44	73	94
PLUS						
Demand from Existing Renter HHs (Substandard) <i>Calculation B*D*F*A</i>		20	22	32	53	68
PLUS						
Demand from Existing Renter HHs (Overburdened) <i>Calculation B*E*F*A</i>		169	188	267	441	569
PLUS						
Secondary Market Demand Adjustment (10%)		22	24	34	57	73
SUBTOTAL		240	266	378	623	804
PLUS						
Demand Elderly Homeowner Conversion		5	5	8	12	16
TOTAL DEMAND		244	271	385	635	820
LESS						
Comparable Units Built or Planned Since 2010		0	0	0	0	0
Net Demand		244	271	385	635	820
Proposed Units		15	70	85	10	95
Capture Rate		6.1%	25.8%	22.1%	1.6%	11.6%

Demand Calculation Inputs	
A). % of Renter Hhlds with Qualifying Income	see above
B). 2011 Senior Households (General)	16,807
C). 2015 Senior Households (General)	18,285
D). Substandard Housing (% of Rental Stock)	6.4%
E). Rent Overburdened (% Senior Households)	53.3%
F). Renter Percentage (Senior Households)	15.0%
G). Elderly Homeowner Turnover	1.0%

Table 37 Demand by Floor Plan, Silver Comet Village

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate
50% Units	\$18,600 - \$26,550						
One Bedroom Units	\$18,600 - \$23,800	10	8.5%	165	0	165	6.1%
Two Bedroom Units	\$23,801 - \$26,550	5	4.1%	79	0	79	6.3%
60% Units	\$22,200 - \$31,860						
One Bedroom Units	\$22,200 - \$26,500	34	6.7%	129	0	129	26.4%
Two Bedroom Units	\$26,501 - \$31,860	36	7.4%	142	0	142	25.3%
Market Rate	\$24,420 - \$53,100						
One Bedroom Units	\$24,420 - \$28,000	1	5.1%	98	0	98	1.0%
Two Bedroom Units	\$28,001 - \$53,100	9	27.8%	537	0	537	1.7%



D. Absorption Estimate

No new communities exist in the market area to determine lease up. In addition to the experiences of recently constructed rental communities, the projected absorption rate is based on projected household growth, age and income-qualified renter households, affordability/demand estimates, rental market conditions, and the marketability of the proposed site and product.

- The population and household bases of the Silver Comet Market Area are projected to grow at a steady pace, adding 650 people (0.4 percent) and 223 households (0.4 percent) per year through 2015.
- Senior household growth is expected to outpace total household growth on a percentage basis over the next three years. From 2013 and 2015, older adult householders age 55 and older are projected to increase at an annual rate of 2.1 percent or 369 households per year.
- A total of 550 renter households age 55+ will be income qualified for the 85 proposed LIHTC units and 906 senior renters are income-qualified for the proposed market rate units.
- Existing senior oriented rental communities located in and near the market area are performing well. The senior LIHTC vacancy rate is 4.7 percent among 300 total units.
- All DCA demand capture rates, both by income level and floor plan, are within the acceptable threshold of 30 percent. Total DCA demand for the LIHTC units is 411, resulting in a capture rate of 20.7 percent.
- The proposed LIHTC and market rate rents will be competitive with existing senior LIHTC communities in the market area.
- Upon completion, Silver Comet Village will offer an attractive product that will be among the most attractive rental communities in the Silver Comet Market Area.

Based on the product to be constructed, low proposed rent levels, reasonable affordability/demand estimates, and senior rental market conditions, we expect Silver Comet Village to lease-up at a pace of at least 15 units per month. At this rate, the 95 units proposed at the subject property would reach a stabilized occupancy of at least 93 percent within six months.

E. Target Markets

Silver Comet Village will target very low to moderate income senior renter households age 55 and older. The subject property will offer both one and two bedroom floor plans, which will appeal to a variety of senior households. Potential renter households (55+) include single-persons, couples, and possibly some households with dependents.

F. Product Evaluation

Considered in the context of the competitive environment, the relative position of Silver Comet Village is as follows:

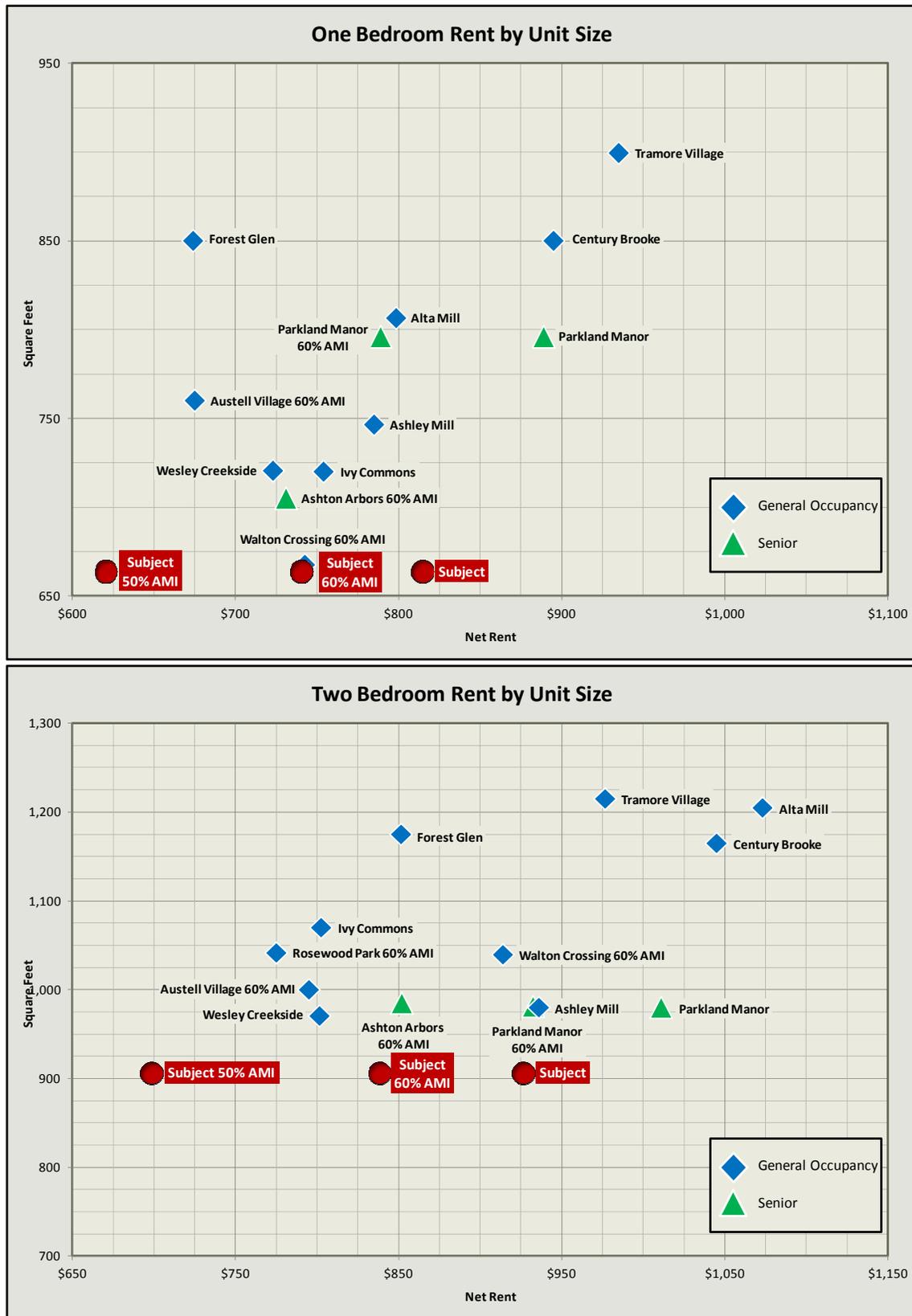
- **Site:** The subject site is acceptable for a rental housing development targeted to low and moderate income senior households. Surrounding land uses are compatible with multi-family development and are appropriate for senior-oriented housing. The subject site is also convenient to major thoroughfares and community amenities including healthcare facilities, retail centers, and recreational facilities.
- **Unit Distribution:** The proposed unit mix for Silver Comet Village includes 45 one bedroom units and 50 two bedroom units. Both one and two bedroom units are common among senior LIHTC rental communities and will be well received by the target market.
- **Unit Size:** The proposed unit sizes at Silver Comet Village are 664 square feet for one bedroom units and 864 and 950 square feet for two bedroom units. These unit sizes are smaller than average among existing senior LIHTC communities in the market area. The difference the proposed and existing unit sizes is not considered significant.
- **Unit Features:** The newly constructed units at the subject property will offer fully equipped kitchens with energy efficient appliances. Flooring will be a carpet and vinyl. In addition, all units will include ceiling fans and washer-dryer hook-ups. The proposed unit features at Silver Comet Village will be competitive with or superior to the existing rental communities in the market area. Given the modest finishes in the competitive market, an up to date product like Silver Comet Village will be well received by the target market.
- **Community Amenities:** Silver Comet Village will offer amenities comparable to other communities in the area including an exercise room, community room, computer center and other activity rooms. Furthermore, Silver Comet Village will also offer amenities targeted to elderly households including an elevator-served structure and a range programming. The community will also benefit from direct to the Silver Comet Trail, Georgia's largest contiguous greenway.
- **Marketability:** The subject property will be located within a convenient walking/driving distance of retailers and community amenities. The planned features and amenities at Silver Comet Village will be competitive in the Silver Comet Market Area and will be more appealing to senior households than those offered at comparable general occupancy communities.

G. Price Position

As shown in Figure 8, the proposed 50 percent rents will be the lowest priced units in the market area among both senior and general occupancy communities. The proposed 60 percent rents are priced comparably to existing 60 percent units in the market area and below many market rate units. The proposed market rate rents are priced comparably with existing market rate units and have below average unit sizes.



Figure 8 Price Position – One and Two Bedroom Units



H. Impact on Existing Market

Given current market conditions, we do not believe the development of the subject property will have an adverse impact on existing rental communities in the Silver Comet Market Area including those with tax credits. Limited senior rental housing options currently exist in the Silver Comet Market Area, especially those serving very low income senior households. With continued strong senior household growth projected in the Silver Comet Market Area, demand for affordable senior rental housing is likely to increase over the next five years.

I. Final Conclusions and Recommendations

DCA Demand Summary

Income/Unit Size	Income Limits	Units Proposed	Renter Income Qualification %	Total Demand	Supply	Net Demand	Capture Rate	Absorption	Average Market Rent	Market Rents Band	Proposed Rents
50% Units	\$18,600 - \$26,550										
One Bedroom Units	\$18,600 - \$23,800	10	8.5%	165	0	165	6.1%	2 Months	\$879	\$799-\$935	\$620
Two Bedroom Units	\$23,801 - \$26,550	5	4.1%	79	0	79	6.3%	3 Months	\$1,026	\$977-\$1,073	\$680-\$725
60% Units	\$22,200 - \$31,860										
One Bedroom Units	\$22,200 - \$26,500	34	6.7%	129	0	129	26.4%	6 Months	\$879	\$799-\$935	\$740
Two Bedroom Units	\$26,501 - \$31,860	36	7.4%	142	0	142	25.3%	6 Months	\$1,026	\$977-\$1,073	\$800-875
Market Rate	\$24,420 - \$53,100										
One Bedroom Units	\$24,420 - \$28,000	1	5.1%	98	0	98	1.0%	1 Month	\$879	\$799-\$935	\$814
Two Bedroom Units	\$28,001 - \$53,100	9	27.8%	537	0	537	1.7%	4 Months	\$1,026	\$977-\$1,073	\$880-\$963
Project Total	\$18,600 - \$53,100										
50% Units	\$18,600 - \$26,550	15	12.6%	244	0	244	6.1%	3 Months			
60% Units	\$22,200 - \$31,860	70	14.0%	271	0	271	25.8%	6 Months			
LIHTC Units	\$18,600 - \$31,860	85	19.9%	385	0	385	22.1%	6 Months			
Market Rate	\$24,420 - \$53,100	10	32.9%	635	0	635	1.6%	4 Months			
Total Units	\$18,600 - \$53,100	95	42.4%	820	0	820	11.6%	6 Months			

Based on an analysis of projected household growth trends, overall affordability and demand estimates, current rental market conditions, and socio-economic and demographic characteristics of the Silver Comet Market Area, RPRG believes that the proposed Silver Comet Village will be able to successfully reach and maintain a stabilized occupancy of at least 93 percent following its entrance into the rental market. The subject property will be competitively positioned with existing market rate and LIHTC communities in the Silver Comet Market Area and the units will be well received by the target market. We recommend proceeding with the project as planned.



Tad Scepaniak
Principal



APPENDIX 1 UNDERLYING ASSUMPTIONS AND LIMITING CONDITIONS

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

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



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

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



APPENDIX 2 ANALYST CERTIFICATIONS

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

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

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

Tad Scepaniak
Principal
Real Property Research Group, Inc.

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



APPENDIX 3 NCHMA CERTIFICATION

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

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

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

Real Property Research Group, Inc.



Formerly known as
National Council of Affordable
Housing Market Analysts

Tad Scepianiak

Name

Principal

Title

April 24, 2013

Date



APPENDIX 4 ANALYST RESUMES

ROBERT M. LEFENFELD

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

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

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

Areas of Concentration:

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

Feasibility Analysis: Mr. Lefenfeld has conducted feasibility studies for various types of residential developments for builders and developers. Subjects of these analyses have included for-sale single family and townhouse developments, age-restricted rental and for-sale developments, large multi-product PUDs, urban renovations, and continuing care facilities for the elderly. In addition, he has conducted feasibility work in conjunction with Hope VI applications for redevelopment of public housing sites and analyses of rental developments for 221(d)4 insurance and tax credit applications.

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

**Education:**

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

TADSCEPANIAK

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

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

Areas of Concentration:

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

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

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

Student Housing: Tad has conducted market analyses of student housing solutions for small to mid-size universities. The analysis includes current rental market conditions, available on-campus housing options, student attitudes, and financial viability of proposed developments. Completed campus studies include Southern Polytechnic University, University of Illinois Champaign-Urbana, North Georgia State College and University, and Abraham Baldwin Agricultural College.

Education:

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



APPENDIX 5 DCA CHECKLIST

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

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

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

Signed: 

Date: April 24, 2013

Tad Scepianiak

A. Executive Summary

- 1. Project Description:
 - i. Brief description of the project location including address and/or position relative to the closest cross-street..... Page(s) 13
 - ii. Construction and Occupancy Types Page(s) 10
 - iii. Unit mix, including bedrooms, bathrooms, square footage, Income targeting, rents, and utility allowance Page(s) 12
 - iv. Any additional subsidies available, including project based rental assistance (PBRA) Page(s) N/A
 - v. Brief description of proposed amenities and how they compare with existing properties Page(s) 47
- 2. Site Description/Evaluation:
 - i. A brief description of physical features of the site and adjacent parcels..... Page(s) 19
 - ii. A brief overview of the neighborhood land composition (residential, commercial, industrial, agricultural)..... Page(s) 17
 - iii. A discussion of site access and visibility Page(s) 19, 19
 - iv. Any significant positive or negative aspects of the subject site..... Page(s) 22
 - v. A brief summary of the site's proximity to neighborhood services including shopping, medical care, employment concentrations, public transportation, etc Page(s) 20
 - vi. An overall conclusion of the site's appropriateness for the proposed development..... Page(s) 22
- 3. Market Area Definition:
 - i. A brief definition of the primary market area (PMA) including boundaries and their approximate distance from the subject site Page(s) 23
- 4. Community Demographic Data:
 - i. Current and projected household and population counts for the PMA..... Page(s) 33
 - ii. Household tenure including any trends in rental rates. Page(s) 38
 - iii. Household income level. Page(s) 41



- iv. Discuss Impact of foreclosed, abandoned / vacant, single and multi-family homes, and commercial properties in the PMA of the proposed development. Page(s) 55
- 5. Economic Data:
 - i. Trends in employment for the county and/or region..... Page(s) 27
 - ii. Employment by sector for the primary market area. Page(s) 28
 - iii. Unemployment trends for the county and/or region for the past five years..... Page(s) 25
 - iv. Brief discussion of recent or planned employment contractions or expansions..... Page(s) 30
 - v. Overall conclusion regarding the stability of the county's economic environment.. Page(s) 32
- 6. Project Specific Affordability and Demand Analysis:
 - i. Number of renter households income qualified for the proposed development. For senior projects, this should be age and income qualified renter households..... Page(s) 64-66
 - ii. Overall estimate of demand based on DCA's demand methodology..... Page(s) 64-66
 - iii. Capture rates for the proposed development including the overall project, all LIHTC units (excluding any PBRA or market rate units), and a conclusion regarding the achievability of these capture rates..... Page(s) 66
- 7. Competitive Rental Analysis
 - i. An analysis of the competitive properties in the PMA. Page(s) 42-51
 - ii. Number of properties..... Page(s) 42-51
 - iii. Rent bands for each bedroom type proposed. Page(s) 42-51
 - iv. Average market rents..... Page(s) 51
- 8. Absorption/Stabilization Estimate:
 - i. Expected absorption rate of the subject property (units per month)..... Page(s) 67
 - ii. Expected absorption rate by AMI targeting. Page(s) 7
 - iii. Months required for the project to reach a stabilized occupancy of 93 percent. Page(s) 67
- 9. Overall Conclusion:
 - i. A narrative detailing key conclusions of the report including the analyst's opinion regarding the proposed development's potential for success..... Page(s) 70
- 10. Summary Table..... Page(s) 7

B. Project Description

- 1. Project address and location..... Page(s) 12
- 2. Construction type..... Page(s) 12
- 3. Occupancy Type..... Page(s) 12
- 4. Special population target (if applicable). Page(s) 12
- 5. Number of units by bedroom type and income targeting (AMI)..... Page(s) 12
- 6. Unit size, number of bedrooms, and structure type. Page(s) 12
- 7. Rents and Utility Allowances..... Page(s) 12
- 8. Existing or proposed project based rental assistance..... Page(s) 12
- 9. Proposed development amenities..... Page(s) 10, 12
- 10. For rehab proposals, current occupancy levels, rents, tenant incomes (if applicable), and scope of work including an estimate of the total and per unit construction cost. Page(s) N/A
- 11. Projected placed-in-service date..... Page(s) 11, 12

C. Site Evaluation

- 1. Date of site / comparables visit and name of site inspector..... Page(s) 8
- 2. Site description
 - i. Physical features of the site. Page(s) 13
 - ii. Positive and negative attributes of the site..... Page(s) 13, 22



iii. Detailed description of surrounding land uses including their condition.....	Page(s)	13
3. Description of the site’s physical proximity to surrounding roads, transportation, amenities, employment, and community services.....	Page(s)	20-22
4. Color photographs of the subject property, surrounding neighborhood, and street scenes with a description of each vantage point.....	Page(s)	15-16
5. Neighborhood Characteristics		
i. Map identifying the location of the project.....	Page(s)	14
ii. List of area amenities including their distance (in miles) to the subject site.....	Page(s)	20
iii. Map of the subject site in proximity to neighborhood amenities.....	Page(s)	21
6. Map identifying existing low-income housing projects located within the PMA and their distance from the subject site.....	Page(s)	53
7. Road or infrastructure improvements planned or under construction in the PMA.....	Page(s)	19
8. Discussion of accessibility, ingress/egress, and visibility of the subject site.....	Page(s)	19
9. Visible environmental or miscellaneous site concerns.....	Page(s)	19
10. Overall conclusions about the subject site, as it relates to the marketability of the proposed development.....	Page(s)	22
D. Market Area		
1. Definition of the primary market area (PMA) including boundaries and their approximate distance from the subject site.....	Page(s)	23
2. Map Identifying subject property’s location within market area.....	Page(s)	24
E. Community Demographic Data		
1. Population Trends		
i. Total Population.....	Page(s)	34
ii. Population by age group.....	Page(s)	37
iii. Number of elderly and non-elderly.....	Page(s)	37
iv. Special needs population (if applicable).....	Page(s)	N/A
2. Household Trends		
i. Total number of households and average household size.....	Page(s)	34
ii. Household by tenure.....	Page(s)	38,39
iii. Households by income.....	Page(s)	41
iv. Renter households by number of persons in the household.....	Page(s)	40
F. Employment Trends		
1. Total jobs in the county or region.....	Page(s)	27
2. Total jobs by industry – numbers and percentages.....	Page(s)	28
3. Major current employers, product or service, total employees, anticipated expansions/contractions, as well as newly planned employers and their impact on employment in the market area.....	Page(s)	30
4. Unemployment trends, total workforce figures, and number and percentage unemployed for the county over the past five years.....	Page(s)	26
5. Map of the site and location of major employment concentrations.....	Page(s)	31
6. Analysis of data and overall conclusions relating to the impact on housing demand.....	Page(s)	70
G. Project-specific Affordability and Demand Analysis		
1. Income Restrictions / Limits.....	Page(s)	60, 61



2. Affordability estimates.....	Page(s)	60-63
3. Components of Demand		
i. Demand from new households.....	Page(s)	64-66
ii. Demand from existing households.....	Page(s)	64-66
iii. Elderly Homeowners likely to convert to rentership.....	Page(s)	64-66
iv. Other sources of demand (if applicable).....	Page(s)	N/A
4. Net Demand, Capture Rate, and Stabilization Calculations		
i. Net demand		
1. By AMI Level.....	Page(s)	66
2. By floor plan.....	Page(s)	66
ii. Capture rates		
1. By AMI level.....	Page(s)	66
2. By floor plan.....	Page(s)	66
3. Capture rate analysis chart.....	Page(s)	7, 66

H. Competitive Rental Analysis

1. Detailed project information for each competitive rental community surveyed		
i. Charts summarizing competitive data including a comparison of the proposed project's rents, square footage, amenities, to comparable rental communities in the market area.....	Page(s)	44-51
2. Additional rental market information		
i. An analysis of voucher and certificates available in the market area.....	Page(s)	53
ii. Lease-up history of competitive developments in the market area.....	Page(s)	45
iii. Tenant profile and waiting list of existing phase (if applicable).....	Page(s)	N/A
iv. Competitive data for single-family rentals, mobile homes, etc. in rural areas if lacking sufficient comparables (if applicable).....	Page(s)	N/A
3. Map showing competitive projects in relation to the subject property.....	Page(s)	48, 50
4. Description of proposed amenities for the subject property and assessment of quality and compatibility with competitive rental communities.....	Page(s)	46
5. For senior communities, an overview / evaluation of family properties in the PMA.....	Page(s)	49
6. Subject property's long-term impact on competitive rental communities in the PMA.....	Page(s)	70
7. Competitive units planned or under construction the market area		
i. Name, address/location, owner, number of units, configuration, rent structure, estimated date of market entry, and any other relevant information.....	Page(s)	53
8. Narrative or chart discussing how competitive properties compare with the proposed development with respect to total units, rents, occupancy, location, etc.....	Page(s)	68
i. Average market rent and rent advantage.....	Page(s)	52
9. Discussion of demand as it relates to the subject property and all comparable DCA funded projects in the market area.....	Page(s)	64-67
10. Rental trends in the PMA for the last five years including average occupancy trends and projection for the next two years.....	Page(s)	45, 49
11. Impact of foreclosed, abandoned, and vacant single and multi-family homes as well commercial properties in the market area.....	Page(s)	55
12. Discussion of primary housing voids in the PMA as they relate to the subject property.....	Page(s)	N/A

I. Absorption and Stabilization Rates

1. Anticipated absorption rate of the subject property.....	Page(s)	67
2. Stabilization period.....	Page(s)	67



J. Interviews.....	Page(s) 52
K. Conclusions and Recommendations	
1. Conclusion as to the impact of the subject property on PMA.....	Page(s) 70
2. Recommendation as the subject property's viability in PMA.....	Page(s) 70
L. Signed Statement Requirements.....	Page(s) App.

APPENDIX 6 NCHMA CHECKLIST

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

Component (*First occurring page is noted)		*Page(s)
Executive Summary		
1.	Executive Summary	
Project Summary		
2.	Project description with exact number of bedrooms and baths proposed, income limitation, proposed rents, and utility allowances	10,12
3.	Utilities (and utility sources) included in rent	10, 12
4.	Project design description	10,12
5.	Unit and project amenities; parking	10,12
6.	Public programs included	10
7.	Target population description	10
8.	Date of construction/preliminary completion	11
9.	If rehabilitation, existing unit breakdown and rents	N/A
10.	Reference to review/status of project plans	10
Location and Market Area		
11.	Market area/secondary market area description	23
12.	Concise description of the site and adjacent parcels	13
13.	Description of site characteristics	13
14.	Site photos/maps	14 - 16
15.	Map of community services	21
16.	Visibility and accessibility evaluation	19
17.	Crime information	17
Employment and Economy		
18.	Employment by industry	28
19.	Historical unemployment rate	26
20.	Area major employers	29
21.	Five-year employment growth	27



22.	Typical wages by occupation	32
23.	Discussion of commuting patterns of area workers	25
Demographic Characteristics		
24.	Population and household estimates and projections	33
25.	Area building permits	34
26.	Distribution of income	38
27.	Households by tenure	38
Competitive Environment		
28.	Comparable property profiles	84
29.	Map of comparable properties	50
30.	Comparable property photos	84
31.	Existing rental housing evaluation	42
32.	Comparable property discussion	42
33.	Area vacancy rates, including rates for tax credit and government-subsidized communities	44
34.	Comparison of subject property to comparable properties	68
35.	Availability of Housing Choice Vouchers	53
36.	Identification of waiting lists	49
37.	Description of overall rental market including share of market-rate and affordable properties	49
38.	List of existing LIHTC properties	84
39.	Discussion of future changes in housing stock	53
40.	Discussion of availability and cost of other affordable housing options, including homeownership	42
41.	Tax credit and other planned or under construction rental communities in market area	53
Analysis/Conclusions		
42.	Calculation and analysis of Capture Rate	64
43.	Calculation and analysis of Penetration Rate	42
44.	Evaluation of proposed rent levels	68
45.	Derivation of Achievable Market Rent and Market Advantage	51
46.	Derivation of Achievable Restricted Rent	N/A
47.	Precise statement of key conclusions	57
48.	Market strengths and weaknesses impacting project	68
49.	Recommendation and/or modification to project description	68, if applicable
50.	Discussion of subject property's impact on existing housing	68
51.	Absorption projection with issues impacting performance	67



52.	Discussion of risks or other mitigating circumstances impacting project	57, if applicable
53.	Interviews with area housing stakeholders	53
Certifications		
54.	Preparation date of report	Cover
55.	Date of field work	8
56.	Certifications	74
57.	Statement of qualifications	74
58.	Sources of data not otherwise identified	N/A
59.	Utility allowance schedule	N/A



APPENDIX 7 RENTAL COMMUNITY PROFILES

Community	Address	City	Phone Number	Date Surveyed	Contact
Alta Mill	1650 Anderson Mill Rd.	Austell	770-948-1722	4/30/2013	Property Manager
Ashley Mill	1250 Powder Springs Rd. Sw	Marietta	770-425-9117	4/30/2013	Property Manager
Austell Village	1849 Mulkey Rd.	Austell	770-944-6655	4/30/2013	Property Manager
Century Brooke	2105 Mesa Valley Way	Austell	678-945-4577	4/30/2013	Property Manager
Forest Glen	4236 Austell Rd.	Austell	770-948-5883	4/30/2013	Property Manager
Ivy Commons	3555 Austell Rd.	Marietta	770-435-6111	4/30/2013	Property Manager
Rosewood Park	2100 Mesa Valley Way	Austell	770-732-8111	4/30/2013	Property Manager
Tramore Village	2222 East-West Connector	Austell	770-222-5225	4/30/2013	Property Manager
Walton Crossing	1800 Mulkey Rd.	Austell	770-739-7582	4/30/2013	Property Manager
Wesley Creekside	2750 Skyview Dr.	Lithia Springs	770-739-2330	4/30/2013	Property Manager
Ashton Arbors	2780 Bankstone Dr. Sw	Marietta	770-420-2301	4/30/2013	Property Manager
Edinborough	300 Pat Mell Rd.	Marietta	770-436-2447	4/30/2013	Property Manager
Greenbrooke Senior	149 Greenfield Rd.	Hiram	770-943-4044	4/30/2013	Property Manager
Parkland Manor	3755 Medical Park Dr.	Austell	770-739-5660	4/30/2013	Property Manager

Alta Mill

Multifamily Community Profile

1650 Anderson Mill Rd.
Austell, GA

Community Type: Market Rate - General

Structure Type: Garden

436 Units 3.9% Vacant (17 units vacant) as of 4/30/2013

Opened in 2000

Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	45.0%	\$694	807	\$0.86	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	40.4%	\$943	1,205	\$0.78	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Three	14.7%	\$971	1,377	\$0.71	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
					<input checked="" type="checkbox"/>	<input type="checkbox"/>

Features

Standard: Dishwasher; Disposal; Microwave; Ice Maker; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; HighCeilings; Storage (In Unit)

Select Units: --

Optional(\$): --

Security: Gated Entry

Parking 1: Free Surface Parking
Fee: --

Parking 2: Detached Garage
Fee: \$75

Property Manager: --
Owner: --

Comments

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

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	196	\$679	807	\$0.84	Market	4/30/13	3.9%	\$694	\$943	\$971
Garden	--	2	1	48	\$741	1,118	\$0.66	Market					
Garden	--	2	2	128	\$992	1,238	\$0.80	Market					
Garden	--	3	2	64	\$946	1,377	\$0.69	Market					

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

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

Ashley Mill

Multifamily Community Profile

1250 Powder Springs Rd Sw
Marietta, GA

Community Type: Market Rate - General

Structure Type: Garden

468 Units 4.1% Vacant (19 units vacant) as of 4/30/2013

Opened in 1986

Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$680	747	\$0.91	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	--	\$803	981	\$0.82	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input checked="" type="checkbox"/>
Three	--	\$910	1,200	\$0.76	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features

Standard: Dishwasher; Disposal; Ceiling Fan; In Unit Laundry (Full Size); Central A/C; Patio/Balcony; Storage (In Unit)

Select Units: Fireplace

Optional(\$): --

Security: Gated Entry

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)

Historic Vacancy & Eff. Rent (1)

Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	--	\$665	747	\$0.89	Market	4/30/13	4.1%	\$680	\$803	\$910
Garden	--	2	2	--	\$800	1,088	\$0.74	Market	12/5/07	10.9%	\$653	\$768	\$920
Garden	--	2	1	--	\$765	875	\$0.87	Market					
Garden	--	3	2	--	\$885	1,200	\$0.74	Market					

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Austell Village

Multifamily Community Profile

1849 Mulkey Rd
Austell, GA

CommunityType: LIHTC - General

Structure Type: Garden

108 Units 10.2% Vacant (11 units vacant) as of 4/30/2013

Last Major Rehab in 2009 Opened in 1988



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
One	18.5%	\$570	760	\$0.75	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input type="checkbox"/>
Two	63.0%	\$665	1,000	\$0.67	Elevator: <input type="checkbox"/>	Volleyball: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input type="checkbox"/>
Three	18.5%	\$832	1,220	\$0.68	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features

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

Select Units: Fireplace

Optional(\$): --

Security: --

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	20	\$570	760	\$0.75	LIHTC/ 60%	4/30/13	10.2%	\$570	\$665	\$832
Garden	--	2	2	34	\$665	1,020	\$0.65	LIHTC/ 60%	3/11/09	29.6%	\$577	\$691	\$787
Garden	--	2	2	34	\$665	980	\$0.68	LIHTC/ 60%	12/19/08	28.7%	\$575	\$728	\$815
Garden	--	3	2	20	\$832	1,220	\$0.68	LIHTC/ 60%	5/27/05	11.1%	\$512	\$559	\$699

Adjustments to Rent

Incentives:

Reduced rent

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Century Brooke

Multifamily Community Profile

2105 Mesa Valley Way
Austell, GA

Community Type: Market Rate - General

Structure Type: Garden

210 Units 4.8% Vacant (10 units vacant) as of 4/30/2013

Opened in 2000



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	22.9%	\$790	850	\$0.93	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	53.3%	\$915	1,165	\$0.79	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Three	23.8%	\$940	1,355	\$0.69	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Features
Standard: Dishwasher; Disposal; Microwave; Ice Maker; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; Storage (In Unit); Carpet

Select Units: Fireplace; HighCeilings

Optional(\$): --

Security: Gated Entry

Parking 1: Free Surface Parking Parking 2: Detached Garage
Fee: -- Fee: \$75

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	48	\$775	850	\$0.91	Market	4/30/13	4.8%	\$790	\$915	\$940
Garden	--	2	2	112	\$895	1,165	\$0.77	Market	3/11/09	4.3%	\$690	\$850	\$965
Garden	--	3	2	50	\$915	1,355	\$0.68	Market	12/19/08	6.2%	\$714	\$819	\$1,028
									5/27/05	21.0%	\$745	\$908	\$1,043

Adjustments to Rent

Incentives:
None

Utilities in Rent: Heat Fuel: Electric

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

© 2013 Real Property Research Group, Inc.
(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management

Forest Glen

Multifamily Community Profile

4236 Austell Rd.
Austell, GA

Community Type: Market Rate - General

Structure Type: Garden

264 Units 6.1% Vacant (16 units vacant) as of 4/30/2013

Opened in 1984

Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$569	850	\$0.67	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	--	\$722	1,175	\$0.61	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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

Comments

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

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)					
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$	
Garden	--	1	1	--	\$554	850	\$0.65	Market	4/30/13	6.1%	\$569	\$722	--	
Garden	--	2	1	--	\$672	1,100	\$0.61	Market						
Garden	--	2	2	--	\$731	1,250	\$0.58	Market						

Adjustments to Rent

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

© 2013 Real Property Research Group, Inc.
(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management

Ivy Commons

Multifamily Community Profile

3555 Austell Road
Marietta, GA

Community Type: Market Rate - General

Structure Type: Garden

344 Units 2.9% Vacant (10 units vacant) as of 4/30/2013

Opened in 1987



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$649	720	\$0.90	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	--	\$673	1,070	\$0.63	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Three	--	\$869	1,340	\$0.65	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Features

Standard: Dishwasher; Disposal; Ice Maker; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; Carpet

Select Units: --

Optional(\$): --

Security: --

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	--	\$634	720	\$0.88	Market	4/30/13	2.9%	\$649	\$673	\$869
Garden	--	2	2	--	\$640	1,030	\$0.62	Market	3/11/09	20.9%	\$514	\$669	\$764
Garden	--	2	2	--	\$665	1,110	\$0.60	Market	12/19/08	23.0%	\$493	\$642	\$744
Garden	--	3	2	--	\$844	1,340	\$0.63	Market	12/28/07	7.6%	\$615	\$724	\$809

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Rosewood Park

Multifamily Community Profile

2100 Mesa Valley Way
Austell, GA

Community Type: LIHTC - General

Structure Type: Garden

150 Units 2.0% Vacant (3 units vacant) as of 4/30/2013

Opened in 1996



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One	--	--	--	--	Comm Rm:	Basketball:
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	--	\$645	1,042	\$0.62	Centrl Lndry:	Tennis:
Two/Den	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
Three	--	\$743	1,221	\$0.61	Elevator:	Volleyball:
Four+	--	--	--	--	<input type="checkbox"/>	<input type="checkbox"/>
					Fitness:	CarWash:
					<input type="checkbox"/>	<input type="checkbox"/>
					Hot Tub:	BusinessCtr:
					<input type="checkbox"/>	<input type="checkbox"/>
					Sauna:	ComputerCtr:
					<input type="checkbox"/>	<input type="checkbox"/>
					Playground:	<input checked="" type="checkbox"/>

Features

Standard: Dishwasher; Disposal; Microwave; Ice Maker; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; HighCeilings; Storage (In Unit); Carpet

Select Units: --

Optional(\$): --

Security: --

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	2	2	--	\$630	1,002	\$0.63	LIHTC/ 60%	4/30/13	2.0%	--	\$645	\$743
Garden	--	2	2	--	\$660	1,081	\$0.61	LIHTC/ 60%	12/19/08	8.0%	--	\$687	\$721
Garden	--	3	2	--	\$730	1,153	\$0.63	LIHTC/ 60%	12/28/07	6.0%	--	\$718	\$758
Garden	--	3	2	--	\$730	1,201	\$0.61	LIHTC/ 60%	8/6/03	1.3%	--	\$678	--
Garden	--	3	2	--	\$755	1,227	\$0.62	LIHTC/ 60%					
Garden	--	3	2	--	\$755	1,304	\$0.58	LIHTC/ 60%					

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Tramore Village

Multifamily Community Profile

2222 East-West Connector
Austell, GA 30106

Community Type: Market Rate - General

Structure Type: Garden

324 Units 6.8% Vacant (22 units vacant) as of 4/30/2013

Opened in 1999



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	--	\$830	900	\$0.92	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two	--	\$847	1,215	\$0.70	<input type="checkbox"/>	<input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Three	--	\$905	1,414	\$0.64	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	<input checked="" type="checkbox"/>
					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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

Select Units: --
Optional(\$): --
Security: **Gated Entry**
Parking 1: **Free Surface Parking** Parking 2: **Detached Garage**
Fee: -- Fee: **\$60**
Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	--	\$770	811	\$0.95	Market	4/30/13	6.8%	\$830	\$847	\$905
Garden	--	1	1	--	\$860	988	\$0.87	Market	3/11/09	5.9%	\$709	\$804	\$963
Garden	--	2	2	--	\$815	1,165	\$0.70	Market	12/19/08	9.9%	\$766	\$883	\$1,000
Garden	--	2	2	--	\$800	1,195	\$0.67	Market	12/28/07	14.8%	\$733	\$824	\$989
Garden	--	2	2	--	\$865	1,285	\$0.67	Market					
Garden	--	3	2	--	\$855	1,353	\$0.63	Market					
Garden	--	3	2	--	\$905	1,475	\$0.61	Market					

Adjustments to Rent
Incentives:
None
Utilities in Rent: Heat Fuel: **Electric**
Heat: Cooking: Wtr/Swr:
Hot Water: Electricity: Trash:

© 2013 Real Property Research Group, Inc.
(1) Effective Rent is Published Rent, net of utilities and concessions. (2) Published Rent is rent as quoted by management

Walton Crossing

Multifamily Community Profile

1800 Mulkey Road
Austell, GA 30106

CommunityType: LIHTC - General

Structure Type: Garden

238 Units 10.1% Vacant (24 units vacant) as of 4/30/2013

Last Major Rehab in 2000 Opened in 1990



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	42.0%	\$638	668	\$0.96	Comm Rm: <input checked="" type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	37.0%	\$784	1,040	\$0.75	Elevator: <input type="checkbox"/>	Volleyball: <input checked="" type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input checked="" type="checkbox"/>
Three	21.0%	\$930	1,304	\$0.71	Hot Tub: <input checked="" type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features

Standard: Dishwasher; Disposal; Microwave; In Unit Laundry (Hook-ups); Central A/C; Patio/Balcony; Storage (In Unit)

Select Units: --

Optional(\$): --

Security: --

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	50	\$625	630	\$0.99	LIHTC/ 60%	4/30/13	10.1%	\$638	\$784	\$930
Garden	--	1	1	50	\$650	705	\$0.92	LIHTC/ 60%	12/19/08	18.1%	\$610	\$748	\$885
Garden	--	2	2	44	\$819	1,104	\$0.74	LIHTC/ 60%	12/28/07	6.7%	\$675	\$800	\$950
Garden	--	2	1	44	\$749	975	\$0.77	LIHTC/ 60%	8/7/03	7.1%	\$557	\$723	\$890
Garden	--	3	2	50	\$930	1,304	\$0.71	LIHTC/ 60%					

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Wesley Creekside

Multifamily Community Profile

2750 Skyview Dr
Lithia Springs, GA

Community Type: Market Rate - General

Structure Type: Garden

468 Units 10.5% Vacant (49 units vacant) as of 4/30/2013

Opened in 1988



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Pool-Outdr:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	36.3%	\$618	721	\$0.86	Comm Rm: <input type="checkbox"/>	Basketball: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Tennis: <input checked="" type="checkbox"/>
Two	55.1%	\$672	971	\$0.69	Elevator: <input type="checkbox"/>	Volleyball: <input checked="" type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	CarWash: <input checked="" type="checkbox"/>
Three	8.5%	\$812	1,278	\$0.63	Hot Tub: <input type="checkbox"/>	BusinessCtr: <input checked="" type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Playground: <input checked="" type="checkbox"/>	

Features

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

Select Units: Fireplace

Optional(\$): --

Security: Unit Alarms; Gated Entry

Parking 1: Free Surface Parking
Fee: --

Parking 2: --
Fee: --

Property Manager: --
Owner: --

Comments

Floorplans (Published Rents as of 4/30/2013) (2)										Historic Vacancy & Eff. Rent (1)			
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Garden	--	1	1	170	\$611	721	\$0.85	Market	4/30/13	10.5%	\$618	\$672	\$812
Garden	--	2	2	258	\$669	971	\$0.69	Market	4/25/12	9.8%	\$526	\$646	\$794
Garden	--	3	2	40	\$787	1,278	\$0.62	Market					

Adjustments to Rent

Incentives:

Reduced rent

Utilities in Rent: Heat Fuel: Natural Gas

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

Ashton Arbors

Senior Community Profile

2780 Bankstone Drive SW
Marietta, GA

CommunityType: LIHTC - Elderly

Structure Type: Mid Rise

150 Units 6.0% Vacant (9 units vacant) as of 4/30/2013

Opened in 2005



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	44.0%	\$626	705	\$0.89	<input checked="" type="checkbox"/>	Library: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input checked="" type="checkbox"/>	Arts&Crafts: <input checked="" type="checkbox"/>
Two	56.0%	\$722	985	\$0.73	Elevator: <input checked="" type="checkbox"/>	Health Rms: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	Guest Suite: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input type="checkbox"/>	Conv Store: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Walking Pth: <input type="checkbox"/>	Beauty Salon: <input checked="" type="checkbox"/>

Features

Standard: Dishwasher; Disposal; Ice Maker; Ceiling Fan; In Unit Laundry (Hook-ups); Central A/C; Storage (In Unit); Grabbar; Emergency Response

Select Units: --

Optional(\$): --

Security: Keyed Bldg Entry

Parking: Free Surface Parking

Comments

Property Manager: --

Owner: --

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Mid Rise - Elevator	--	1	1	66	\$665	705	\$0.94	LIHTC/ 60%	4/30/13	6.0%	\$626	\$722	--
Mid Rise - Elevator	--	2	1	84	\$770	985	\$0.78	LIHTC/ 60%	3/12/09	8.0%	\$665	\$790	--
									12/19/08	6.0%	\$665	\$790	--
									12/5/08	5.3%	--	--	--

Adjustments to Rent

Incentives:

\$200 move-in

Utilities in Rent: Heat Fuel: Electric

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

Edinborough Apts.

Senior Community Profile

300 Pat Mell Road
Marietta, GA

CommunityType: Market Rate - Elderly

Structure Type: 2-Story Garden

128 Units 2.3% Vacant (3 units vacant) as of 4/30/2013

Last Major Rehab in Opened in 1975



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One	50.0%	\$590	750	\$0.79	<input checked="" type="checkbox"/>	Library: <input checked="" type="checkbox"/>
One/Den	--	--	--	--	<input checked="" type="checkbox"/>	Arts&Crafts: <input type="checkbox"/>
Two	50.0%	\$690	950	\$0.73	<input type="checkbox"/>	Health Rms: <input type="checkbox"/>
Two/Den	--	--	--	--	<input checked="" type="checkbox"/>	Guest Suite: <input type="checkbox"/>
Three	--	--	--	--	<input type="checkbox"/>	Conv Store: <input type="checkbox"/>
Four+	--	--	--	--	<input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					<input checked="" type="checkbox"/>	Beauty Salon: <input type="checkbox"/>

Features

Standard: Ice Maker; Central A/C; Patio/Balcony; Grabbar; Van/Transportation; Carpet

Select Units: --

Optional(\$): --

Security: --

Parking: Free Surface Parking

Comments

55+

2003 renovations - HVAC, furnaces, countertops

This is a 2-story walk up building design. Vacancies are always on 2nd floor, these units are discounted.

Property Manager: --

Owner: --

Floorplans (Published Rents as of 4/30/2013) (2)										Historic Vacancy & Eff. Rent (1)			
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Dogwood / Garden	--	1	1	64	\$590	750	\$0.79	Market	4/30/13	2.3%	\$590	\$690	--
Magnolia / Garden	--	2	1	64	\$690	950	\$0.73	Market	5/31/11	3.1%	\$569	\$684	--
									3/11/09	4.7%	\$650	\$750	--
									12/19/08	3.9%	\$599	\$699	--

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Natural Gas

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Edinborough Apts.

GA067-006128

© 2013 Real Property Research Group, Inc.

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

Greenbrooke Senior Communit

Senior Community Profile

149 Greenfield Rd.
Hiram,GA

CommunityType: Market Rate - Elderly

Structure Type: 1-Story Garden

120 Units 0.0% Vacant (0 units vacant) as of 4/30/2013

Opened in 2005



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One	--	--	--	--	<input checked="" type="checkbox"/>	Library: <input type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input type="checkbox"/>	Arts&Crafts: <input type="checkbox"/>
Two	100.0%	\$995	1,044	\$0.95	Elevator: <input type="checkbox"/>	Health Rms: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input type="checkbox"/>	Guest Suite: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input type="checkbox"/>	Conv Store: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input type="checkbox"/>
					Walking Pth: <input type="checkbox"/>	Beauty Salon: <input type="checkbox"/>

Features

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

Select Units: --

Optional(\$): --

Security: --

Parking: Covered Spaces

Comments

Planned activities

Waitlist

Property Manager: --

Owner: --

Floorplans (Published Rents as of 4/30/2013) (2)										Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$	
Garden	--	2	1.5	120	\$995	1,044	\$95	Market	4/30/13	0.0%	--	\$995	--	
									5/22/12	0.0%	--	\$895	--	
									3/30/12	3.3%	--	\$895	--	

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

Heat: Cooking: Wtr/Swr:

Hot Water: Electricity: Trash:

Parkland Manor

Senior Community Profile

3755 Medical Park Dr.
Austell, GA

CommunityType: LIHTC - Elderly
Structure Type: 2-Story Mid Rise

150 Units 3.3% Vacant (5 units vacant) as of 4/30/2013

Opened in 2004



Unit Mix & Effective Rent (1)					Community Amenities	
Bedroom	%Total	Avg Rent	Avg SqFt	Avg \$/SqFt	Clubhouse:	Gardening:
Eff	--	--	--	--	<input checked="" type="checkbox"/>	<input type="checkbox"/>
One	--	\$734	796	\$0.92	<input checked="" type="checkbox"/>	Library: <input checked="" type="checkbox"/>
One/Den	--	--	--	--	Centrl Lndry: <input type="checkbox"/>	Arts&Crafts: <input checked="" type="checkbox"/>
Two	--	\$844	980	\$0.86	Elevator: <input checked="" type="checkbox"/>	Health Rms: <input type="checkbox"/>
Two/Den	--	--	--	--	Fitness: <input checked="" type="checkbox"/>	Guest Suite: <input type="checkbox"/>
Three	--	--	--	--	Hot Tub: <input type="checkbox"/>	Conv Store: <input type="checkbox"/>
Four+	--	--	--	--	Sauna: <input type="checkbox"/>	ComputerCtr: <input checked="" type="checkbox"/>
					Walking Pth: <input type="checkbox"/>	Beauty Salon: <input checked="" type="checkbox"/>

Features

Standard: Dishwasher; Disposal; Microwave; In Unit Laundry (Full Size); Central A/C; Patio/Balcony; Storage (In Unit); Grabbar; Emergency Response

Select Units: --

Optional(\$): --

Security: Keyed Bldg Entry

Parking: Free Surface Parking

Comments

105 LIHTC units and 45 market rate units
Built in 2 phases, 2004 & 2007

Property Manager: --

Owner: --

Floorplans (Published Rents as of 4/30/2013) (2)									Historic Vacancy & Eff. Rent (1)				
Description	Feature	BRs	Bath	#Units	Rent	SqFt	Rent/SF	Program	Date	%Vac	1BR \$	2BR \$	3BR \$
Mid Rise - Elevator	--	1	1	--	\$789	796	\$0.99	LIHTC/ 60%	4/30/13	3.3%	\$734	\$844	--
Mid Rise - Elevator	--	1	1	--	\$889	796	\$1.12	Market	8/28/09	0.7%	\$694	\$863	--
Mid Rise - Elevator	--	2	2	--	\$961	1,037	\$0.93	LIHTC/ 60%	3/11/09	2.7%	\$674	\$838	--
Mid Rise - Elevator	--	2	2	--	\$1,061	1,037	\$1.02	Market	12/19/08	6.0%	\$545	\$778	--
Mid Rise - Elevator	--	2	1	--	\$911	922	\$0.99	LIHTC/ 60%					
Mid Rise - Elevator	--	2	1	--	\$961	922	\$1.04	Market					

Adjustments to Rent

Incentives:

None

Utilities in Rent: Heat Fuel: Electric

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