

PROFESSIONAL MARKET STUDY  
FOR THE TOWER @ DORSEY MANOR APARTMENTS  
APPLICATION # - 2008-065  
A PROPOSED LIHTC ELDERLY  
ACQUISITION/REHAB DEVELOPMENT

LOCATED IN:  
MARIETTA, COBB COUNTY, GA

PREPARED FOR:  
GEORGIA DEPARTMENT of COMMUNITY AFFAIRS  
OFFICE of AFFORDABLE HOUSING  
60 Executive Park South, NE  
Atlanta, GA 30329

PREPARED BY:  
KOONTZ and SALINGER  
P.O. BOX 37523  
RALEIGH, NC 27627-7523

MAY 2008

## Table of Contents

	Page
Market Study Assignment	iii
Section A - Executive Summary	vii
Section B - Project Description	
Assignment & Project Description	1
Section C - Site Evaluation	
Site & Neighborhood Description	3
Summary	14
Section D - Market Area Description	
Market Area Description	15
Section E - Community Demographic Data	
Population Trends, Projections, Characteristics	18
Household Characteristics	23
Income Characteristics	27
Summary	32
Labor Force Trends & Economic Base	34
Summary	38
Section F - Demand Analysis	
Demand Analysis - Effective Demand Pool	42
Demand Analysis - Effective Tenant Pool	46
Upcoming Direct Competition	47
Capture Rate Analysis	49
Absorption Rate Analysis	51
Section G - Competitive Environment - Supply Analysis	
Supply Analysis	52
Reconciliation of Net Rents	64
Survey of the Competitive Environment	67
Map of the Competitive Environment	99
Section H - Interviews	100
Section I - Recommendation	101
Section J - Qualifications	102
Section K - Identity of Interest	103
Checklist	104
Appendix A	107

## INTRODUCTION

The proposed multi-family acquisition/rehab development will target LIHTC/Market Rate eligible elderly households (age 62 and over - **Senior Housing**) in the Marietta area of Cobb County, Georgia.

The market study assignment was to ascertain market demand for a proposed acquisition/rehab multi-family LIHTC/Market Rate elderly development to be known as **The Tower at Dorsey Manor**, for the Georgia Department of Community Affairs, Office of Affordable Housing, under the following scenario:

### Project Mix

PROPOSED PROJECT PARAMETERS			
Bedroom Mix	# of Units	Unit Size (Heated sf)	Unit Size (Gross sf)
0BR/1b	25	Na	438
1BR/1b	55	Na	511-877
Total	80		

### Project Rents:

The proposed development will target approximately 31% of the units at 50% or below of area median income (AMI); 58% of the units at 60% AMI and 11% at Market. The LIHTC units will have 100% PBRA. Rent excludes water, sewer and includes trash removal.

PROPOSED PROJECT RENTS @ 50% AMI				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	8	\$625	\$68	\$693
1BR/1b	17	\$652	\$83	\$735

PROPOSED PROJECT RENTS @ 60% AMI				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	14	\$625	\$68	\$693
1BR/1b	32	\$652	\$83	\$735

\*Provided by applicant.

PROPOSED PROJECT RENTS @ Market				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	3	\$625	\$68	\$693
1BR/1b	6	\$655-\$675	\$83	\$738-\$758

\*Provided by applicant.

In addition, there are several terms that will be used throughout the study, which have very specific meanings within the program assisted framework, but which may have other meanings in other contexts. Two sets of terms in particular are identified here to avoid confusion in the study.

### **Type of Project Rent Structure:**

- Conventional - also referred to as "market rate", reflects projects which are developed without any program funding from public or private sources, using equity and conventional finance. Rents are established by the owner, typically without regulatory constraints.
- Assisted - projects that use some form of program financing designed to make rents more affordable. The financing may include federal and state grant, loan or loan guarantee programs; the Low Income Housing Tax Credit program, direct rental assistance and in some cases private grants or preferential loans.
- Subsidized - projects that have direct rental assistance, which allows tenants to pay only an affordable proportion of their income for rent, with the balance paid by another agency (usually governmental). These subsidies are project-based; that is, the subsidies are attached to the units. Tenant-based subsidies are carried by the tenants, who may use them in assisted or conventional projects. Note: all subsidized projects are also assisted projects, but not all assisted projects are subsidized.

### **Rent Inclusions:**

- Gross Rent - refers to the total rent payment, including utilities. (Cable and telephone utilities are excluded from this definition.) Gross rents are usually identified as a monthly rent. Gross rents are used in the study for program usage such as LIHTC maximum rents or HUD Fair Market Rents.
- Net Rent - sometimes known as "street rent", involves the rent paid to the landlord, and usually excludes some or all utilities. Net rents are used in comparisons with conventional projects, and are also usually identified as a monthly rent.

- Utility Allowance - is the amount of the Gross Rent not included in the Net Rent, and reflects the estimated amount a tenant will have to pay out-of-pocket for utilities.

As a final terminology note, capture rate and penetration rate are used interchangeably in this study. They refer to the proportion of a defined total pool of tenants that a specific project must capture (or the degree to which the project must penetrate the total pool) in order to be fully occupied. Different capture rates will be calculated for different market pools - for example, the capture rate applied to the total income-qualified renter base will be different from the capture rate applied to a annual target demand pool. Both are used in this study.

The analyst performed an in-depth, on-site analysis in the market area, surrounding neighborhoods, and the site. Personal interviews were conducted with local area real estate professionals and other persons knowledgeable in the local area housing market.

Among sources utilized and cited throughout the study are the U.S. Census of Population and Housing, the Georgia Department of Labor, the Metro Atlanta Chamber of Commerce, the Cobb Chamber of Commerce, the Cobb County Office of Economic Development, the US Department of Housing and Urban Development and pertinent information and materials collected from local professional real estate sources and subject related service providers.

Other, specific elements of the methodology are discussed in the text of the study.

## STATEMENT OF CONTINGENT AND LIMITING CONDITIONS

1. The consultant declares that he does not have, and will not have the future, any material interest in the proposed project, and that there is no identity between him and the client of the study. Further, the consultant declares that the payment of the study fee is in no way contingent upon a favorable study conclusion, nor upon approval of the project by any agency before or after the fact. The analyst certifies that no attempt was made to contact the applicant directly for any information in the market study.
2. The information on which this analysis of conditions in Marietta and Cobb County has been obtained from the most pertinent and current available sources, and every reasonable effort has been made to insure its accuracy and reliability. However, the consultant assumes no responsibility for inaccuracies in reporting by any of the Federal, State, or Municipal agencies cited, nor for any data withheld or erroneously reported by private sources cited during the normal course of a thorough investigation. The consultant reserves the right to alter conclusions on the basis of any discovered inaccuracies.
3. No opinion of a legal or engineering nature is intentionally expressed or implied.
4. The fee charged for this study does not include payment for testimony nor further consultation.
5. This analysis assumes a free and fair real estate market place, with no constraints imposed by any market element based on race, age or gender, except for age / handicapped eligibility established by law for units designated by elderly households and the handicapped.
6. The consultant affirms that a member of the firm made a physical inspection of the site and market area, and that information has been used in the full assessment of the need and demand for new rental units.

---

**Jerry M. Koontz, Principal  
Koontz and Salinger**

**SECTION A**  
**EXECUTIVE SUMMARY**

**1. Market Area and Site Description:**

- The Primary Market Area (PMA) for the proposed multi-family elderly development consists of the following Census Tracts:  
  
304.01, 304.02, 304.04, 304.05, 304.06, 305.01, 305.02, 305.04, 305.05, 306, 307, 308, 309.01, 309.02, 309.04, 309.05, 310.01, and 310.02.
- The overall character of the neighborhood within the immediate vicinity of the site can be defined as a mixture of land use including: single-family and multi-family residential and the downtown central business district. The site is centrally located in Marietta, within the city limits.
- The subject is accessible to major employers, shopping, healthcare services, retail and social services, recreational areas, and the local and regional highway system. All major facilities in the PMA can be accessed within a 10 to 15-minute drive. At the time of the market study, no significant infrastructure development was in progress within the vicinity of the site/subject.

**2. Appropriateness of Project Parameters**

- Overall, the subject will be competitive to very competitive with all of the existing program assisted and market rate apartment elderly properties in the market regarding the unit and the development amenity package.
- In the area of unit size, by bedroom type, the subject will offer a competitive unit size, based on the most currently available set of floor plans.
- The subject will be competitive to very competitive with all of the existing program assisted and market rate apartment properties in the market regarding proposed net rents by bedroom type, subject to the retention of the existing PBRA.
- The proposed subject 0BR/1b net rent at Market is comparable to the comparable/competitive 0BR/1b net rents at Market.
- The proposed subject 1BR/1b net rent at Market is

approximately 5% less than the comparable/competitive 1BR/1b net rents at Market.

- The subject will reduced the number of existing studio units and in turn create large 1BR units. There will be a reduction of 24 studio units and overall 13 units at the subject property.

### 3. Market Demand:

- The capture rates by income segment and bedroom mix are considered to be positive indicators of demand support for the proposed 80-unit subject elderly development, given the GA-DCA capture rate threshold parameters. The overall project capture rate is 3.3% for the LIHTC component were the subject 100% vacant.
- The overall project capture rate is 1.0% for the Market Rate component were the subject 100% vacant.

Capture Rates by Bedroom Type & Income Targeting							
Unit Size	Income Limits	Units Proposed	Net Demand	Capture Rate	Absorption	Avg Mkt Net Rent	Proposed Net Rent
0BR	50% AMI	8	212	3.8%	1 mo.	\$575	BOI
	60% AMI	14	323	4.3%	3 mos.	\$575	BOI
	Market	3	218	1.4%	2 mos.	\$575	\$625
0BR	Total	25	753	3.3%	3 mos.		
1BR	50% AMI	17	634	2.7%	1 mo.	\$650	BOI
	60% AMI	32	969	3.3%	6 mos.	\$650	BOI
	Market	6	656	0.9%	2 mos.	\$650	\$655-\$675
1BR	Total	55	2,259	2.4%	6 mos.		

- Six elderly properties, representing 670-units, were surveyed within the PMA, in partial to complete detail. At the time of the survey, one of the LIHTC elderly properties was still in the pipeline for development, the Retreat at Dorsey. This property will be located adjacent to the subject.
- The subject PMA contains two existing LIHTC elderly properties. At the time of the survey, the Legacy at Walton was 98% occupied and maintained a waiting list. However, the other LIHTC property, Ashton Arbors was only 85% occupied.

- The subject PMA contains two market rate properties targeting population 55 and over. At the time of the survey, these properties had an overall occupancy rate of around 98%. Thirteen LIHTC family properties, representing 2,122-units, were surveyed within the PMA, in detail. At the time of the survey, the overall estimated vacancy rate of the surveyed program assisted LIHTC family properties was approximately 6.5%.
- Present indicators point to the fact that the introduction of the proposed 80-unit development will have little to no long term negative impact upon the like-kind program assisted LIHTC elderly apartment market within the PMA.
- The most likely/best case scenario for 93% to 100% rent-up is estimated to be 3 to 6 months (at 13 to 27-units per month on average) were the subject 100% vacant.
- Working under the assumption that the property will need to fill only 30% of the 80-units, i.e., about 24-units equates to an absorption period of 3 months or less.
- It is forecasted that a stabilized occupancy level of 93%+ can be achieved within a 3 month (or less) period for the proposed subject property, after the rehab process has been completed and subject to the retention of the bulk of the existing tenant base.

#### 4. Recommendation & Conclusion:

- Based upon the analysis and the conclusions of each of the report sections, it is recommended that the proposed application **proceed forward based upon market findings, as presently configured, subject to (a) the retention of the existing PBRA and (b) the proposed reduction of Studio Units proceeding forward as planed.**

**MARKET STUDY FOLLOWS**

**SECTION B**  
**PROPOSED PROJECT DESCRIPTION**

The proposed Low Income Housing Tax Credit (LIHTC)/Market Rate multi-family acquisition/rehab development will target elderly households age 62 and over in the Marietta area of Cobb County, Georgia. The subject property is located at 212 Lemon Street, within the Marietta city limits.

The market study assignment was to ascertain market demand for a proposed acquisition/rehab multi-family elderly development to be known as **The Tower at Dorsey Manor Apartments**, for the Georgia Department of Community Affairs, Office of Affordable Housing, under the following scenario:

**Project Description**

PROPOSED PROJECT PARAMETERS			
Bedroom Mix	# of Units	Unit Size (Heated sf)	Unit Size (Gross sf)
0BR/1b	25	Na	438
1BR/1b	55	Na	511-877
Total	80		

The acquisition/rehab development project design comprises 1 nine-story residential building (with elevators). The development design provides for 94-parking spaces. Note: At present, The Tower at Dorsey Manor comprises 93-units. Plans call for the conversion of 24 efficiency units into 12 1BR units. In addition, plans call for a parking garage.

The proposed *Occupancy Type* is for the **Senior Population**, age 62 and over.

**Project Rents:**

The proposed development will target approximately 31% of the units at 50% or below of area median income (AMI); 58% of the units at 60% AMI and 11% at Market. The LIHTC units will have 100% PBRA. Rent excludes water, sewer and includes trash removal.

PROPOSED PROJECT RENTS @ 50% AMI				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	8	\$625	\$68	\$693
1BR/1b	17	\$652	\$83	\$735

\*Provided by applicant.

PROPOSED PROJECT RENTS @ 60% AMI				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	14	\$625	\$68	\$693
1BR/1b	32	\$652	\$83	\$735

PROPOSED PROJECT RENTS @ Market				
Bedroom Mix	# of Units	Net Rent	Utility Allowance*	Gross Rent
0BR/1b	3	\$625	\$68	\$693
1BR/1b	6	\$655-\$675	\$83	\$738-\$758

\*Provided by applicant.

### **Amenity Package**

The proposed development will include the following amenity package:

#### **Unit Amenities**

- range
- disposal
- smoke alarms
- carpet
- microwave
- refrigerator
- dish washer
- cable ready
- washer/dryer hook-ups

#### **Development Amenities**

- managers office
- fitness center
- community garden
- furnished library
- community room
- computer room
- laundry facility
- sprinkler system

The estimated projected first full year that **The Tower at Dorsey Manor Apartments** will be placed in service is 2010.

**SECTION C**

**SITE & NEIGHBORHOOD  
EVALUATION**

The site of the proposed LIHTC/Market Rate acquisition/rehab apartment elderly development is located at 212 Lemon Street, approximately 1.8 miles east of I-75. The site is centrally located in Marietta, within the city limits, about .1-mile

northwest of the Downtown Central Business District. Specifically, the site is located in Census Tract 307, Census Block Group 3, Census Block 3018, and Zip Code 30060. See Site Map, page 9.

Note: The site/subject is located within a Qualified Census Tract (QCT).

Street and highway accessibility are very good relative to the site. Ready access is available from the site to the following: major retail trade and service areas, employment opportunities, local health care providers and area churches. All major facilities in the PMA can be accessed within a 10 to 15-minute drive. At the time of the market study, no significant infrastructure development was in progress within the vicinity of the site/subject.

**Site / Subject Characteristics**

The approximately .67-acre, rectangular shaped tract is presently occupied by the Tower at Dorsey Manor apartment complex. At present, the Tower at Dorsey Manor comprises 93-units. The nine story building was built in 1971. The is managed by the Marietta Housing Authority and has 100% deep subsidy Project Base Rental Assistance. At the time of the survey 13-units were vacant (and not rented). The majority of the vacant units are either purposely vacant owing to a management/owner decision or are "down" units. Over the last two years, management reported that the property had a typical occupancy rate ranging between 97% and 100%.

The property targets elderly population age 62+. However, 18-units are presently occupied by disabled households under 62. It was reported that 5 of the units are occupied by couples.

The present bedroom mix and rent schedule, by bedroom type for the Tower at Dorsey Manor is:

<u>Bedroom Type</u>	<u>Number*</u>	<u>Rent</u>
0BR/1b	51	BOI
1BR/1b	41	BOI

\* One unit is a non revenue producing unit (total equals 93).

Source: On-site Manager

The site/subject is considered to be very marketable and buildable, subject to a complete renovation/rehab process. In addition, this assessment is subject to both environmental and engineering studies. All public utility services are available to the tract and excess capacity exists.

The site is not located within a flood plain (Source: FEMA Map - 130226-0050F) and appears to drain well. The subject site is zoned PRD-MF, which allows multi-family development.

The surrounding land uses and zoning designations around the site are detailed below:

Direction	Existing Land Use	Current Zoning
North	Residential & Business	MDR
East	Institutional	CBD
South	Institutional	CBD
West	Vacant & Institutional	CBD

Source: Tower at Dorsey Manor plat map.

### **Neighborhood Description / Characteristics**

The overall character of the neighborhood in the immediate vicinity of the site can be defined as a mixture of land use including residential and institutional.

Directly north and east of the subject is a mixture of residential, office, and institutional use (including several churches).

Directly east of the subject are several city municipal buildings followed by the Marietta Housing Authority.

Directly west of the subject is an attached vacant lot, followed by city of county governmental buildings (opposite Haynes Street). In 2007, GADCA awarded the Retreat at Dorsey 72-unit new construction elderly application. This property will be built upon the vacant lot and the adjacent rear parking lot. The loss of the parking lot will require a substitute parking garage in order to accommodate both the Retreat and the Tower. Further west by about .1 to .2 miles are several large churches and the Downtown area of Marietta.

Directly south of the subject are several city and county governmental buildings.

The pictures on the following pages are of the subject and surrounding land uses within the immediate vicinity of the subject.



(1) - Tower at Dorsey Manor off Lemon Street, north to south.



(2) - From subject entrance, off Lemon Street, east to west.



(3) - From subject entrance, off Lemon Street, west to east.



(4) - Tower at Dorsey Manor, off Lemon, nw to se.



(5) - Vacant tract for the Retreat at Dorsey, adjacent to subject.



(6) - Governmental buildings in the vicinity of the subject.

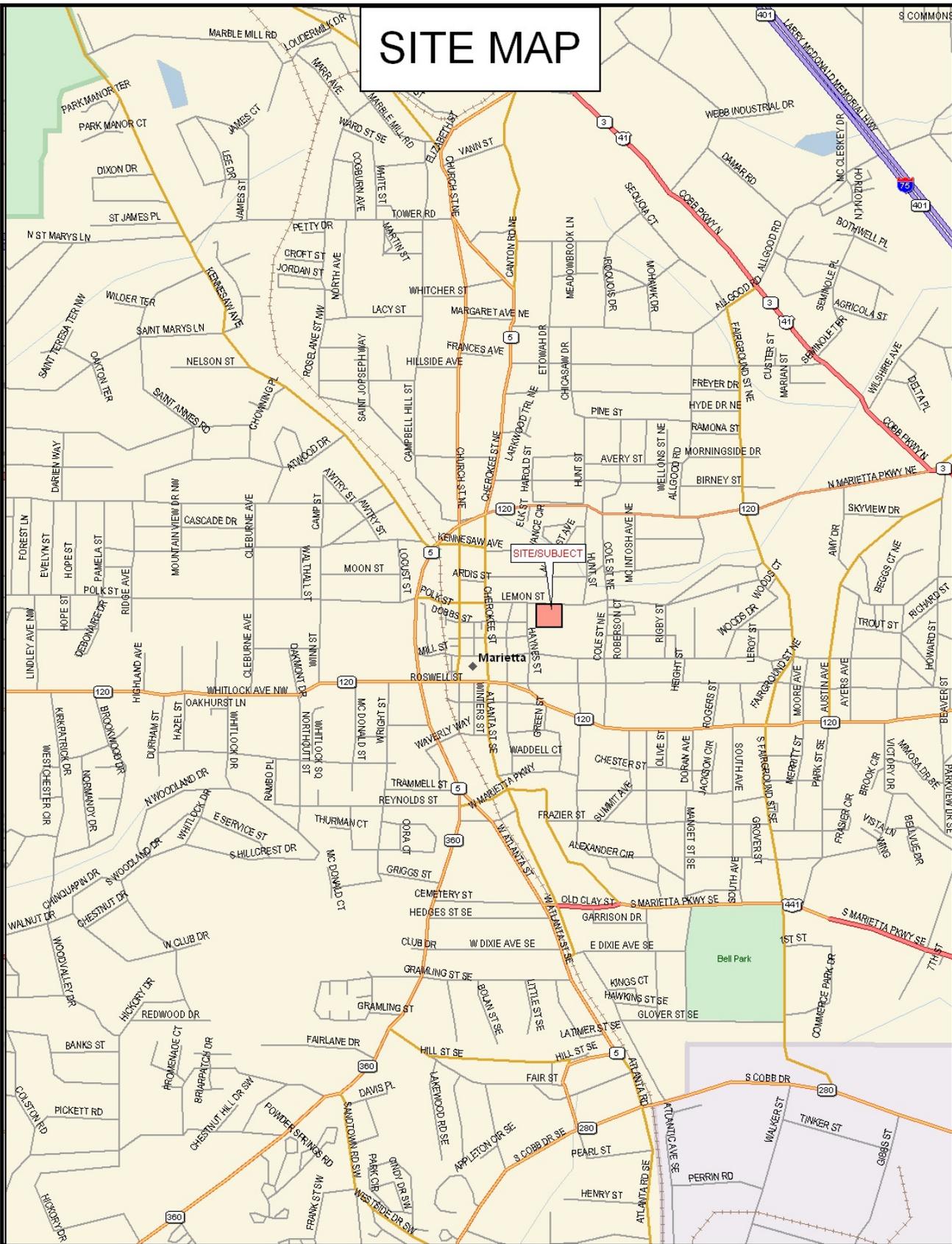


(7) - Views from the 8<sup>th</sup> floor of the subject.



(8) - Interior views of the subject.

# SITE MAP



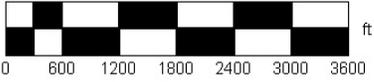
Data use subject to license.

© 2005 DeLorme. Street Atlas USA® 2006 Plus.

www.delorme.com



MN (4.2° W)



Data Zoom 13-4

**Access to Services**

The subject is accessible to major employers, shopping, healthcare services, retail and social services, recreational areas, and the local and regional highway system. (See Site and Facilities Map, next page.)

Distances from the site to community services are exhibited below:

<b>Points of Interest</b>	<b>Distance from Subject</b>
Fire Station	.1
Library	.1
Post Office	.2
Downtown Central Business District	.2
Senior Center	.8
Wellstar Hospital	1.2
Marietta Health Center	1.2
Cobb County Civic Center	1.4
Access to US 41	1.7
Walmart Supercenter	1.9
Access to I-75	1.9
West Marietta Shopping Center	2.2
Town & Country Shopping Center	2.2
Access to I-575	4.0
Cobb County Government Complex	4.4
Smyrna	6.0
Kennesaw	6.6
Access to I-285	7.0
Cobb Galleria	7.3
Cumberland Regional Mall	7.3

**Note:** Distance from subject is in tenths of miles and are approximated.

# Site & Facilities Map



Data use subject to license.  
 © 2005 DeLorme. Street Atlas USA® 2006 Plus.  
 www.delorme.com



Data Zoom 12-2

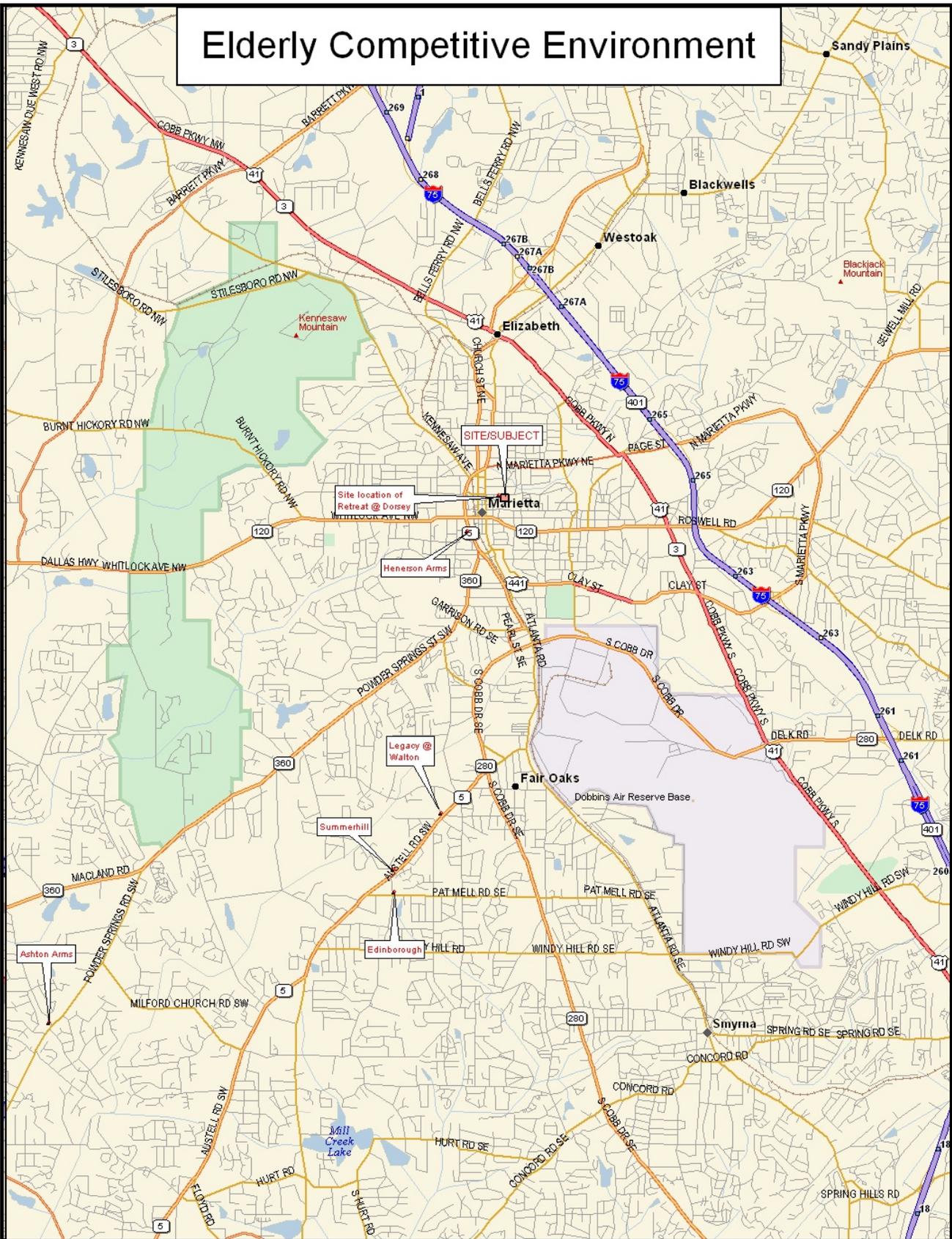
**Elderly Program Assisted and Market Rate Apartments in the PMA**

At present there are at least 5 existing elderly program assisted and market rate apartment complexes located within the PMA targeting the senior population age 55+ and 62+. In addition, there is one property in the pipeline for development. A map (on the next page) exhibits the competitive elderly properties within the PMA in relation to the site.

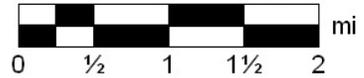
<b>Project Name</b>	<b>Street Address</b>	<b>Program Type</b>	<b>Number of Units</b>	<b>Distance from Site</b>
Ashton Arbors	2780 Bankston	LIHTC nc	150	7.0
Edinburgh	300 Pat Mell	Market Rate	128	5.0
Henderson Arms	Henderson St	HUD	150	.8
Legacy at Walton	Roberta Dr	LIHTC/MR nc	125	4.0
Retreat at Dorsey	Lemon St	LIHTC/MR nc	72	.1
Summerhill	2000 Austell	Market Rate	45	4.5

\*a/r - acquisition/rehab    nc - new construction    Distance in tenths of miles

# Elderly Competitive Environment



Data use subject to license.  
© 2005 DeLorme. Street Atlas USA© 2006 Plus.  
www.delorme.com



Data Zoom 11-5

**SUMMARY**

The field visits for the site and surrounding market area were between May 17 and 20, 2008. The site inspector was Mr. Jerry M. Koontz.

The overall character of the neighborhood within the immediate vicinity of the site can be defined as a mixture of land use including: single-family and multi-family residential and the downtown central business district. The site is centrally located in Marietta, within the city limits.

At present, the site comprises the physical location of the Tower at Dorsey Manor (PHA) Apartments, built in 1971.

Access to the site is available off Lemon Street. Lemon Street is a short residential connector which links the site/subject with the Downtown to the west. It is a low density traveled road, with a speed limit of 25 miles per hour in the immediate vicinity of the site/subject. Also, the location of the site/subject off Lemon Street does not present problems of egress and ingress to the site/subject.

The site offers good accessibility and linkages to area services and facilities. The areas surrounding the site appeared to be void of most negative externalities (including noxious odors, close proximity to power lines, close proximity to rail lines and junk yards).

The site in relation to the subject and the surrounding roads is very agreeable to signage, in particular to passing traffic along Lemon Street.

Overall, the field research revealed the following strengths and weaknesses of the subject in relation to subject marketability. In the opinion of the analyst, the site of the subject is considered appropriate as an elderly multi-family development.

<b>SITE/SUBJECT ATTRIBUTES:</b>	
<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Good accessibility to services, trade, and area schools	
Good linkages to area road system	
Nearby road speed and noise is acceptable	
Surrounding land uses are acceptable	

<p><b>SECTION D</b></p> <p><b>MARKET AREA DESCRIPTION</b></p>
---

The definition of a **market area** for any real estate use is generally limited to the geographic area from which consumers will consider the available alternatives to be relatively equal. This process implicitly and explicitly

**considers** the **location** and **proximity** and **scale** of competitive options. Frequently, both a **primary** and a **secondary area** are **geographically defined**. This is an area where consumers will have the greatest propensity to choose a specific product at a specific location, and a secondary area from which consumers are less likely to choose the product but the area will still generate significant demand.

The field research process was used in order to establish the geographic delineation of the Primary Market Area (PMA). The process included the recording of spatial activities and time-distance boundary analysis. These were used to determine the relationship of the location of the site and specific subject property to other potential alternative geographic choices. The field research process was then reconciled with demographic data by geography as well as local interviews with key respondents regarding market specific input relating to market area delineation.

**Primary Market Area**

Based upon field research in Marietta, Smyrna and Cobb County and a 5 to 10 mile area, along with an assessment of relevant items including: the competitive environment, transportation and employment patterns, the site location and physical, natural and political barriers, the Primary Market Area (PMA) for the proposed multi-family elderly development consists of the following Census Tracts:

- 304.01, 304.02, 304.04, 304.05, 304.06, 305.01, 305.02,
- 305.04, 305.05, 306, 307, 308, 309.01, 309.02,
- 309.04, 309.05, 310.01, and 310.02.

(See Primary Market Area Map)

The PMA is bounded as follows:

North	Ernest W Barrett Parkway & Piedmont Road
East	Piedmont & Old Canton Roads, Chatahootchee River National Recreational Area & Cochran State Park
South	Dobbins Air Reserve Base, Cobb County Complex, GA Memorial Park Cemetery
West	Kennesaw Mountain National Battlefield Park

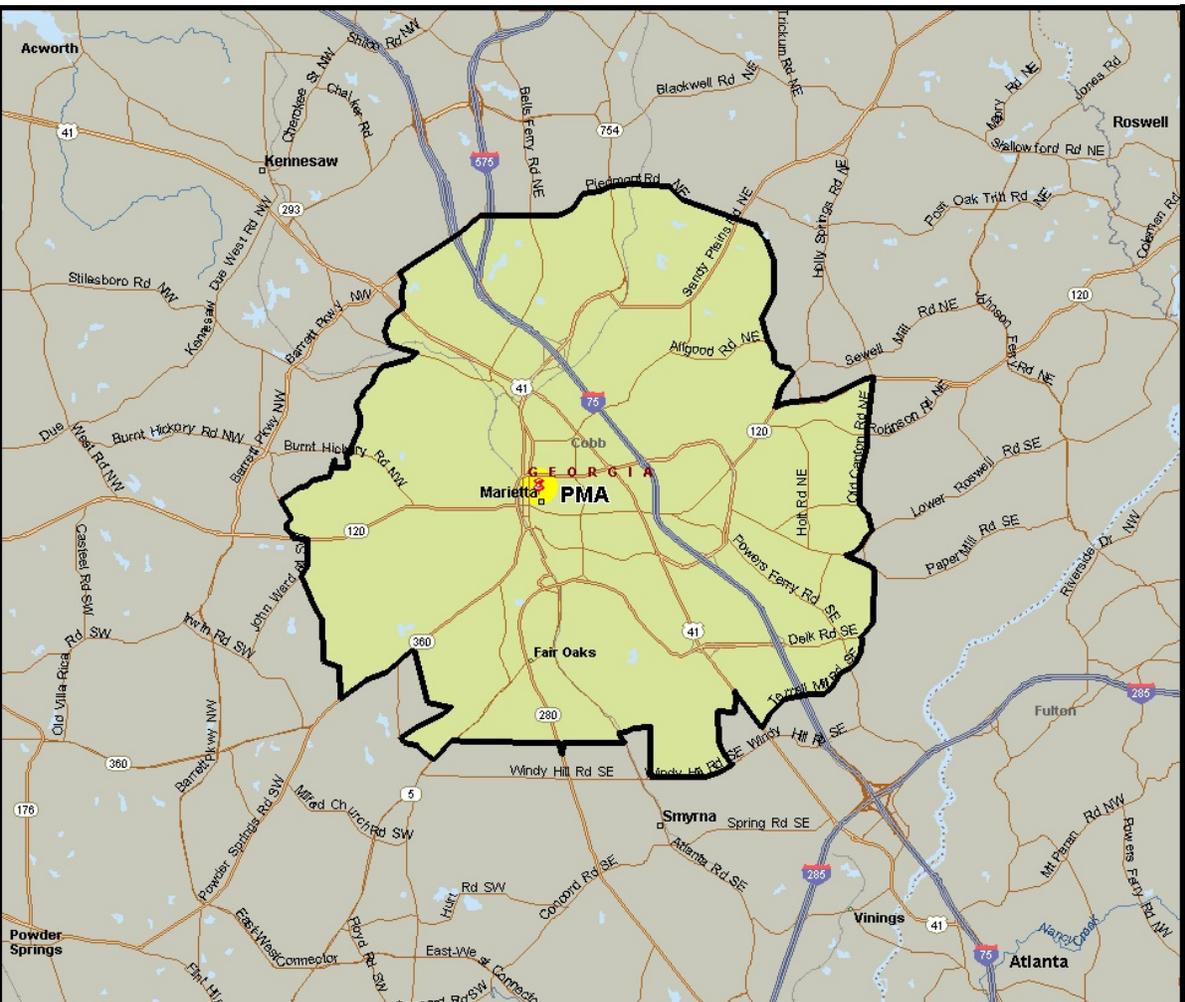
Transportation access to the PMA and within the PMA is excellent. I-75 and US 41 are the major north/south connectors. State Roads 120 and 360 are the major east/west connectors. Access to I-285 is about 10 miles south of the subject.

### **Secondary Market Area**

The Secondary Market Area (SMA) consists of that area beyond the Primary Market Area. Demand for the development from the SMA is considered to be good to very good. Typically, 5% to 25% of program assisted apartment complexes are occupied by tenants from outside the PMA. It is estimated that the subject will attract 15% to 25% of its tenant base from outside the PMA. Note: The demand methodology in this market study utilized a predetermined GA-DCA market study guideline factor of 15%.



- ☐ The Tower @ Dorsey Manor PMA
- PMA
- ☐ Pushpins
- ⌘ SITE



Copyright © and (P) 1988–2006 Microsoft Corporation and/or its suppliers. All rights reserved. Portions © 1990–2005 Intel/Shell Software Corporation. All rights reserved. Certain mapping and direction data © 2005 NAVTEQ. All rights reserved. NAVTEQ and NAVTEQ ON BOARD are trademarks of NAVTEQ. © 2005 Tele Atlas North America, Inc. All rights reserved. Tele Atlas and Tele Atlas North America are trademarks of Tele Atlas, Inc.

**SECTION E**  
**COMMUNITY DEMOGRAPHIC DATA**

Tables 1 through 9 exhibit indicators of trends in total population and for population and household growth age 62 and over, for The Tower at Dorsey Manor Apartments PMA.

**Population Trends**

Table 1, exhibits the change in total population in The Tower at Dorsey Manor Apartments PMA and Cobb County between 1990 and 2011. Table 3, exhibits the change in elderly population age 62 and over (the age restriction limit for the subject). The year 2010 is estimated to be the first year of availability for occupancy of the subject property. The year 2000 has been established as the base year for the purpose of estimating new household growth demand, by age and tenure in accordance with the 2008 GA-DCA Market Study Guidelines.

The PMA exhibited a very significant increase in total population during the 1990's, at around 2.5% or 2,630 per year. Population gains over the next several years are forecasted for the PMA at a continuing positive, but more moderate rate of increase, represented by a rate of growth in the vicinity of .50% per year.

About half of the population in the PMA is located within the City of Marietta. It is estimated that approximately 20% of the PMA population comprises Cobb County.

Cobb County exhibited significant total population gains during the 1990's, at around 3.5% per year. Population gains over the next several years are forecasted for the County at a positive yet reduced rate of gain.

The PMA exhibited significant population gains for population age 62+ during the 1990's, at around 1.5% per year. Population gains over the next several years are forecasted for the PMA for the 62 and over age group at a very significant rate of increase with a forecasted rate of growth at between 3% to 3.5% per year.

Population gains are forecasted in both the 55 and 62 and over age groups for the year 2011 and beyond. The projected increase is not owing to a significant increase in elderly in-migration into the PMA, but instead owing to significant age in-place as the "war baby generation (1940-1945)" and the beginning of the "baby boom generation (1946 to 1950)" begin to enter into the empty nester and retirement population segments in large numbers.

## **Population Projection Methodology:**

The forecasts for both total and elderly were interpolated between 2006 and 2011 for a 2010 estimate.

The Claritas data was used in the forecast of total population, within the PMA and county. In addition, the Georgia Office of Planning & Budget 2015 forecast and the ESRI projections were used as a cross check to the Claritas forecasts, but not in lieu of the other forecasts. Note: The forecasts for the City of Marietta are subject to local annexation policy and were not estimated beyond the 2006 census estimate.

Sources: (1) 1990 and 2000 US Census, and 2001 - 2006 US Census estimates.

(2) Georgia 2010-2015 Residential Population Project of Georgia Counties, Source: Georgia Governor's Office of Planning and Budget (as of December, 2004).

(3) ESRI 2005/2006 and 2010/2011 Projections, 17<sup>th</sup> & 18<sup>th</sup> Editions.

(4) Claritas 2006 and 2011 HISTA Projections, Ribbon Demographics.

Table 1					
Total Population Trends and Projections: Marietta, The Tower @ Dorsey Manor PMA and Cobb County					
<b>Marietta</b>					
Year	Population	Total Change	Percent	Annual Change	Percent
1990	44,129	-----	-----	-----	-----
2000	58,748	+14,619	+ 33.13	+ 1,462	+ 3.31
2006	63,152	+ 4,404	+ 7.50	+ 734	+ 1.25
<b>Tower @ Dorsey Manor PMA</b>					
1990	101,157	-----	-----	-----	-----
2000	127,478	+26,321	+ 26.02	+ 2,632	+ 2.60
2007	131,163	+ 3,685	+ 2.89	+ 526	+ 0.41
2010*	133,201	+ 2,038	+ 1.55	+ 679	+ 0.52
2011	133,881	+ 680	+ 0.51	+ 680	+ 0.51
<b>Cobb County</b>					
1990	447,745	-----	-----	-----	-----
2000	607,751	+160,006	+ 35.74	+16,001	+ 3.57
2007	677,422	+ 69,671	+ 11.46	+ 9,953	+ 1.64
2010*	707,192	+ 29,774	+ 4.40	+ 9,925	+ 1.47
2011	717,120	+ 9,924	+ 1.40	+ 9,924	+ 1.40

\* 2010 - Estimated year that project is placed in service.

Calculations - Koontz and Salinger. May, 2008.

Table 2 exhibits the change in population by age group in The Tower at Dorsey Manor PMA between 2000 and 2011.

Table 2 Population by Age Groups: The Tower @ Dorsey Manor PMA, 2000 - 2011						
	2000 Number	2000 Percent	2011 Number	2011 Percent	Change Number	Change Percent
<b>Age Group</b>						
0 - 4	9,386	7.36	9,508	7.10	+ 122	+ 1.30
5 - 17	19,046	14.94	22,517	16.82	+3,471	+18.22
18 - 24	16,024	12.57	11,657	8.71	-4,367	-27.25
25 - 44	49,286	38.66	44,685	33.38	-4,601	- 9.34
45 - 54	14,500	11.37	17,805	13.30	+3,305	+22.79
55 - 64	8,430	6.61	13,249	9.90	+4,819	+57.16
65 +	10,806	8.48	14,460	10.80	+3,654	+33.81

Sources: 2000 Census of Population, Georgia.  
Claritas 2011 HISTA Projections, Ribbon Demographics.  
Koontz and Salinger. May, 2008.

Table 2 revealed that population is forecasted to increase in all of the displayed age groups in the PMA between 2000 and 2011, with the exception of the 18 to 44 age group. The increase is forecasted to be significant in the primary renter age group: of 65 and over, at around 34%. Overall, a significant portion of the total PMA population is in the target property primary renter group of 65 and over, representing approximately 11% of the total population.

Between 2000 and 2011 total population is projected to increase in the PMA at a moderate rate of gain at approximately .50% per year. The majority of the increase has been in the western and northern portions of the PMA.

The figure to the right presents a graphic display of the numeric change in population in the PMA between 1990 and 2011.

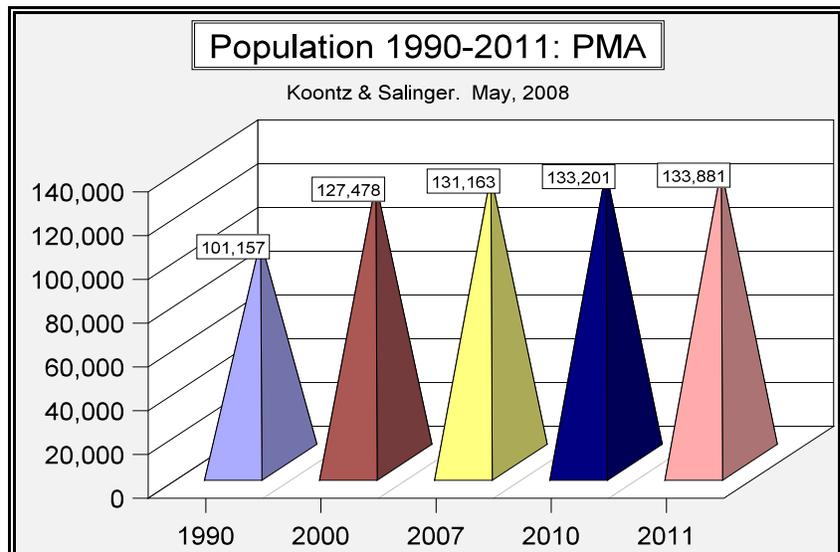


Table 3, exhibits the change in **elderly** population age 62 and over (the age restriction limit for the subject), in Marietta and The Tower at Dorsey Manor PMA between 1990 and 2011.

<b>Table 3</b> <b>Elderly Population Trends and Projections:</b> <b>Marietta and The Tower @ Dorsey Manor PMA</b>					
<b>Marietta (Age 62+)</b>					
Year	Population	Total Change	Percent	Annual Change	Percent
1990	5,415	-----	-----	-----	-----
2000	5,617	+ 202	+ 3.73	+ 20	+ 0.37
<b>The Tower @ Dorsey Manor PMA (Age 62+)</b>					
1990	10,954	-----	-----	-----	-----
2000	12,770	+1,816	+ 16.58	+ 182	+ 1.66
2007	15,657	+2,887	+ 22.61	+ 412	+ 3.23
2010*	17,293	+1,636	+ 10.45	+ 545	+ 3.48
2011	17,839	+ 546	+ 3.16	+ 546	+ 3.16

\* 2010 - Estimated year that project is placed in service.

Calculations - Koontz and Salinger. May, 2008.

## HOUSEHOLD TRENDS & CHARACTERISTICS

Tables 4 exhibits the change in households age 62 and over in The Tower at Dorsey Manor PMA between 2000 and 2011. The significant to very significant increase in household formations age 62+ in the PMA has continued over a 10 year period and is reflective of the continuing annualized net gain in population age 62 and over.

The increase in the rate of persons per household has continued over the last 10 years and is projected to continue at a reduced rate of increase between 2000 and 2011 in the PMA. The rate of change is based upon: (1) the increased number of retirement age population owing to an increase in the longevity of the aging process for the senior population, and (2) allowing for adjustments owing to divorce and the dynamics of roommate scenarios.

The forecast for group quarters is based on trends in the last two censuses. In addition, it includes information collected from local sources as to conditions and changes in group quarters' supply since the 2000 census.

<b>Table 4</b>					
<b>Household Formations Age 62+: 2000 to 2011</b>					
<b>The Tower @ Dorsey Manor PMA</b>					
<b>Year / Place</b>	<b>Total Population</b>	<b>Population In Group Quarters</b>	<b>Population In Households</b>	<b>Persons Per Household<sup>1</sup></b>	<b>Total Households<sup>2</sup></b>
<b>(Age 62+)</b>					
2000	12,770	901	11,869	1.4753	8,045
2007	15,657	1,000	14,657	1.5772	9,293
2010	17,293	1,150	16,143	1.6061	10,051
2011	17,839	1,200	16,639	1.6148	10,304

Sources: Claritas, 2006 and 2011 Projections.

\_\_\_\_\_ 2000 Census of Population, Georgia. \_\_\_\_\_

Calculations: Data was interpolated between 2006 and 2011 and estimated for 2010. Koontz & Salinger. May, 2008.

<sup>1</sup>Continuation of the 1990 to 2000 persons per household rate of change.

<sup>2</sup>Population in Households divided by persons per unit count.

Table 5

Households by Tenure, Age 62+, by Person Per Household  
The Tower @ Dorsey Manor PMA, 2000 - 2011

Households	Owner				Renter			
	2000	2011	Change	% 2011	2000	2011	Change	% 2011
1 Person	2,110	2,682	+ 572	34.33%	1,327	1,853	+ 526	74.36%
2 Person	3,231	3,967	+ 736	50.78%	300	374	+ 74	15.01%
3 Person	547	701	+ 154	1.97%	122	125	+ 3	5.02%
4 Person	191	254	+ 63	3.25%	74	120	+ 46	4.82%
5+Person	135	208	+ 73	2.66%	8	20	+ 12	0.80%
Total	6,214	7,812	+1,598	100%	1,831	2,492	+ 661	100%

Sources: 2000 Census of Population, Georgia.  
Claritas 2011 HISTA Projections, Ribbon Demographics.  
Koontz and Salinger. May, 2008.

Table 5 indicates that in 2011 approximately 89.5% of the renter-occupied households age 62 and over in the PMA contain 1 to 2 persons (the target group by household size).

Table 5 indicates that in 2011 approximately 85% of the owner-occupied households age 62 and over in the PMA contain 1 and 2 persons (the target group by household size).

A significant increase in renter-occupied households by size was exhibited by 1 and 2 person households. A slight increase in renter-occupied households by size was exhibited by 3 person households. One person elderly households are typically attracted to both 1 and 2 bedroom rental units and 2 person elderly households are typically attracted to two bedroom units, and to a much lesser degree three bedroom units.

Table 6 exhibits households age 62 and over in The Tower at Dorsey Manor PMA by owner-occupied and renter-occupied tenure. The 2000 to 2011 projected trend supports a change in the tenure ratio favoring renter-occupied households on a percentage basis versus owner-occupied.

Overall, net numerical gains are forecasted for owner-occupied tenure and renter-occupied households age 62 and over within The Tower at Dorsey Manor PMA.

<p style="text-align: center;"><b>Table 6</b></p> <p style="text-align: center;"><b>Households by Tenure, Age 62+: 2000-2011</b></p> <p style="text-align: center;"><b>Tower @ Dorsey Manor PMA</b></p>					
Year/ Place	Total Households	Owner Occupied	Percent	Renter Occupied	Percent
<b>PMA</b>					
2000	8,024	6,214	77.24	1,831	22.76
2007	9,293	7,111	76.52	2,182	23.48
2010	10,051	7,637	75.98	2,414	24.02
2011	10,304	7,812	75.82	2,492	24.18

Sources: 2000 Census of Population, Georgia.  
 Claritas 2011 HISTA Projections, Ribbon Demographics.  
 Koontz and Salinger. May, 2008.

Table 7 exhibits building permit data between 2000 and March, 2008. The permit data is for the City of Marietta.

Between 2000 and March, 2008, 2,675 permits were issued in Marietta, of which, 850 or approximately 32% were multi-family units, both owner-occupied and renter-occupied.

<b>Table 7</b> <b>New Housing Units Permitted:</b> <b>City of Marietta</b> <b>2000-2008<sup>1</sup></b>					
Year	Net Total <sup>2</sup>	1 Unit	2 Units	3-4 Units	5+ Units
2000	643	285	--	--	358
2001	241	225	--	16	--
2002	166	166	--	--	--
2003	143	143	--	--	--
2004	275	251	--	--	24
2005	457	249	--	--	208
2006	511	330	2	--	179
2007	218	155	--	--	63
2008	21	21	--	--	--
<b>Total</b>	<b>2,675</b>	<b>1,825</b>	<b>2</b>	<b>16</b>	<b>832</b>

<sup>1</sup>Sources: New Privately Owned Housing Units Authorized In Permit Issuing Places, 2000 - 2008, U.S. Department of Commerce, C-40 Construction Reports. U.S. Census Bureau.

<sup>2</sup>Net total equals new SF and MF dwellings units.

## **HOUSEHOLD INCOME TRENDS & CHARACTERISTICS**

One of the first discriminating factors in residential analysis is income eligibility and affordability. This is particularly of importance when analyzing the need and demand for program assisted multi-family housing.

A professional market study must distinguish between gross demand and effective demand. Effective demand is represented by those households that can both qualify for and afford to rent the proposed multi-family development. In order to quantify this effective demand, the income distribution of the PMA households must be analyzed.

Establishing the income factors to identify which households are eligible for a specific housing product requires the definition of the limits of the target income range. The lower limit of the eligible range is generally determined by affordability, i.e., the proposed gross rents and/or the availability of deep subsidy rental assistance (RA) for USDA-RD developments.

The estimate of the upper income limit is based on the most recent set of HUD Median Income Guidelines for two person households (the maximum household size for a 1BR unit, for the purpose of establishing income limits) in the Atlanta Metropolitan Area (which includes Cobb County, Georgia) at 50% and 60% of the area median income (AMI) and allowing for the subject's 100% PBRA.

For market-rate projects or components of mixed income projects, the entire range is estimated using typical expenditure patterns. While a household may spend as little for rent as required to occupy an acceptable unit, households tend to move into more expensive housing with better features as their incomes increase. In this analysis, the market-rate limits are set at an expenditure pattern of 25% to 45% of household income.

Tables 8A and 8B exhibit owner-occupied households, by age 62+, and by income group, in The Tower at Dorsey Manor PMA in 2000, forecasted to 2006 and 2011. Tables 9A and 9B exhibit renter-occupied households, by age 62+, and by income group, in The Tower at Dorsey Manor PMA in 2000, forecasted to 2006 and 2011.

The projection methodology is based on Claritas forecasts for households, by tenure, by age and by income group for the year 2006 and 2011, with a base year data set of 2000 (US Census). A 2010 estimate was interpolated based on the trend between the 2006 and 2011 data sets and utilized within the quantitative demand methodology.

Note: The data set used in Tables 8 and 9 is from Claritas and Ribbon Demographics.

Tables 8A and 8B exhibit owner-occupied households age 62+, by income in The Tower at Dorsey Manor PMA in 2000, estimated to 2006, and projected to 2011.

Table 8A				
PMA: Owner-Occupied Households Age 62+, by Income Groups				
Households by Income	2000 Number	2000 Percent	2006 Number	2006 Percent
Under \$10,000	438	7.05	400	5.77
10,000 - 20,000	876	14.10	825	11.89
20,000 - 30,000	1,093	17.59	1,083	15.61
30,000 - 40,000	753	12.12	976	14.07
40,000 - 50,000	782	12.58	769	11.09
50,000 - 60,000	554	8.92	621	8.95
\$60,000 and over	1,718	27.65	2,262	32.61
<b>Total</b>	<b>6,214</b>	<b>100%</b>	<b>6,936</b>	<b>100%</b>

Table 8B				
PMA: Owner-Occupied Households Age 62+, by Income Groups				
Households by Income	2006 Number	2006 Percent	2011 Number	2011 Percent
Under \$10,000	400	5.77	408	5.22
10,000 - 20,000	825	11.89	812	10.39
20,000 - 30,000	1,083	15.61	1,131	14.48
30,000 - 40,000	976	14.07	1,130	14.46
40,000 - 50,000	769	11.09	840	10.75
50,000 - 60,000	621	8.95	709	9.08
\$60,000 and over	2,262	32.61	2,782	35.61
<b>Total</b>	<b>6,936</b>	<b>100%</b>	<b>7,812</b>	<b>100%</b>

Sources: 2000 Census of Population, Georgia.  
 Claritas, HISTA Data, Ribbon Demographics.  
 Koontz and Salinger. May, 2008.

Tables 9A and 9B exhibit renter-occupied households age 62+, by income in The Tower at Dorsey Manor PMA in 2000, estimated to 2006, and projected to 2011.

<b>Table 9A</b>				
<b>PMA: Renter-Occupied Household Age 62+, by Income Groups</b>				
Households by Income	2000 Number	2000 Percent	2006 Number	2006 Percent
Under \$10,000	491	26.82	468	22.24
10,000 - 20,000	468	25.56	470	22.34
20,000 - 30,000	332	18.13	388	18.44
30,000 - 40,000	153	8.36	217	10.31
40,000 - 50,000	146	7.97	177	8.41
50,000 - 60,000	113	6.17	163	7.75
60,000 +	128	6.99	221	10.50
<b>Total</b>	<b>1,831</b>	<b>100%</b>	<b>2,104</b>	<b>100%</b>

<b>Table 9B</b>				
<b>PMA: Renter-Occupied Household Age 62+, by Income Groups</b>				
Households by Income	2006 Number	2006 Percent	2011 Number	2011 Percent
Under \$10,000	468	22.24	487	19.54
10,000 - 20,000	470	22.34	502	20.14
20,000 - 30,000	388	18.44	465	18.66
30,000 - 40,000	217	10.31	271	10.87
40,000 - 50,000	177	8.41	230	9.23
50,000 - 60,000	163	7.75	228	9.15
60,000 +	221	10.50	309	12.40
<b>Total</b>	<b>2,104</b>	<b>100%</b>	<b>2,492</b>	<b>100%</b>

Sources: 2000 Census of Population, Georgia.  
 Claritas, HISTA Data, Ribbon Demographics.  
 Koontz and Salinger. May, 2008.

## Income Threshold Parameters

This market study focused upon the following target population regarding income parameters:

- (1) - Occupied by households at 60 percent or below of area median income.
- (2) - Projects must meet the person per unit imputed income requirements of the Low Income Housing Tax Credit, as amended in 1990. Thus, for purposes of estimating rents, developers should assume no more than the following: (a) For efficiencies and one bedrooms, 1 person; (b) For units with one or more separate bedrooms, 1.5 persons for each separate bedroom. (Note that estimated rents must be net of utility allowances.)
- (3) - The proposed development will offer 100% Project Base Rental Assistance (PBRA) for the LIHTC units
- (4) - The 2008 HUD Income Guidelines were used.
- (5) - 11% of the units will be set aside as market rate with no income restrictions.

**Analyst Note:** The subject will comprise 80 studio & one bedroom units  
The recommended maximum number of people per unit is:

0BR - 1 person  
1BR - 1 and 2 persons

**Analyst Note:** As long as the unit in demand is income qualified there is no minimum number of people per unit.

The proposed development will target approximately 31% of the units at 50% or below of area median income (AMI); 58% of the units at 60% AMI and 11% at Market. The LIHTC units will have 100% PBRA.

The lower portion of the target income range for the proposed LIHTC unit is set by the availability of 100% PBRA.

The lower portion of the target income range for the proposed Market Rate units is set by the proposed subject 0BR and 1BR gross rents.

It is estimated that households at the subject will spend between 30% and 45% of income for gross housing expenses, including utilities and maintenance. Recent Consumer Expenditure Surveys (including the most recent) indicate that the average cost paid by renter households

is around 36% of gross income. Given the subject property's intended target group it is estimated that the target LIHTC income group will spend between 25% and 50% of income to rent. GA-DCA has set the estimate for elderly applications at 40%.

The proposed 0BR net rent at Market is \$625. The estimated utility costs is \$68. The proposed 0BR gross rent at Market is \$693. Based on the proposed 0BR gross rent the lower income limit at Market was established at \$20,790.

The proposed 1BR net rents at Market are \$655-\$675. The estimated utility costs is \$83. The proposed 1BR gross rents at Market are \$738-\$758. Based on the proposed 1BR gross rents the lower income limit at Market was established at \$22,140 to \$22,740.

The AMI at 30%, 50% and 60% for 1 and 2 person households in the Atlanta MSA (which includes Cobb County) follows:

	<b>30%</b> <b>AMI</b>	<b>50%</b> <b>AMI</b>	<b>60%</b> <b>AMI</b>
1 Person -	<b>\$14,950</b>	<b>\$24,900</b>	<b>\$29,880</b>
2 Person -	<b>\$17,100</b>	<b>\$28,500</b>	<b>\$34,200</b>

Source: 2008 HUD Median Income Guidelines.

## **Target Income Range - Subject Property - by Income Targeting Scenario**

### **50% AMI**

The subject will position 25-units at 50% AMI with 100% PBRA.

The overall **Target Income Range** for the proposed subject property targeting households age 62+ at 50% AMI is \$0 to \$24,900.

It is projected that in 2010 approximately **49.5%** of the renter households age 62+ in the PMA were in the subject property 50% AMI LIHTC target income group.

It is projected that in 2010 approximately **23%** of the owner households age 62+ in the PMA were in the subject property 50% AMI LIHTC target income group.

### **60% AMI**

\_\_\_\_\_The subject will position 46-units at 60% AMI with 100% PBRA.

The overall **Target Income Range** for the proposed subject property targeting households age 62+ at 60% AMI is \$0 to \$29,880.

It is projected that in 2010 approximately **58.5%** of the renter households age 62+ in the PMA were in the subject property 60% AMI LIHTC target income group.

It is projected that in 2010 approximately **30%** of the owner households age 62+ in the PMA were in the subject property 60% AMI LIHTC target income group.

### **Market Rate**

The subject will position 9-units at Market.

The overall **Target Income Range** for the proposed subject property targeting households age 62+ at Market Rate is \$22,140 to \$50,000.

It is projected that in 2010 approximately **33%** of the renter households and 62+ in the PMA were in the subject property Market Rate target income group.

It is projected that in 2010 approximately **33.5%** of the owner households and 62+ in the PMA were in the subject property Market Rate target income group.

## Adjustments

In order to adjust for income overlap between the 50% and 60% AMI income segments and the 60% AMI and Market Rate income segments several adjustments were made resulting in the following discrete estimates/percentages of household age 62+:

	<u>Owner-Occupied</u>	<u>Renter-Occupied</u>
50% AMI	10.0%	22.5%
60% AMI	20.0%	36.0%
Market Rate	25.0%	20.0%

## ECONOMIC & EMPLOYMENT TRENDS

The economic trends reflect the ability of the area to create and sustain growth, and job formation is typically the primary motivation for positive net immigration.

Tables 10 through 15 exhibit labor force trends by employment, changes in employment sectors and changes in average annual weekly wages for Cobb County. Also, exhibited are the major employers for the immediate labor market area. A summary analysis is provided at the end of this section.

<b>Table 10</b>			
<b>Civilian Labor Force and Employment Trends, Cobb County: 2000, 2006 and 2007</b>			
	2000	2006	2007
Civilian Labor Force	362,143	374,698	383,702
Employment	352,181	359,267	369,032
Unemployment	9,962	15,431	14,670
Rate of Unemployment	2.8%	4.1%	3.8%

<b>Table 11</b>				
<b>Change in Employment, Cobb County</b>				
Years	# Total	# Annual*	% Total	% Annual*
2000 - 2006	+ 7,086	+1,012	+ 2.01	+ 0.29
2006 - 2007	+ 9,765	Na	+ 2.72	Na

\* Rounded

Na - Not applicable

Sources: Georgia Labor Force Estimates, 2000 - 2007. Georgia Department of Labor, Workforce Information Analysis.

Koontz and Salinger. May, 2008.

## Employment Trends

Table 12

**Employment Change and Rates of Unemployment, Cobb County**

Year	Number Employed	Change Over Previous Year	Unemployment Rate
2000	352,181	-----	2.8
2001	353,173	+ 992	3.3
2002	349,251	- 3,922	4.5
2003	348,517	- 734	4.4
2004	347,660	- 857	4.3
2005	354,868	+ 7,208	4.6
2006	359,267	+ 4,399	4.1
2007	369,032	+ 9,765	3.8
2008 (01)	370,672	-----	4.5
2008 (02)	369,543	- 1,129	4.5
2008 (03)	372,776	+ 3,233	4.5

Table 13							
Average Monthly Covered Employment by Sector, Cobb County, 2005 and 2006							
Year	Total	Con	Mfg	T	FIRE	HCSS	G
2005	310211	26,151	21,825	63,387	21,609	24,540	32,036
2006	309449	26,910	20,869	62,091	19,263	25,455	33,128
05-06 # Ch.	- 762	+759	- 956	-1,296	-2,346	+ 915	+1,092
05-06 % Ch.	-0.2	+2.9	- 4.4	- 2.0	- 10.9	+ 3.7	+ 3.4

% Ch. 2005 to 2006 = % Increase/Decrease

Note: Con - Construction; Mfg - Manufacturing; T - Retail and Wholesale Trade; FIRE - Finance, Insurance and Real Estate; HCSS - Health Care and Social Services; G - Federal, State & Local Government

Sources: Georgia Labor Force Estimates, 2000 - 2008. Georgia Department of Labor, Workforce Information Analysis.

Koontz and Salinger. May, 2008.

Table 14, exhibits average annual weekly wages in 2005 and 2006 in the major employment sectors in Cobb County. The rate of change in wages has for the most part matched or exceeded the recent rate of inflation, as measured by the consumer price index (CPI) for about one-third of the employment sectors and has stabilized or fallen behind the CPI for about one-third. It is estimated that the majority of workers in the service and trade sectors in 2008 will have average weekly wages between \$425 and \$950.

<b>Table 14</b>				
<b>Average Annual Weekly Wages, 2005 and 2006</b>				
<b>Cobb County</b>				
Employment Sector	2005	2006	% Numerical Change	Annual Rate of Change
Total	\$ 851	\$ 880	+ 29	+ 3.4
Construction	\$ 895	\$ 928	+ 33	+ 3.7
Manufacturing	\$1080	\$1111	+ 31	+ 2.9
Wholesale Trade	\$1282	\$1309	+ 27	+ 2.1
Retail Trade	\$ 556	\$ 559	+ 3	+ 0.5
Transportation & Warehouse	\$ 799	\$ 806	+ 7	+ 0.9
Finance	\$1181	\$1247	+ 66	+ 5.6
Real Estate Leasing	\$1037	\$1250	+ 213	+20.5
Health Care Services	\$ 848	\$ 870	+ 22	+ 2.6
Leisure & Hospitality	\$ 294	\$ 295	+ 1	+ 0.3
Federal Government	\$1052	\$1103	+ 51	+ 4.9
State Government	\$ 697	\$ 706	+ 9	+ 1.3
Local Government	\$ 686	\$ 728	+ 42	+ 6.1

Sources: Georgia Department of Labor, Workforce Information Analysis, Covered Employment, Wages and Contributions, 2005 and 2006.

Koontz and Salinger. May, 2008.

## Major Employers

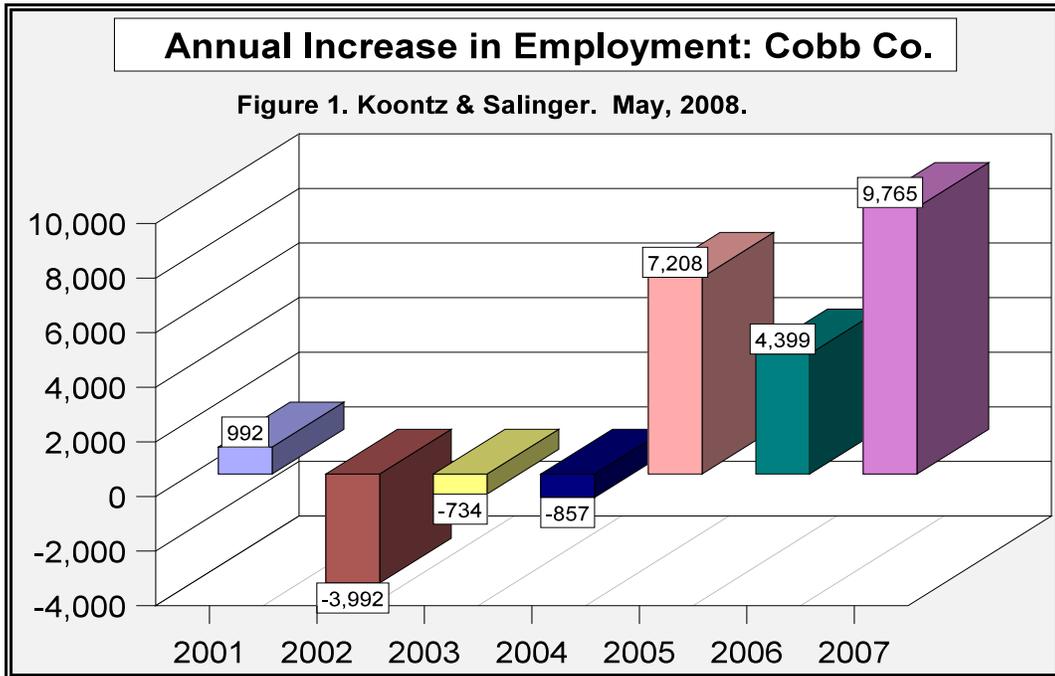
The major employers in Metro Atlanta are listed in Table 15.

<b>Table 15</b>		
<b>Major Employers</b>		
<b>Firm</b>	<b>Product/Service</b>	<b>Employees</b>
Gwinnett County	School System	27,197
Emory University	Education	21,797
Delta Air Lines	Transportation	19,235
Publix	Grocery	16,855
Kroger	Grocery	15,500
Bell South	Telecommunications	15,500
Walmart	Retail Trade	14,700
DeKalb County	School System	14,500
US Postal Service	Mail System	14,000
Home Depot	Retail Trade	13,184
Cobb County	School System	13,000
Fulton County	School System	10,892
UPS	Express Document Service	10,500
Wellstar	Healthcare	10,112
Atlanta City	Government	7,934
SunTrust Banks	Finance	7,768
Lockheed Martin	Defense Contractor	7,531
IBM	Computer Services	7,500
Northside Hospital	Healthcare	7,100
Georgia Tech	University	7,075
Cobb County	Government	5,761
Atlanta Public	School System	6,702
US Center for Disease Control	Disease Prevention	6,500
Wachovia	Finance	6,000
Turner Broadcasting	News & Entertainment	5,959
Kennesaw State	University	3,726
The Southern Company	Energy Company	5,490

Sources: Metro Atlanta Chamber of Commerce, Research Department.  
Cobb County Office of Economic Development.

## SUMMARY

The economic situation for Cobb County is statistically represented by employment activity, both in workers and jobs. As represented in Tables 8-13, Cobb County has experienced mostly significant employment gains from the mid part of the new decade onward. Employment losses were experienced between 2002 and 2004, primarily in the manufacturing sector of the local economy. Over the last two years, very significant net gains in employment levels have been the norm in Cobb County.

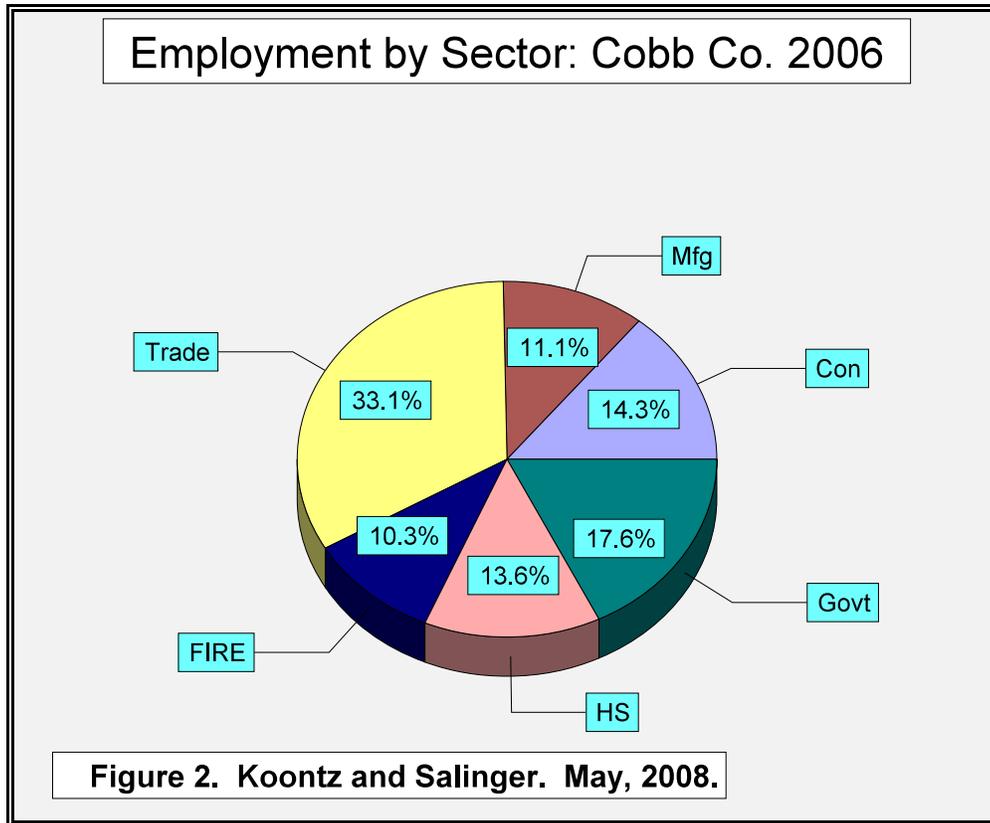


As represented in Figure 1 (and Table 11), between 2000 and 2006, the average increase in employment was approximately 1,000 workers or around +0.3%, per year. The rate of employment gain between 2006 and 2007, was very significant at over 2.5%, representing a net increase of over 9,750 workers.

The Metro Atlanta/Cobb County economy is extremely well diversified with an excellent mixture of service, trade, communications, government and manufacturing employment opportunities. The site is located within 15-miles of several major areas of employment opportunities including: (1) the Downtown Central Business District of Atlanta, (2) the Marietta Downtown Central Business District, (3) the Cobb County Government Complex, (4) the Cobb Galleria Centre complex, (5) Dobbins Air Reserve Base, (6) the WellStar Health System and (7) several area industrial and business parks.

Cobb County is home to 212 international firms, many of which are located within the 10 industrial and business parks located in the immediate vicinity of Marietta. Cobb County has a very large service and trade sector employment base, which is mostly highly educated (about 50%) and with the second highest per capita income in Metro Atlanta, as well as for the State as a whole.

Figure 2 exhibits employment by sector in Cobb County in 2006. The top employment sectors in the County are: manufacturing, trade, government and service. The forecast for 2007 is for the manufacturing sector to either stabilize or decrease slightly. The forecast for the service (in particular healthcare services), trade and government sectors is for an increase in employment.

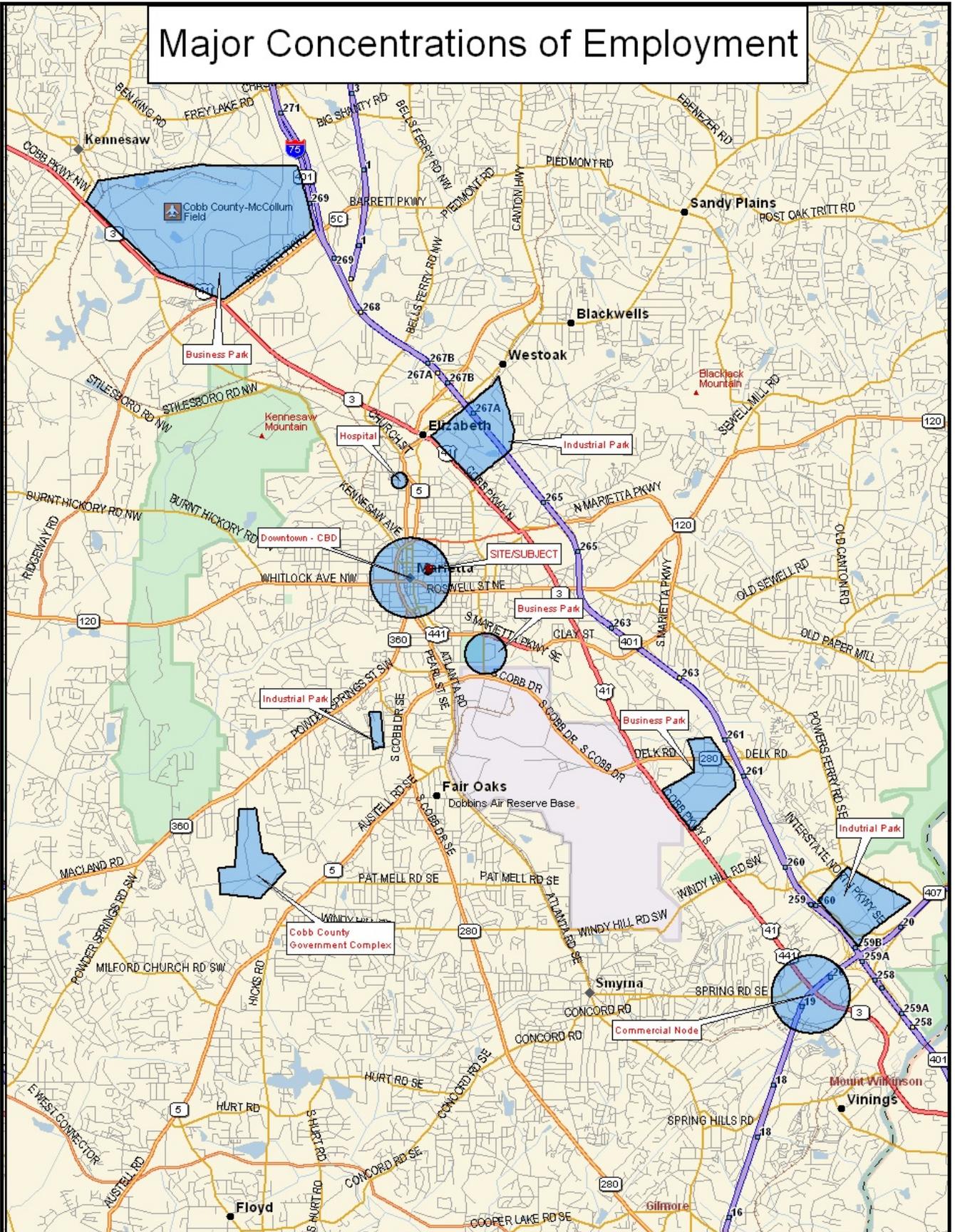


**Local Economy - Relative to Subject & Impact on Housing Demand**

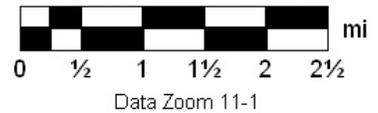
The Metro Atlanta / Cobb County area economy has a large number of low to moderate wage workers employed in the service, trade, and manufacturing sectors. Given the excellent location of the site, with good proximity to several employment nodes, the proposed subject development will very likely attract the few elderly household potential renters age 62 and over from those sectors of the workforce who are in need of affordable housing and still desire to remain within the workforce.

A map of the major employment concentrations in the PMA is exhibited on the next page.

# Major Concentrations of Employment



Data use subject to license.  
 © 2005 DeLorme. Street Atlas USA® 2006 Plus.  
 www.delorme.com



**SECTION F**

**PROJECT-SPECIFIC  
DEMAND ANALYSIS**

This analysis examines the area market demand in terms of a specified GA-DCA demand methodology. This incorporates several sources of income eligible demand, including demand from new renter household growth and demand from

existing elderly renter households already in The Tower at Dorsey Manor market.

Note: All elements of the demand methodology will be segmented by age (elderly 62 and over) and income, owing to the availability of detailed age 62+ income by tenure data.

This methodology develops an effective market demand comprising eligible demand segments based on household characteristics and typical demand sources. It evaluates the required penetration of this effective demand pool. The section also includes estimates of reasonable absorption of the proposed units. The demand analysis is premised upon an estimated projected year that the subject will be placed in service of 2010.

In this section, the effective project size is 80-units. Throughout the demand forecast process, income qualification is based on the distribution estimates derived in Tables 8 and 9 from the previous section of the report.

Subsequent to the derivation of the annual demand estimate, the project is considered in the context of the current market conditions. This assesses the size of the proposed project compared to the existing population, including factors of tenure and income qualification. This indicates the proportion of the occupied housing stock that the project would represent and gives an indication of the scale of the proposed complex in the market. This does not represent potential demand, but can provide indicators of the validity of the demand estimates and the expected capture rates.

The demand analysis will address the impact on demand from existing and proposed like kind competitive supply. In this case discriminated by age and income.

Finally, the potential impact of the proposed project on the housing market supply is evaluated, particularly the impact on other like-kind assisted elderly apartment projects in the market area.

## Effective Demand Pool

In this methodology, there are five basic sources of demand for an apartment project to acquire potential elderly tenants:

- \* net renter household formation (normal growth),
- \* existing elderly households who are living in substandard housing,
- \* existing renters who choose to move to another unit, typically based on affordability (rent overburdened) and project location and features, and
- \* current homeowners who elect to become renters, typically based on changing physical and financial circumstances and yield to the difficulty in maintaining a home.
- \* existing elderly households who are living with others, including grown children and are not a census designated renter or owner householder, **Note:** this segment of demand is not derived from group quarters population, which is not considered to be a component of demand. In addition, the 2008 State of Georgia Qualified Action Plan allows for this segment of demand. Source: 2008 QAP Page 7 of 29, Appendix I - Threshold Criteria.

As required by the most recent set of GA-DCA Market Study Guidelines, several adjustments are made to the basic model. The methodology adjustments are:

- (1) taking into consideration like-kind competitive units now in the "pipeline", and/or under construction within the 2007 to 2010 forecast period,
- (2) taking into consideration like-kind competition introduced into the market between 2000 and 2007,
- (3) for population age 55 to 61 or age 55 to 64 (a 10% adjustment factor), and
- (4) for secondary market area demand (a 15% adjustment factor).

The age 55 to 61 and secondary market area adjustment factors are pre determined and specified within the most current GA-DCA Market Study Guideline instructions.

### **Demand from New Elderly Renter Households (Growth)**

For the PMA, forecast housing demand through household formation (age 62+) totals 583 renter-occupied households over the 2000 to 2010 forecast period.

Based on 2010 income forecasts, 117 new renter households (age 62+) fall into the Market Rate target income segment of the proposed subject property; 131 into the 50% AMI target income segment (subject to PBRA); and 210 into the 60% AMI target income segment (subject to PBRA).

### **Demand from Existing Renters that are In Substandard Housing**

The most current and reliable data from the US Census regarding substandard housing is the 2000 census. By definition, substandard housing in this market study is from Tables H21 and H48 in Summary File 3 of the 2000 census - Tenure by Age of Householder by Occupants Per Room and Tenure by Plumbing Facilities, respectively. In 2000, 10 households were living in renter-occupied dwelling units without complete plumbing facilities in the PMA (adjusted for age 65+). Based on a field analysis of Marietta and Cobb County, along with an examination of the trends in substandard data, by age, between the 1990 and 2000 censuses, it is estimated that in 2010 there are 5 renter households (age 65+) in substandard housing conditions in the PMA.

It is estimated that there are 0 renter households (age 62+) in overcrowded conditions in 2000.

Overall, it is estimated that there are 5 elderly renters in substandard housing in 2010.

Based on 2010 income forecasts, 1 substandard renter household falls into the Market Rate the target income segment of the proposed subject property; 1 into the 50% AMI target income segment (subject to PBRA); and 2 into the 60% AMI target income segment (subject to PBRA).

### **Demand from Existing Renters**

An additional source of demand for rental units is derived from renter households desiring to move to improve their living conditions, to accommodate different space requirements, because of changes in financial circumstances or affordability. For this portion of the estimate, rent overburdened households are included within the estimated demand of this segment of the analysis. Note: This segment of the demand analysis excluded the estimate of demand by substandard housing as defined in the previous segment of the demand analysis.

In the PMA it is estimated that 482 existing renter households (age 62+) fall into the Market Rate target income segment of the proposed subject property. In the PMA it is estimated that 542 existing renter households (age 62+) fall into the 50% AMI target income segment of the proposed subject property (subject to PBRA). In the PMA it is estimated that 867 existing renter households (age 62+) fall into the 60% AMI target income segment of the proposed subject property (subject to PBRA).

## **Age 55 to 61 / 55 to 64 Adjustment (10% factor)**

\_\_\_\_\_The following is stated in the 2008 GA-DCA Market Study Guidelines: "Housing for Older Persons Rental Demand will be calculated at 110% of the Elderly Qualified Rental Households demand for the primary market area." The 10% adjustment factor is applied to the **combined** elderly renter demand estimates as detailed on the previous page. In this case the adjustment factor is applied to the residual age group of 55 to 61 for new growth and existing renters and to 55 to 64 for the estimate of demand from substandard elderly renter housing.

Note: The use of age adjustment factor is not applicable in the case of the subject, as the subject age discrimination is already set at 62 and over.

## **Demand from Existing Owners that are In Substandard Housing**

The most current and reliable data from the US Census regarding substandard housing is the 2000 census. By definition, substandard housing in this market study is from Tables H21 and H48 in Summary File 3 of the 2000 census - Tenure by Age of Householder by Occupants Per Room and Tenure by Plumbing Facilities, respectively. In 2000, 10 households were living in owner-occupied dwelling units without complete plumbing facilities in the PMA (adjusted for age 65+). Based on a field analysis of Marietta and Cobb County, along with an examination of the trends in substandard data, by age, between the 1990 and 2000 censuses, it is estimated that in 2010 there are 6 owner households (age 65+) in substandard housing conditions in the PMA.

It is estimated that there are 9 owner households (age 62+) in overcrowded conditions in 2000.

Overall, it is estimated that there are 10 elderly owners in substandard housing in 2010.

Based on 2010 income forecasts, 2 substandard owner households fall into the Market Rate the target income segment of the proposed subject property; 1 into the 50% AMI target income segment (subject to PBRA); and 2 into the 60% AMI target income segment (subject to PBRA).

## **Elderly Homeowner Tenure Conversion**

An additional source of potential tenants involves elderly householders who currently own a home, but who may switch to a rental unit. This tendency is divergent for non-elderly and elderly households, and is usually the result of changes in circumstances in the households - the financial ability to pay maintenance costs and property taxes, the physical ability to maintain a larger, detached house, or an increased need for security and proximity of neighbors. In most cases, the need is strongest among single-person households, primarily female, but is becoming more common among older couples as well. Frequently, pressure comes from the householders' family to make the decision to move.

Recent surveys of new assisted housing for the elderly have indicated that an average of 15% to 30% of a typical, elderly apartment

project's tenants were former homeowners. In order to remain conservative this demand factor was capped at **10%** in rural and **5%** semi-rural and urban markets.

After income segmentation, this results in 95 elderly households (age 62+) added to the target demand pool at Market Rate; 38 elderly households (age 62+) added to the target demand pool at 50% AMI (subject to PBRA); and 76 elderly households (age 62+) added to the target demand pool at 60% AMI (subject to PBRA).

Note: This element of the demand methodology does not allow for more than 20% of the overall demand estimate (up to this portion of the demand methodology) to be derived from owner-occupied tenure. (This is to ensure that there is no over weighting of demand from this portion of the demand methodology.)

After adjusting for the 20% Rule, there was no change in the calculations for this segment of the quantitative demand methodology.

### **Demand from Elderly Households in a Non Tenure Setting**

The most current and reliable data from the US Census regarding elderly households living with others (e.g., grown children) is the 2000 US Census. Note: In order to remain conservative: (1) this estimate of demand was only applied to elderly households age 65 and over, i.e., those most likely to be residing with grown children and relatives, (2) the renter-occupied income estimates were applied versus the owner-occupied estimates and (3) the data was not forecasted to 2010, but instead held constant at 2000.

Table H16 in STF 1 exhibits tenure by age of householder. The data in this table that was use was age 65+ for both owner-occupied and renter-occupied. The resultant for the PMA was 6,719 households, age 65+. Table P23 in STF 1 exhibits households by presence of people 65 years and over, by household size and household type. The data used in this table was the total number of households with one or more people age 65 and over. This came to 7,585 households in the PMA. The difference is 866 households with 1 or more persons age 65+, not in a tenure setting, other than residing with others.

Based on 2010 income forecasts, 217 elderly households fall into the Market Rate target income segment of the proposed subject property; 87 elderly households fall into the 50% AMI LIHTC target income segment (subject to PBRA); and 173 elderly households fall into the 60% AMI LIHTC target income segment (subject to PBRA).

Note: This element of the demand methodology does not allow for more than 20% of the overall demand estimate (up to this portion of the demand methodology) to be derived from owner-occupied tenure. (This is to ensure that there is no over weighting of demand from this portion of the demand methodology.)

After adjusting for the 20% Rule, there was no change in the calculations for this segment of the quantitative demand methodology at 50% and 60% AMI and a reduction of 102 households at Market.

**Secondary Market Area Adjustment (15% factor)**

\_\_\_\_\_The following is in the 2008 GA-DCA Market Study Guidelines: "To accommodate for the secondary market area, the Demand from Existing Qualified Households within the primary market area will be multiplied by 115% to account for demand from the secondary market area." The 15% adjustment factor is applied to all of the **combined** elderly demand estimates (regardless of tenure) as detailed in the overall demand methodology.

The secondary market area adjustment factor increased demand by 122 elderly households at Market Rate; by 120 elderly households at 50% of AMI (subject to PBRA); and by 200 elderly households at 60% of AMI (subject to PBRA).

**Total Effective Tenant Pool**

The potential demand from these sources (in the methodology) total 934 households/units at Market Rate. The potential demand from these sources (in the methodology) total 920 households/units at 50% AMI (subject to PBRA). The potential demand from these sources (in the methodology) total 1,530 households/units at 60% AMI (subject to PBRA). These estimates comprise the total income qualified demand pool from which the tenants at the proposed project will be drawn from the PMA. These estimates of demand were adjusted for the introduction of new like-kind supply into the PMA since 2000. Naturally, not every household in this effective demand pool will choose to enter the market for a new unit; this is the gross effective demand.

The final segmentation process of the demand methodology was to subtract out like-kind competition/supply in the PMA built as a LIHTC property or acquired and rehabed as a LIHTC property since 2000. In the case of the subject, like-kind supply includes other LIHTC and/or LIHTC/Home family developments, and Tax Exempt Bond family developments. Note: Since 2000, two new construction competitive elderly apartment developments have been introduced into the PMA offering LIHTC and Market Rate units, as well as one acquisition/rehab elderly development.

Like Kind Supply

Ashton Arbor	2005	(175 LIHTC and 0 @Market)
Legacy @ Walton Village	2006	(87 LIHTC and 38 @Market)
Retreat @ Dorsey Manor	2007	(50 LIHTC and 22 @Market)

Taking these complexes into consideration reduced the target demand pool to 846 at 50% AMI (subject to PBRA); 1,292 at 60% AMI (subject to PBRA); and 874 at Market.

## Upcoming Direct Competition

An additional adjustment is made to the total demand estimate. The estimated number of direct competitive supply under construction and/or in the pipeline for development must be taken into consideration. According to local sources and documentation one LIHTC program assisted multi-family apartment development targeting the elderly population is in the pipeline for development within the PMA. In 2007, GA-DCA awarded the 72-unit new construction LIHTC - Retreat at Dorsey Manor application.

Source: Interviews with existing area LIHTC apartment managers and a review of approved applications presented to GA-DCA between 2000 and 2007 within the Marietta market, focusing on that area within the PMA

The segmented, effective demand pool for the proposed LIHTC/Market Rate acquisition/rehab elderly development is summarized in Table 16.

**Table 16**

**Quantitative Demand Estimate: The Towers @ Dorsey Manor PMA**

	Market	AMI	AMI
	<u>Rate</u>	<u>50%</u>	<u>60%</u>
● <u>Demand from New Growth - Elderly Renter Households</u>			
Total Projected Number of Households (2010)	2,414	2,414	2,414
Less: Current Number of Households (2000)	<u>1,831</u>	<u>1,813</u>	<u>1,813</u>
Change in Total Renter Households	+ 583	+ 583	+ 583
% of Renter Households in Target Income Range	<u>20%</u>	<u>22.5%</u>	<u>36%</u>
Total Demand from New Growth	<b>117</b>	<b>131</b>	<b>210</b>
● <u>Demand from Substandard Housing with Renter Households</u>			
Number of Households in Substandard Housing(2000)	10	10	10
Number of Households in Substandard Housing(2010)	5	5	5
% of Substandard Households in Target Income Range	<u>20%</u>	<u>22.5%</u>	<u>36%</u>
Number of Income Qualified Renter Households	<b>1</b>	<b>1</b>	<b>2</b>
● <u>Demand from Existing Elderly Renter Households</u>			
Number of Renter Households (2010)	2,414	2,414	2,414
Minus Number of Substandard Renter Household	<u>- 5</u>	<u>- 5</u>	<u>- 5</u>
Total in Eligible Demand Pool	2,409	2,409	2,409
% of Households in Target Income Range	<u>20%</u>	<u>22.5%</u>	<u>36%</u>
Number of Income Qualified Renter Households	<b>482</b>	<b>542</b>	<b>867</b>
● <u>Age 55 to 61 / 55 to 64 Adjustment</u>			
Total Demand from Elderly Renters age 62+/65+	Na	Na	Na
Adjustment Factor of 10%	<u>10%</u>	<u>10%</u>	<u>10%</u>
Demand from Age Adjustment	Na	Na	Na
● <u>Total Demand From Elderly Renters</u>			
	<b>600</b>	<b>674</b>	<b>1,079</b>
● <u>Demand from Substandard Housing with Owner Households</u>			
Number of Households in Substandard Housing(2000)	19	19	19
Number of Households in Substandard Housing(2010)	10	10	10
% of Substandard Households in Target Income Range	<u>25%</u>	<u>10%</u>	<u>20%</u>
Number of Income Qualified Owner Households	<b>2</b>	<b>1</b>	<b>2</b>
● <u>Demand from Existing Elderly Owner Households</u>			
Number of Owner Households (2010)	7,627	7,627	7,627
Minus Number of Substandard Owner Household	<u>- 10</u>	<u>- 10</u>	<u>- 10</u>
Total in Eligible Demand Pool	7,617	7,617	7,167
% of Households in Target Income Range	<u>25%</u>	<u>10%</u>	<u>20%</u>

Number of Income Qualified Owner Households	1,904	762	1,523
Proportion Income Qualified (likely to Re-locate)	<u>5%</u>	<u>5%</u>	<u>5%</u>
Total	95	38	76
20% Rule Adjustment	<u>- 0</u>	<u>- 0</u>	<u>- 0</u>
Net (after adjustment)	<b>95</b>	<b>38</b>	<b>76</b>
● <u>Total Demand From Elderly Owners</u>	<b>97</b>	<b>39</b>	<b>78</b>
● <u>Demand from Elderly in Non Tenure Settings</u>			
Number of Elderly Households living w/others (2000)	866	866	866
Number of Elderly Households living w/others (2010)	866	866	866
% of Substandard Households in Target Income Range	<u>25%</u>	<u>10%</u>	<u>20%</u>
Number of Income Qualified Elderly Households	217	87	173
20% Rule Adjustment	<u>-102</u>	<u>- 0</u>	<u>- 0</u>
Net (after adjustment)	<b>115</b>	<b>87</b>	<b>173</b>
● <u>Net Total Demand (Renter, Owner &amp; Non Tenure)</u>	<b>812</b>	<b>800</b>	<b>1,330</b>
● <u>Secondary Market Area Adjustment</u>			
Net Total Demand	812	800	1,330
Adjustment Factor of 15%	<u>15%</u>	<u>15%</u>	<u>15%</u>
Demand from SMA Adjustment	122	120	200
● <u>Gross Total Demand (Renter, Owner, Non Tenure &amp; SMA)</u>	<b>934</b>	<b>920</b>	<b>1,530</b>
Minus New Supply of Competitive Units (2000-2007)*	<u>- 60</u>	<u>- 74</u>	<u>- 238</u>
● <u>Gross Total Demand (Renter, Owner, Non Tenure &amp; SMA)</u>	<b>874</b>	<b>846</b>	<b>1,292</b>

\* Ashton Arbors, Legacy @ Walton Village, Retreat @ Dorsey Manor

### Capture Rate Analysis

**Total Number of LIHTC Households Income Qualified = 2,138. For the subject 71 LIHTC units this equates to an overall LIHTC Capture Rate of 3.3%. The overall project Capture Rate is 2.7%.**

	Market	50%	60%
	<u>Rate</u>	<u>AMI</u>	<u>AMI</u>
● <u>Capture Rate</u> (LIHTC Segment)			
Number of Units in LIHTC Segment	9	25	46
Number of Income Qualified Households	874	846	1,292
Required Capture Rate	<b>1.0%</b>	<b>3.0%</b>	<b>3.6%</b>

● Total Demand by Bedroom Mix

Of the PMA elderly population age 62+ that comprises 1 and 2 person households approximately 75% are 1 person and 15% are 2 person (see Table 5). In addition, the size of the households age 62+ in the 2010 forecast year increased to approximately 1.60 versus around 1.475 in the 2000 Census, and in turn suggests additional demand support for 2BR units.

Based on these data it is assumed that 75% of the target group will demand a 1BR unit and 25% a 0BR unit.

Total Demand by Bedroom Type **(at Market)**

0BR - 218  
 1BR - 656  
  
 Total - 874

	<u>Total Demand</u>	<u>Units Proposed</u>	<u>Capture Rate</u>
0BR	218	3	1.4%
1BR	656	6	0.9%

---

Total Demand by Bedroom Type **(at 50% AMI)**

0BR - 212  
 1BR - 634  
  
 Total - 846

	<u>Total Demand</u>	<u>Units Proposed</u>	<u>Capture Rate</u>
0BR	212	8	3.8%
1BR	634	17	2.7%

Total Demand by Bedroom Type **(at 60% AMI)**

0BR - 323  
 1BR - 969  
  
 Total -1,292

	<u>Total Demand</u>	<u>Units Proposed</u>	<u>Capture Rate</u>
0BR	323	14	4.3%
1BR	969	32	3.3%

## **Absorption Rate Analysis**

Given the strength (or lack of strength) of the demand estimated in Table 16, the most likely/best case scenario for 93% to 100% rent-up is estimated to be 3 to 6 months (at 13 to 27-units per month on average) were the subject 100% vacant, and offered PBRA.

Working under the assumption that the property will need to fill only 30% of the 80-units, i.e., about 24-units equates to an absorption period of 3 months, or less.

**Note:** In addition, the absorption of the project is contingent upon an attractive product, a competitive amenity package, competitive rents and professional management.

Stabilized occupancy, subsequent to initial lease-up is expected to be 93% or higher.

## **Overall Impact to the Rental Market**

---

Given the current rental market vacancy rate, the proposed PBRA, and the forecasted strength of demand for the expected entry of the subject in 2010, it is estimated that the introduction of the proposed development will probably have little to no long term negative impact on the PMA program assisted apartment market. Any imbalance caused by initial tenant turnover is expected to be temporary, i.e., less than / up to 1 year. (**Note:** This expectation is contingent upon neither catastrophic natural nor economic forces effecting the Marietta / Cobb County apartment market and local economy in 2010.)

**SECTION G**

**COMPETITIVE ENVIRONMENT &  
SUPPLY ANALYSIS**

This section of the report evaluates the general rental housing market conditions in the PMA, for both program assisted properties and market rate properties. Part I of the survey focused upon the existing program assisted and market rate elderly properties located within the PMA. Part II of the survey focused upon

the existing LIHTC program assisted properties within the PMA. Part III consisted of a sample survey of conventional apartment properties in the PMA. The analysis includes individual summaries and pictures of properties as well as an overall summary rent reconciliation analysis.

The Marietta, Smyrna, Cobb County apartment market is representative of an urban apartment market, with a very sizable mixture of small to large apartment properties as well as a very sizable mixture of conventional properties and program assisted properties. Most of the upscale, newer, market rate apartment properties are located within northern sections of the County, north of I-75 and I-575. Much of the program assisted LIHTC rental stock and older market rate stock is located near the Downtown area of Marietta and that area south of the Downtown towards the I-285 perimeter.

**Survey of the Competitive Environment - Elderly Properties**

\* Six elderly properties, representing 670-units, were surveyed within the PMA, in partial to complete detail. At the time of the survey, one of the LIHTC elderly properties was still in the pipeline for development, the Retreat at Dorsey. This property will be located adjacent to the subject.

\* The nearest existing elderly property to the subject is Henderson Arms, a HUD project base development. At the time of the survey, it was 100% occupied and maintained a waiting list.

\* The subject PMA contains two existing LIHTC elderly properties. At the time of the survey, the Legacy at Walton was 98% occupied and maintained a waiting list. However, the other LIHTC property, Ashton Arbors was only 85% occupied.

\* The subject PMA contains two market rate properties targeting population 55 and over. At the time of the survey, these properties had an overall occupancy rate of around 98%.

**Survey of the Competitive Environment - LIHTC Family Supply**

\* Seven LIHTC family properties, representing 1,390-units, were surveyed within the PMA, in detail.

\* At the time of the survey, the overall estimated vacancy rate of the surveyed, program assisted LIHTC family properties was over 16%. Almost 75% of the vacant LIHTC units were at two of the seven properties, The Bentley and Sedgefield. The overall vacancy rate of the other combined surveyed LIHTC properties is approximately 6%.

\* Both Sedgefield and The Bentley are large acquisition/rehab developments. The Bentley is in the final stages of the rehab process and appears to be well positioned to achieve an overall occupancy rate in the 90's over the next several months of marketing. Sedgefield reported a vacancy rate of 15% in March of 2008 and a vacancy rate of 36% in May of 2008. At present, it is offering rent concessions. In the opinion of the analyst, this property should reassess its rent positioning.

\* The bedroom mix of the surveyed LIHTC apartment properties is 34% 0BR & 1BR, 52% 2BR, and 14% 3BR & 4BR.

\* The survey of the LIHTC family apartment market targeting households at 60% AMI exhibited the following: median, average, and range of net rents, by bedroom type, in the area competitive environment:

<b>LIHTC Competitive Environment - Net Rents (60% AMI)</b>			
<b>BR/Rent</b>	<b>Average</b>	<b>Median</b>	<b>Range</b>
1BR/1b	\$565	\$540	\$479-\$711
2BR/1b	\$617	\$600	\$550-\$785
2BR/2b	\$729	\$800	\$635-\$845
3BR/2b	\$903	\$850	\$739-\$951

Source: Koontz & Salinger. May, 2008

\* The sizes of the units targeting households at 60% AMI vary widely. Listed below are the average, median and range of the unit sizes, by bedroom type for the surveyed LIHTC properties:

<b>LIHTC (60% AMI) Competitive Environment - Unit Size, by Bedroom</b>			
<b>Bedroom Type</b>	<b>Average</b>	<b>Median</b>	<b>Range</b>
1BR/1b	689	700	520-860
2BR/1b	855	900	678-931
2BR/2b	1122	1090	1040-1220
3BR/2b	1409	1300	1200-1495

Source: Koontz & Salinger. May, 2008

\* The estimated rent per square foot data for the surveyed LIHTC properties targeting households at 60% AMI, by bedroom type is:

<b>LIHTC (60% AMI) Competitive Environment - Rent Per SF</b>			
<b>Bedroom Type</b>	<b>Average</b>	<b>Median</b>	<b>Range</b>
1BR/1b	\$.82	\$.77	\$.70-\$ .92
2BR/1b	\$.72	\$.67	\$.68-\$ .84
2BR/2b	\$.65	\$.73	\$.61-\$ .75
3BR/2b	\$.64	\$.65	\$.61-\$ .68

Source: Koontz & Salinger. May, 2008

### Survey of the Competitive Environment - Market Rate Supply

\* Twenty market rate properties, representing 5,426 units, were surveyed within or adjacent to the PMA, in detail. Several key factors in the PMA market rate apartment market include:

\* At the time of the survey, the overall estimated vacancy rate of the surveyed market rate properties was approximately 5.5%. Approximately 30% of the vacant conventional units were at one of the 20 properties, Wynnhaven. The overall vacancy rate of the other surveyed conventional properties is approximately 4%.

\* The bedroom mix of the surveyed conventional apartment properties is 30% 1BR, 54% 2BR, and 16% 3BR. Note: The estimate for 1BR units includes a few studio units.

\* The survey of the market rate apartment market exhibited the following: median, average, and range of net rents, by bedroom type, within the area competitive environment:

<b>Conventional Rate Competitive Environment - Net Rents</b>			
<b>BR/Rent</b>	<b>Average</b>	<b>Median</b>	<b>Range</b>
1BR/1b	\$685	\$630	\$500-\$999
2BR/1b	\$681	\$690	\$630-\$899
2BR/2b	\$771	\$788	\$610-\$1069
3BR/2b	\$932	\$914	\$650-\$1390

Source: Koontz & Salinger. May, 2008

\* The sizes of the units vary widely. Listed below are the average, median and range of the unit sizes, by bedroom type for the surveyed market rate properties:

Conventional Competitive Environment - Unit Size, by Bedroom			
Bedroom Type	Average	Median	Range
1BR/1b	762	750	605-1034
2BR/1b	986	1000	896-1100
2BR/2b	1198	1190	1040-1344
3BR/2b	1353	1365	950-2000

Source: Koontz & Salinger. May, 2008

\* The estimated rent per square foot data for the surveyed market rate properties, by bedroom type is:

Conventional Competitive Environment - Rent Per SF			
Bedroom Type	Average	Median	Range
1BR/1b	\$.90	\$.84	\$.83-\$.97
2BR/1b	\$.69	\$.69	\$.67-\$.82
2BR/2b	\$.64	\$.66	\$.59-\$.80
3BR/2b	\$.69	\$.67	\$.66-\$.70

Source: Koontz & Salinger. May, 2008

\* 14 of the 20 market rate properties offer some type of rent and/or security deposit concession.

\* Security deposits range in amount from \$0 to \$500. The median security deposit is \$150.

\* Fifty-five percent of the market rate properties offer no utilities in the net/contract rent. 30% of the surveyed market rate properties include water, sewer and trash removal.

## Summary

\* The most comparable LIHTC properties in the survey relative to the subject were it to be a new construction development would be the Legacy at Walton Village and Ashton Arbors. As an acquisition/rehab development the most comparable LIHTC properties to the subject are: Harmony Grove, Harmony Meadows and Harmony Terrace.

\* The most comparable market rate properties are: Edinborough and Summerhill and the 1BR & 2BR market rate units offered within the LIHTC/Market Rate Legacy at Walton property.

## **Fair Market Rents**

The 2008 Fair Market Rents for the Atlanta MSA (which includes Cobb County, GA) are as follows:

Efficiency	=	\$ 684
1 BR Unit	=	\$ 741
2 BR Unit	=	\$ 824
3 BR Unit	=	\$1003
4 BR Unit	=	\$1094

\*Fair Market Rents are gross rents (include utility costs)

Source: [www.huduser.org](http://www.huduser.org)

Table 16, exhibits the project size, bedroom mix, number of vacant units (at time of the survey), net rents and unit sizes of the surveyed elderly apartment properties in the PMA competitive environment.

Table 16											
SURVEY OF PMA ELDERLY APARTMENT COMPLEXES											
PROJECT PARAMETERS											
Complex	Total Units	1BR	2BR	3BR	Vac. Units	1BR Rent	2BR Rent	3BR Rent	SF 1BR	SF 2BR	SF 3BR
Subject	80	80	--	--	13	BOI-\$675	---	---	438-877	---	---
Legacy at Walton V.	125	63	62	--	3	\$310-\$770	\$364-\$900	--	750	1100	--
Ashton Arbors	150	66	84	--	23	\$569	\$669	--	705	985	--
Henderson	150	150	--	--	0	BOI	--	--	540	--	--
Edinboro	128	64	64	--	0	\$610	\$710	--	750	950	--
Summerhill	45	45	--	--	1	\$575-\$675	--	--	700	--	--
<b>Total*</b>	<b>598</b>	<b>388</b>	<b>210</b>	<b>--</b>	<b>27</b>						

\* - Excludes the subject property

\*\* - In development pipeline.

Note: 0BR units included in 1BR count

BOI - Based On Income

Source: Koontz and Salinger. May, 2008.

Table 17, exhibits the project size, bedroom mix, number of vacant units (at time of the survey), net rents and unit sizes of the surveyed LIHTC apartment properties in the PMA competitive environment.

Table 17											
SURVEY OF PMA LIHTC APARTMENT COMPLEXES											
PROJECT PARAMETERS											
Complex	Total Units	1BR	2BR	3BR	Vac. Units	1BR Rent	2BR Rent	3BR Rent	SF 1BR	SF 2BR	SF 3BR
Subject	80	80	--	--	13	BOI-\$675	---	---	438-877	---	---
Crestwood	60	12	72	--	4	\$310	\$635	--	650	1040	--
Harmony Grove	76	36	40	--	5	\$445-\$545	\$601-\$603	--	520-800	860	--
Harmony Terrace	86	43	43	--	1	\$499	\$599	--	550	678	--
Harmony Meadows	186	90	90	6	20	\$539	\$639	\$739	700	900	1250
The Bentley	494	204	182	108	**	\$637-\$801	\$785-\$927	\$948-1088	603-760	910-1080	1274
Sedgefield	280	48	200	32	100	\$500-\$649	\$550-\$789	\$800-\$939	706	931-1091	1377
Walton Village	208	36	115	57	9	\$711-\$770	\$800-\$990	\$951-1100	860	1145-1220	1495
<b>Total*</b>	<b>1,390</b>	<b>469</b>	<b>718</b>	<b>203</b>	<b>139</b>						

\* - Excludes the subject property

Na - Not available

\*\* - In process of rent-up (after rehab)

Note: 0BR units are included in the 1BR count      4BR units included in 3BR count

Source: Koontz and Salinger. May, 2008.

Table 18, exhibits the project size, bedroom mix, number of vacant units (at time of the survey), net rents and unit sizes of the surveyed market rate apartment properties in the PMA competitive environment.

Table 18 SURVEY OF PMA MARKET RATE APARTMENT COMPLEXES PROJECT PARAMETERS											
Complex	Total Units	1BR	2BR	3BR	Vac. Units	1BR Rent	2BR Rent	3BR Rent	SF 1BR	SF 2BR	SF 3BR
Subject	80	80	--	--	13	BOI- \$675	---	---	438- 877	---	---
Ashton Pl.	181	28	105	48	9	\$530	\$710	\$859	800	1250	1450
Autumn View	224	44	168	12	6	\$500	\$610- \$645	\$895	830	1100- 1200	1365
Azalea Spring	232	128	80	24	5	\$699- \$771	\$901- \$959	1169	630- 800	1045- 1095	1309
Belmont Place	326	211	82	33	10	\$999- \$1299	\$1069- \$1389	1390- 1549	850- 1034	1150- 1227	1367
Bentley Manor	170	44	90	36	17	\$524- \$744	\$674- \$886	\$939- 1047	560- 745	1005- 1100	1220- 1305
Charter Sq	188	16	140	32	9	\$550	\$699	\$650	750	950	950
Castlebrook	152	48	88	16	8	\$620	\$690- \$750	\$855	750	1070- 1100	1300
East Lake	510	150	300	60	20	\$630- \$705	\$715- \$880	\$895- 1065	800- 1000	1075- 1296	1264- 1584
Falls at Sope Creek	463	250	163	50	24	\$627- \$738	\$758- \$861	\$980	700- 920	920- 1141	1265
Flagstone	348	128	220	--	8	\$550	\$738	--	605	1280	--
Garrison Plantation	225	75	150	--	10	\$595	\$675- \$715	--	605	1000	--
Hamptons East Cobb	236	66	124	48	4	\$735- \$795	\$765- \$940	1080	650- 800	1176- 1186	1247
Harmony S	138	--	90	48	6	--	\$649	\$709	--	1000	1250
Highland Court	152	--	100	52	4	--	\$699- \$745	\$759- \$800	--	896- 1344	1596
Ivy Ridge	207	--	140	67	15	--	\$850- \$940	1010- 1100	--	1200- 1500	1400- 2000
Laurel Hills	720	240	480	--	6	\$629	\$689- \$759	--	640- 814	917	1107

**Table 18**  
**SURVEY OF PMA MARKET RATE APARTMENT COMPLEXES**  
**PROJECT PARAMETERS**

Complex	Total Units	1BR	2BR	3BR	Vac. Units	1BR Rent	2BR Rent	3BR Rent	SF 1BR	SF 2BR	SF 3BR
Madison Knolls	312	69	215	28	8	\$650-\$680	\$740-\$825	\$914-\$927	715-855	1100-1190	1425
Rivers End	192	58	118	16	12	\$759	\$899	1100	800	1100	1500
The Village	152	--	120	32	21	--	\$650	\$765	--	1250	1350
Wynnhaven	296	76	158	62	100	\$530	\$630-\$650	\$820	700	1000	1250
<b>Total*</b>	<b>5,496</b>	<b>1,631</b>	<b>2,931</b>	<b>864</b>	<b>302</b>						

\* - Excludes the subject property

0BR units are included in the 1BR count

Na - Not available

Source: Koontz and Salinger. May, 2008.

Table 19, exhibits the key amenities of the subject and the surveyed elderly apartment properties. Note: The amenity package for the subject is still subject to change. The information presented below for the subject is preliminary and based on an interview with on-site management.

Table 19													
SURVEY OF PMA ELDERLY APARTMENT COMPLEXES													
UNIT & PROJECT AMENITIES													
Complex	A	B	C	D	E	F	G	H	I	J	K	L	M
Subject	x	x				x	x	x	x	x	x	x	x
Legacy at Walton V.	x	x	x		x	x	x	x	x	x	x	x	x
Ashton Arbors	x	x			x	x	x	x	x	x	x	x	x
Henderson	x	x							x	x	x	x	
Edinboro	x	x							x	x	x	x	
Summerhill	x					x	x	x	x	x	x		x

Source: Koontz and Salinger. May, 2008.

Key: A - On-Site Mgmt      B - Central Laundry      C - Pool  
 D - Tennis Court      E - Playground/Rec Area      F - Dishwasher  
 G - Disposal      H - W/D Hook-ups      I - A/C  
 J - Cable Ready      K - Mini-Blinds      L - Community Rm/Exercise Rm  
 M - Storage/other (inc. - ceiling fan, microwave, patio/balcony)

Table 20, exhibits the key amenities of the subject and the surveyed LIHTC apartment properties. Note: The amenity package for the subject is still subject to change. The information presented below for the subject is preliminary and based on an interview with on-site management.

Table 20													
SURVEY OF PMA LIHTC APARTMENT COMPLEXES													
UNIT & PROJECT AMENITIES													
Complex	A	B	C	D	E	F	G	H	I	J	K	L	M
Subject	x	x				x	x	x	x	x	x	x	x
Crestwood	x	x			x	x	x	x	x	x	x	x	x
Harmony Grove	x	x			x	x		x	x	x	x		x
Harmony Terrace	x	x			x			x	x	x	x		x
Harmony Meadows	x	x	x		x	x		x	x	x	x		x
The Bentley	x	x	x		x	x	x	x	x	x	x	x	x
Sedgefield	x	x	x		x	x	x	x	x	x	x	x	x
Walton Village	x	x	x		x	x		x	x	x	x	x	x

Source: Koontz and Salinger. May, 2008.

Key: A - On-Site Mgmt      B - Central Laundry      C - Pool  
 D - Tennis Court      E - Playground/Rec Area      F - Dishwasher  
 G - Disposal      H - W/D Hook-ups      I - A/C  
 J - Cable Ready      K - Mini-Blinds      L - Community Rm/Exercise Rm  
 M - Storage/other (inc. - ceiling fan, microwave, patio/balcony)

Table 21, exhibits the key amenities of the subject and the surveyed Market Rate apartment properties.

Table 21 SURVEY OF PMA MARKET RATE APARTMENT COMPLEXES UNIT & PROJECT AMENITIES													
Complex	A	B	C	D	E	F	G	H	I	J	K	L	M
Subject	x	x				x	x	x	x	x	x	x	x
Ashton Pl	x	x	x			x	x	x	x	x	x	x	x
Autumn V	x	x	x		x	x	x	x	x	x	x	x	x
Azalea Sprg	x	x	x			x	x	x	x	x	x	x	x
Belmont Pl	x		x		x	x		x	x	x	x	x	x
Bentley Mn	x	x	x			x	x	x	x	x	x	x	x
Charter Sq	x	x	x			x	x	x	x	x	x	x	x
Castlebrook	x	x	x			x		x	x	x	x	x	x
East Lake	x	x	x	x	x	x	x	x	x	x	x	x	x
Falls@Sope	x	x	x	x	x	x	x	x	x	x	x	x	x
Flagstone	x	x	x		x	x	x	x	x	x	x	x	x
Garrison Plantation	x	x	x		x			x	x	x	x		
Hamptons at EastCobb	x	x	x		x	x	x	x	x	x	x	x	x
Harmony S	x	x	x		x	x	x	x	x	x	x	x	x
Highland Ct	x				x	x	x	x	x	x	x	x	x
Ivy Ridge	x	x	x		x	x	x	x	x	x	x		x
Laurel Hills	x	x	x	x	x	x	x	x	x	x		x	x
Madison Knolls	x	x	x	x	x	x	x	x	x	x	x	x	x
Rivers End	x	x	x		x	x	x	x	x	x	x	x	x
The Village	x	x				x		x	x	x	x		x
Wynnhaven	x	x	x			s	x	x	x	x	x		x

Source: Koontz and Salinger. May, 2008.

s-some

Key: A - On-Site Mgmt      B - Central Laundry      C - Pool  
D - Tennis Court      E - Playground/Rec Area      F - Dishwasher  
G - Disposal      H - W/D Hook-ups      I - A/C  
J - Cable Ready      K - Mini-Blinds      L - Community Rm/Exercise Rm  
M - Storage/other (inc. - ceiling fan, microwave, patio/balcony)

## Reconciliation of Net Rents @Market, via Market Rate Supply

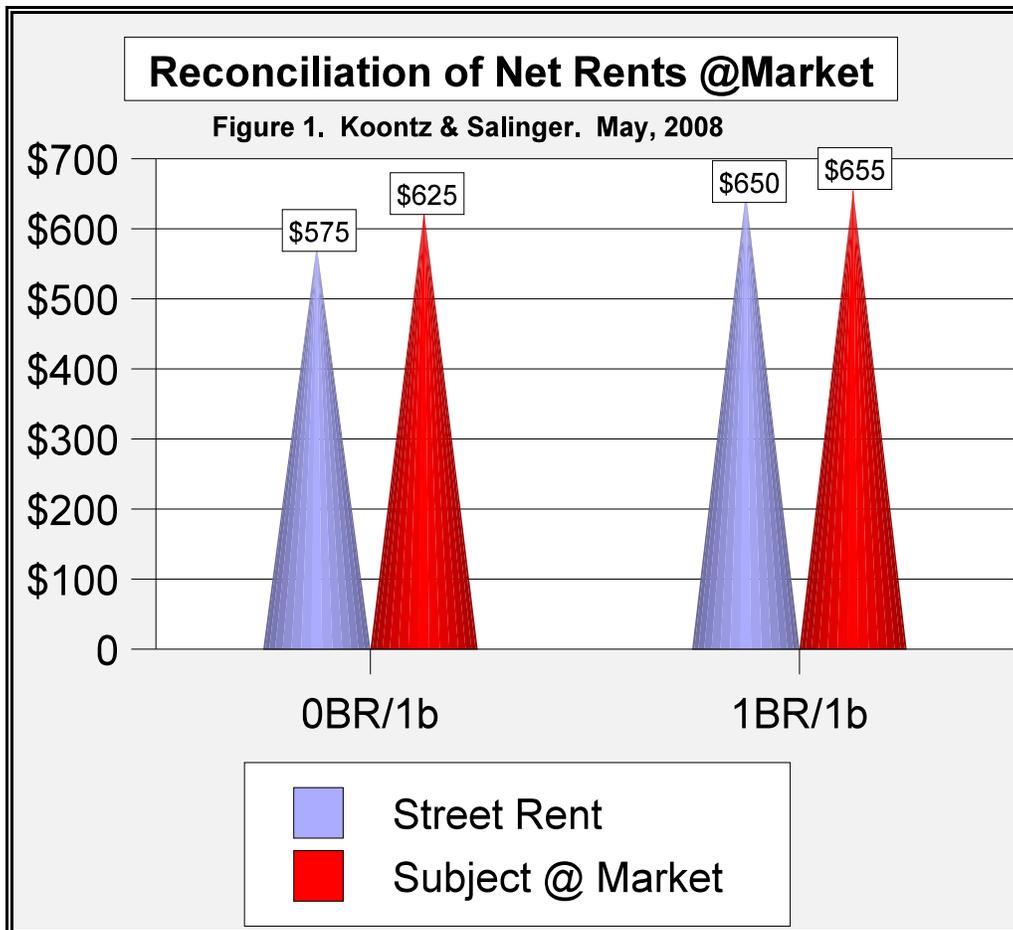
The survey of the market rate competitive environment revealed the following market based findings regarding net rents. Figure 1 below exhibits the estimated average conventional (street) net rent by bedroom type in relation to the proposed subject property net rents at Market.

### Data Set

<u>Bedroom Type</u>	<u>Street Rent*</u>	<u>Subject Rents at Market Rate</u>
0BR/1b	\$575	\$625
1BR/1b	\$650	\$655-\$675

\* net rent - for comparable units

Figure 1, reveals that the proposed subject 01BR/1b net rent at Market is approximately 9% greater than the comparable/competitive 0BR/1b net rents. The proposed subject 1BR/1b net rent at Market is approximately 1% to 4% greater than the comparable/competitive 1BR/1b net rents.



**Reconciliation of Net Rents @Market, via LIHTC Elderly Supply**

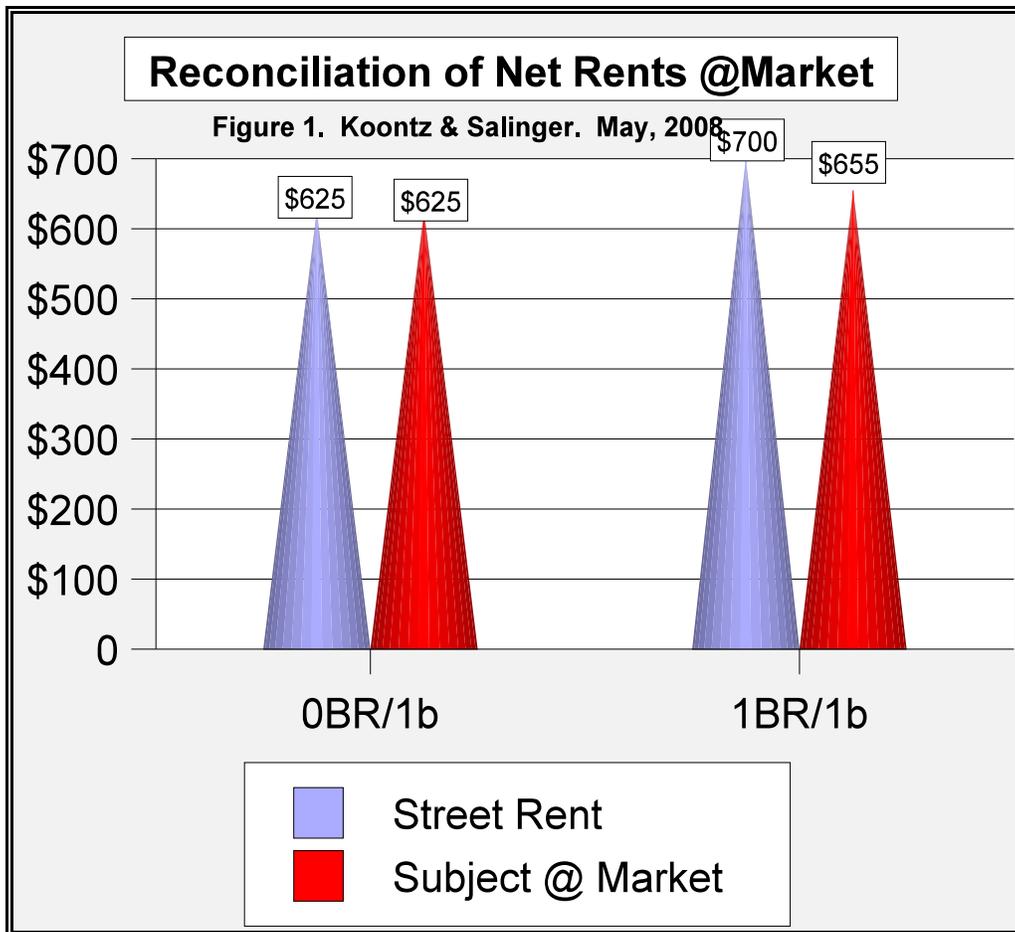
The survey of the market rate competitive environment revealed the following market based findings regarding net rents. Figure 1 below exhibits the estimated average LIHTC elderly net rent by bedroom type in relation to the proposed subject property net rents at Market.

**Data Set**

<u>Bedroom Type</u>	<u>LIHTC Market Rent*</u>	<u>Subject Rents at Market Rate</u>
0BR/1b	\$625	\$625
1BR/1b	\$700	\$655-\$675

\* net rent - for comparable units

Figure 1, reveals that the proposed subject 0BR/1b net rent at Market is comparable with competitive LIHTC elderly property 0BR/1b net rents. The proposed subject 1BR/1b net rent at Market is approximately 5% to 7% less than the comparable/competitive LIHTC elderly property 1BR/1b net rents.



The data on the individual complexes, reported on the following pages, were reported by the owners or managers of the specific projects. In some cases, the managers / owners were unable to report on a specific project item, or declined to provide detailed information.

A map showing the location of the surveyed market rate properties is provided on page 99. A map showing the location of the surveyed Program Assisted and Market Rate elderly properties is provided on page 13.

**Survey of the Competitive Environment - Elderly Properties**

1. Legacy @ Walton Village, 1570 Roberta Dr (770) 590-3981

**Contact:** Ms Edra Wise (5/14/08)  
**Date Built:** 2006

**Type:** LIHTC/Market  
**Condition:** Excellent

<u>Unit Type</u>	<u>Number</u>	<u>AMI Rent</u>		<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
		<u>30%</u>	<u>50% &amp; 60%</u>			
1BR/1b	10	\$310			750	0
1BR/1b	16		\$577		750	0
1BR/1b	18			\$711	750	0
1BR/1b	19			\$770	750	1
2BR/2b	10	\$364			1100	0
2BR/2b	16		\$685		1100	0
2BR/2b	17			\$845	1100	2
2BR/2b	19			\$900	1100	0
Total	125					3

**Typical Occupancy Rate:** 98%-99%  
**Security Deposit:** \$259  
**Utilities Included:** trash

**Waiting List:** Yes ("long")  
**Concessions:** No  
**Turnover:** "low"

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgrs Office	Yes	Pool	Yes
Laundry Room	Yes	Clubhouse	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	No	Picnic Area	Yes

**Design:** 3 story w/elevator

**Remarks:** 13-units have PBRA; computer center



2. Ashton Arbors Apartments, 2780 Bankston Rd (770) 420-2301

**Contact:** Jamie Gallehue (5/16/08)  
**Date Built:** 2005

**Type:** LIHTC 60% AMI  
**Condition:** Excellent

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	66	\$569		705	12
2BR/1b	84	\$669		985	11
Total	150				23

**Typical Occupancy Rate:** 85%  
**Security Deposit:** \$200  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	No

**Amenities - Project**

Mgrs Office	Yes	Pool	No
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** three story w/elevator

**Remarks:** 14-units occupied by Section 8 voucher holders



3. Henderson Arms, 55 Henderson St

(770) 419-3221

**Contact:** Bonnie Hutchinson (5/13/08)  
**Date Built:** 1980

**Type:** HUD  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Contract Rent*</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	150	\$868	540	Na	0
Total	150				0

\* rent BOI

**Typical Occupancy Rate:** mid 90's  
**Security Deposit:** 1 month rent  
**Utilities Included:** water, sewer, trash

**Waiting List:** Yes (1 year)  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	No	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	No	Patio/Balcony	No

**Amenities - Project**

Mgrs Office	Yes	Pool	No
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	No
Storage	No	Tennis Court	No

**Design:** 8 story mid rise

**Remarks:** 100% PBRA



4. Edinborough Apartments, 300 Pat Mell Rd (770) 436-2447

**Contact:** Fran, First Communities (5/22/08) **Type:** Market Rate  
**Date Built:** 1965 **Condition:** Good  
**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	64	\$610	750	\$.81	0
2BR/1b	64	\$710	950	\$.75	0
Total	128				0

**Typical Occupancy Rate:** 95% **Waiting List:** Yes ("small")  
**Security Deposit:** \$250 **Concessions:** No  
**Utilities Included:** water, sewer, trash **Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	No	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	No	Patio/Balcony	Yes

**Amenities - Project**

Mgrs Office	Yes	Pool	No
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	No
Storage	No	Tennis Court	No

**Design:** 2-story walk-up

**Remarks:** age 55+; 25% of tenants have a Section 8 voucher



5. Summerhill Apartments, 2000 Austell Rd (770) 438-7809

**Contact:** Barbara, Mgr (5/16/08)  
**Date Built:** 2003  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	45	\$575-\$675	700	\$.82-\$.96	5
Total	45 (comprising 225-leases)				5*

**Typical Occupancy Rate:** 98%                      **Waiting List:** No  
**Security Deposit:** \$150                              **Concessions:** No  
**Utilities Included:** water, sewer, trash       **Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	Yes	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	No

**Amenities - Project**

Mgrs Office	Yes	Pool	No
Laundry Room	No	Community Room	No
Fitness Ctr	Yes	Recreation Area	No
Storage	No	Tennis Court	No

**Design:** 3-story w/elevator

**Remarks:** design is similar to "student housing"; 5 rooms per unit



**Survey of the Competitive Environment - LIHTC Family Properties**

1. Crestwood Park, 925 Gresham Ave (770) 794-6922

**Contact:** Michelle Hayward (5/14/08)  
**Date Built:** 1998  
**Contact Type:** Telephone interview

**Type:** LIHTC  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	12	\$310		650	2
2BR/2b	48	\$635		1040	2
Total	60				4

**Typical Occupancy Rate:** 95%      **Waiting List:** No  
**Security Deposit:** \$350      **Concessions:** No  
**Utilities Included:** water, sewer, trash      **Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	No

**Amenities - Project**

Mgmt Office	Yes (office)	Pool	No
Laundry Room	Yes	Clubhouse	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** 3 story walk-up

**Remarks:** 4-units have Section 8 voucher holders; 12 1BR units are set aside for the elderly

2. Harmony Grove, 2016 Olive Spring Rd (770) 432-9981

**Contact:** Lee Pierce, Mgr (5/12/08) **Type:** LIHTC  
**Date Built:** rehabed as a LIHTC - 1994 **Condition:** Good  
**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>AMI Rent 50% &amp; 60%</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
0BR/1b	6	\$445		520	1
0BR/1b	6	\$479		520	0
1BR/1b	12	\$492		800	0
1BR/1b	12	\$545		800	3
2BR/1b	20	\$601		860	0
2BR/1b	20	\$603		860	1
Total	76				5

**Typical Occupancy Rate:** 94%-95% **Waiting List:** No  
**Security Deposit:** \$300 **Concessions:** Yes  
**Utilities Included:** water, sewer, trash **Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Some	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	No
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** 2 story walk-up  
**Remarks:** 4-units have Section 8 vouchers; rent special being offered



3. Harmony Terrace, 658 Kiowa Dr

(770) 427-1685

**Contact:** Ms Joanna Hulsey, Mgr (5/13/08)

**Type:** recent LIHTC Rehab

**Date Built:** Rehabed in 1995

**Condition:** Good

**Remarks:** recently left LIHTC program

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	43	\$499	\$499	550	0
2BR/1b	43	\$599	\$599	678	1
Total	86				1

**Typical Occupancy Rate:** 97%

**Waiting List:** Yes

**Security Deposit:** \$300

**Concessions:** Yes

**Utilities Included:** water, sewer, trash

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	No	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

On-Site Mgmt	Yes	Pool	No
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** 2-story walk-up

**Remarks:** no units have Section 8 vouchers; offering rent concession



4. Harmony Meadows, 1900 S Cobb Dr

(770) 434-8686

**Contact:** Adriane (5/13/08)

**Type:** LIHTC Rehab

**Date Built:** 1968 Rehab 1995

**Condition:** Good

**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	90	\$539		700	*
2BR/1b	90	\$639		900	*
3BR/2b	6	\$739		1250	*
Total	186				20

**Typical Occupancy Rate:** 90%

**Waiting List:** No

**Security Deposit:** \$300

**Concessions:** Yes

**Utilities Included:** water, sewer, trash

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** 2 story walk-up

**Remarks:** rent special on 1<sup>st</sup> month



5. The Bentley Apartments, 991 Wylie Rd (770) 423-9029

**Contact:** Ms Bertrand, Lsg Agent (5/15/08) **Type:** LIHTC/Market (Bond)  
**Date Built:** 1988 rehabed in 2008 **Condition:** Very Good  
**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	120		\$677-\$742	603	*
1BR/1b	30	\$637-\$702		603	*
1BR/1b	43		\$736-\$801	760	*
1BR/1b	11	\$701-\$766		760	*
2BR/1b	38		\$840-\$905	910	*
2BR/1b	10	\$785-\$850		910	*
2BR/2b	107		\$912-\$927	1080	*
2BR/2b	27	\$832-\$897		1080	*
3BR/2b	86		\$1023-\$1088	1274	*
3BR/2b	22	\$948-\$1013		1274	*
Total	494				In process of rehab

**Typical Occupancy Rate:** Na  
**Security Deposit:** \$99  
**Utilities Included:** None

**Waiting List:** Na  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	Some	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Clubhouse	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** 3-story walk-up

**Remarks:** in process of rent-up; still in rehab; 74% leased; 16 ready to move-in; offering specials



6. Sedgefield Apartments, 1136 W Commons (770) 428-8363

**Contact:** Ms Jeanette (5/15/08)  
**Date Built:** 1972 rehabed 2003  
**Contact Type:** Telephone interview

**Type:** LIHTC/Market  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	39	\$500		706	*
1BR/1b	9		\$649	706	*
2BR/1b	39	\$550		931	*
2BR/1b	9		\$699	931	*
2BR/1.5b	122	\$650		1091	*
2BR/1.5b	30		\$789	1091	*
3BR/2.5b	26	\$800		1377	*
3BR/2.5b	6		\$939	1377	*
Total	280				100

**Typical Occupancy Rate:** Na  
**Security Deposit:** \$300  
**Utilities Included:** trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** 2 story walk-up  
**Remarks:** 10 units have Section 8 voucher holders; rent specials



7. Walton Village, 2891 Springdale Road (404) 768-1158

**Contact:** Ms Edra Wise (5/06/08)

**Type:** LIHTC/Market (Bond)

**Date Built:** 2006

**Condition:** Excellent

**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent at 60% AMI</u>	<u>Market Rate Rent</u>	<u>Size sf</u>	<u>Vacant</u>
1BR/1b	34	\$711		860	1
1BR/1b	2		\$770	860	2
2BR/1.5b	23	\$800		1145	2
2BR/1.5b	2		\$913	1145	0
2BR/2b	85	\$845		1220	4
2BR/2b	5		\$990	1220	0
3BR/2b	55	\$951		1495	0
3BR/2b	2		\$1100	1495	0
Total	208				9

**Typical Occupancy Rate:** low 90's

**Waiting List:** No

**Security Deposit:** \$250

**Concessions:** Yes

**Utilities Included:** trash

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** 3 story walk-up

**Remarks:** 39 units have Section 8 voucher holders; rent specials



**Survey of the Competitive Environment - Market Rate**

1. Ashton Place, 707 Franklin Road (770) 422-8855

**Contact:** Karen, Lsg Cons. (5/12/08)  
**Date Built:** 1968  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	28	\$530	800	\$.66	3
2BR/1.5b	105	\$710	1250	\$.57	4
3BR/2.5b	48	\$859	1450	\$.59	2
Total	181				9

**Typical Occupancy Rate:** low 90's  
**Security Deposit:** \$87.50  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	No	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	No
Storage	No	Picnic Area	Yes

**Design:** 3-story walk-up  
**Remarks:** about 15 Section 8 vouchers; offering rent concessions



2. Autumn View, 1035 Franklin Rd

(770) 952-8104

**Contact:** Lucia (5/14/07)

**Type:** Market Rate

**Date Built:** 1984

**Condition:** Good

**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	44	\$500	830	\$.60	4
2BR/1.5b TH	64	\$645	1200	\$.54	0
2BR/2b	104	\$610	1100	\$.55	1
3BR/2.5b TH	12	\$895	1365	\$.66	1
Total	224				6

**Typical Occupancy Rate:** 97%

**Waiting List:** No

**Security Deposit:** \$400

**Concessions:** No

**Utilities Included:** None

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	Yes

**Design:** 2-story walk-up

**Remarks:** does not accept Section 8



3. Azalea Spring, 2010 Roswell Road

(770) 321-9156

**Contact:** Christina, Lsg Cons (5/16/08)

**Type:** Market Rate

**Date Built:** 1995 rehab 2008

**Condition:** Excellent

**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	128	\$699-\$771	630-800	\$.96-\$1.11	2
2BR/2b TH	80	\$901-\$959	1040-1095	\$.87	3
3BR/2b TH	24	\$1169	1309	\$.89	0
Total	232				5

**Typical Occupancy Rate:** 97%-98%

**Waiting List:** No

**Security Deposit:** \$0

**Concessions:** Yes

**Utilities Included:** None

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	No
Storage	Yes	Picnic Area	Yes

**Design:** 3-story walk-up

**Remarks:** does not accept Section 8; concession on security deposit



4. Belmont Place, 2825 Windy Hill Rd

(678) 419-0410

**Contact:** Candy (5/16/08)

**Type:** Market Rate

**Date Built:** Na

**Condition:** Good

**Contact Type:** Telephone interview

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	211	\$999-\$1299	850-1034	\$1.17-\$1.27	5
2BR/2b	82	\$1069-\$1389	1150-1227	\$.93-\$1.13	3
3BR/2b	33	\$1390-\$1549	1367	\$1.02-\$1.13	2
Total	326				10

**Typical Occupancy Rate:** 97%

**Waiting List:** No

**Security Deposit:** \$300

**Concessions:** No

**Utilities Included:** None

**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	No	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	No

**Design:** four-story walk-up

**Remarks:** does not accept Section 8



5. Bentley Manor, 2605 Bentley Road

(770) 859-9003

**Contact:** Allison, Mgr (5/12/08)  
**Date Built:** 1989 rehabed in 2008  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
0BR/1b	24	\$524	560	\$.94	1
1BR/1b	20	\$744	745	\$.99	1
2BR/1b	36	\$674-\$715	1005	\$.67-\$.71	4
2BR/2b	54	\$788-\$886	1100	\$.72-\$.81	7
3BR/2b	36	\$930-\$1047	1220-1305	\$.76-\$.80	4
Total	170				17

**Typical Occupancy Rate:** 92%  
**Security Deposit:** \$99  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	No

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	No
Storage	No	Picnic Area	No

**Design:** two-story walk-up

**Remarks:** does not accept Section 8



6. Charter Square, 2001 Old Concord Rd

(770) 432-1557

**Contact:** Sarah, Lsg Mgr (5/14/08)  
**Date Built:** 1968  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	16	\$550	750	\$.73	3
2BR/1.5b TH	140	\$699	950	\$.74	3
3BR/2b	32	\$650	950	\$.68	3
Total	188				9

**Typical Occupancy Rate:** low 90's  
**Security Deposit:** \$150  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Some	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	No
Storage	No	Picnic Area	No

**Design:** 2-story walk-up

**Remarks:** does not accept Section 8; rent special 1st of month



7. Castlebrook Apartments, 860 Franklin Rd (770) 426-8904

**Contact:** Teresa, (5/14/08)  
**Date Built:** 1990  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	48	\$620	750	\$.83	4
2BR/1b	56	\$690	1070	\$.64	4
2BR/2b	32	\$750	1100	\$.68	0
3BR/2b	16	\$855	1300	\$.66	0
Total	152				8

**Typical Occupancy Rate:** 90%      **Waiting List:** No  
**Security Deposit:** \$300      **Concessions:** Yes  
**Utilities Included:** water, sewer, trash      **Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	No
Storage	No	Picnic Area	No

**Design:** three-story walk-up

**Remarks:** does not accept Section 8; some rent concession by bedroom type



8. East Lake Apartments, 2000 East Lake Pkwy (770) 977-5995

**Contact:** Ms Teri, Mgmt (5/14/08)  
**Date Built:** 1984  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	150	\$630-\$705	800-1000	\$.71-\$.79	5
2BR/2b	125	\$715-\$880	1075	\$.67-\$.82	5
2BR/2.5b	175	\$870-\$880	1296	\$.67-\$.68	5
3BR/2b	30	\$895-\$915	1264	\$.71-\$.72	5
3BR/2.5b	30	\$1065	1584	\$.67	0
Total	510				20

**Typical Occupancy Rate:** 95%  
**Security Deposit:** \$500  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Clubhouse	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** three-story walk-up

**Remarks:** does not accept Section 8; offering a short term special



9. Falls at Sope Creek, 1950 Rosewell Rd (770) 971-7673

**Contact:** Ivy, Assist Lsg Cons (5/12/08)  
**Date Built:** 1982  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	220	\$627	700	\$.90	5
1BR/1.5b	30	\$738	920	\$.80	0
2BR/1b	24	\$758	920	\$.82	7
2BR/1.5b	44	\$838	920	\$.91	0
2BR/2b	95	\$861	1141	\$.75	6
3BR/2b	50	\$980	1265	\$.77	6
Total	463				24

**Typical Occupancy Rate:** 93%-94%  
**Security Deposit:** \$50  
**Utilities Included:** trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** three-story walk-up

**Remarks:** does not accept Section 8; rent concession for 1<sup>st</sup> month



10. Flagstone Village, 849 Franklin Road

(770) 428-6987

**Contact:** Linda, Lsg Cons (5/12/08)  
**Date Built:** 1984  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	128	\$550	605	\$.91	4
2BR/2b	220	\$738	1280	\$.58	4
Total	348				8

**Typical Occupancy Rate:** 95%-96%  
**Security Deposit:** \$200  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** three-story walk-up

**Remarks:** does not accept Section 8; rent concession for 1<sup>st</sup> month



11. Garrison Plantation, 880 S Cobb Dr

(770) 427-2157

**Contact:** Lisa Sawyer, Mgr (5/14/08)  
**Date Built:** Na  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	75	\$595	605	\$.98	5
2BR/1b & 2b	150	\$675-\$715	1000	\$.68-\$.72	5
Total	225				10

**Typical Occupancy Rate:** 93%  
**Security Deposit:** Na  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	No	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	No

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** three-story walk-up

**Remarks:** does not accept Section 8



12.Hamptons at East Cobb, 1523 Rosewell Rd (770) 509-9999

**Contact:** Ms Teal, (5/14/08)  
**Date Built:** 1999  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	66	\$735-\$795	650-800	\$.99-\$1.13	0
2BR/2b	124	\$765-\$940	1176-1186	\$.65-\$.80	4
3BR/2b	48	\$1080	1247	\$.87	0
Total	236				4

**Typical Occupancy Rate:** 96%  
**Security Deposit:** \$0  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Some
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	No

**Design:** three-story walk-up

**Remarks:** tennis court

13. Harmony Springs, 2870 Personality Pkwy (770) 436-7744

**Contact:** Sam, Mgr (5/14/08)  
**Date Built:** 1971  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
2BR/1.5b	90	\$649	1000	\$.65	3
3BR/1.5b	48	\$709	1250	\$.57	3
Total	138				6

**Typical Occupancy Rate:** 95%  
**Security Deposit:** \$300  
**Utilities Included:** trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** two-story walk-up

**Remarks:** does not accept Section 8; move-in rent special



14.Highland Court, 676 Horizon Place

(770) 427-0218

**Contact:** Mary (5/14/08)  
**Date Built:** 1991  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
2BR/1b TH	50	\$699	896	\$.78	0
2BR/1.5b TH	50	\$745	1344	\$.55	0
3BR/1b TH	26	\$759	1596	\$.48	2
3BR/1.5b TH	26	\$800	1596	\$.50	2
Total	152				4

**Typical Occupancy Rate:** 95%  
**Security Deposit:** \$350  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	No
Laundry Room	No	Community Room	Yes
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** two-story walk-up

**Remarks:** does not accept Section 8



15.Ivy Ridge Apartments, 2650 Bentley Rd (770) 955-0583

**Contact:** Shauna (5/12/08)  
**Date Built:** 1973  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
2BR/1.5b TH	48	\$850-\$940	1200-1500	\$.63-\$.71	4
2BR/2b	92	\$910	1250	\$.73	9
3BR/2b	43	\$1010	1400-2000	\$.51-\$.72	2
3BR/1.5b TH	24	\$1100	1600-2000	\$.55-\$.62	0
Total	207				15

**Typical Occupancy Rate:** 93%  
**Security Deposit:** \$100  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	No
Disposal	Yes	Window Treatment	No
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Some

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	Yes
Storage	No	Picnic Area	Yes

**Design:** two-story walk-up

**Remarks:** does not accept Section 8



16. Laurel Hills, 1955 Bells Ferry Rd

(770) 423-9770

**Contact:** Neymie, (5/12/08)  
**Date Built:** 1987 rehabed in 2003  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	240	\$629	640-814	\$.77-\$.98	2
2BR/1b	280	\$689	917	\$.75	2
2BR/2b	200	\$759	1107	\$.69	2
Total	720				6

**Typical Occupancy Rate:** 99%  
**Security Deposit:** \$250  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	No
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	No	Picnic Area	No

**Design:** three-story walk-up

**Remarks:** does not accept Section 8



17. Madison of the Knolls, 1675 Roswell Rd (770) 423-9770

**Contact:** Michelle (5/13/08)  
**Date Built:** 1984  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	69	\$650-\$680	715-855	\$.80-\$.91	1
2BR/2b	215	\$740-\$825	1100-1190	\$.67-\$.69	6
3BR/2b	28	\$914-\$927	1425	\$.64-\$.65	1
Total	312				8

**Typical Occupancy Rate:** 97%  
**Security Deposit:** \$250  
**Utilities Included:** None

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	Yes

**Design:** two-story walk-up

**Remarks:** does not accept Section 8; tennis courts



18.Rivers End, 899 Powers Ferry Rd

(770) 952-0777

**Contact:** Rachael, Lsg Cons (5/15/08)  
**Date Built:** 1982  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
1BR/1b	58	\$759	800	\$.95	6
2BR/1b	118	\$899	1100	\$.82	6
3BR/1.5b	16	\$1100	1500	\$.73	0
Total	192				12

**Typical Occupancy Rate:** 94%  
**Security Deposit:** \$200  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** No  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	Yes
Fitness Ctr	Yes	Recreation Area	Yes
Storage	Yes	Picnic Area	No

**Design:** two-story walk-up

**Remarks:** does not accept Section 8



19.The Village, 1901 Old Concord Rd

(770) 434-0485

**Contact:** Ms Rosie, Mgr (5/14/08)  
**Date Built:** 1975  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size sf</u>	<u>Rent Per SF</u>	<u>Vacant</u>
2BR/1.5b	120	\$650	1250	\$.52	15
3BR/2b	32	\$765	1350	\$.57	6
Total	152				21

**Typical Occupancy Rate:** 80's  
**Security Deposit:** \$99  
**Utilities Included:** water, sewer, trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Yes	Carpeting	Yes
Disposal	No	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	Yes
W/D Hook Up	Yes	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	No
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	No
Storage	No	Picnic Area	No

**Design:** two-story walk-up

**Remarks:** two Section 8 voucher holders



20. Wynnhaven Apartments, 560 Powder Springs Rd (770) 427-6595

**Contact:** Gina, (5/14/08)  
**Date Built:** 1965 rehabed in 2008  
**Contact Type:** Telephone interview

**Type:** Market Rate  
**Condition:** Very Good

<u>Unit Type</u>	<u>Number</u>	<u>Rent</u>	<u>Size</u> sf	<u>Rent</u> <u>Per SF</u>	<u>Vacant</u>
1BR/1b	76	\$530	700	\$.76	*
2BR/1b	78	\$630	1000	\$.63	*
2BR/1.5b	80	\$650	1000	\$.65	*
3BR/2b	30	\$820	1250	\$.66	*
3BR/2.5b	32	\$820	1250	\$.66	*
Total	296				100*

\* just finished the rehab process

**Typical Occupancy Rate:** Na  
**Security Deposit:** \$130  
**Utilities Included:** trash

**Waiting List:** No  
**Concessions:** Yes  
**Turnover:** Na

**Amenities - Unit**

Stove	Yes	Air Conditioning	Yes
Refrigerator	Yes	Cable Ready	Yes
Dishwasher	Some	Carpeting	Yes
Disposal	Yes	Window Treatment	Yes
Washer/Dryer	No	Ceiling Fan	No
W/D Hook Up	Some	Patio/Balcony	Yes

**Amenities - Project**

Mgmt Office	Yes	Pool	Yes
Laundry Room	Yes	Community Room	No
Fitness Ctr	No	Recreation Area	No
Storage	Yes	Picnic Area	Yes

**Design:** two-story walk-up

**Remarks:** \$100 move-in special; accepts Section 8



## SECTION H

### INTERVIEWS

The following are observations and comments relating to the subject property. They were obtained via a survey of local contacts interviewed during the course of the market study research process.

In most instances the project parameters of the proposed development were presented to the "key contact", in particular: the proposed site location, project size, bedroom mix, income targeting and net rents. The following statements/comments were made:

(1) - Ms. Brenda Pate, the manager of the subject property, Dorsey Manor and Mr. Jim Hartsfield, Deputy Director of Development for the Marietta Housing Authority were interviewed (in person), (770) 419-2943. *Both stated that the Tower at Dorsey Manor would be well received by the market after the rehab process, given its location, the views that it offers and the fact that it will likely retain 70%/80% or more of its existing tenants. Both stated that the reduction in the number of existing Studio units will greatly assist the property in the area of the retention and re-leasing of units.*

(2) - Ms. Jamie Gallehue, the manager of the Ashton Arbors new construction LIHTC elderly apartment was interviewed, (770) 420-2301. *Ms. Gallehue stated that in her opinion the introduction of the subject elderly acquisition/rehab LIHTC application would not negatively impact her property. The primary reason for this opinion is that the Tower at Dorsey Manor application will offer almost 100% deep subsidy project base rental assistance.*

(3) - Ms. Robin, the manager of the Edinborough (Market Rate) apartments was interviewed, (770)436-2447. *The respondent stated that the proposed LIHTC rents were very reasonable given the fact that the majority of the units will offer project base rental assistance and that the majority of the units are already occupied. She went on to state that in her opinion the proposed acquisition/rehab development would not negatively impact her property.*

(4) - Barbara, the Manager of the Summerhill Senior Living (Market Rate) apartments was interviewed, (770)438-7809. *She stated that in her opinion, the proposed acquisition/rehab development would not negatively impact her property. She is of the opinion that the Marietta/Smryna market is in need of more affordable elderly housing.*

(5) - Ms. Bonnie Hutchinson the manager of the Henderson Arms (HUD-elderly) Apartments was interviewed, (770)419-3221. *Ms. Hutchinson stated that The Tower at Dorsey Manor would be well received by the market, given its location, the fact that it will likely retain 80% or more of its existing tenants and the fact that the majority of the units will have PBRA. She stated that in her opinion, the proposed acquisition/rehab development would not negatively impact her property. At the time of the survey, her property was 100% occupied and had a "closed" waiting list.*

**SECTION I**  
**CONCLUSIONS &  
RECOMMENDATION**

As proposed in Section B of this study, it is of the opinion of the analyst, based on the findings in the market study that the Tower at Dorsey Manor (a proposed acquisition/rehab LIHTC / Market Rate property) targeting the elderly population (age 62+) should proceed forward with the development process.

**Detailed Support of Recommendation**

1. Product Mix - The target group is large enough to absorb the proposed product development of **80** units.
2. Assessment of rents - The proposed net rents will be competitive to very competitive in the PMA, subject to the retention of the existing PBRA.
3. The current apartment market is **not** representative of an over saturated market, for well maintained, well amenitized and professionally managed properties. However, many properties are utilizing rent concessions (at present) in order to obtain and maintain occupancy levels greater than 90% to 93%.
4. The proposed complex unit amenity package is considered to be competitive to very competitive within the PMA.
5. Stabilized occupancy, subsequent to initial lease-up, is forecasted to be 93% or higher.
6. The site location is considered to be very marketable.
7. The proposed development will not negatively impact the existing supply of program assisted LIHTC family properties within the subject PMA.

**SECTION J**  
**ANALYST QUALIFICATIONS**

Koontz and Salinger conducts Real Estate Market Research and provides general consulting services for real estate development projects. Market studies are prepared for residential and commercial development. Due diligence work is performed for the financial service industry and governmental

agencies.

**JERRY M. KOONTZ**

EDUCATION: M.A. Geography 1982 Florida Atlantic Un.  
B.A. Economics 1980 Florida Atlantic Un.  
A.A. Urban Studies 1978 Prince George Comm. Coll.

PROFESSIONAL: 1985-Present, Principal, Koontz and Salinger, a Real Estate Market Research firm. Raleigh, NC  
  
1983-1985, Market Research Staff Consultant, Stephens Associates, an consulting firm in real estate development and planning. Raleigh, NC  
  
1982-1983, Planner, Broward Regional Health Planning Council. Ft. Lauderdale, FL.  
  
1980-1982, Research Assistant, Regional Research Associates. Boca Raton, FL.

AREAS OF EXPERIENCE: Real Estate Market Analysis: Residential Properties and Commercial Properties

WORK PRODUCT: Over last 25 years have conducted real estate market studies, in 31 states. Studies have been prepared for the LIHTC & Home programs, USDA-RD Section 515 & 528 programs, HUD Section 202 and 221 (d)(4) programs, conventional single-family and multi-family developments, personal care boarding homes, motels and shopping centers.

PHONE: (919) 362-9085  
FAX: (919) 362-4867  
EMAIL: VONKOONTZ@AOL

**Member in Good Standing:** Professional Real Estate Market Analysts Coalition (PREMAC)



**Market Analyst Certification and Checklist**

I understand that by initializing (or checking) the following items, I am stating those items are included and/or addressed in the report. If an item is not checked, a full explanation is included in the report.

The report was written 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: \_\_\_\_\_

**A. Executive Summary**

Market demand for subject property given the economic conditions of the area	Page	viii
Projected Stabilized Occupancy Level and Timeframe	Page	ix
Appropriateness of unit mix, rent and unit sizes	Page	viii
Appropriateness of interior & exterior amenities including appliances	Page	vii
Location & distance of subject property in relation to local amenities	Page	10
Discussion of capture rates in relationship to subject	Page	viii
Conclusion regarding the strength of the market for the subject	Page	ix

**B. Project Description**

Project address, legal description and location	Page	1
Number of units by unit type	Page	1
Unit size, # of bedrooms & structure type	Page	1
Rents & Utility Allowance	Page	2
Existing or proposed project based rental assistance	Page	1
Proposed development amenities	Page	2
For rehab proposals, current occupancy levels, rents, and tenant incomes (if available), as well as detailed information as to renovation of property	Page3&Appen	
Projected placed in service date	Page	2
Construction type	Page	1
Occupancy type	Page	1
Special Population Target (if applicable)	Page	Na

**C. Site Evaluation**

Date of Inspection of Subject Property by Market Analyst	Page	14
Physical features of Subject Property and Adjacent Uses	Page	3 & 4
Subject Photographs	Page	5 - 8
Map identifying location of subject as well as closets facilities	Page	11

Developments in vicinity to subject & proximity in miles	Page	12
Map identifying existing low-income housing within the PMA	Page	13
Road or infrastructure improvements planned or under construction	Page	3
Comment on access, ingress/egress and visibility of subject	Page	14
Any visible environmental or other concerns	Page	14
Overall conclusions of site and their marketability	Page	14

**D. Market Area**

Map identifying Subject's Location within PMA	Page	17
Map identifying Subject's Location within SMA, if applicable	Page	Na

**E. Community Demographic Data**

Data on Population & Households Five Years Prior to Market Entry and Projected Five Years Post-Market Entry	Page	18
---	------	----

**1. Population Trends**

a. Total Population	Page	18&19
b. Population by Age Group	Page	20
c. Number of elderly & non elderly (for elderly projects)	Page	22
d. Special needs, additional information	Page	Na

**2. Household Trends**

Elderly by tenure, if applicable

a. Total number of households & average household size	Page	23
b. Households by tenure (# of owner & renter households)	Page	25
c. Households by Income	Page	28&29
d. Renter households by # of persons in the household	Page	24

**3. Employment Trends**

a. Employment by industry	Page	35
b. Major employers, product or service, total employees, expansions	Page	37
c. Contractions, New planned employers, and impact on employment	Page	38
d. Unemployment trends for the PMA & County for last 2 to 4 years	Page	34
e. Map of the site & location of major employment concentrations	Page	40
f. Overall conclusions	Page	39

**F. Project Specific Demand Analysis**

Income Restrictions - per development's application	Page	30-33
Affordability - Delineation of Income Bands	Page	30-33
Comparison of market rents of competing projects with the subject market rents	Page	64
Comparison of market rents of competing projects with proposed LIHTC rents	Page	65
Demand Analysis Using Projected Service Date (within 2 years)	Page	41-51
a. New Households Using Growth Rates from Reputable Source	Page	42
b. Demand from Existing Households	Page	43
c. Elderly Households Converting to Rentership	Page	44
d. Elderly Households Relocating to the Market	Page	46
e. Deduction of Supply of "Comparable Units"	Page	47
f. Capture Rates for Each Bedroom Type	Page	50

g. Anticipated Absorption period for the property Page 51

**G. Supply Analysis**

Comparative chart of subject amenities & competing projects Page 61-63  
Supply & analysis of competing developments under construction Page 47  
and pending  
Comparison of competing developments Page 57-60  
Rent Comparable Map (showing subject & comparables) Page 13&99  
Rental Assisted Projects in PMA Page 67-78  
Multi-family Building Permits issued in PMA in last two years Page 26

**H. Interviews**

Names, Title, and Telephone # of Individuals Interviewed Page 100

**I. Conclusions & Recommendations**

Conclusion as to Impact of Subject on PMA Page 101  
Recommendation as to Subject's Viability in PMA Page Exe  
Summary

**J. Signed Statement**

Signed Statement from Analyst Page 103&104

**APPENDIX A**

**FORECAST DATA BASE**

**CURRENT SUBJECT RENT ROLL**

**SCOPE OF WORK**