



HOUSING MARKET ANALYSIS AND STRATEGIC RECOMMENDATIONS

TROUP COUNTY, GA

Prepared for Troup County Center for Strategic Planning, Inc.
May 2019



On behalf of:



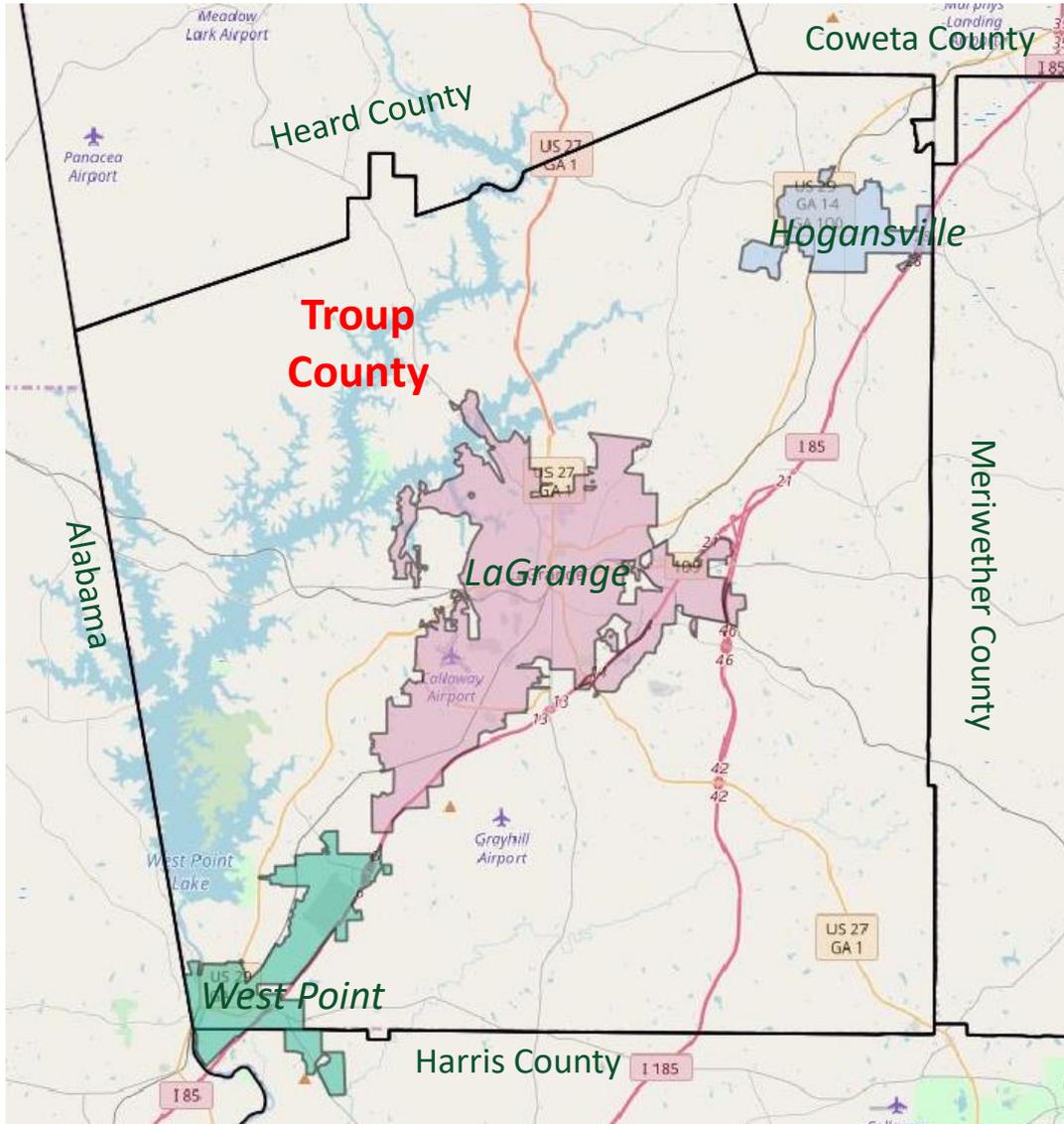
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Cover photo from LaGrange Downtown Development Authority

INTRODUCTION

INTRODUCTION



- The Troup County Center for Strategic Planning, Inc. engaged Bleakly Advisory Group to assess the housing market conditions, identify gaps in the residential supply, and provide recommendations for improving the housing market situation within Troup County, GA overall as well as in its municipalities of Hogansville, LaGrange, West Point, and the unincorporated portions of the county.
- Bleakly Advisory Group, Inc. is an Atlanta-based economic and real estate development consulting company formed in 2001. The firm has extensive experience in demographics, housing market analysis, retail market analysis, and mixed-use market analysis throughout the southeastern U.S. Bleakly provides a full range of real estate consulting services to both public and private sector clients in the areas of real estate market research and development feasibility analysis, affordable housing and redevelopment plans, highest-and-best use analysis, economic development and housing strategies, and fiscal and economic impact studies.
- The firm has extensive experience working with housing issues in communities throughout Georgia, including assignments in LaGrange and Troup County, over the past decade.
- Bleakly Advisory Group greatly appreciates the time and effort of all that participated in this process. Geoff Koski, president of Bleakly Advisory Group, directed this work.

INTRODUCTION

Summary Findings:

- Since the opening of the Kia plant in 2009, Troup County has grown its total employment by nearly a third, for an impressive average annual growth rate of over 4%. However, partly due to a lack of appropriate new housing options in the area, population and household growth has not kept pace with employment growth.
- Thus, Troup employees are choosing to live in nearby counties and commute to work. There is likely a need for additional owner and rental housing options and price points that match the incomes of the expanding workforce. By inducing more employees to live within Troup County, the community will capture a higher percentage of the economic benefits resulting from the expanding local economy.
- Expanding the range of housing type options in the county will “grow the pie” of the local housing market, capturing unmet demand, and allowing for accelerated population and household growth. In providing appropriate levels of housing production, the market will supply the units necessary to keep up with demand locally, rather than allow the demand to escape elsewhere.
- Further, lagging new residential production impacts the market at all levels of housing affordability. Households that choose to live in Troup and can afford mid-tier and higher-priced homes (both rental and for-sale) often end up occupying homes in lower price bands, making it difficult for lower-income households to find appropriate housing and exacerbating competition for existing supply of more affordable units. This situation also serves as a drag on housing prices overall in Troup.
- A range of aggressive actions can be taken by local public, private, philanthropic, and non-profit sectors to help to expand the supply of housing to meet demand across the entire market spectrum. These potential actions are highlighted in the Key Findings & Recommendations portion of this report.

Bleakly Advisory Group gathered a wide range of primary and secondary data on Troup County and its cities demographic, economic, and housing real estate trends to provide input into the analysis for this assignment. In the process Bleakly interviewed dozens of local stakeholders in key segments of the community, and conducted an online survey that garnered over one thousand individual responses.

The work represented in the following report led to numerous conclusions regarding the Troup County housing market, which are summarized and detailed at left.

THE FIRST QUESTION TO ASK:

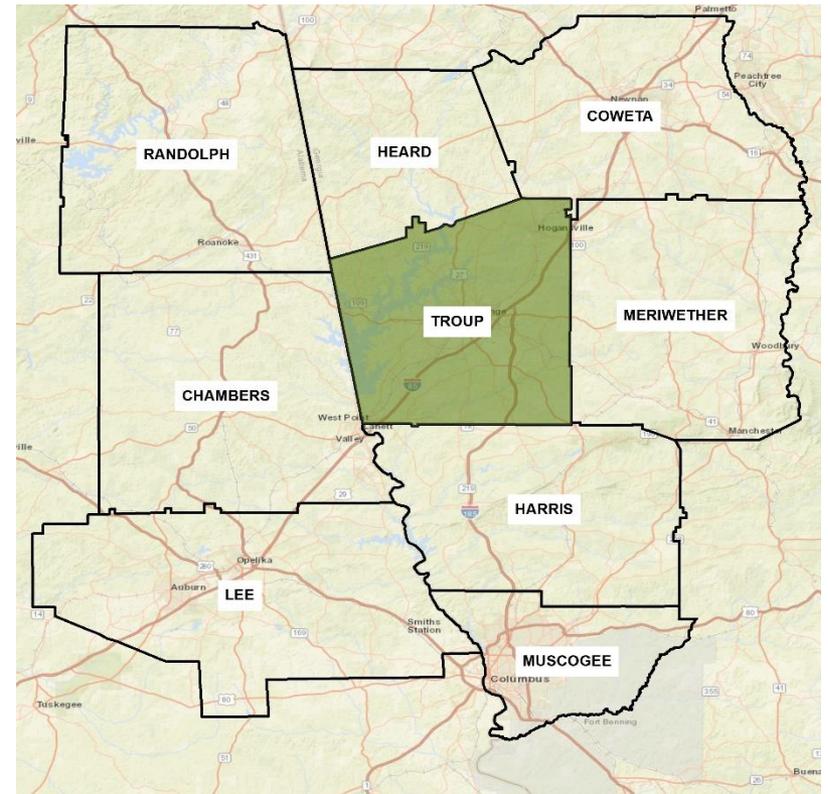
IS TROUP COUNTY GETTING ITS FAIR SHARE OF NEW AREA JOBS AND HOUSEHOLDS?

- Answering this question allows us to gauge how Troup County stacks up against its immediate neighbors.
- We can gauge countywide job and housing growth by how recent growth compares to the county's historical share of regional jobs and households. This is called a fair share comparison, and it measures to what extent a location is receiving its "fair share" of new growth. The equation is:

$$\% \text{ of fair share} = \frac{\text{local share of growth from 2010} - 2017}{\text{local share of growth in 2010}}$$

- A result of 100% means that the county received exactly its fair share of recent growth relative to the region. If the percentage is greater than 100%, the county received more than its fair share of growth. If less than 100%, the county received less than its fair share of growth.
- In this analysis, we will compare Troup County and its cities relative to the surrounding nine-county market area, as shown at right.
- For the analysis, we used the most recent information available – 2017 for job growth data, 2019 for household growth data. These years are both part of the same market cycle, thus comparison can be made across the two years.

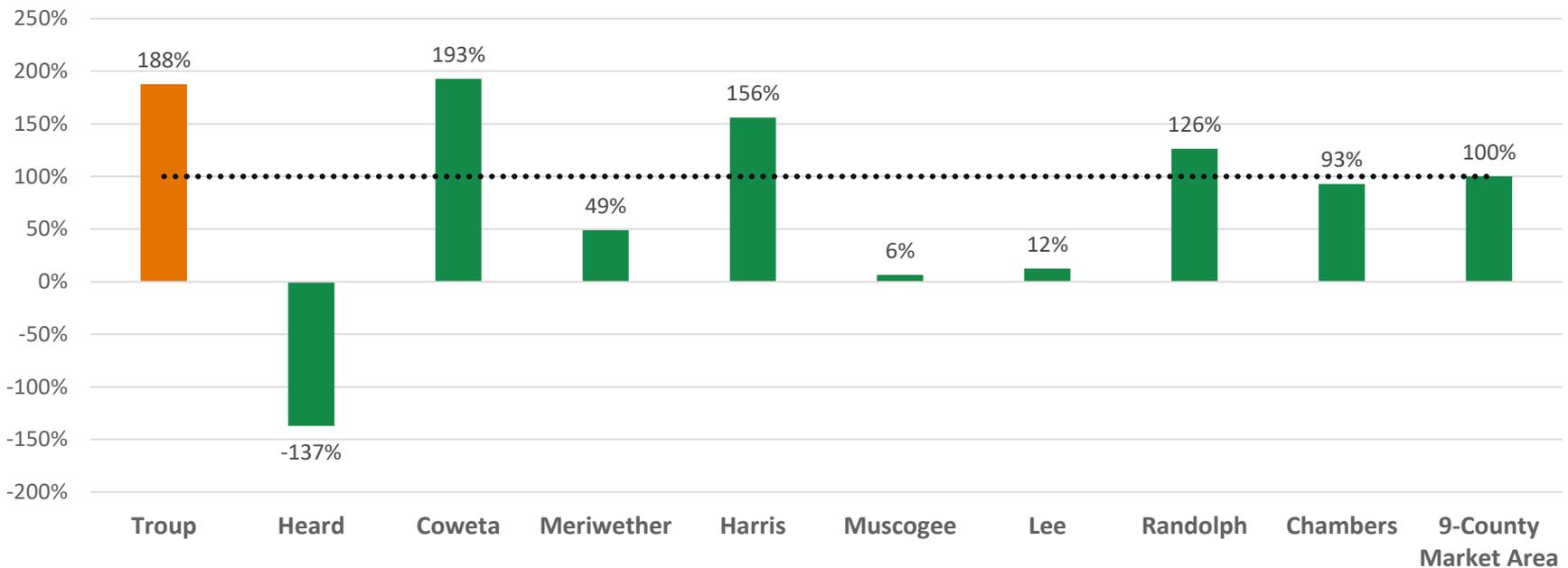
Nine-County Market Area



TROUP HAS ADDED MORE THAN ITS FAIR SHARE OF JOBS...

- **Troup County has received NEARLY DOUBLE its fair share of recent employment growth in recent years.** By the fair share metric, it is outperforming all of the other surrounding counties except Coweta County.

2010-2017 County Fair Share of Employment Growth
Relative to the Nine-County Market Area



Data source: BLS Quarterly Census of Employment and Wages.

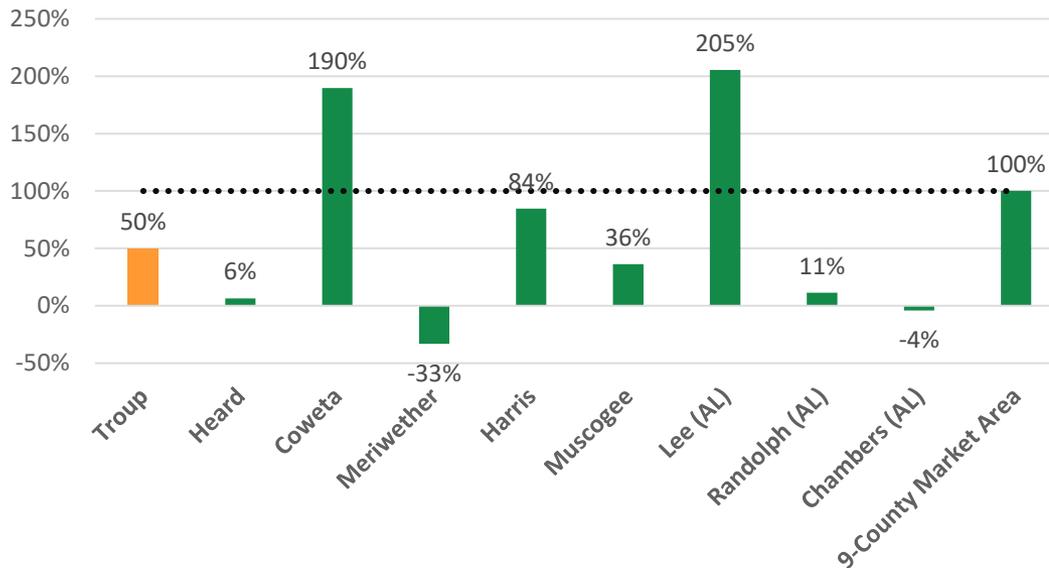
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These years are both part of the same market cycle, thus comparison can be made across the two years

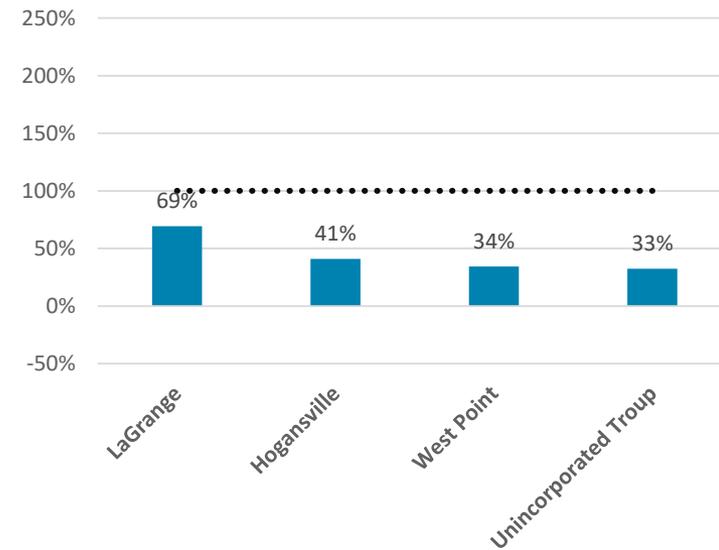
...BUT TROUP HAS ADDED LESS THAN ITS FAIR SHARE OF NEW HOUSEHOLDS

- In contrast to the strong employment growth, Troup County has received **ONLY HALF** of its fair share of recent household growth. Instead, an outsized share of the region’s household growth is concentrating in Coweta and Lee Counties. This shows that Coweta and Lee Counties could be considered Troup County’s greatest competition for new households and housing.
- Examining the fair shares at the city level shows that LaGrange is getting closer to its fair share of household growth than are Hogansville or West Point. Still, all of Troup’s cities are seeing less growth than their historical share of regional households would suggest.

2010-2019 County Fair Share of Household Growth Relative to the Nine-County Market Area



Fair Share for Cities within Troup County



Data source: Claritas.

This analysis uses the most recent information available – 2017 for job growth data, 2019 for household growth data.

These years are both part of the same market cycle, thus comparison can be made across the two years.

WAGES VS. INCOMES DISCREPANCY

Without appropriate new housing options, higher wage earners in Troup often choose to live outside of the county.

- Troup is in the 83rd percentile of all Georgia counties for wages paid in the county, but only 60th percentile for county resident incomes. That is, while only 17% of Georgia counties have higher worker wages than Troup for jobs within the county, 40% have higher resident incomes.
- This points to the fact that many who hold the higher income jobs in the county live outside of the county. The opportunity exists to convert these local employees into local residents with the proper housing products, as well as with enhanced local community amenities and schools.

■ 159 Georgia counties Average Weekly Wages (4Q 2017)

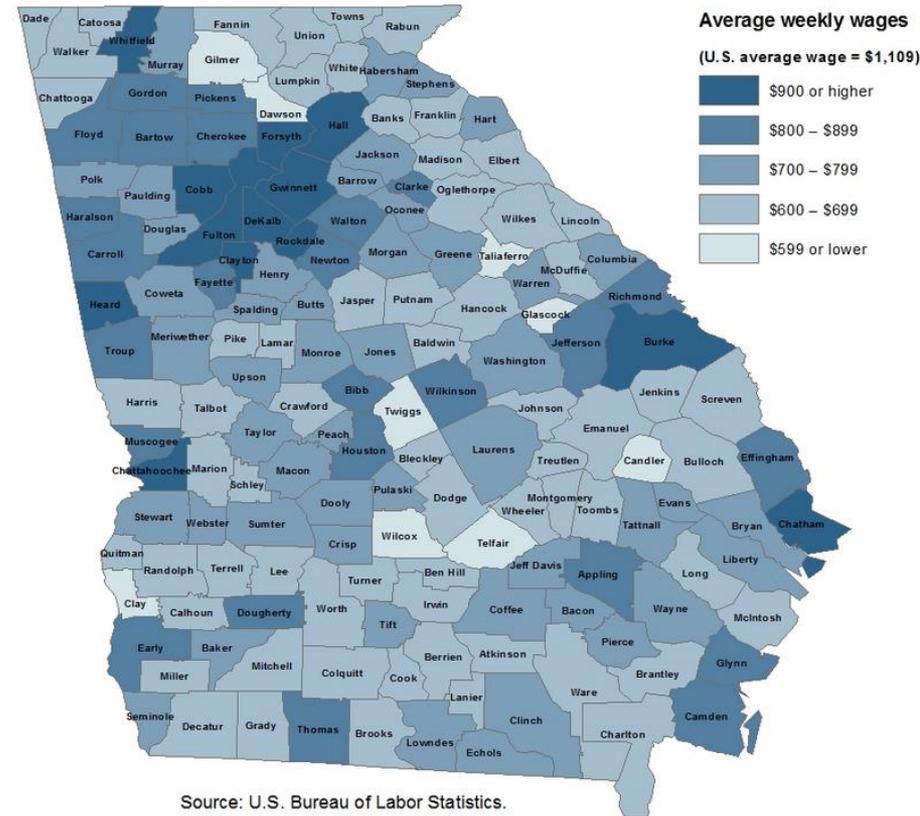
- 13: > \$900
- 25: \$800-\$899 (Troup Avg. Weekly Wage: \$847)
- 48: \$700-\$799
- 64: \$600-\$699
- 9: < \$600

Troup State Ranking: #26

■ 159 Georgia counties Median Household Income (2017)

- 10: >\$70K
- 26: \$50K-\$70K
- 54: \$40K-\$50K (Troup Median Household Income : \$43,000)
- 66: \$30K-\$40K
- 4: <\$30K

Troup State Ranking: #64



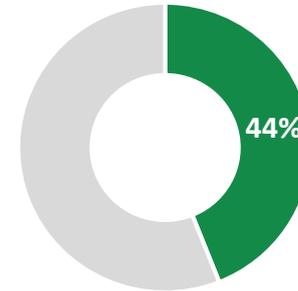
A wider variety of new housing options in Troup Co. is possible due to the prevalence of higher income jobs in the county.

THE RESULT: A JOBS/HOUSING IMBALANCE

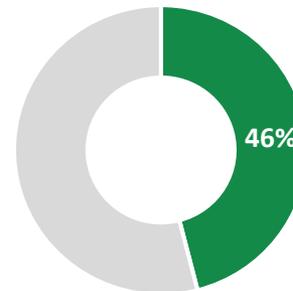
- **The strong employment growth and slow household growth create an imbalance between jobs and households that manifests in a shortage of housing options in Troup County and its cities.**
- The imbalance makes it more likely that new employees will live outside of the county and commute in. Relative to historical patterns, employees are increasingly likely to choose to live in Coweta and Lee Counties.
- Forty-four percent of Troup County workers live in the county, meaning that 56% of Troup County workers commute in.
- As the comparison to Coweta County shows, this is fairly typical for a suburban, employment-centered county, but there are important benefits to the county if it can capture a larger share. Consequently, these in-commuters should be considered “prospective residents”—willing to consider living somewhere in Troup County if the right housing options were available.
- The key challenge for Troup County and its cities then is to increase the supply of housing, and to do so thoughtfully with new housing that reflects the housing types, price points, and neighborhood amenities in demand among the growing employment base.

Share of Workers that Work and Live in the Same County

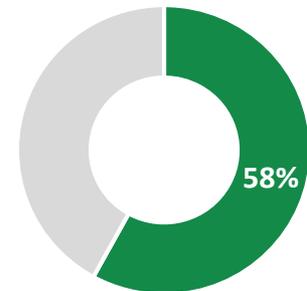
Troup County, GA



Coweta County, GA



Lee County, AL



Data source: U.S. Census OnTheMap, 2015. Uses most recent data available.

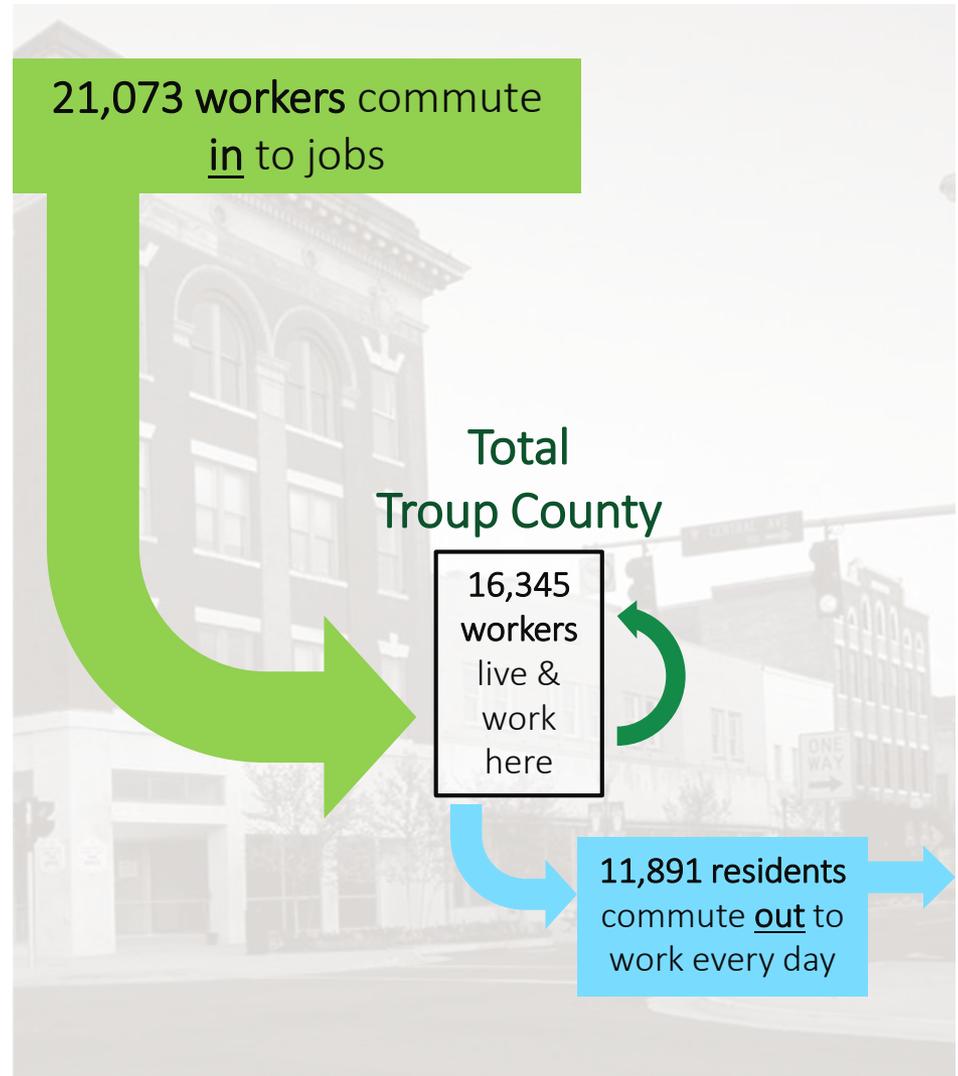
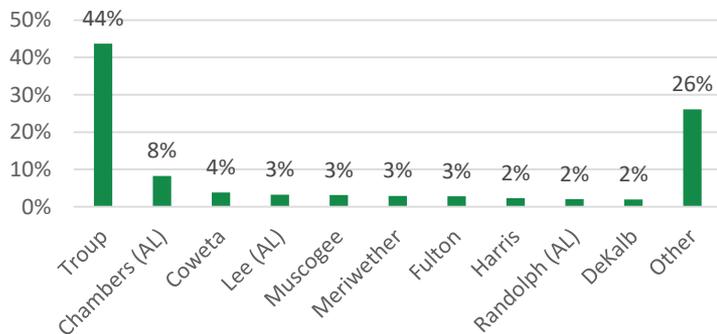
THE COMMUTER OPPORTUNITY

COMMUTER OPPORTUNITY

TOTAL TROUP COUNTY EMPLOYEE COMMUTES

- 56% of all Troup workers commute into work from outside the county. That is, over half of all Troup workers do not live in the county. This represents a strong potential market for future housing.
- If offered a compelling residential option, these workers may seek to live closer to work.
- The survey of local employees who live elsewhere that was conducted in this study confirms the opportunity to attract one-third to one-half of these employees to live in Troup if they were offered appropriate housing and community amenities.

Where Troup County Workers Live

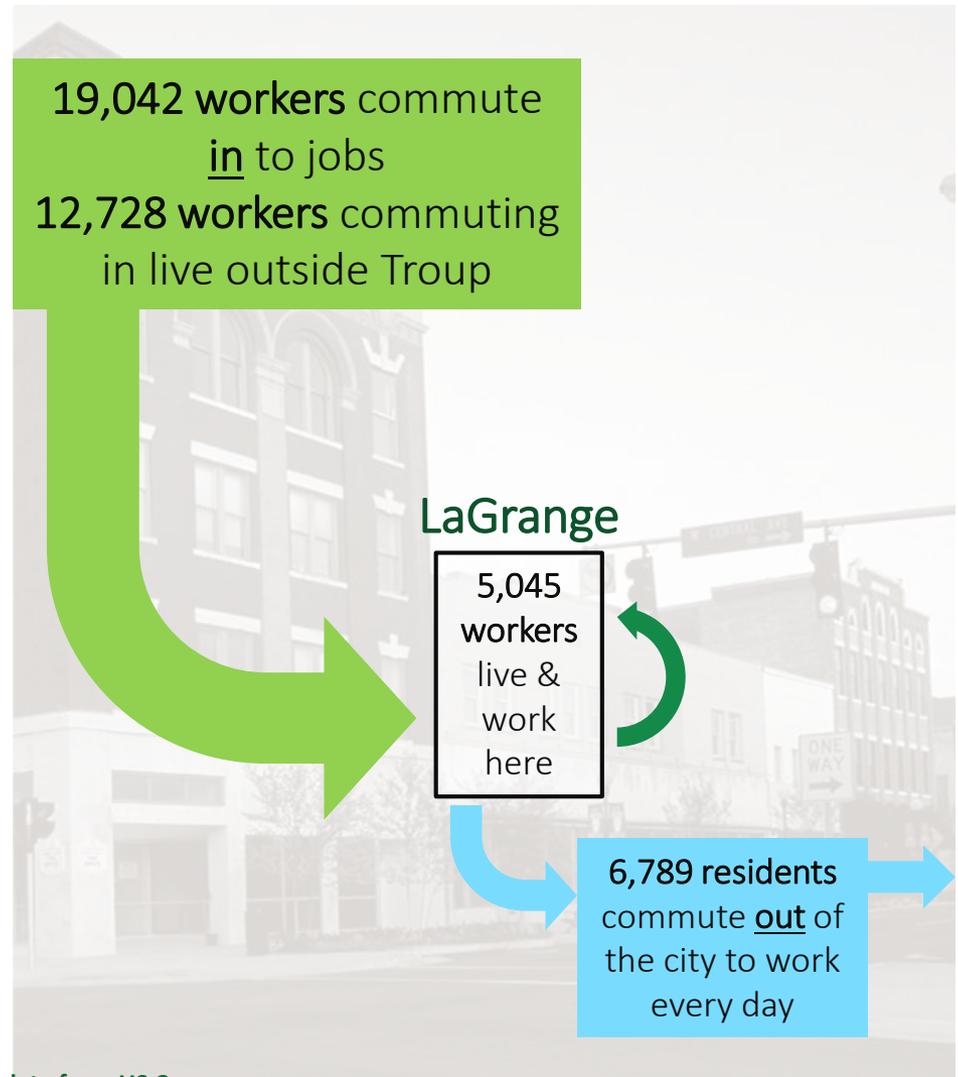


Based on data from US Census

COMMUTER OPPORTUNITY

LAGRANGE EMPLOYEE COMMUTES

- 53% of LaGrange workers commute in to the city from outside of Troup County.
- This equates to 12,728 LaGrange employees who could consider living in Troup if attractive and attainable housing options were available to them.

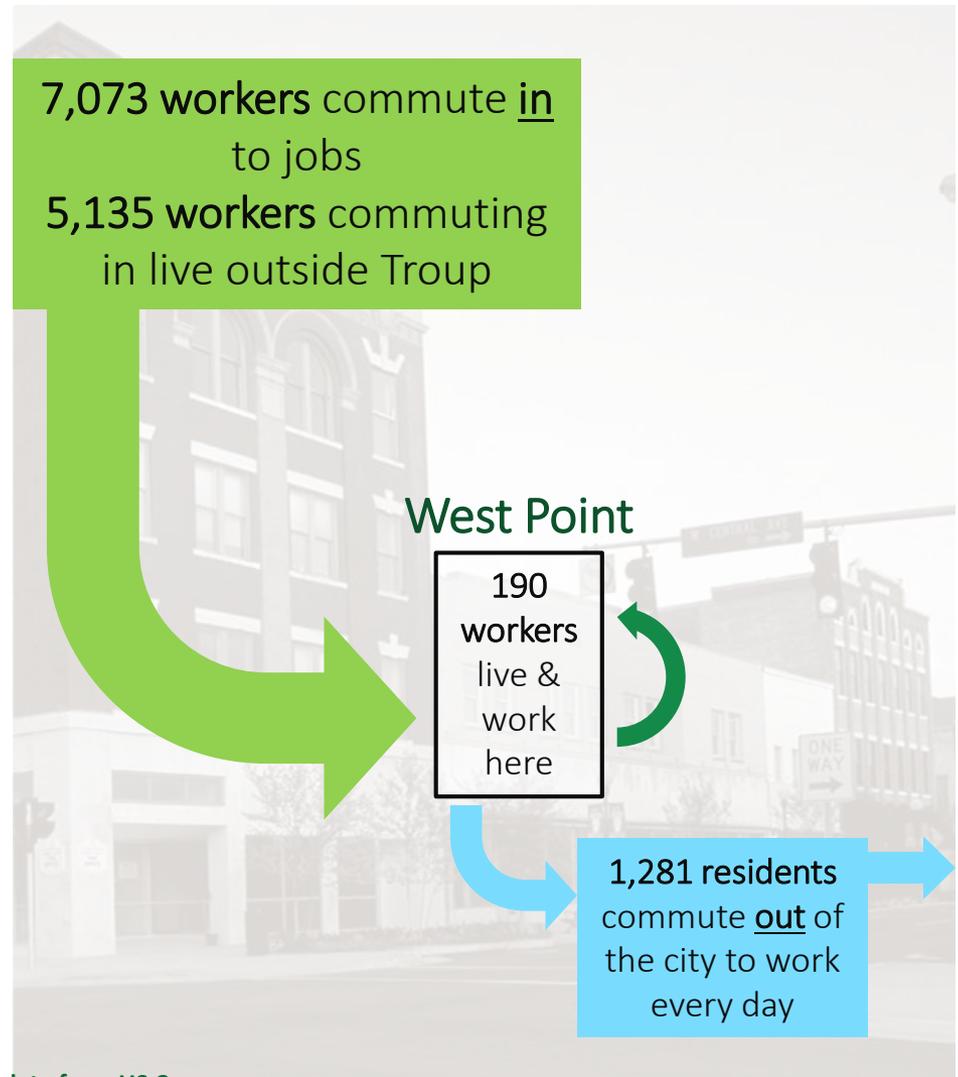


Based on data from US Census

COMMUTER OPPORTUNITY

WEST POINT EMPLOYEE COMMUTES

- 71% of West Point workers commute in to the city from outside of Troup County.
- This equates to 5,135 West Point employees who could consider living in Troup if attractive and attainable housing options were available to them.

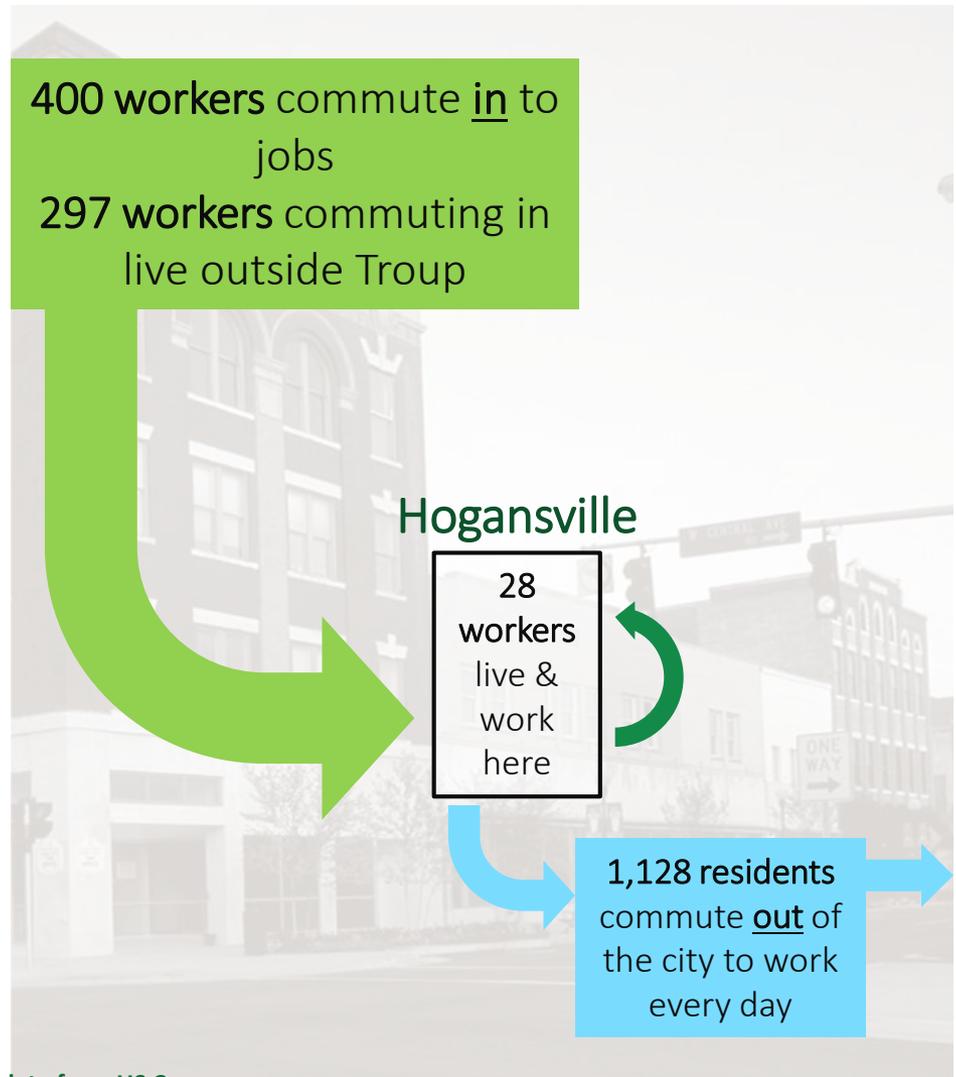


Based on data from US Census

COMMUTER OPPORTUNITY

HOGANSVILLE EMPLOYEE COMMUTES

- 69% of Hogansville workers commute in to the City from outside of Troup County
- This equates to 297 Hogansville employees who could consider living in Troup if attractive and affordable housing options were available to them.



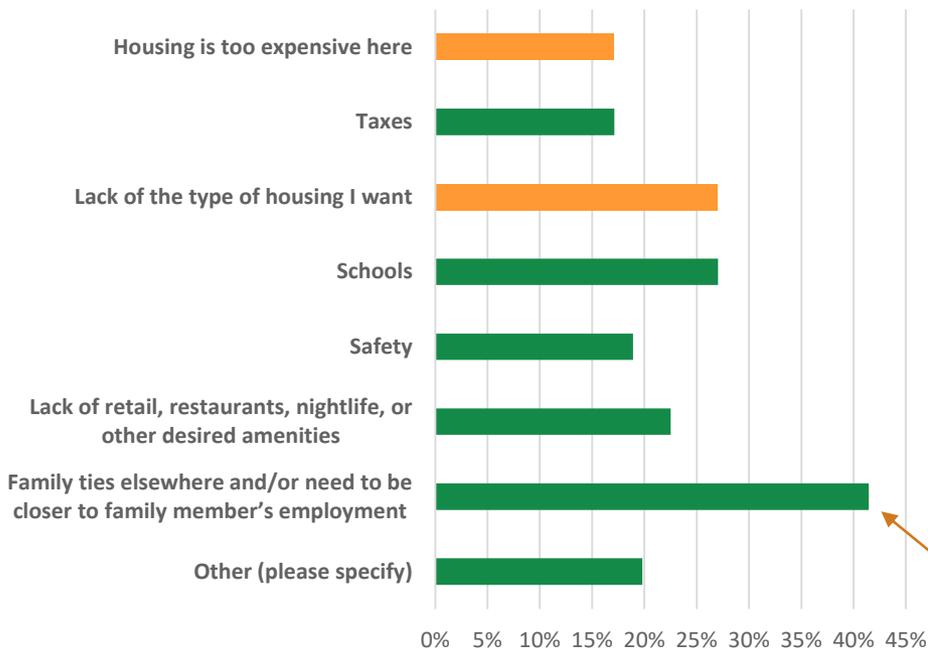
Based on data from US Census

COMMUTER OPPORTUNITY

- 10% of people who responded to a survey for this study work in Troup County but live elsewhere. Their responses highlighted housing as a top reason for not living where they work.

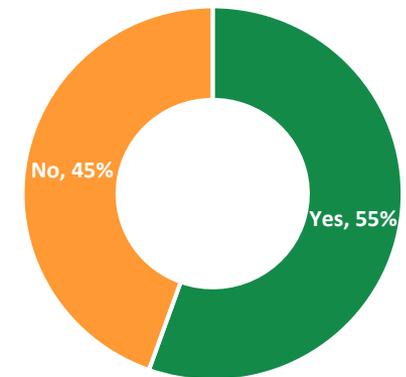
- The survey also asked commuters who work but don't live locally whether they would consider ever moving to Troup County; 55% said yes.

If you live OUTSIDE of Troup Co., why do you live OUTSIDE of Troup Co.? (choose all that apply)



Troup County will likely never be competitive among these households, but can be competitive for the others.

If the reason for living outside of Troup Co. changed, would you consider moving here?



NATIONAL HOUSING TRENDS SUMMARY

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The following section is adapted from a February 11, 2019 article in Bloomberg Businessweek titled:

America Isn't Building Enough New Housing

- This article is highlighted because it succinctly identifies issues that are hampering housing production throughout the nation.
- Upon examination of the Troup County housing market, it was determined that the issues highlighted from the article on the following pages impact Troup as well. Of course, Troup's concerns can also be tracked to other, more localized, issues. The combination of the national and local issues have conspired to impede local housing production.

“Rather than heading for another bust, we’re still feeling the effects of the last one.”

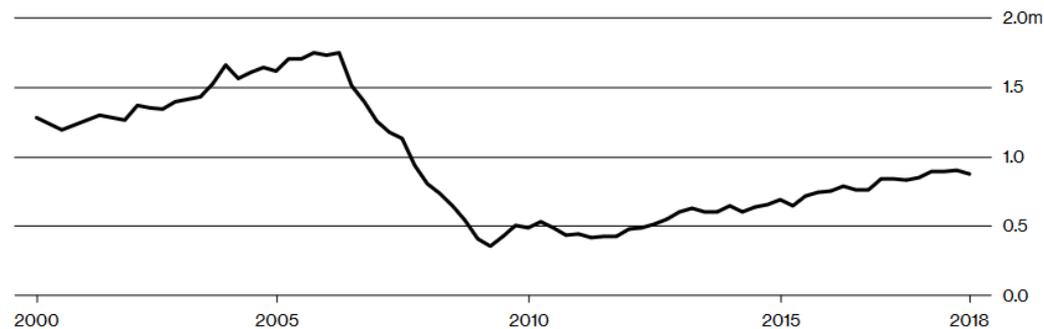
- “Aggressive homebuilders were wiped out, and the survivors are cautious about working on spec.”
 - Smaller builders that rely on borrowing can't supercharge construction, even if they want to, because their bankers are afraid of making loans.”
- “Even after a gradual rebound from its nadir in early 2009, the rate of starts on erecting single-family residences remains below the level of the early 1960s, when the U.S. population was less than 60 percent of what it is today.”



ILLUSTRATION: CHARLOTTE POLLET FOR BLOOMBERG BUSINESSWEEK

U.S. Single-Family Housing Starts

Seasonally adjusted annual rate, shown quarterly



Data: U.S. Census Bureau

NATIONAL HOUSING TRENDS SUMMARY

The following section is adapted from a February 11, 2019 article in Bloomberg Businessweek titled:

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“Rather than heading for another bust, we’re still feeling the effects of the last one.”

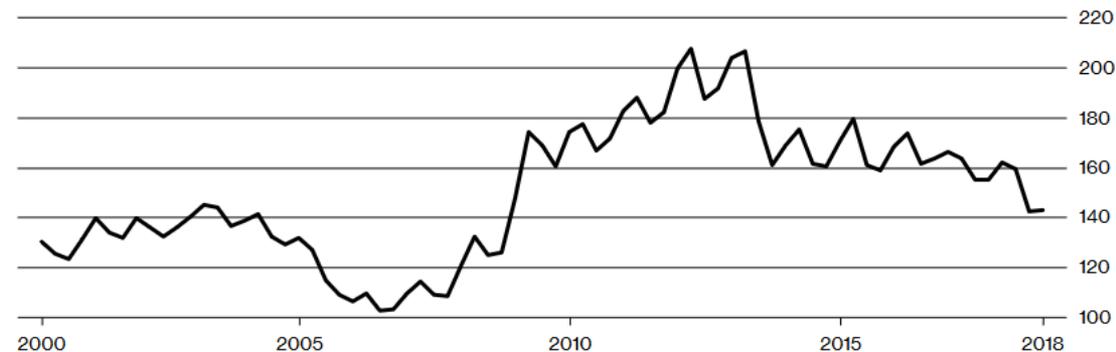
- “A tight supply has caused housing prices to climb steadily.”
- Instead of an oversupply of homes, there aren't enough being built, which is driving up prices at levels that exclude many Americans from ownership. “We are underhoused,” says Aaron Terrazas, a senior economist for Zillow Group Inc.
- The shortage is being aggravated by low unemployment, which is making it hard to hire workers.
- Developers claim regulation is driving up costs.
 - Not-in-my-backyard zoning rules are exacerbating the issue of an already small pool of construction-ready lots.
 - Tighter financial regulation has ended dangerous practices, such as no-documentation loans, which got people into houses they couldn't afford. . . These changes have made it harder for people to buy a house.
 - Down payment requirements are mostly higher.
 - However, when Fannie Mae, the government-controlled mortgage-buying giant, surveyed housing lenders recently, only 1% blamed tight standards for credit and underwriting for the weakness in sales. 48% cited an “insufficient supply.”



ILLUSTRATION: CHARLOTTE POLLET FOR BLOOMBERG BUSINESSWEEK

U.S. Housing Affordability Index

100 = a median-income family can afford a median-priced house; a higher value indicates greater affordability



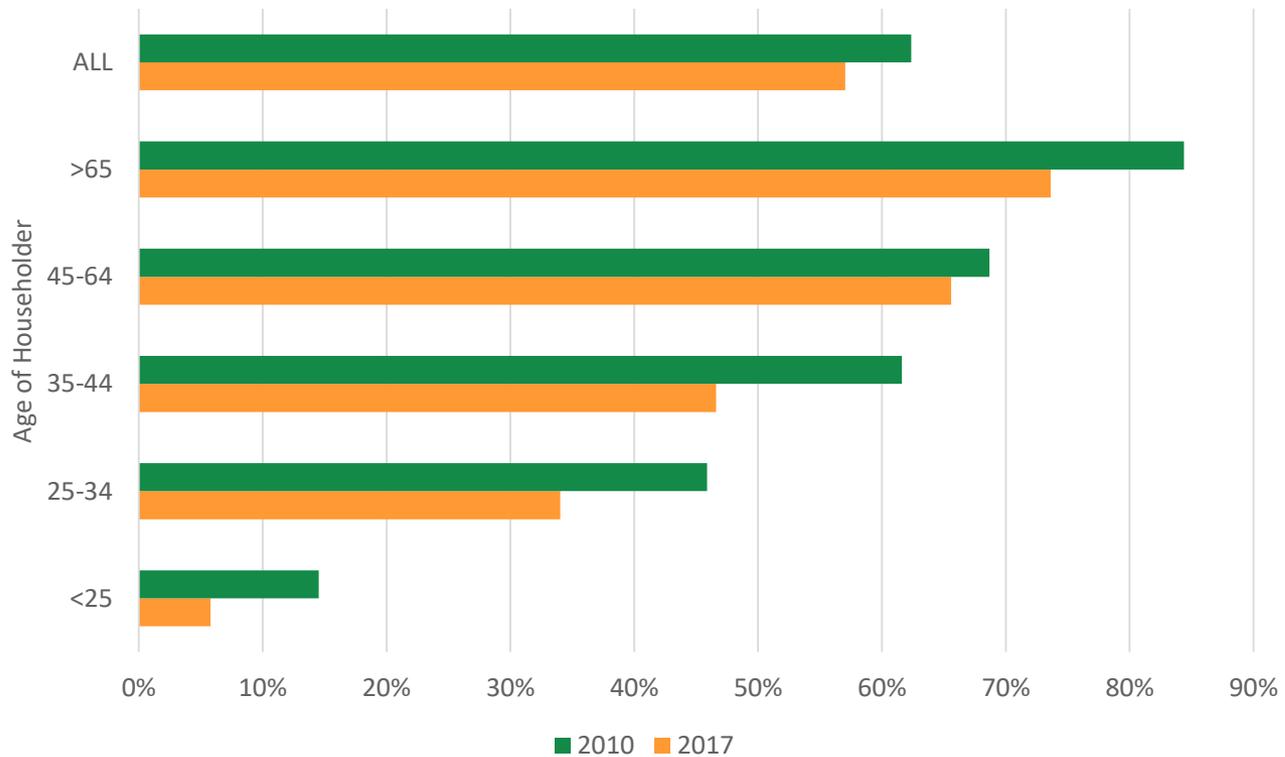
Data: National Association of Realtors

KEY TRENDS DRIVING DEMAND

KEY TRENDS DRIVING DEMAND

- One factor that will shape Troup County housing demand over the next decade will be the changing nature of home ownership.
- In 2016, the U.S. homeownership rate fell to its lowest level in more than 50 years.
- The Troup County overall homeownership rate dropped 5% from 2010-2017, to 57% homeowner. The decrease in homeownership rates is noticeable across all age bands, as shown below.

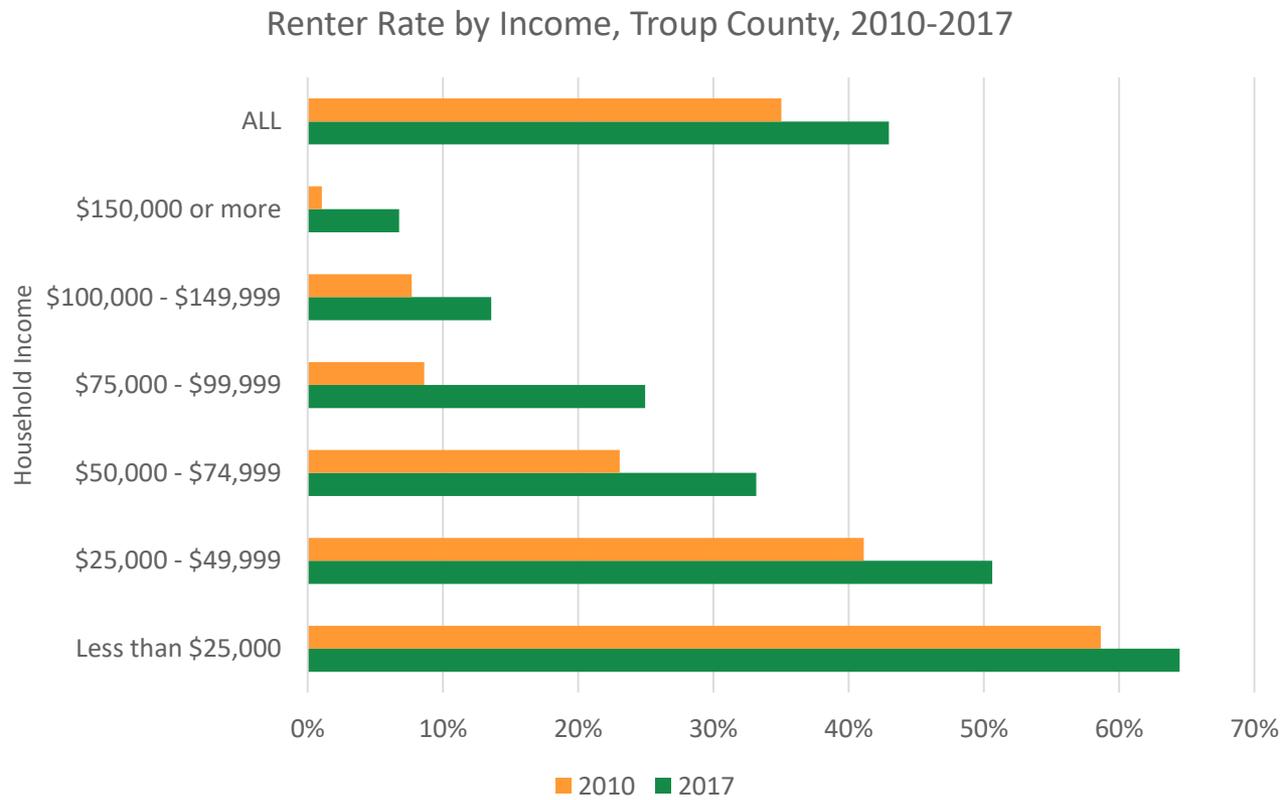
Homeownership Rate by Age, Troup County, 2010-2017



Data source: US Census, 2017 US Census American Fact Finder

KEY TRENDS DRIVING DEMAND

- Renter rates have been increasing in tandem with the decreasing homeownership rate.
- This increase in renter rates has occurred across all income bands, leading to an 8% increase in the percentage of households who rent in Troup County, from 35% in 2010 to 43% in 2017.

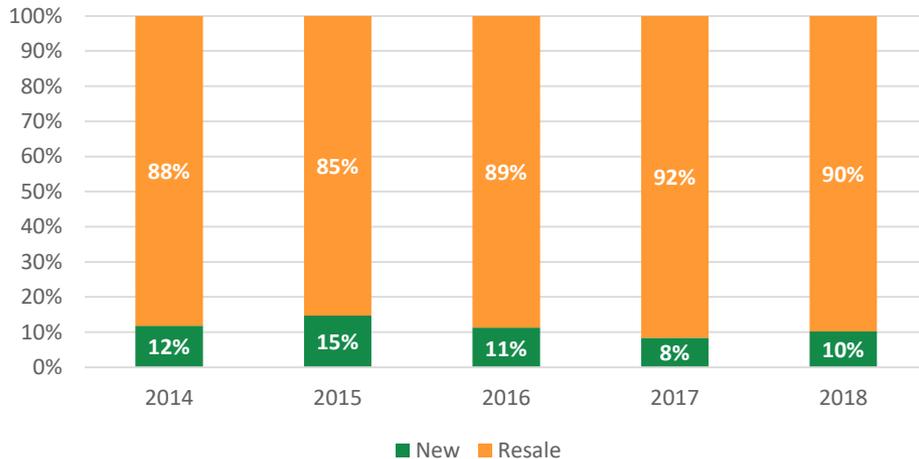


Data source: US Census, 2017 US Census American Fact Finder

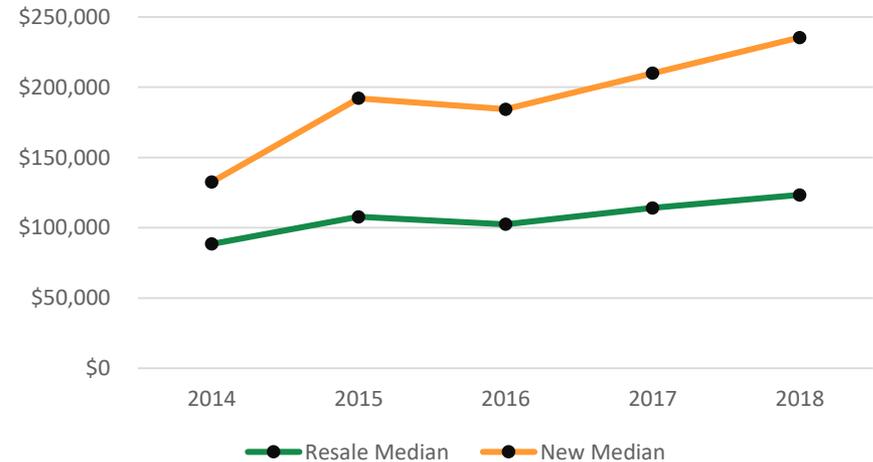
KEY TRENDS DRIVING DEMAND

- Since 2014, Troup County has seen an average of 11% of home sales being from new construction.
- The 2018 median price of an existing home sale in Troup was \$123,350, while the median price of a new construction sale in Troup was \$235,360 – a new construction premium of over \$100,000.
- **New home median pricing has increased over 25% in the past two years and by 75% the past four years, while the number of sales has remained relatively flat. This pricing shift in the local new home market is partially due to higher-priced new homes entering the market and also to the relative lack of new supply and increasing demand driving up per square foot pricing.**
- The new home market has been driven largely by single-family homes, with townhomes making up only 2% of sales over the past five years.

Troup Home Sales



Troup Median Home Sales Price



Data source: MLS, Troup County Tax Assessor, SmartREData

KEY TRENDS DRIVING DEMAND

HOUSING PREFERENCES BY TARGET MARKET SEGMENT

- The matrix below details the major categories of buyers and renters in the market today. Troup households in each category report difficulty finding appropriate housing options to fully meet demand, particularly for lower-income households, young professionals, and empty nesters.

	Below-Market Renters	Young Professionals	Young Families	Middle-Age Families	Middle-Age Singles and Couples	Empty Nesters
Age	All	22-34	25-35	35-55	35-55	55+
Income	<\$35,000	\$35,000+	\$50,000+	\$60,000+	\$60,000+	\$70,000+ or retired
Spending constraints	<ul style="list-style-type: none"> Limited savings 	<ul style="list-style-type: none"> College debt 	<ul style="list-style-type: none"> College debt Childcare costs 	<ul style="list-style-type: none"> Saving for college 	<ul style="list-style-type: none"> Variable 	<ul style="list-style-type: none"> Saving for retirement
Household composition	<ul style="list-style-type: none"> Singles Couples Families 	<ul style="list-style-type: none"> Singles Couples Roommates 	<ul style="list-style-type: none"> “Pre-families” Singles and couples who just had their first kid 	<ul style="list-style-type: none"> Singles and couples with 1+ kids 	<ul style="list-style-type: none"> Mostly singles May have kids on part-time basis 	<ul style="list-style-type: none"> Couples
Moving because...	<ul style="list-style-type: none"> Looking for better quality or management 	<ul style="list-style-type: none"> Graduated college Moving in with significant other 	<ul style="list-style-type: none"> Need more space Buying first home 	<ul style="list-style-type: none"> Need more space Kids entering grade school 	<ul style="list-style-type: none"> Major life change (divorce, job change, etc.) 	<ul style="list-style-type: none"> Downsizing
What they look for in a housing unit	<ul style="list-style-type: none"> Affordability trumps other preferences Accepts housing vouchers Standard level of finish in a well-maintained unit 	<ul style="list-style-type: none"> Willing to sacrifice space for a more amenitized building or “cool” location Low maintenance, on-site management 	<ul style="list-style-type: none"> Some space for their family to grow, but may also plan to move again before 2nd kid or grade school A small yard 	<ul style="list-style-type: none"> Single-family home with a yard Upgraded finishes compared to first home purchase A “forever home” where they can stay a while 	<ul style="list-style-type: none"> If moving from an apartment: an upgraded version of the apartment they lived in as a young professional If moving from a house: comparable level of finish 	<ul style="list-style-type: none"> Low maintenance without sacrificing the quality they have come to expect (large closets, master suite, etc.) Want to downsize without being cramped
What they look for in a community/ neighborhood	<ul style="list-style-type: none"> Safe neighborhood Good schools Convenience to employment and groceries 	<ul style="list-style-type: none"> Shops, restaurants, etc. entertainment options within walking distance Apartment amenities (pool, gym, etc.) 	<ul style="list-style-type: none"> Other young families A good place to raise a child, but do not want to give up proximity to shops and restaurants 	<ul style="list-style-type: none"> Safe neighborhood Good schools 	<ul style="list-style-type: none"> Value convenience and proximity—to work, children, and shops and restaurants 	<ul style="list-style-type: none"> Close to grandkids and/or other couples like them

KEY TRENDS DRIVING DEMAND

HOUSING PREFERENCES BY TARGET MARKET SEGMENT

- This matrix shows the types of housing units each market segment is most likely to consider.

		Below-Market Renters	Young Professionals	Young Families	Middle-Age Families	Middle-Age Singles and Couples	Empty Nesters
	# of Bedrooms	1+	Studio, 1, or 2	2-3	3+	1, 1 w/ den, or 2	1 w/ den, 2, or 2 w/ den
Rental	Apartment	✓	✓			✓	✓
	Townhome	✓		✓		✓	✓
	Single-Family Detached	✓		✓			
For-Sale	Condo					✓	✓
	Townhome					✓	✓
	Small-Lot Detached			✓			✓
	Medium- to Large-Lot Detached				✓		

KEY TRENDS DRIVING DEMAND

- One reason for the decreasing homeownership rates across the country is an increase in “renters by choice,” those who could financially own a home, but choose not to for a variety of reasons including need for mobility for employment, desire to downsize and avoid maintenance responsibilities, and draw towards highly amenitized rental communities.
- Because they have more financial resources and are not pushed to renting out of financial necessity, “renters by choice” will often choose higher-end apartments in amenity-rich developments and walkable communities. They are often willing to trade-off size of their unit for attractive and walkable community amenities. These types of amenities can include parks and trails, as well as other commercial community gathering locations such as craft breweries and/or other high-quality locally-owned food and beverage operations.
- These “renters by choice” are not finding local communities in Troup with the locations and amenities they seek, and are forced into other nearby housing markets.

Renters by Choice: Typical Market Segments

Young Professionals



Not ready to buy, but earn enough to choose a high-end apartment.

Unit preferences: studio, 1-bedroom

Mature Professionals



Prefer the convenience and flexibility of renting. Want the level of quality of for-sale, but none of the hassle.

Unit preferences: 1-bedroom, 2-bedroom

Downsizers



Prefer the convenience of renting in amenity-rich communities. Want the level of quality of for-sale, but none of the hassle.

Unit preferences: 1-bedroom, 2-bedroom

- While there is certainly demand for larger (3+ bedroom) rental units locally, and we recommend continuing to seek opportunities to meet this demand, “renters by choice” is a separate target market segment who have limited options in Troup Co. based on the current rental inventory. The “family” renter, that often seeks 3+ bedrooms, is typically more price and unit-type sensitive than renters by choice.
- Thus, we recommend pursuing opportunities to create more smaller unit rental housing options in walkable mixed-use settings that can attract singles and couples/professionals and downsizers, to meet the local “renter-by-choice” demand while, at the same time, pursuing additional rental units that appeal to families in other locations, likely outside of the downtowns.

KEY TRENDS DRIVING DEMAND

- The diversity of incomes of the new employees in Troup County brings with it a diversity of desires for housing types.
- New housing offerings throughout Troup has been generally limited to large single-family detached and, to a lesser degree, large-scale multifamily housing developments.
- To capture a larger portion of the new employees working in Troup County, new housing types and products will need to be brought to market. These new housing products should be targeted to what is most appropriate for their specific communities.

Key Quality Housing Types Currently Lacking in Troup County



Smaller single-family detached
(<2,000 SF)



“Missing Middle” housing



Downtown multifamily

KEY TRENDS DRIVING DEMAND

- Despite the perception of a lack of higher-end housing options in Troup County, home sales data shows a number of new and resale homes are being purchased in the higher price bands each year.
- These higher-priced homes look different depending on the context of the community; while a high-end home in unincorporated Troup County will likely have several thousand SF of living space situated on a multi-acre lot, high-end in LaGrange may be a smaller SF loft in a mixed-use adaptive reuse project downtown.
- Along with encouraging more types of housing, Troup County will need to invest in community resources and amenities that drive demand for these higher-end products.



High-end in the county...



...looks different than high-end in town

KEY TRENDS DRIVING DEMAND

Improved health, longer lifespans, and generational trends means that the share of the county’s population that is 55 or older is expected to increase significantly in coming decades.

- The 55+ population in Troup County is significant and projected to grow in the next 10 years.
- Troup County added nearly 4,000 new 55+ households since 2000, and is expected to add nearly 1,800 more by 2029.
- The number of 55+ households is expected to grow in all areas of the county, however, this growth is most pronounced in unincorporated Troup.
- Housing options targeted to seniors include a variety of for-sale and rental products, from active adult communities limited to people 55+, to specialized assisted living communities where care and services are included.

55+ Households

Households	Troup County Total	LaGrange	West Point	Hogansville	Troup County Unincorporated
2010	8,011	3,865	572	485	3,089
2019	11,840	5,105	729	570	5,436
2024	12,736	5,454	745	591	5,946
2029	13,632	5,803	761	612	6,456

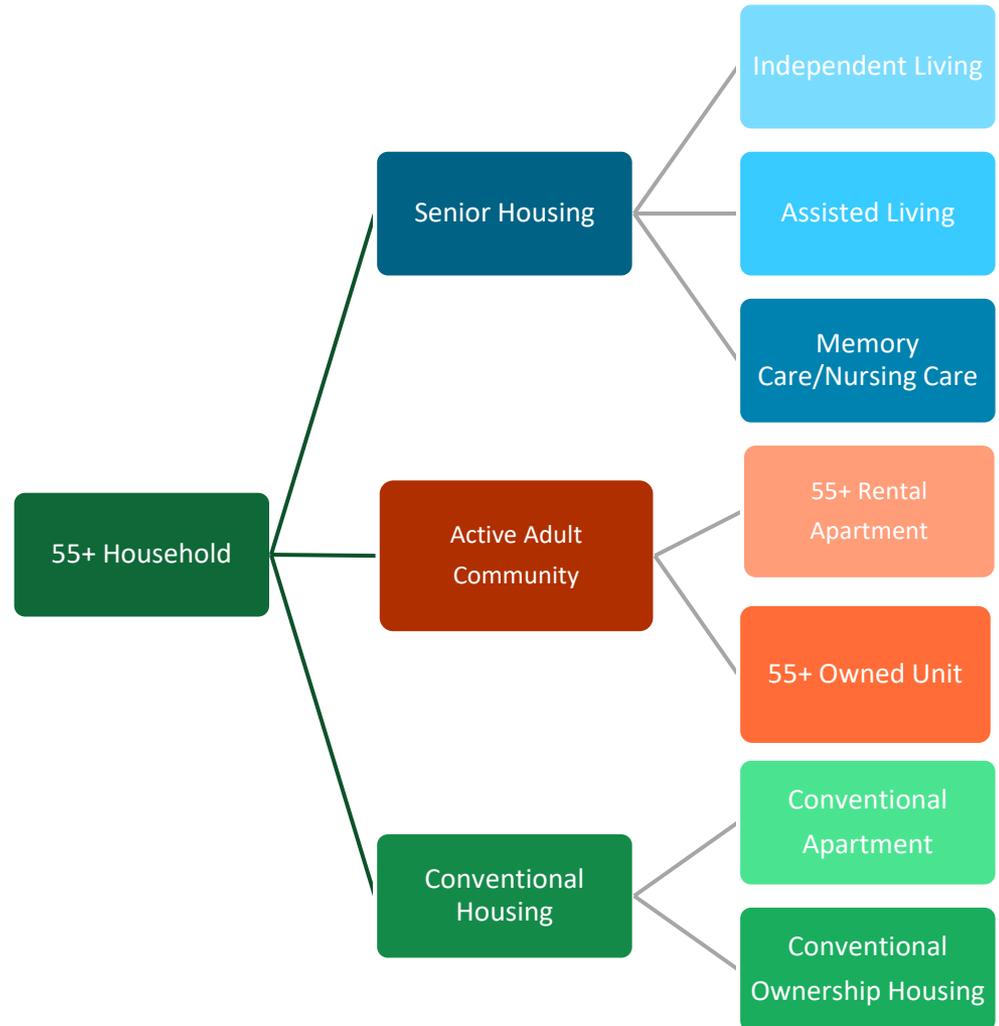
Data source: Claritas

SENIOR HOUSING DEMAND DRIVERS

WHAT IS SENIOR HOUSING?

Households seeking homes targeted to active adults is a very specialized segment in a wide range of housing choices available to 55+ households.

- The first housing decision they face when relocating is do they want to live in **conventional, multi-generational housing**, an **active adult community** limited to persons 55+, or **senior housing** where care and services are included.
- Second, they need to determine if they will **rent** or **own** their unit.
- Those choosing rental apartments limited to residents 55+ are seeking a conventional apartment unit, active lifestyle amenities (pool, social rooms, gym) and any services are “a la carte”.
- Households choosing senior housing are typically older, 65+, seeking a combination of services along with their unit, which can be food and activities in independent living, and medical/care services in the other forms of senior housing.



DEMOGRAPHIC ASSESSMENT: SENIORS

- The 55+ population in Troup County is significant and projected to grow in the next 10 years.
- Troup County added nearly 4,000 new 55+ households since 2000, and is expected to add nearly 2,000 more by 2029.
- The number of 55+ households is expected to grow in all areas of the county, however, this growth is most pronounced in unincorporated Troup.
- The expected growth in 55+ households provides a tremendous opportunity to add additional housing in Troup to meet the housing needs of seniors in various life stages. Currently, the county lacks a wide range of housing options for these households.
- Housing that meets the needs of this growing population can come in many forms, as highlighted above, and does not necessarily need to be marketed to 55+ households exclusively. In fact, national and state trends show that younger childless households often seek the same type of housing and housing locations as do older childless households. These housing types that attract a range of smaller households typically include smaller unit sizes, shared maintenance units, attached units, etc. in vibrant active walkable mixed-use settings.

55+ Households

Households	Troup County Total	LaGrange	West Point	Hogansville	Troup County Unincorporated
2010	8,011	3,865	572	485	3,089
2019	11,840	5,105	729	570	5,436
2024	12,736	5,454	745	591	5,946
2029	13,632	5,803	761	612	6,456

Data source: Claritas

DEMOGRAPHIC ASSESSMENT: SENIORS

- Household growth is expected to be fastest in the 65-74 age range, the immediate target for active senior housing products.
- Over 1,200 new households headed by people in this age range are expected in Troup County over the next ten years.
- The 75+ age group is also growing quickly, the prime target for care-oriented senior housing.

	Troup County Total	LaGrange	West Point	Hogansville	Troup County Uninc.
55-64					
2019	5,062	2,118	293	229	2,387
2029	4,888	2,108	239	189	2,352
% Change	-3.44%	-0.47%	-18.43%	-17.47%	-1.47%

	Troup County Total	LaGrange	West Point	Hogansville	Troup County Uninc.
65-74					
2019	4,021	1,666	247	195	2,247
2029	5,265	2,114	309	261	2,581
% Change	30.94%	26.89%	25.10%	33.85%	14.86%

	Troup County Total	LaGrange	West Point	Hogansville	Troup County Uninc.
75+					
2019	2,757	1,321	189	146	1,312
2029	3,479	1,581	213	162	1,523
% Change	26.19%	19.68%	12.70%	10.96%	16.08%

Data source: Claritas

DEMOGRAPHIC ASSESSMENT: SENIORS

- There is a significant and growing number of middle- and upper-middle income seniors in Troup County.
- LaGrange and Unincorporated Troup show especially strong growth in the upper-middle income bands.
- The growth in higher-income seniors again points to the opportunity to expand housing options for seniors in Troup, as these households have the ability to afford specialized housing in desirable formats and locations.

Troup County New Households 55+ by Income, 2019-2029



Households	Troup County Total			LaGrange			West Point			Hogansville			Troup County Unincorporated		
	2019	2029	% Change	2019	2029	% Change	2019	2029	% Change	2019	2029	% Change	2019	2029	% Change
<\$35,000	5,205	5,221	0.3%	2,583	2,589	0.2%	397	343	-13.6%	345	333	-3.5%	1,880	1,956	4.0%
\$35,000 - \$50,000	1,590	1,836	15.5%	668	812	21.6%	110	150	36.4%	72	72	0.0%	740	802	8.4%
\$50,000 - \$75,000	2,144	2,306	7.6%	799	829	3.8%	73	75	2.7%	73	87	19.2%	1,199	1,315	9.7%
\$75,000 - \$100,000	1,014	1,470	45.0%	376	558	48.4%	50	60	20.0%	29	37	27.6%	559	815	45.8%
\$100,000+	1,887	2,799	48.3%	679	1,015	49.5%	99	133	34.3%	51	83	62.7%	1,058	1,568	48.2%

Data source: Claritas

KEY FINDINGS & RECOMMENDATIONS

SUPPLY/DEMAND MISMATCH

A relative shortage of appropriate new housing production in Troup County, and the resulting mismatch between supply and demand, leads to:

- Potential new residents not able to find viable housing options.
- Mid-to-high-income home seekers able to choose lower-priced houses or, often, unable to find appropriate housing and forced into other nearby housing markets.
- Home pricing muted because of lack of middle-income housing, as middle-income commuter households choose to live elsewhere.
- Lower-income home seekers unable to compete with mid-to-high-income households for quality housing, even when they can afford it.
- Renters looking to buy and homeowners looking to upgrade having few options available.
- “Renters by choice” not finding local communities with the amenities they seek and forced into other nearby housing markets.
- Home renovations having little return on investment.



SPECTRUM OF HOUSING TYPES

In a healthy housing market, we expect to see a variety of housing types, both rental and for-sale, on offer for the variety of needs and desires present in a given community.

For-sale housing types:



Large-lot single family

Can be developed as master-planned community (100+ units), builder community (20+ units), or infill



Small-lot single family

Can be developed as master-planned community (100+ units), builder community (20+ units), cottage community (6-10 units) or infill



Townhomes

Attached single-family products
Can be incorporated as one element in larger developments or as townhome-only development



Duplex / Quadplexes

Attached single-family products
Rarely built in new construction



Condominiums

For-sale multifamily product
Can be single-story or multiple stories



Lofts over commercial space

For-sale multifamily product
Can be part of a mixed-use development or incorporated into a commercial district

Rental housing types:



Mid- or High-rise Multifamily

4-20 story podium-built apartment buildings, generally having 200+ units



Garden Apartments

50+ unit apartment complexes, generally in several smaller buildings of 2-3 stories



“Town Center” Apartments

50+ units in street-fronted apartment building
Mimics style of mixed-use district



Townhomes

Attached single-family products
Can be designated rental community or as one element of a larger planned development



Small Multifamily

20 or fewer units in a single building or cluster of buildings
Rarely built in new construction



Apartments over commercial space

Rental multifamily product
Can be part of a mixed-use development or incorporated into a commercial district

EXISTING HOUSING TYPES IN TROUP COUNTY

- Despite the wide variety of potential housing types, only a few are available in Troup County.
- For-sale products are almost exclusively single-family detached homes, whether large- or small-lot.
- Troup County rentals are also primarily single-family detached homes. Of non-single-family rental, few types of products are currently on offer.

For-Sale:

	Large-lot single family	Small-lot single family	Townhomes	Duplex / Quadplexes	Condominiums	Lofts over commercial space
LaGrange	Prevalent	Prevalent	Limited	Opportunity	Limited	Limited
West Point	Prevalent	Prevalent	Opportunity	Opportunity	Opportunity	Opportunity
Hogansville	Prevalent	Prevalent	Opportunity	Opportunity	Opportunity	Opportunity
Unincorporated Troup	Prevalent	Limited	Limited	Opportunity	Opportunity	N/A

Rental:

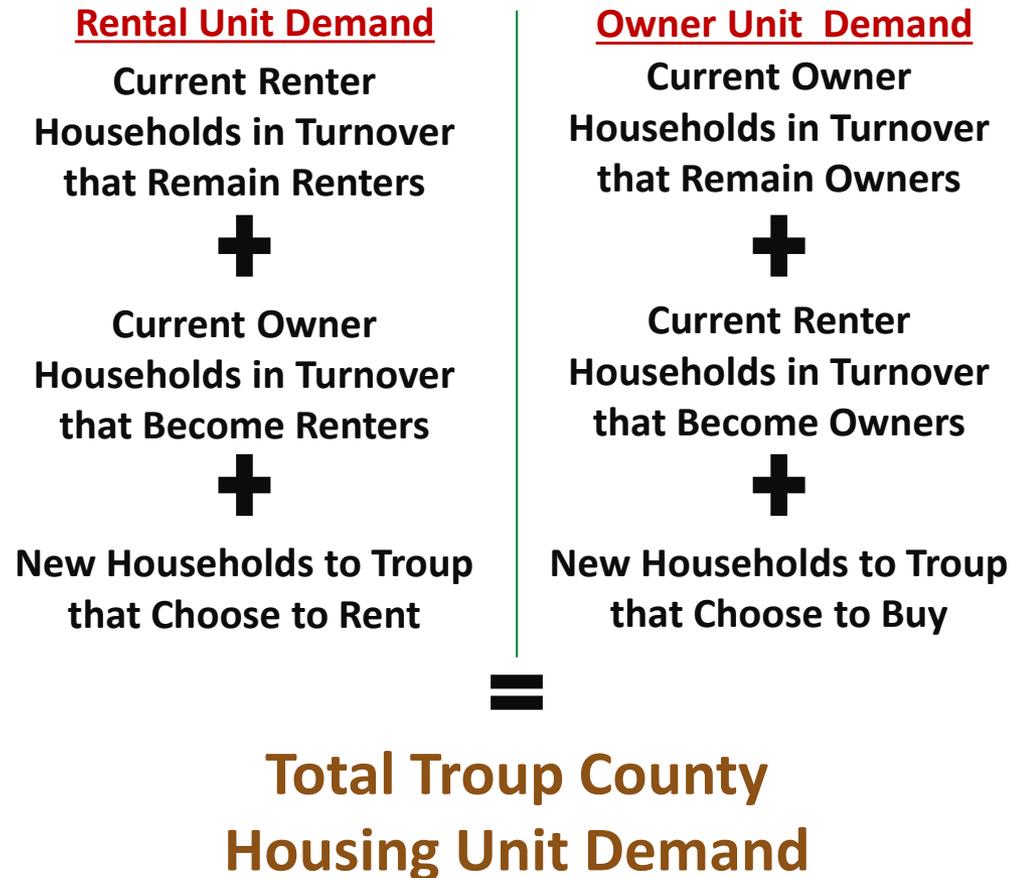
	Mid- or High-Rise Multifamily	Garden Apartments	"Town Center" Apartments	Townhomes	Small Multifamily	Apartments over commercial space
LaGrange	N/A	Prevalent	Opportunity	Limited	Limited	Opportunity
West Point	N/A	Limited	Opportunity	Opportunity	Limited	Opportunity
Hogansville	N/A	Opportunity	Opportunity	Opportunity	Limited	Opportunity
Unincorporated Troup	N/A	Limited	N/A	Opportunity	Opportunity	N/A

- **Prevalent:** These are the dominant housing types available in the specified location.
- **Limited:** Some options of these types are currently available in the specified location.
- **Opportunity:** Very few options of these housing types are currently available in the specified location.

TROUP COUNTY HOUSING DEMAND

- While the range of new housing production in Troup is currently relatively limited, this study concludes that the potential exists to broaden the range of residential options due to housing demand that is currently unmet locally. The unmet demand in Troup escapes to nearby communities, negatively impacting the local housing market and partially undermining local economic development.
- To estimate future potential housing demand in Troup and its cities, this study analyzed three market segments that drive housing demand in the county by income level, tenure (ownership vs. rental), annual turnover, preference for new product, and future opportunity by jurisdiction.
- The three consumer segments in Troup that drive the majority of housing demand:
 - new households moving to the county,
 - current Troup owner households in turnover, and
 - current Troup rental households in turnover.

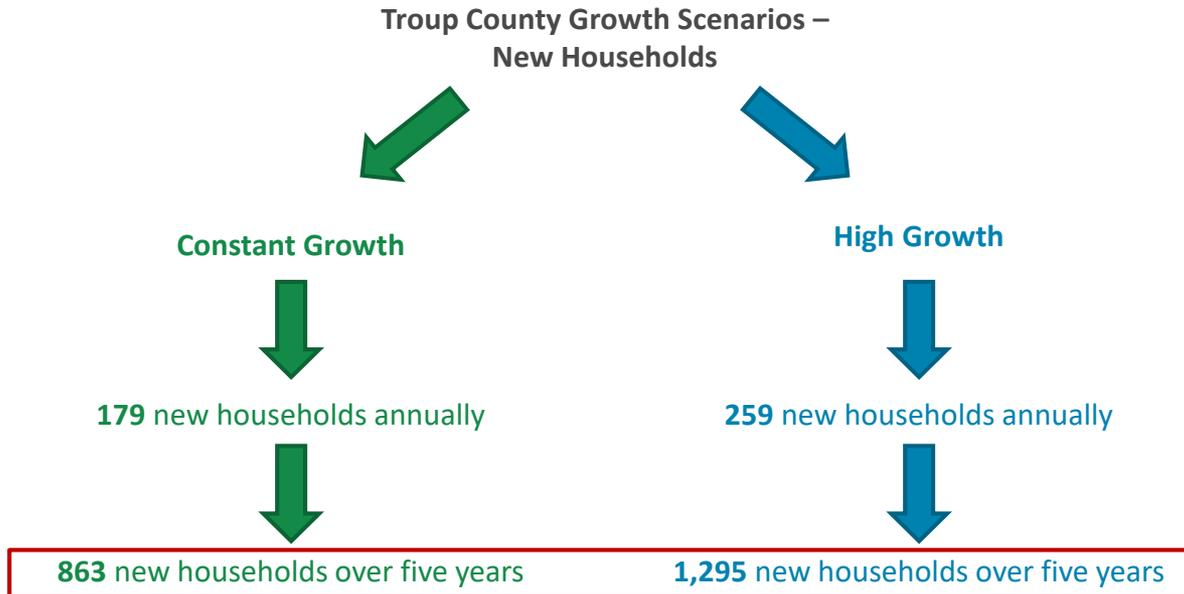
Troup County Housing Demand Analysis Methodology



Source: Bleakly Advisory Group

TROUP COUNTY HOUSING DEMAND

- The housing demand analysis, as described on the previous page, considered two possible growth scenarios:
 - a constant-growth scenario continuing Troup’s recent patterns of household growth, and
 - a high-growth scenario in which Troup recaptures up to 50% more of its expected “fair share” of regional growth.
- These growth scenarios are built upon annual household growth projections for the County, shown below.
- The results of the housing unit demand analysis are shown on subsequent pages.



Source: Bleakly Advisory Group

HOUSING OPPORTUNITY IN TROUP – FOR-SALE

- The analysis of for-sale absorption potential considered two possible growth scenarios: a constant-growth scenario continuing Troup’s recent patterns of household growth, and a high-growth scenario in which Troup recaptures up to 50% more of its expected “fair share” of regional growth.
- In addition to higher population growth assumptions, the high growth for-sale demand incorporates increased new product capture due to the lack of recent new construction to meet this influx of households.
- To capture all of this demand, the for-sale products offered would need to be available across a wide range of income bands, and in a variety of product forms. Producing units priced below \$100,000 will be difficult given the costs to produce the units. To meet the demand for new units at these lower price points, public subsidies will likely be necessary.
- Each municipality and unincorporated Troup will need to encourage development in the types of products most appropriate and attractive to their specific communities.

Troup County overall annual for-sale absorption potential:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	Total
Home Price	<\$100,000	\$100,000 - \$250,000	\$250,000 - \$400,000	\$400,000+	
Constant-Growth Scenario	15 units	40 units	40 units	20 units	115
High-Growth Scenario	30 units	55 units	50 units	20 units	155

Troup County will need a broad range of product types to capture this demand:

- Large-lot Single Family Subdivision
- Small-lot Single Family Subdivision
- Small-lot Single Family Infill
- Townhomes
- Condominiums
- Lofts over commercial space
- Senior-oriented housing

Note: Totals may not equal 100% due to rounding.
Source: Bleakly Advisory Group

HOUSING OPPORTUNITY IN TROUP - RENTAL

- Similar to the for-sale analysis, the for-rent analysis of absorption potential also considered two possible growth scenarios: a constant-growth scenario continuing Troup’s recent patterns of household growth, and a high-growth scenario in which Troup recaptures up to 50% more of its expected “fair share” of regional growth.
- In addition to higher population growth assumptions, the high growth rental demand incorporates increased new product capture due to the lack of new rental construction to meet this influx of households.
- To capture all of this demand, the rental products offered would need to be available across a wide range of income bands, and in a variety of product forms. Producing units priced below \$650/month will be difficult given the costs to produce the units. To meet the demand for new units at these lower price points, public subsidies will likely be necessary.
- Each municipality and unincorporated Troup will need to encourage development in the types of products most appropriate and attractive to their specific communities.

Troup County overall annual for-rent absorption potential:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	Total
Rents	<\$630/mo	\$630 - \$1,010/mo	\$1,010 - \$1,260/mo	\$1,260 - \$1,515/mo	>\$1,515/mo	
Constant-Growth Scenario	140 units	125 units	65 units	40 units	140 units	510
High-Growth Scenario	200 units	150 units	55 units	45 units	130 units	580

Troup County will need a broad range of product types to capture this demand:

- Rental townhomes
- “Town Center” apartments
- Apartments
 - Market-rate & Affordable
- Small multifamily
- Apartments over commercial space
- Adaptive reuse
- Senior-oriented housing

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

TROUP COUNTY HOUSING DEMAND POTENTIAL

- Below is the summary of the housing demand/absorption potential in the high-growth scenario. This level of housing production throughout the county can be considered a “stretch goal” for Troup and its municipalities.
- These are **average annual absorption** goals for the **2020-2025** period.

	For-Sale	Large Lot Subdiv.	Small Lot Subdiv.	Small Lot Infill	Townhome	Condo/Lofts
LaGrange	70	10	25	20	10	5
West Point	10	7			3	
Hogansville	15	10			5	
Unincorporated Troup	60	40	15		5	

	Rental	Garden Apts.	Town Center	Small Multifamily	Rental Townhome	Rental Lofts
LaGrange	245	100	75	25	25	20
West Point	120		50	25	20	25
Hogansville	100		40	20	15	25
Unincorporated Troup	115	90			25	

The distribution of unit absorption among the county and the municipalities is likely to vary. Shown at left is one distribution scenario based on current and future trend analysis and forecasts. However, should the county or a municipality not produce the units at levels as shown, that demand will likely shift to the other areas of the county.

Further, external circumstances over the next five years can impact the trajectory of housing demand and lead to alternative potential outcomes.

That is, external growth pressures could emerge that drives additional growth to portions of Troup. For example, Atlanta metro regional growth not tied to the Troup area could push additional demand to northeastern Troup in and around Hogansville. Alternatively, national and/or international economic “shocks” could negatively impact demand throughout the county.

While these types of fundamental shifts due to external forces were contemplated in this analysis, it is difficult to accurately predict their timing and impacts. Thus, both the constant and accelerated growth demand scenarios are tied to statistical trends and future growth forecasts that assume no fundamental external shifts will occur in the near-term.

- Additionally, there is an opportunity for “active adult” and “independent living” senior housing. Based on the demographic trends and relative lack of supply of these types of senior housing in the area, it is likely that up to 200 “active adult” and “independent living” units could be added in Troup County (unincorporated or in a municipality) over the next five years with no negative impact to the above opportunities.

TROUP COUNTY HOUSING PRODUCTION GOAL 2020-2025

Troup County		
2000-2018 Est. Average Annual New Households: 221		
	Historic Avg. Annual (2013-2018)	Future Annual Production Goal* (2020-2025)
New Home Sales	87	155
New Rental Unit Deliveries	55	580

* Based on the analysis conducted in this assignment. Including affordable/subsidized units.

- As noted previously, to meet the production goals shown above over the next five years, the new housing offered would need to be attainable to households across a wide range of income bands, in a variety of unit types, and in various locations throughout Troup County. Many of the unit types that have the potential to drive-up production and absorption have not yet been offered to the market locally.
- **Based on the evidence found in this study, it appears that providing a wider array of new housing options in the county and its cities will allow for an expanded market, assuming that employment growth continues in Troup.**
- The relative lack, or under production, of new residential supply in the last decade has likely created "pent-up" demand for quality new units in Troup, particularly:
 - rental units, generally,
 - rental and for-sale units in walkable areas, specifically,
 - affordable units, and
 - senior-oriented units.
- While it is difficult for the new construction residential market to meet the demand of rental units priced under \$650/month and for-sale priced under \$100,000, it should be noted that significant demand exists and public policy can be aligned to help meet the housing needs of lower-income households.

RECOMMENDATIONS

- An appropriate level of new residential unit production is an essential element of successful community and economic development. Similar tools to those already in use for community and economic development functions can be brought to bear to help improve housing development concerns.
- Aggressive action is needed to improve the Troup County housing market. The recommendations on the following pages are based upon a deep examination of the local issues as part of this study, as well as knowledge and experience gained working to assist community and economic development efforts in communities throughout Georgia. Upon evaluation by the leadership in Troup and its cities, it may be determined that one or more of the recommendations are not appropriate for a particular time or location. Nevertheless, each recommendation has been carefully offered and has the potential for success by increasing production of a wider-range of housing options that have the potential to meet local market demand.
- To successfully tackle the local housing issues as described herein, local political leaders and public sector staff can work with other community partners by seeking to advance:

Three Pillars of Action



RECOMMENDATIONS

Encourage production of new for-sale and quality rental units that broaden the housing type options

The Playbook

- Identify priority redevelopment and greenfield sites that are large enough to attract the interest of experienced developers to provide new residential options locally, particularly those sites that have the potential to provide a wider array of housing options and price points. Specific residential examples, and price points, that are currently lacking in the new home market but have potential for success are included in this report.
- Market/develop identified residential development sites. The marketing/development of sites to increase housing production could take cues from the ways that industrial sites are marketed.
- The tools afforded Georgia’s Local Government Authorities are commonly used in some jurisdictions to incentivize housing and other developments deemed worthy for the advancement of the community.
- Local Government Authorities should consider using their tools to incentivize new housing to help provide “proof-of-concept” for innovative development. Once new housing concepts have been proven successful, the need for incentives for subsequent development will likely become less necessary.
- The LaGrange Economic Development Authority and the Downtown LaGrange Development Authority, West Point Development Authority and Downtown West Point Development Authority, and Hogansville Downtown Development Authority, particularly, can serve as key agents in inciting new housing.
- Outreach to local and Atlanta developers/builders to “re-cast” the message of residential development opportunity in Troup and its cities.
- Ensure that zoning policies are in place at new development sites that allow for unique and differentiated housing types that allow for market segmentation.

RECOMMENDATIONS

Encourage production of new for-sale and quality rental units that broaden the housing type options

The Playbook

- Local public sector leadership, likely through local development authorities, should explore the possibility of providing incentives for residential development.
- This could include:
 - Preparing development sites through site clearance, assemblage, or sub-division.
 - Subsidizing infrastructure development, either preemptively or in cooperation with a developer, in locations that are:
 - likely to provide a wider-array of housing types
 - deemed appropriate by local leadership.
 - Creating leasehold (“bonds-for-title”) agreements with landowners to lower tax and infrastructure burdens to provide time for construction of new developments to take place.
- The assistance of local government for housing development should be focused on helping to provide “proof-of-concept” for innovative development.

According to the UGA Carl Vinson Institute of Government:

In Georgia, local development authorities are used as key financing mechanisms to further economic development initiatives within a community. This is accomplished through development of land . . . and delivery of state and local incentives.

Local incentives may include infrastructure upgrades and improvements, but often include ad valorem tax incentives.

A direct waiver of ad valorem taxes would be illegal under the Georgia Constitution, as well as under basic principles of uniformity of taxation and equal protection of the laws.

Because the Georgia Constitution prohibits the public sector from conferring a gift or gratuity on the private sector, if state grant money is available for a particular project, the development authority would serve as the conduit for the funds.

Development authorities often provide property tax and other incentives through a “bonds-for-title” (or “bond-lease”) structure. This structure is necessary because Georgia is a “transaction” state, meaning that generally speaking, no property tax abatements or property tax incentives are allowed without a transaction.

RECOMMENDATIONS

Encourage production of new for-sale and quality rental units that broaden the housing type options

The Playbook

Housing Development Fund

- Seek to create a Public / Private / Philanthropic Partnership to increasing housing production.
- While the specific structure of this partnership could vary, successful models often have local private sector and/or philanthropy contributing up to 50% initial equity in the fund.
- It is likely that \$5 million, at minimum, would be necessary for start-up from the private/philanthropic side. \$10 million+ for high impact.
- Return expectations:
 - Moderate return on investment
 - High return on community
- Leverage the public sector ability to borrow low-interest money, possibly in partnership with a Local Development Authority.
- Should identify narrow objectives. Could identify specific projects.
- Can be packaged with TAD incentives to create robust financing for catalytic projects.
- Could evolve into on-going quasi-governmental development company along the lines of Chattanooga's River City Company, with a specific purpose to entice additional housing in Troup's downtown and intown areas.

Public Purpose Development Company

- *River City Company was created as a private non-profit in 1986 to implement a 20-year blueprint for Chattanooga's riverfront and downtown development, originally capitalized with \$12 million from local foundations and financial institutions.*
- *By working with local government, the private sector and the philanthropic sector, River City Company supports and helps to develop specific real estate projects in Downtown Chattanooga.*

RECOMMENDATIONS

Encourage production of new for-sale and quality rental units that broaden the housing type options

The Playbook

Other Potential Tools

- Enact zoning regulations that allow for smaller lot sizes and accessory dwelling units in denser areas of the municipalities and key nodes in the county.
- Ensure permitting and inspections processes remain streamlined to expedite progress and eliminate local delays.
- Work to identify underutilized sites near the downtowns and intown areas that may be suitable for redevelopment.
 - There could be opportunities to seek Area-Wide Planning (AWP) Grants through the EPA for former industrial sites.
- Engage all local utility entities as economic development partners to explore avenues to lessen the burden of infrastructure costs as part of new housing/mixed-use development.

RECOMMENDATIONS

Encourage production of new for-sale and quality rental units that broaden the housing type options

The Playbook

Other Potential Tools & Strategies

- Create opportunity for the “renters by choice,” often young professionals and couples, whose spending power could grow Troup’s economy. These renters are typically looking for units in convenient vibrant locations such as walkable mixed-use areas and/or areas near recreational amenities (parks, trails, water, etc.).
- Leverage the potential for synergies between apartment development and retail development by incentivizing multifamily near priority mixed-use retail nodes, particularly downtown and near-downtown areas.
- Encourage the positive reputation of Troup County with employees, visitors, and residents of nearby communities by emphasizing placemaking and community events. Supporting these groups in developing ties to Troup and its cities will encourage them to buy homes in the city in the future. This could include a marketing and branding campaign promoting Troup as a great place to live, as well as partnership with corporate recruiters and the human resources departments of local employers to introduce Troup County neighborhoods to new and potential employees.
- Create zoning regulations that allow mixed use development, including multifamily and “missing middle” housing along commercial corridors and other highly-used nodes with infrastructure that are outside of Troup’s downtowns.
- Ensure the entitlement process remains streamlined for development of highly-amenitized multifamily development that is connected and accessible to retail and other services without the use of automobiles.

RECOMMENDATIONS

Support
renovation
and
rehabilitation
of existing
housing stock

The Playbook

- Encourage renovation activity so that homeowners can enjoy a higher quality-of-life in their current home, realize the value of their investment upon sale, and increase the number of move-in ready homes in the market.
- The local **DASH** organization is an excellent model of a non-profit development corporation effectively working to achieve the above goal. The DASH model should be enhanced and expanded with wide community support to advance housing opportunities throughout Troup.
- Preservation of existing affordable housing stock is far more cost-effective than the construction of new affordable housing units. The cities should consider opportunities to partner with and support the activities of their respective Public Housing Authorities in pursuing programs to renovate existing public housing stock as well as support and potentially incentivize landlords who accept housing choice vouchers.

According to DASH:

- *DASH (Dependable Affordable Sustainable Housing) was formed in 2002 to address growing concerns of inadequate, unsafe housing in LaGrange and the decline of its once thriving mill villages. Today, DASH provides a holistic array of housing services including homeownership opportunities, safe and affordable rental options, home improvement loan programs, community building programs and neighborhood leadership development.*

RECOMMENDATIONS

Support renovation and rehabilitation of existing housing stock

The Playbook

Community Land Bank / Land Trust

- Land bank / land trust partnerships can help establish pathways for current renters to enter homeownership.
- A **land bank** is a governmental entity that acquires vacant, abandoned, or tax-delinquent properties and ultimately converts “liabilities into productive assets.”
- A community **land trust** is a nonprofit organization that acquires, retains, and manages scattered parcels of land on behalf of the community with the intention of never reselling properties.
- A land trust can renovate and rent or sell a house to new lower-income households while retaining ownership of the land and granting the right to occupy the site through a ground lease.
- While the goal of a land trust is to have “people build equity from day one and have an ownership stake,” there are restrictions placed on the resale value of the home.
- Coordination between the land banks and land trusts can lower land acquisition costs for rehab homes and lessen the bureaucratic, legal, and market timing challenges¹.
- “Strategies for Sustainable Growth in Community Land Trusts,” a paper jointly published by NeighborWorks America and the Joint Center for Housing Studies found five strategies for successful Community Land Trusts:
 - Securing the support of local public officials,
 - Using mixed portfolios and programs,
 - Leveraging partnerships,
 - Reducing their organizations’ reliance on grants, and
 - Advocating as a collective movement.

¹ *Proactive Preservation of Unsubsidized Affordable Housing in Emerging Markets* by Matt Schreiber, Harvard Graduate School of Design

RECOMMENDATIONS

The Playbook

Other Potential Tools & Strategies

Lease-purchase programs

- Purchases or develops a property and structures a long-term lease for a prospective buyer. Leases can vary in length from 3+ years.
- Provide opportunity for the tenant to purchase the property.
- Could be part of a Land Trust mission, and typically involve a mission-driven developer, community-based organization, or private corporation.

Low-interest Rehabilitation Financing Program

- Some large cities are undertaking bond projects with money funding housing opportunities, including home rehabilitation.
- Grants and loans to homeowners.
- Could be done through a low-interest revolving loan fund.

Home Ownership Fund

- One example of a homeownership fund for first time homeowners:
 - Using public, private, and/or philanthropic money, provide up to \$10,000 down payment assistance and a five year 50% property tax abatement.
 - The goal could be 100 new homeowners in Troup annually at \$1,000,000 per year, total cost.

Support
renovation
and
rehabilitation
of existing
housing stock

RECOMMENDATIONS

CONTINUE TO INVEST IN DOWNTOWNS AND INTOWN AREAS

Continue to
invest in
Troup's
downtowns
and intown
areas

The Playbook

- Having vibrant downtowns is an asset and catalyst for the county-wide housing market, because a majority of home buyers and renters desire downtown amenities nearby, even if they live elsewhere.
- Encourage mixed-use development, including multifamily and “missing middle” housing, in the downtown cores and walkable intown areas.
- Incentivize adaptive reuse in the historic downtowns and ensure approval processes remain streamlined.
- Because of downtown LaGrange’s regional significance, it will also be important to invest in connectivity to downtown with public walking and bicycling infrastructure so that its impact extends beyond downtown. The in-progress Thread trail system is a great example that can help accomplish this goal. Opportunities to connect higher-density housing options to direct access to The Thread will create positive synergies, induce housing demand, and ensure trail usage. Opportunities to link to West Point and Hogansville should be explored.
- Consider a **Complete Streets** approach for transportation gateways to downtown and intown areas.
 - Complete Streets integrate people and place in the planning, design, construction, operation, and maintenance of transportation networks. This helps to ensure streets are safe for people of all ages and abilities, balance the needs of different modes, and support local land uses, economies, cultures, and natural environments. *(National Complete Streets Coalition)*
 - LaGrange Gateway Corridors Plan (2016) and the Hogansville Downtown Master Plan (2018) provide a blueprint for the necessary transformation of the public infrastructure. Multiple portions of these plans should be implemented to help improve the community and potentially drive additional housing in and near the focus areas.



RECOMMENDATIONS

OTHER POTENTIAL SOURCES OF HOUSING DEVELOPMENT FUNDS

Land Acquisition Funds

- The creation of land acquisition funds to support housing development has been a growing trend in cities around the nation.
- These funds can be used to acquire sites for future development of housing or to acquire and preserve existing affordable housing before land and property values increase.
- Doing this ensures that the economics of development deals work and community goals are addressed. In this way, the community can help to make sure they are getting the kinds of development they want.
- Some municipalities are devoting general budget funds to stand-up housing programs such as this, while others are issuing housing opportunity bonds, and/or devoting impact or other fee collections.

Community Development Block Grant (CDBG)

- CDBG can be used for pre-development, site acquisition, site improvements, property acquisition, property rehabilitation, and first-time homebuyer assistance.
- CDBG funds can also be used for other purposes, such as the construction of public facilities, public services, and economic development activities.
- At least 70% of CDBG funds must be used for the benefit of low- and moderate-income households.

*In 2002, the Town Council of Chapel Hill, North Carolina established an **Affordable Housing Fund** to preserve owner-occupied housing in Chapel Hill for affordable housing purposes. Since then, the eligible uses of the Affordable Housing Fund have expanded and include a variety of uses, such as land acquisition, renovation, homeownership assistance, new construction of affordable housing, and rental and utility assistance.*

Undoubtedly, Troup County's housing market is much different from Chapel Hill's. However, the mechanism of the land acquisition fund and other tools provides an example for Troup and its municipalities.

RECOMMENDATIONS

AREAS TO BE ADDRESSED BY BOTH PUBLIC AND PRIVATE SECTORS

Three Pillars of Action



Encourage production of new for-sale and quality rental units that broaden the housing type options



Support renovation and rehabilitation of existing housing stock



Continue to invest in Troup's downtowns and intown areas

The Playbook

- **Use Approved Redevelopment Powers (TAD) and Consider Additional Districts**
 - TAD funds should be used strategically to leverage other funding sources where possible and to incentivize private investments in housing that create new taxable digest.
 - The intent is to employ TAD proceeds as available and necessary to make site development financially feasible and to attract the types of end-users that would positively impact the redevelopment area, the jurisdictions, and the regional economy.
 - TAD proceeds should be used to supplement private equity and debt financing and reduce overall development costs in order to make proposed projects financially feasible.
 - TAD proceeds should be applied to address on- and off-site development costs, including demolition costs or other internal infrastructure, as well as to help reduce building construction costs to levels that can be supported by prevailing market rents.

RECOMMENDATIONS

AREAS TO BE ADDRESSED BY BOTH PUBLIC AND PRIVATE SECTORS

Three Pillars of Action



Encourage production of new for-sale and quality rental units that broaden the housing type options



Support renovation and rehabilitation of existing housing stock



Continue to invest in Troup's downtowns and intown areas

The Playbook

■ Use Approved Redevelopment Powers (TAD) and Consider Additional Districts

TAD proceeds may include:

- supporting on- and off-site development (including buildings, access, signage, site preparation, utility improvements and any environmental remediation to support redevelopment),
- paying for desired public amenities that cannot otherwise be afforded based on prevailing rents,
- reimbursing developers for the added cost of building demolition and remediation of greyfield sites,
- funding potential incentives to attract high quality end-users,
- to help provide “proof-of-concept” for innovative development.
- Once new housing concepts have been proven successful, the need for incentives for subsequent development will likely become less necessary.

RECOMMENDATIONS

Three Pillars of Action

Encourage production of new for-sale and quality rental units that broaden the housing type options

Support renovation and rehabilitation of existing housing stock

Continue to invest in Troup's downtowns and intown areas

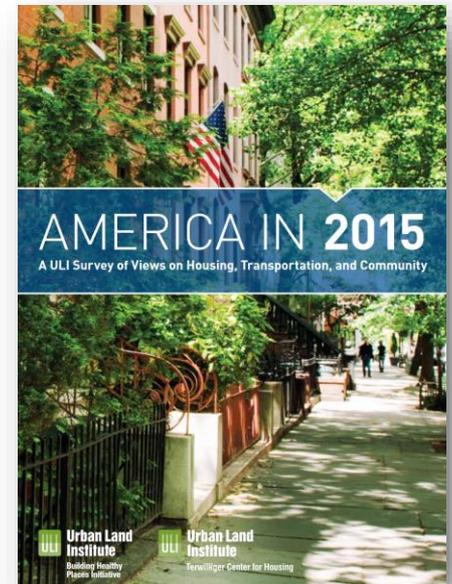
The Playbook

- Continue to seek opportunities to enhance residential options in **compact walkable places** throughout Troup – both existing and new.

Nationwide:

- 70%** of people place a high value on **walkability** when choosing a new community.
- 61%** would accept a **smaller home** in exchange for a shorter commute.
- 54%** of Americans **prefer** three or more community **attributes** associated with **compact development**.

Source: America in 2015: A ULI Survey



COMPACT WALKABLE DEVELOPMENT VALUE PROPOSITION

Three Pillars of Action

Encourage production of new for-sale and quality rental units that broaden the housing type options

Support renovation and rehabilitation of existing housing stock

Continue to invest in Troup's downtowns and intown areas

The Playbook

- Encourage compact mixed-use development at higher, but still appropriate, densities.
- This type of housing development will not only expand the market options and meet demand, but will help to drive property tax collections and promote a more efficient, and resilient, land use pattern.
- The fiscal benefits to local jurisdictions of a more compact development pattern are illustrated in the case study below.
- The takeaway: On a per acre basis, a **compact walkable downtown** in Cherokee County, GA is **worth 5 times** that of a new nearby **outlet mall** with national tenants.
- Many other similar examples are evident throughout Georgia.



CASE STUDY:

Downtown Woodstock, GA
& The Outlet Shoppes at Atlanta



COMPACT WALKABLE DEVELOPMENT VALUE PROPOSITION



Walkable
Downtown
District

Downtown Woodstock, Cherokee County, GA

- 16.2 Acres
- 150 Parcels
- Mixed-Use
- 3.4 Acre Park
- Commercial District

Located 2-miles apart



Outlet
Center

The Outlet Shoppes at Atlanta Cherokee County, GA

- 48.8 Acres
- 370,000 SF
- Retail Only
- 1,781 Parking Spaces

COMPACT WALKABLE DEVELOPMENT VALUE PROPOSITION



Walkable
Downtown
District

Downtown Woodstock

Taxable Value:

- **\$23,627,960**
- \$1,460,409/Acre

Property Tax/Acre:

- **\$31,000**



Outlet
Center

The Outlet Shoppes at Atlanta

Taxable Value:

- **\$13,381,648**
- \$274,158/Acre

Property Tax/Acre

- **\$6,000**

PEER COUNTIES COMPARISON

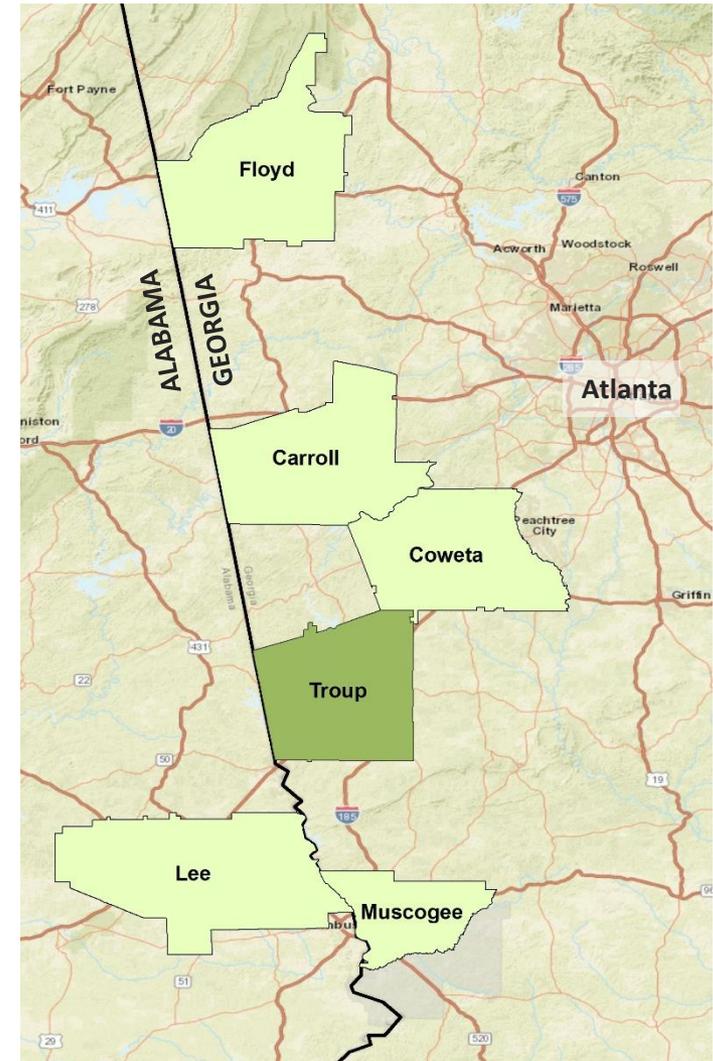
- 1) Summary Comparison Matrix**
- 2) Housing Demand Drivers**
- 3) Housing Supply Analysis**

PEER COUNTY COMPARISON SET

- This section of the report compares Troup County to other counties that should be similar to Troup on various housing market metrics. They serve as a benchmark of how Troup County compares to its peers.

Peer County	Core City/ County Seat	Why consider this county a 'peer?'
Coweta County, GA	Newnan	Home location of large numbers of Troup employees. Primary housing "competitor" county for Troup and its cities.
Floyd County, GA	Rome	Similarly located in regards to distance to Atlanta. Very similar economies and current housing situation. Generally similar resident base size.
Lee County, AL	Opelika	Home location of large numbers of Troup employees. Housing "competitor" county for Troup and its cities.
Carroll County, GA	Carrollton	Similarly located in regards to distance to Atlanta. Very similar economies and current housing situation.
Muscogee County, GA	Columbus	Home location of large numbers of Troup employees. Nearby employment center. Similar demographics.

Peer County Comparison Set



SUMMARY OF PEER COUNTIES COMPARISON

- As shown below, Troup lags many other peer counties in important supply and demand categories. In particular, Troup under-performs neighboring counties Coweta and Lee, both of which were identified as popular residential locations for Troup employees.
- Future improvement to Troup County school performance is likely to have a significant positive impact on housing demand in the county.

<i>HOUSING DEMAND DRIVERS</i>	TROUP	COWETA	FLOYD	LEE (AL)	CARROLL	MUSCOGEE
2010-2019 Avg Annual Household Growth	0.5%	1.9%	0.1%	2.1%	0.8%	0.4%
Median Household Income	\$45,700	\$76,800	\$52,000	\$50,500	\$53,500	\$45,000
% Own	61%	74%	63%	62%	67%	52%
% Renters that are Cost-Burdened	45%	45%	43%	49%	41%	49%
% 1-2 Person Households	57%	52%	59%	61%	53%	62%
% Households with Children	38%	41%	34%	32%	38%	35%
School District State Percentile Rank	27%	91%	79%	N/A	59%	52%
<i>HOUSING STOCK</i>	TROUP	COWETA	FLOYD	LEE (AL)	CARROLL	MUSCOGEE
% Single-Family Detached	75%	83%	74%	58%	75%	67%
% of Single-Family Stock Built since 2010	2%	5%	1%	9%	1%	5%
% of Multifamily Stock Built since 2010	6%	2%	4%	16%	2%	10%
Median Home Value	\$138,500	\$215,400	\$139,000	\$182,000	\$139,400	\$156,900
% of Homes Valued <\$200,000	74%	45%	70%	56%	75%	67%
2010-2018 New Single-Family Permits	894	5,779	755	6,955	1,607	2,506
2010-2018 New Apartment Units	193	500	124	N/A	198	1,708
Avg Market-Rate Apartment Rent PSF	\$0.77	\$0.96	\$0.91	N/A	\$0.64	\$0.74
Apartment Vacancy Rate	6%	7%	6%	N/A	6%	6%

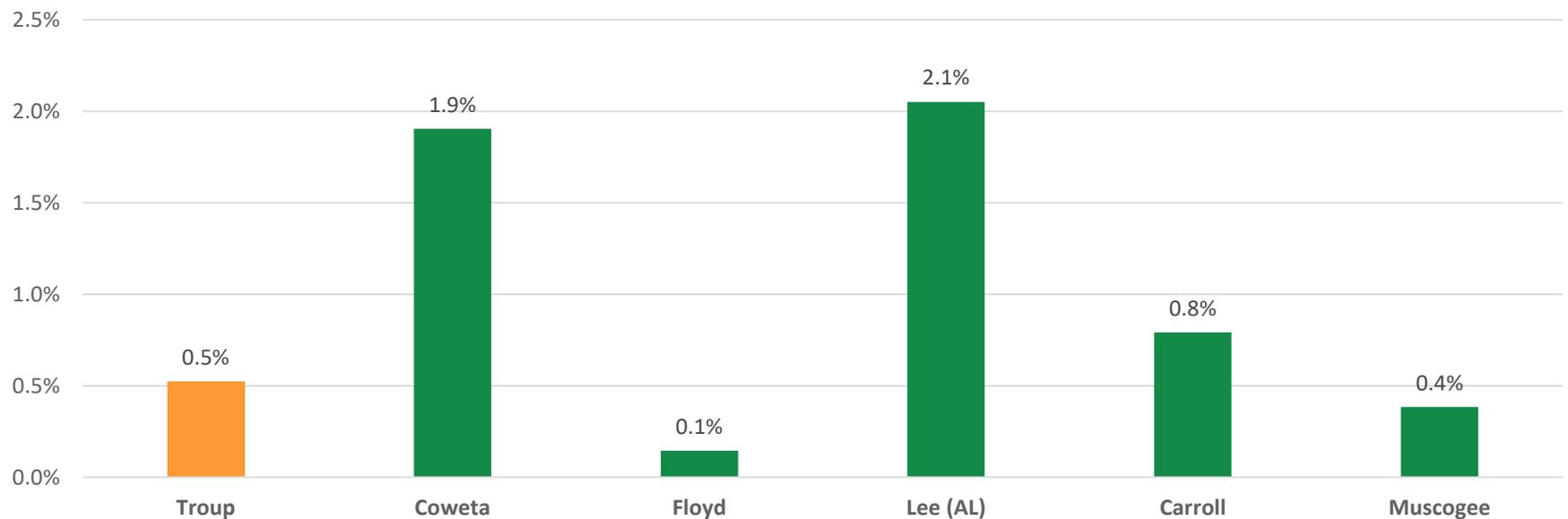
HOUSING DEMAND DRIVERS

These are economic and demographic trends that influence the scale and character of housing demand.

HOUSEHOLD GROWTH

- Troup County has experienced a low household growth rate, particularly relative to Coweta and Lee Counties. Given their nearby location to Troup County, these counties are not only peers but competitors for Troup County. Currently, Coweta and Lee Counties are capturing a larger share of new area households.

2010-2019 Average Annual Household Growth Rate by County



Data source: Claritas; U.S. Census

HOUSEHOLD INCOMES

- Troup County is tied with Muscogee County for the lowest median household income in the peer comparison set. Still, these household incomes are generally comparable to those in Floyd, Lee, and Carroll Counties.
- Median household incomes are highest in Coweta County. This is in part a reflection of the county's closer proximity to the Atlanta MSA, where household incomes tends to be higher. However, it is also a reflection of Coweta County's desirability as a place to live.

Median Household Income by County

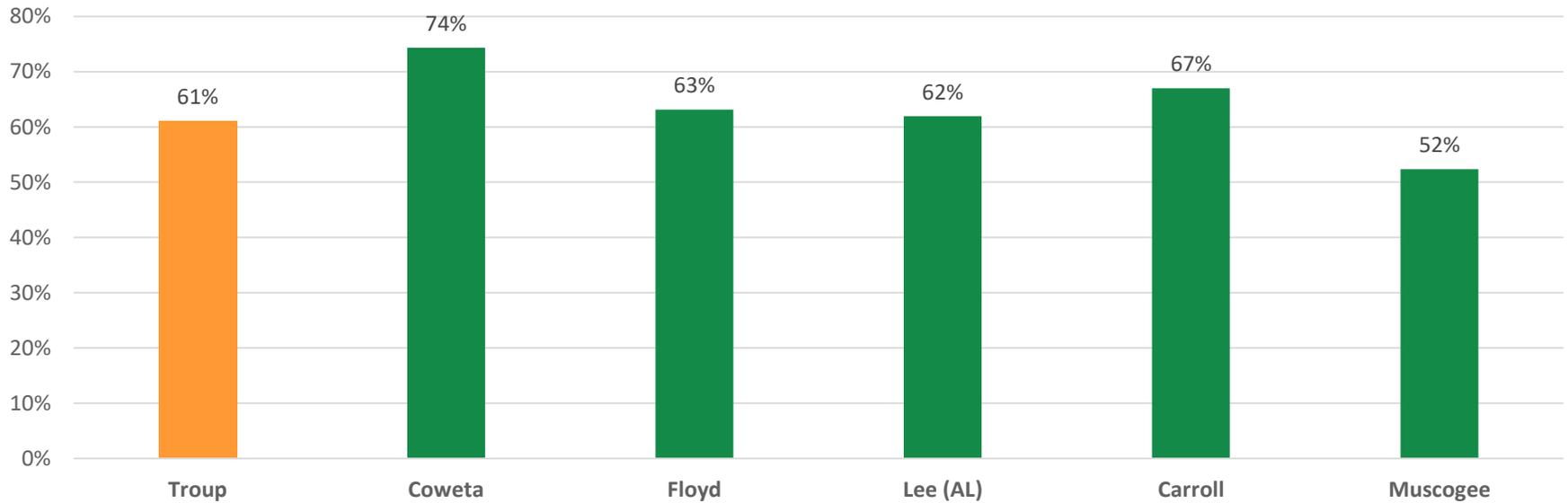


Data source: Claritas; U.S. Census

TENURE

- The Troup County ownership rate falls in the middle of the pack, with Muscogee County having the lowest ownership rate at 52% and Coweta County having the highest ownership rate at 74%.
- Troup County's ownership rate is on par with the national homeownership rate of 64%.

Household Ownership Rate by County

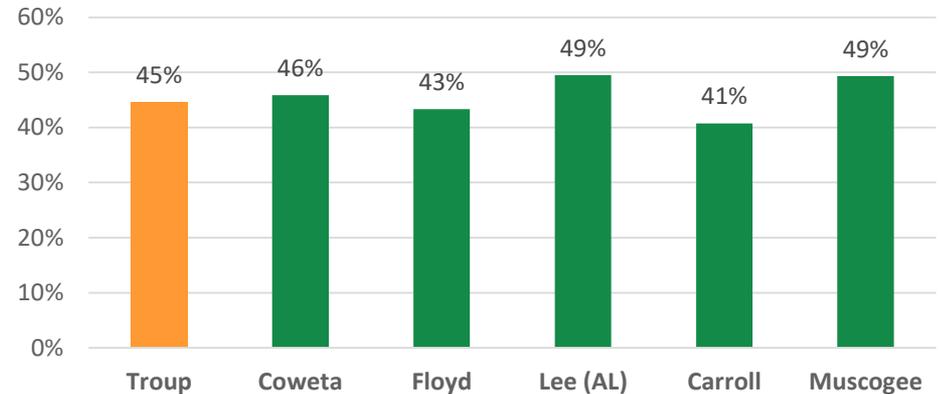


Data source: Claritas; U.S. Census

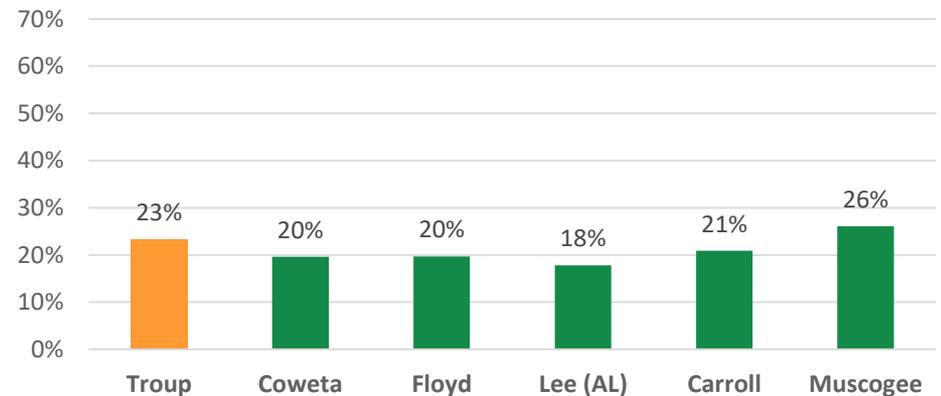
HOUSING COST BURDEN

- The rule of thumb is that housing-related expenses such as rent, mortgage payment, and utilities should be less than 30% of household income to be considered affordable for that household. When a household pays more than 30% of their income toward housing costs, HUD considers that household “housing cost-burdened.”
- As the graphs at right show, levels of owner and renter cost burden are similar across the peer comparison set, with close to half of renters and one-fifth of owners experiencing housing cost burdens.
- The renter cost burden, while typical in relative terms, is still high in absolute terms: one out of every two renter households is spending more than they can afford on rent. This phenomenon is likely the result of multiple factors, including low wages, but also housing factors, such as the lack of quality affordable housing or the lack of right-sized housing options. For example, the lack of rental apartments may be pushing some households to rent single-family detached homes, which may cost more to rent.

% of Renters that are Housing Cost-Burdened



% of Owners that are Housing Cost-Burdened



Data source: U.S. Census American Community Survey 2017 5-Year Estimates

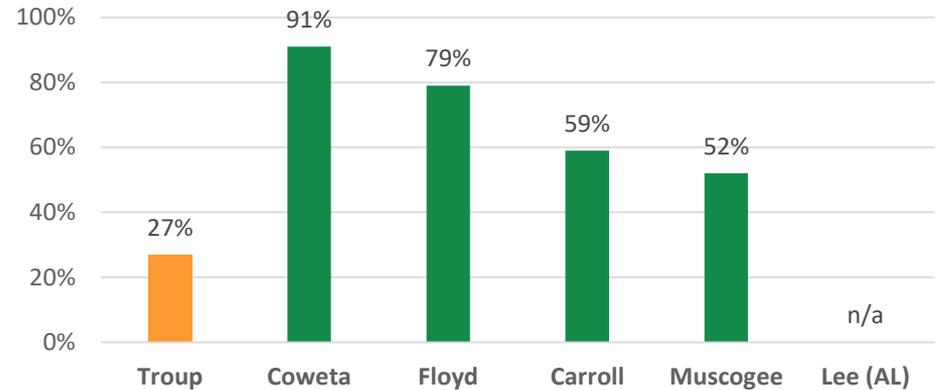
SCHOOL PERFORMANCE

- Troup County public schools perform significantly lower than other county school districts in the peer set. Troup County is only in the 27th percentile for “overall performance,” as measured by the Georgia Governor’s Office of Student Achievement. Overall Performance is based on an index score that weights all of the schools in the district on various factors, including:
 - Student content master
 - School progress
 - Student readiness
 - Graduation rates

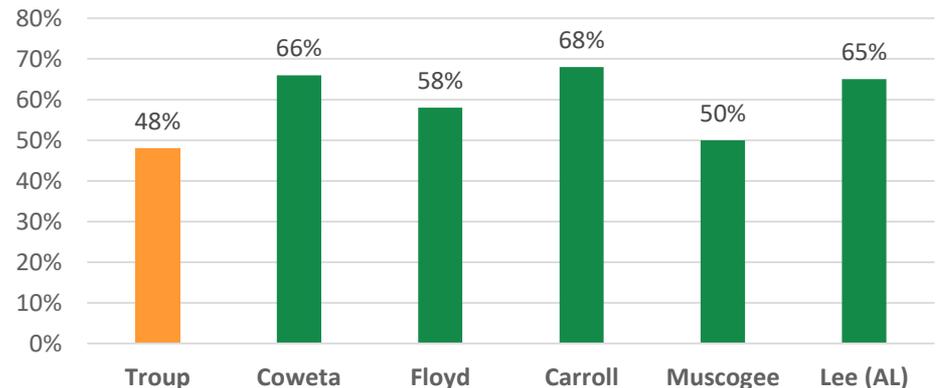
- Troup County public schools have an 84% graduation rate. However, only approximately half of graduates are considered “college and career ready.” This measure accounts for factors such as:
 - Share of students entering the technical college or university system without needing remediating
 - Student ACT, SAT, or AP/IB course scores
 - Student participation in work-based learning programs

- Troup County’s relatively low competitiveness on school performance is a significant barrier to attracting households with children.

District Percentile Rank for Overall Performance



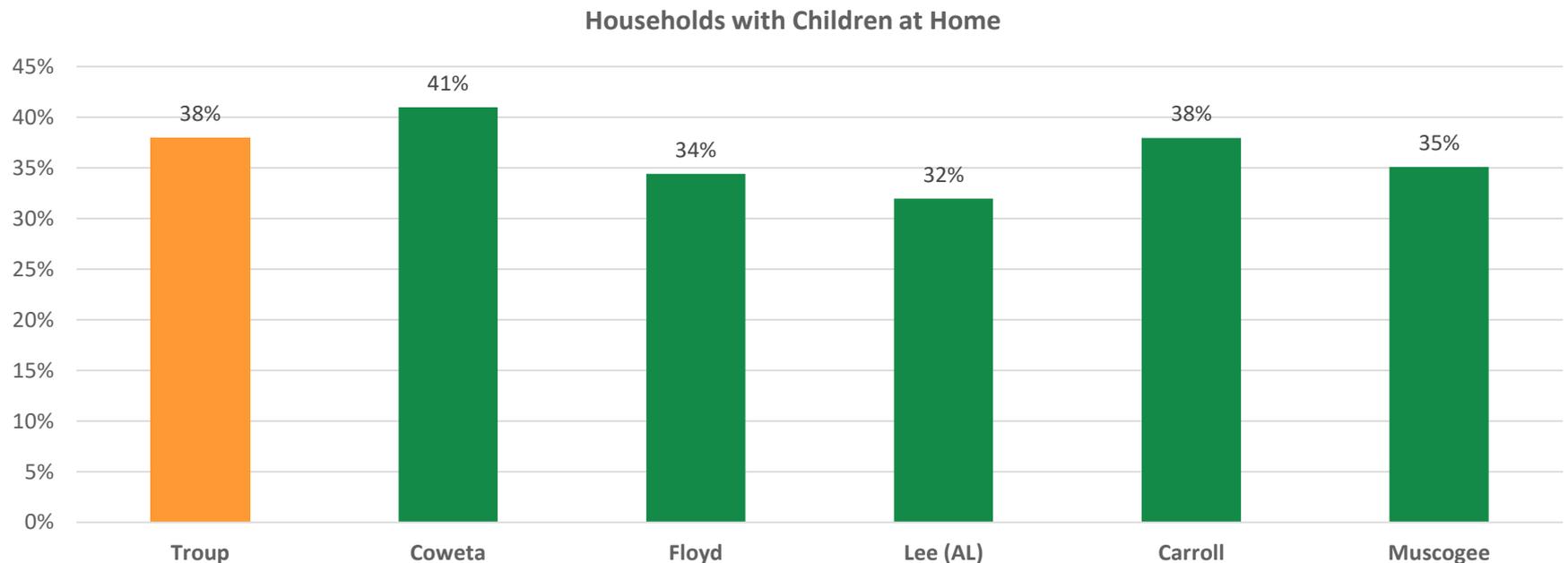
Share of Graduates that are "College and Career Ready"



Data source: Georgia Governor's Office of Student Achievement and Alabama State Department of Education, 2016-2017

HOUSEHOLDS WITH CHILDREN

- The share of households with children in Troup County is comparable to the other counties in the peer set; approximately one in every three households has children at home. This impacts size and character of housing that is in demand, as well as the importance of amenities like school quality.



Data source: Claritas; U.S. Census

HOUSING SUPPLY ANALYSIS

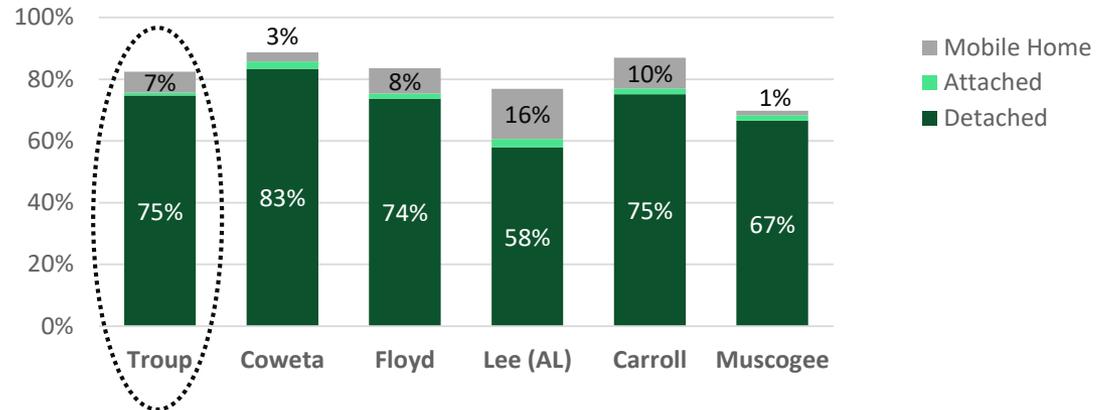
A comparison of the characteristics of the housing stock itself.

HOUSING STOCK BY STRUCTURE TYPE

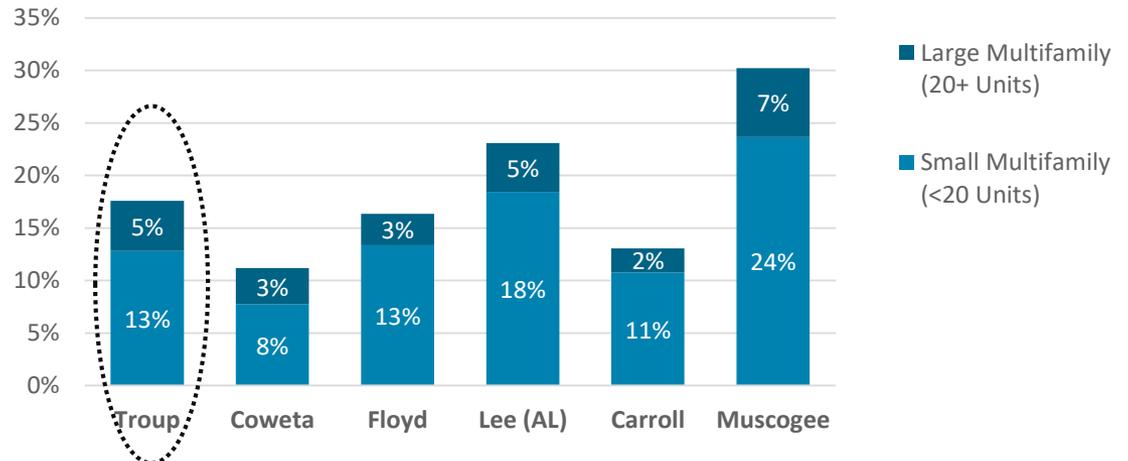
Troup County's housing stock composition is most similar to Floyd and Carroll Counties:

- 75% of housing units are single-family detached homes.
- Historically, homes were either built as single-family detached or multifamily units, so there are only a handful of single-family attached units (i.e., townhomes) available.
- Mobile homes comprise 7-10% of the housing stock. They offer a value-oriented alternative to the conventional single-family home.
- Multifamily units comprise approximately 15% of the housing stock, and most multifamily units are small complexes with less than 20 units. Units in small complexes are often more affordable, but also older, which makes them vulnerable to maintenance concerns or candidates for redevelopment. Preserving this stock is key.
- Each county has a handful of larger apartment complexes, typically built in the 1980s to early 2000s. Quality and pricing vary considerably from complex to complex.

Single-Family Homes as Share of Total Housing Units



Multifamily Housing Units as Share of Total Housing Units

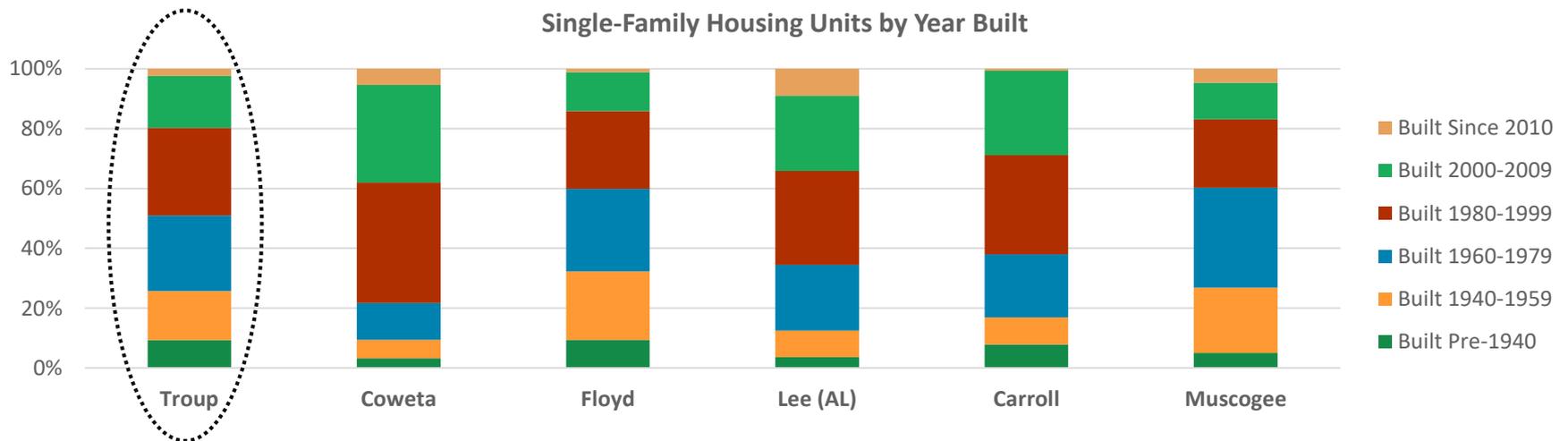


Data source: U.S. Census American Community Survey 2017 5-Year Estimates

"Mobile home" refers to the US Census designation of movable or portable dwellings constructed to be towed on its own chassis, manufactured with transportation gear as an integral part of the structure. It does not include modular homes that are prefabricated and assembled on a permanent site.

SINGLE-FAMILY HOUSING STOCK BY YEAR BUILT

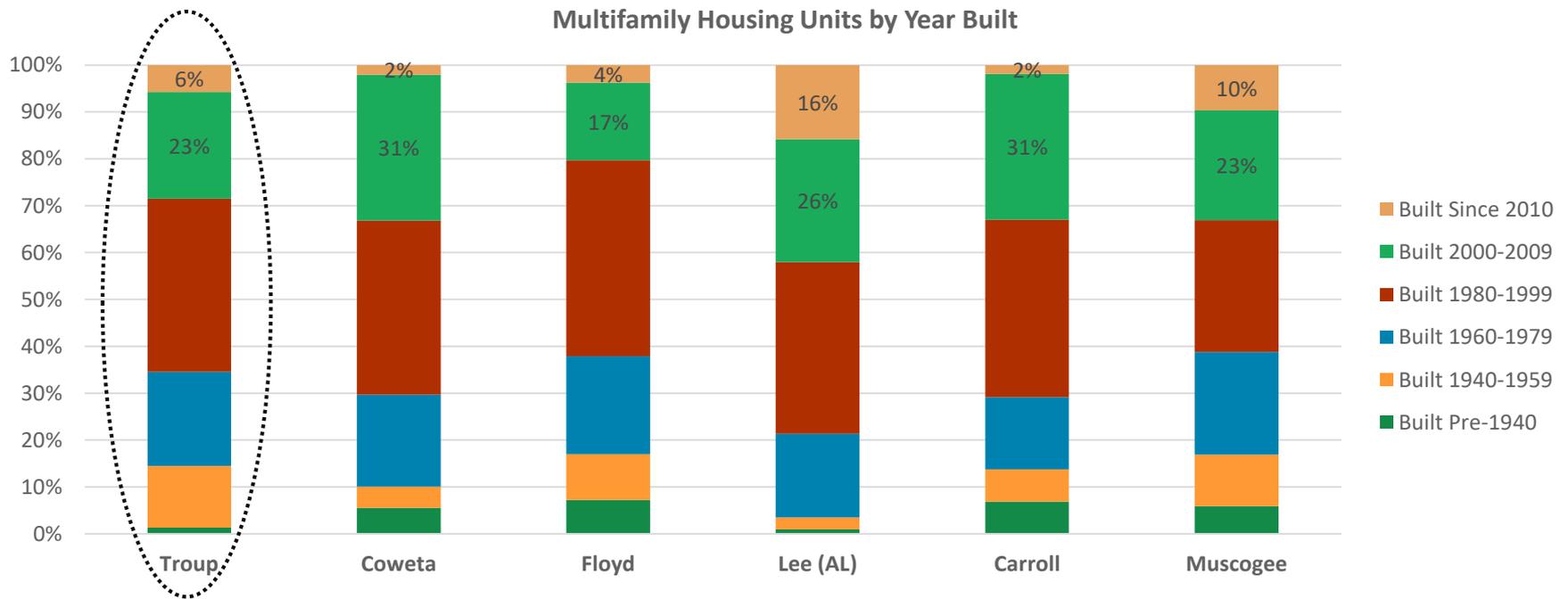
- Troup County’s single-family housing stock has a similar vintage to Floyd and Muscogee Counties.
 - Approximately 80% of their single-family homes were built before 2000, and approximately half were built before 1980.
 - New home construction has dropped off considerably for the 2010-2017 period, compared to the 2000-2009 period that preceded it. This is a reflection of how the housing market has changed from the pre-recession to post-recession years.
- Troup County’s single-family stock tends to be older than the two counties with which Troup directly competes for household growth: Coweta and Lee Counties.
 - Homes built since 2000 account for only 20% of the Troup market, but closer to 35-40% of the Coweta and Lee markets. Households that live in these counties are more likely to live in a newer home.
 - Homes built since 2010 account for 5% and 9% of homes in Coweta and Lee Counties, respectively. Even though new construction levels are considerably lower than pre-recession 2000-2010 levels, these housing markets have rebounded and new homes are being built at a relatively faster clip than in Troup County.



Data source: U.S. Census American Community Survey 2017 5-Year Estimates. Note: excludes mobile homes.

MULTIFAMILY HOUSING STOCK BY YEAR BUILT

- Lee County has expanded its multifamily stock the most since 2010.
- Troup is second only to Floyd county for having the lowest share of multifamily units built since 2000. Only 29% of Troup’s multifamily stock was built in the last 20 years, as compared to 42% in Lee County and 33% in Coweta, Carroll, and Muscogee County.

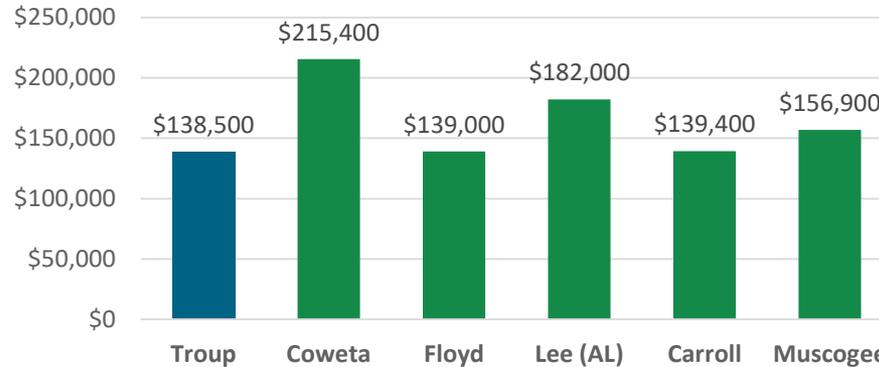


Data source: U.S. Census American Community Survey 2017 5-Year Estimates. Note: excludes mobile homes.

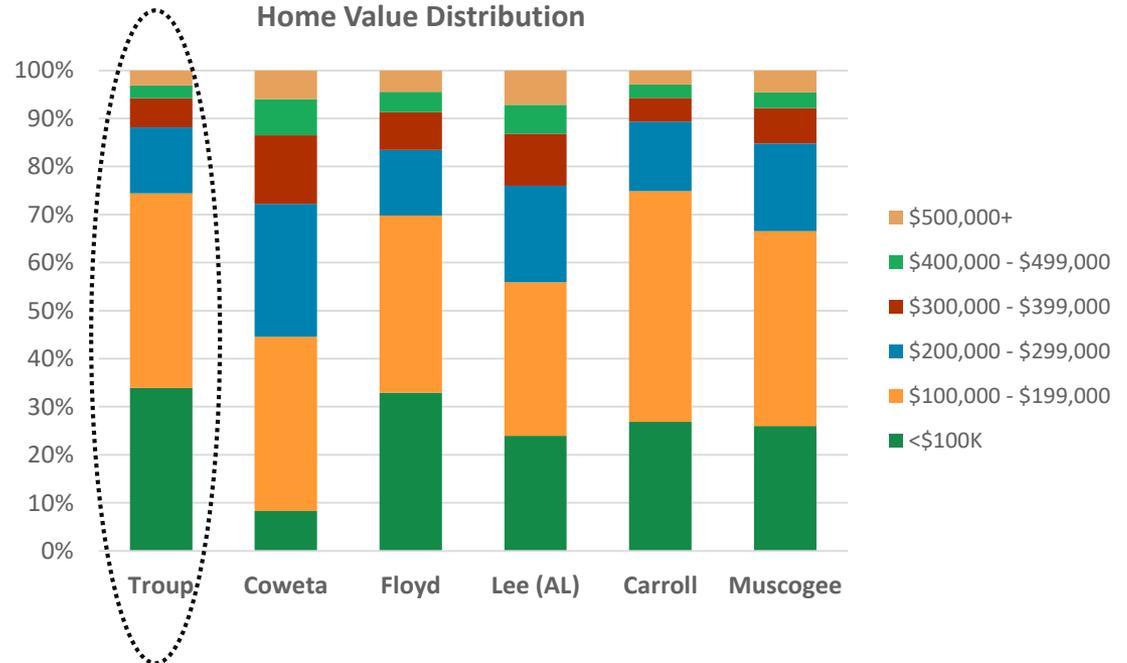
HOME VALUES

- The median home value in Troup county is approximately \$140,000.
- This is similar to their peers Floyd, Carroll, and Muscogee Counties but considerably lower than Troup’s direct competitor peers, Coweta and Lee Counties:
 - This difference is driven in large part by the share of homes valued at less than \$200,000. These homes account for 75% of the Troup market, but closer to half of the Coweta and Lee County markets.
 - Lee an Coweta Counties have a more evenly distributed range of home values, which translates into greater consumer choice at each price tier. While Troup may be relatively more affordable, households making good wages at the Kia plant or elsewhere may prefer homes in the \$200,000+ range, particularly if a less expensive home in Troup County tends to be older, require more upgrades to be move-in ready, come with a lower rated school system, etc.

Median Home Value for Owner-Occupied Homes



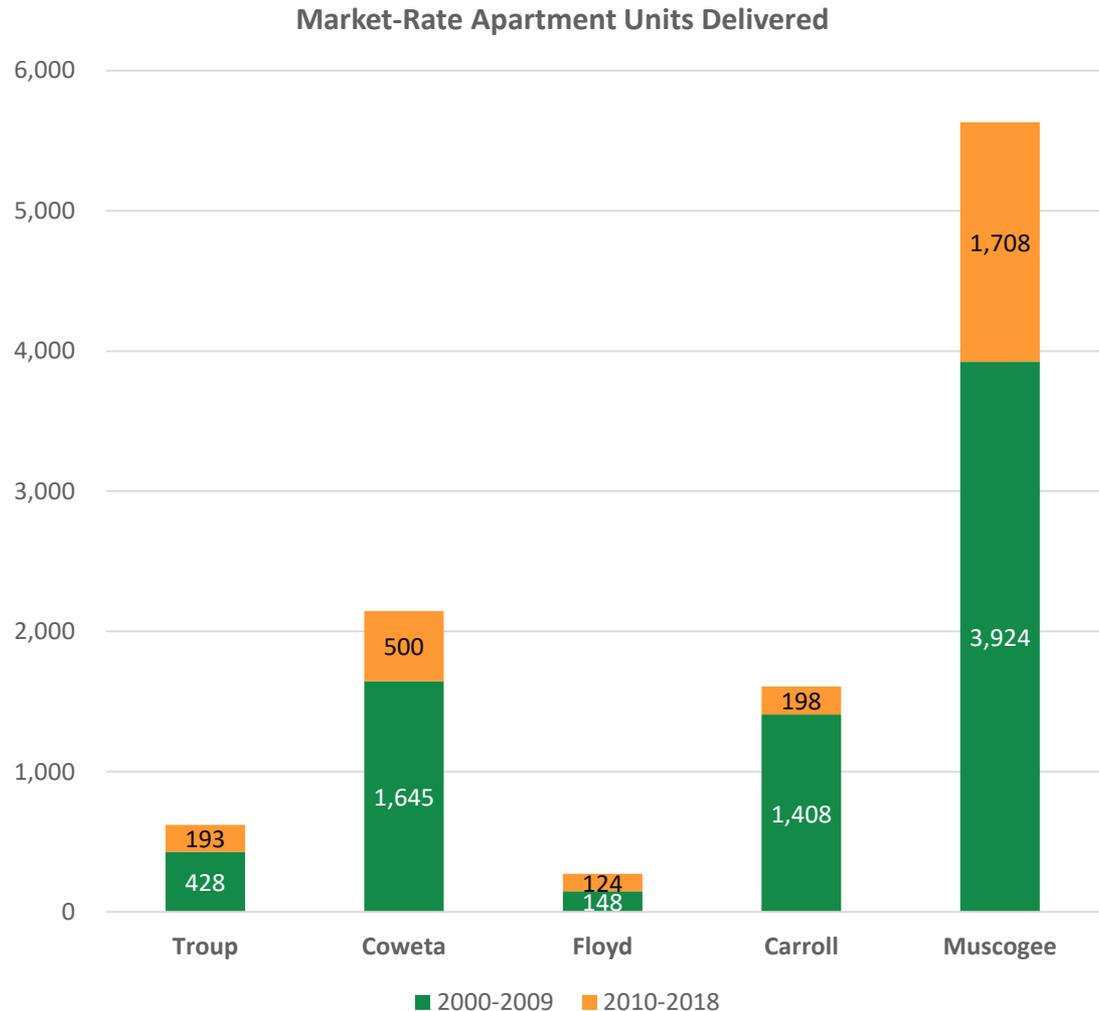
Home Value Distribution



Data source: Claritas

MARKET-RATE APARTMENT DELIVERIES

- Troup County has also lagged behind all of its peers besides Floyd County in new market-rate apartment construction.
- This lag is significant not only in the sense that Troup is adding fewer housing units, but also in the sense that it is adding fewer housing *options*. Why? Because apartments being built today are different from their predecessors: they are more likely to be highly amenitized and positioned as “luxury” properties that target more affluent renters. So when Troup County builds fewer new apartment units, it is exacerbating its overall housing shortage, but it is also missing out on an opportunity to broaden its local housing choices and appeal to these previously untapped renter markets.

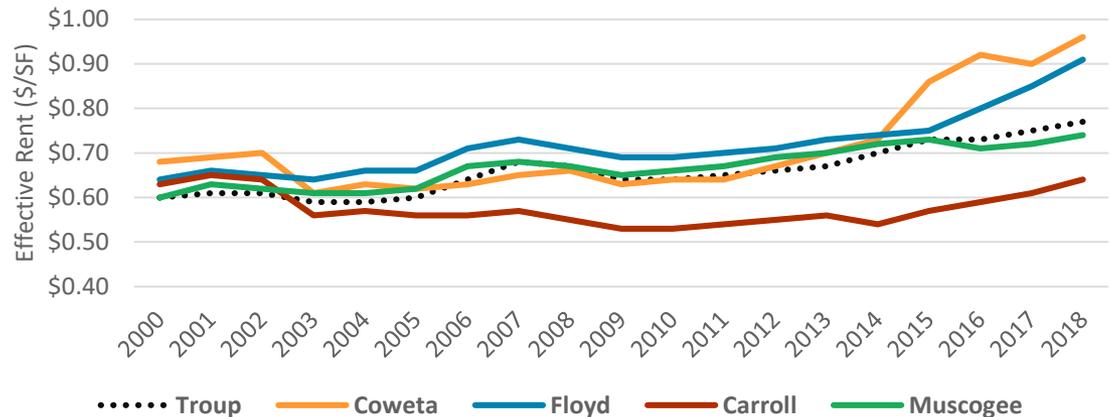


Data source: CoStar. Note: data unavailable for Lee County, AL.

MARKET-RATE APARTMENT FUNDAMENTALS

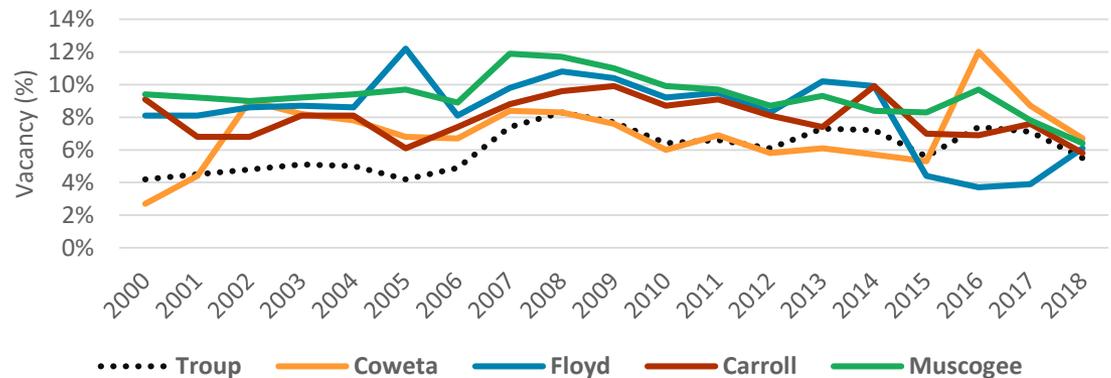
- Among the existing market-rate apartment inventory, Troup County has middling rents relative to its peers.
- It is worth noting that the rent uptick in Coweta and Floyd Counties is attributable to the completion of new “luxury” apartment buildings that are priced at a significant premium to existing apartments.
- Apartment vacancy is similar in all of the counties, hovering around 6%. The rule of thumb for a “healthy” market vacancy rate is approximately 5%, and this falls close to that benchmark.

Average Market-Rate Apartment Rents



Market-Rate Apartment Vacancy

(Note: Spike in 2016 due to new properties in lease-up)



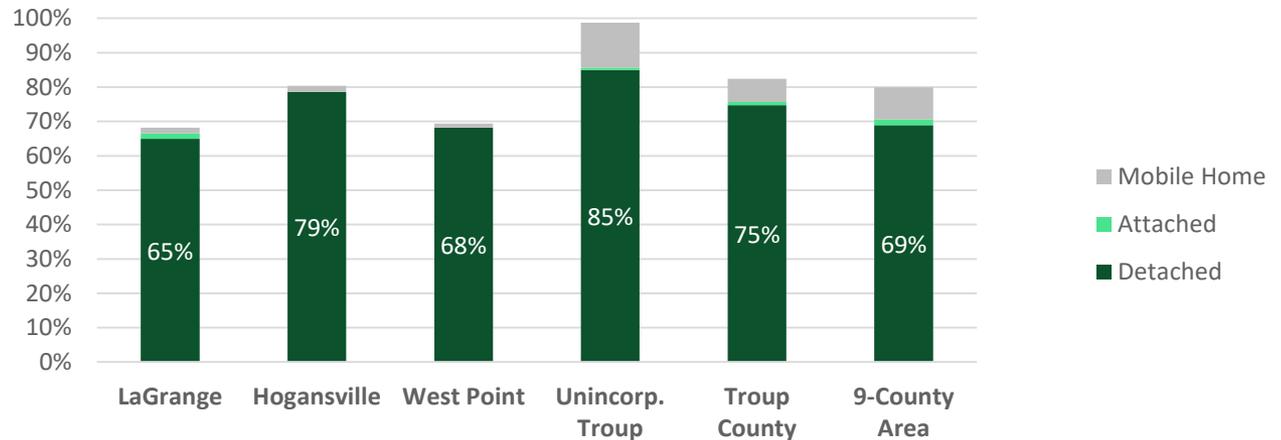
Data source: CoStar. Note: data unavailable for Lee County, AL.

CITY & COUNTY HOUSING SUPPLY

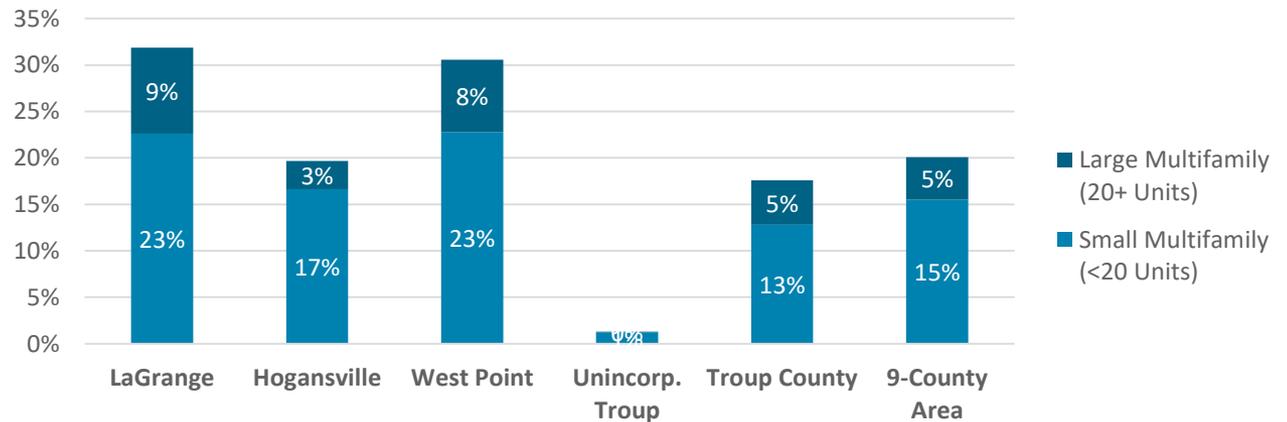
HOUSING STOCK BY STRUCTURE TYPE

- While Troup County's aggregate housing stock aligns with the nine-county region, it masks differences in the housing composition from city to city within the county.
- Single-family homes are a lower share of the housing stock in LaGrange and West Point than in other parts of Troup County, indicating that these two cities are where the county's multifamily stock is concentrated. Even with these apartments, though, single-family homes still dominate every local market.

Single-Family Homes as Share of Total Housing Units



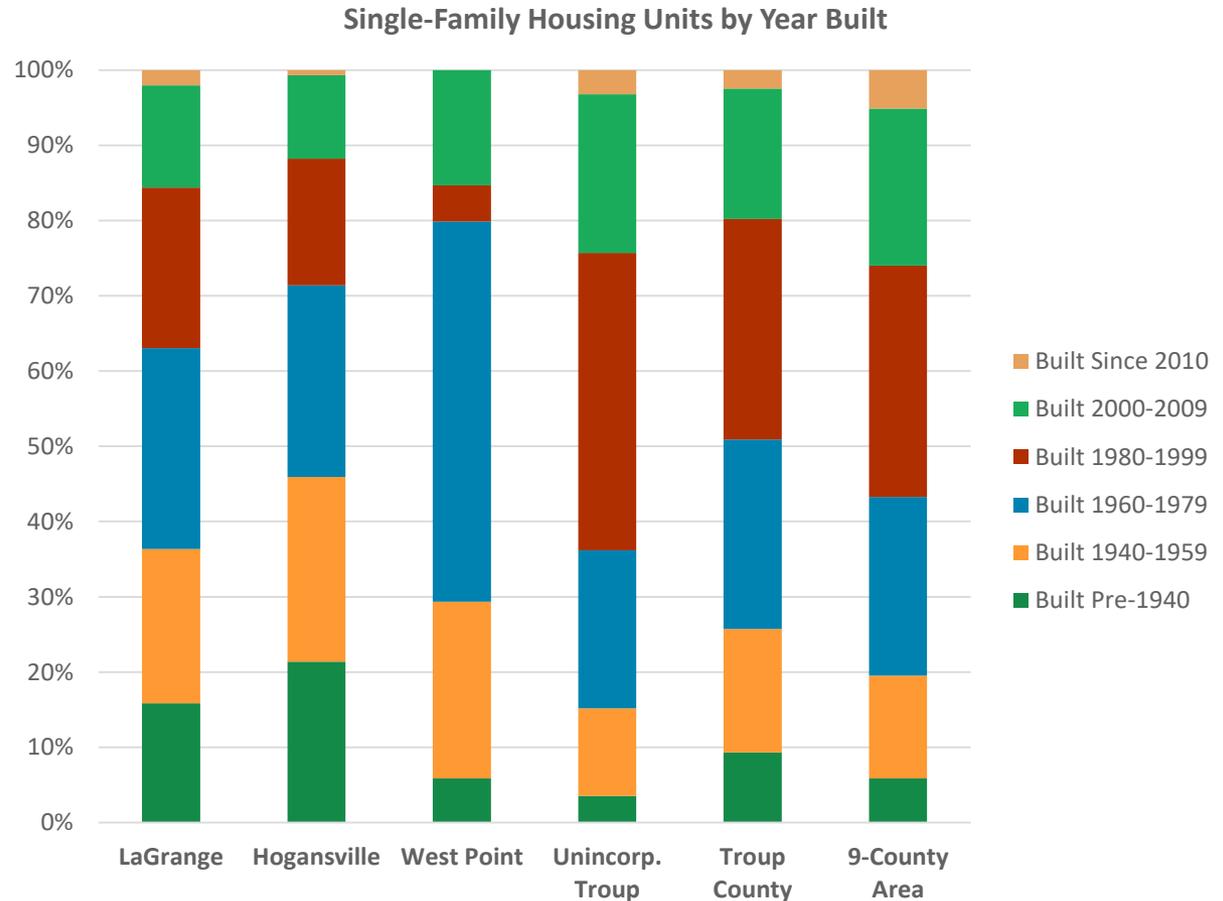
Multifamily Homes as Share of Total Housing Units



Data source: U.S. Census American Community Survey 2017 5-Year Estimates; Claritas.

SINGLE-FAMILY STOCK BY YEAR BUILT

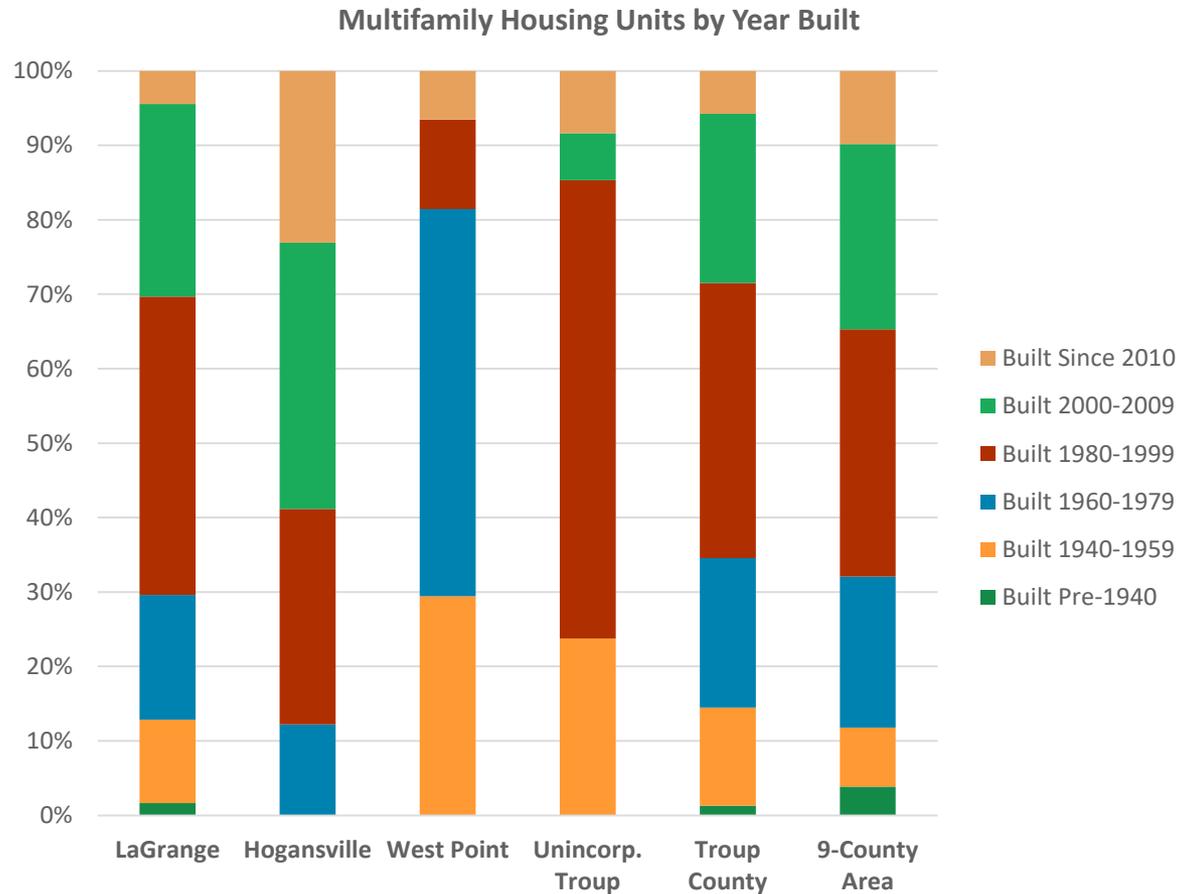
- Again, Troup County overall has a similar residential vintage to the nine-county area, but there are substantial differences in the age of the housing stock at a city level.
- In absolute terms, unincorporated Troup County is the largest single-family market in the county. It has the most single-family housing options available at almost every vintage.
- None of Troup’s cities, nor unincorporated Troup County, match the 9-county area in terms of the share of single-family homes built since 2000. This means that every jurisdiction in the county has lagged behind the region on new construction for the past 20 years.



Data source: U.S. Census American Community Survey 2017 5-Year Estimates. Note: excludes mobile homes.

MULTIFAMILY HOUSING STOCK BY YEAR BUILT

- The age profile of the multifamily stock is more varied from city to city, largely because the multifamily stock in these cities is limited and therefore more sensitive to small variations in year built.
- One of the most striking differences is that multifamily units built since 2000 account for only 7% of West Point’s multifamily stock, but it accounts for 60% of the multifamily stock in Hogansville. This means that Hogansville’s multifamily is on average much newer than West Point’s multifamily. In LaGrange, the share built since 2000 is in the middle at 30%, but LaGrange has more new units in absolute terms.
- Unincorporated Troup County has minimal multifamily units. It is dominated by single-family homes.

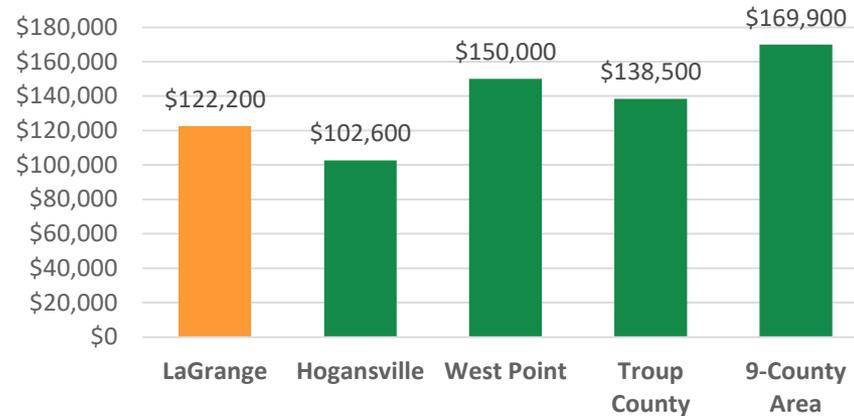


Data source: U.S. Census American Community Survey 2017 5-Year Estimates. Note: excludes mobile homes.

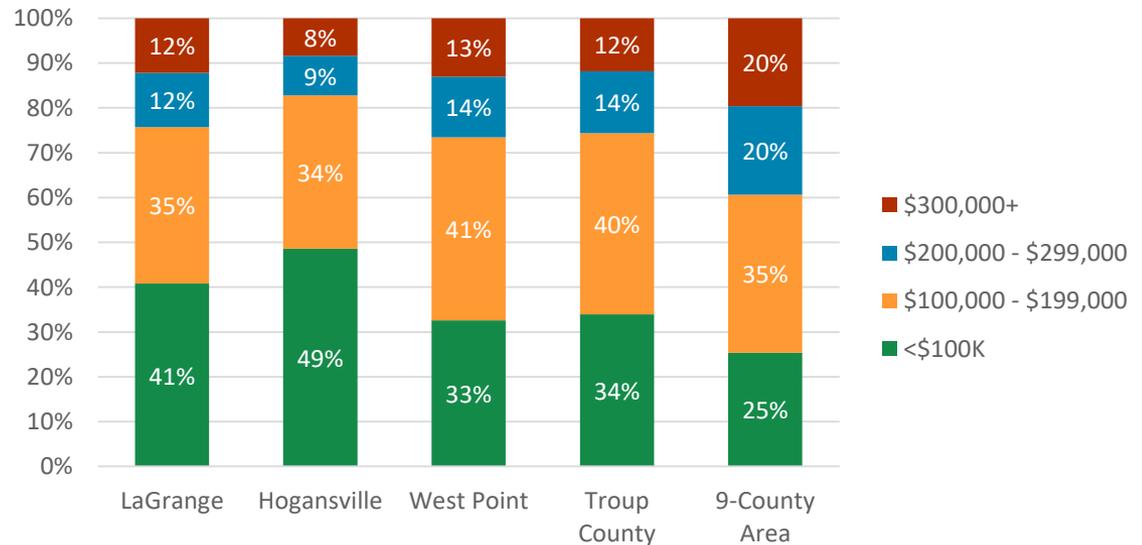
HOME VALUES

- Troup County has lower home values than the nine-county area overall.
- Home values in LaGrange and Hogansville fall below the countywide median by \$15,000-\$35,000, respectively. By comparison, home values in West Point are \$12,000 higher than the countywide median.
- West Point is too small a city to explain the gap in median home value between LaGrange and the county overall. This means that homes located in unincorporated Troup County tend to have higher home values than the county median.

Median Home Value for Owner-Occupied Homes



Owner-Occupied Home Value Distribution

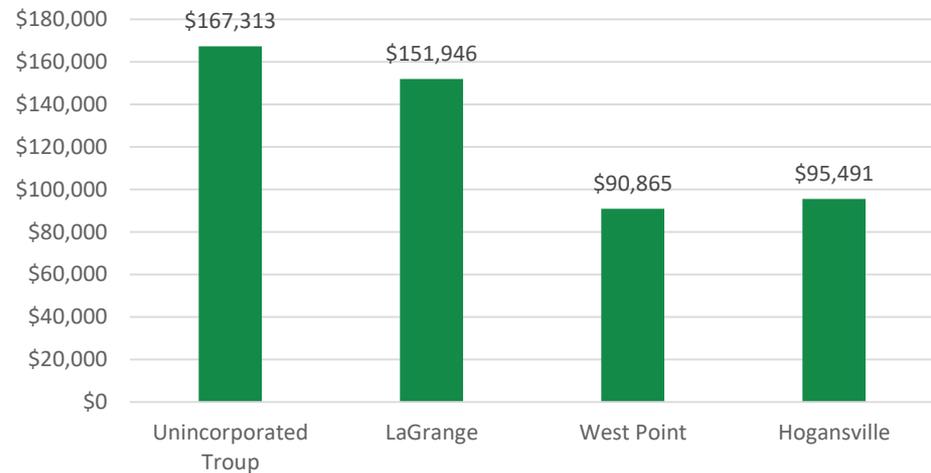


Data source: Claritas

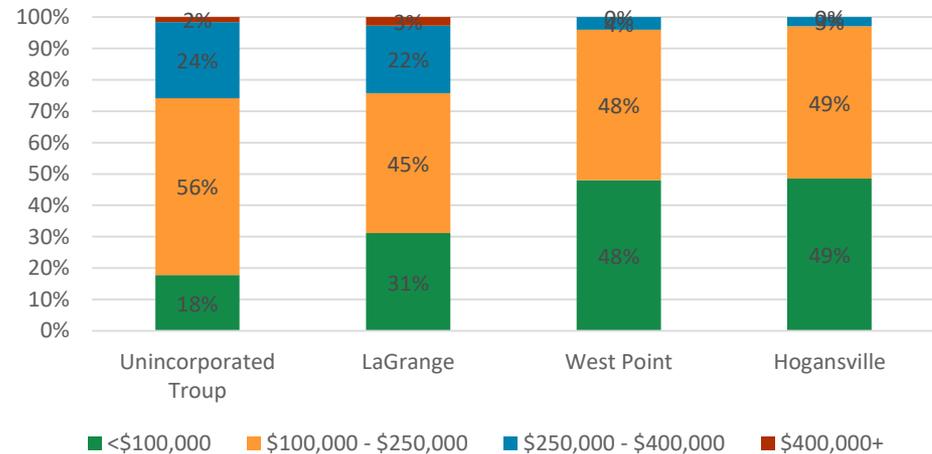
HOME SALES

- Troup County saw 1,037 homes sold in 2018.
 - Unincorporated Troup: 545 sales
 - LaGrange: 402 sales
 - West Point: 26 sales
 - Hogansville: 64 sales
- In addition to seeing more home sales, values of the homes sold were significantly higher in unincorporated areas of Troup County and in the City of LaGrange.

2018 Home Sales Average Price



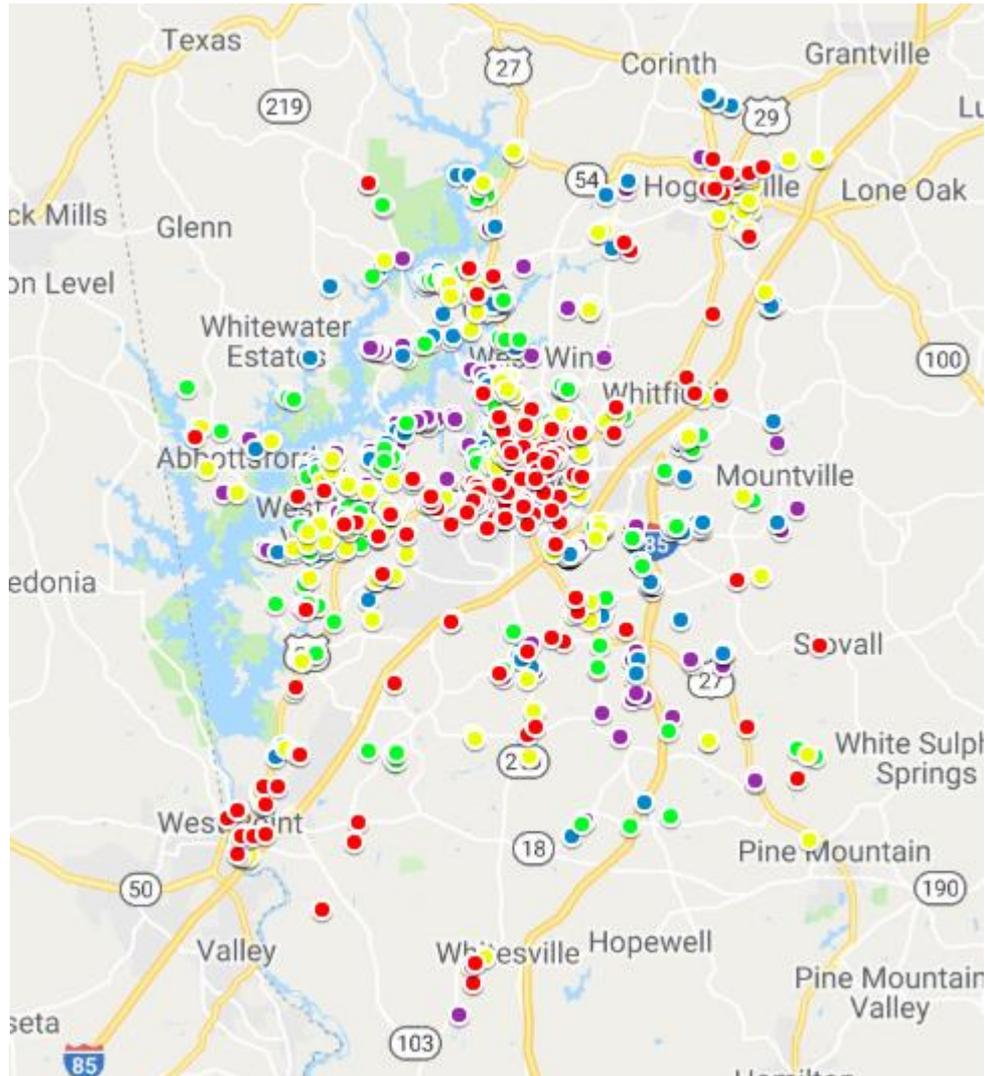
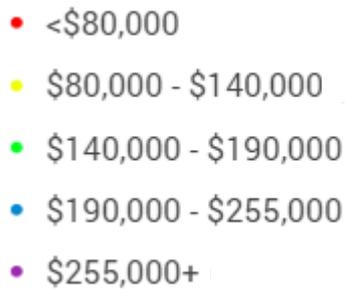
2018 Home Sales Value Distribution



Data source: Troup County Tax Assessor and Georgia MLS

HOME SALES

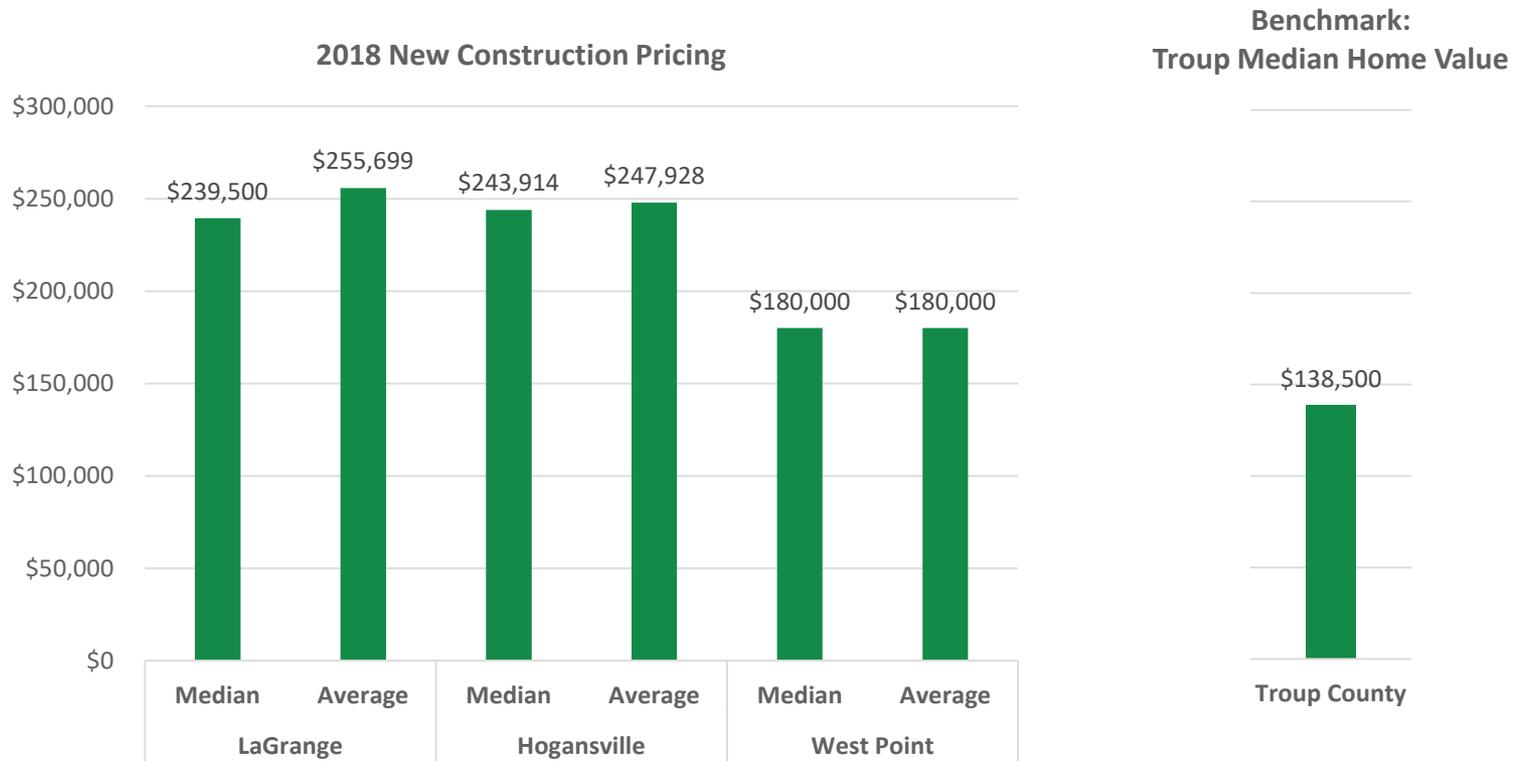
- Of the 1,037 homes sold in Troup County in 2018, many of the lower-valued homes were clustered in the incorporated areas, while the majority of higher-valued homes were in unincorporated areas of the county. This is in keeping with the median sale prices for the cities and county in 2018.



Data source: Georgia MLS

NEW HOME SALES

- Not surprisingly, new homes are priced significantly higher than the countywide median home value.
- In LaGrange and Hogansville, new homes in 2018 sold at a \$100,000 premium to the countywide median home value.
- The premium is closer to \$50,000 for a new home in West Point.

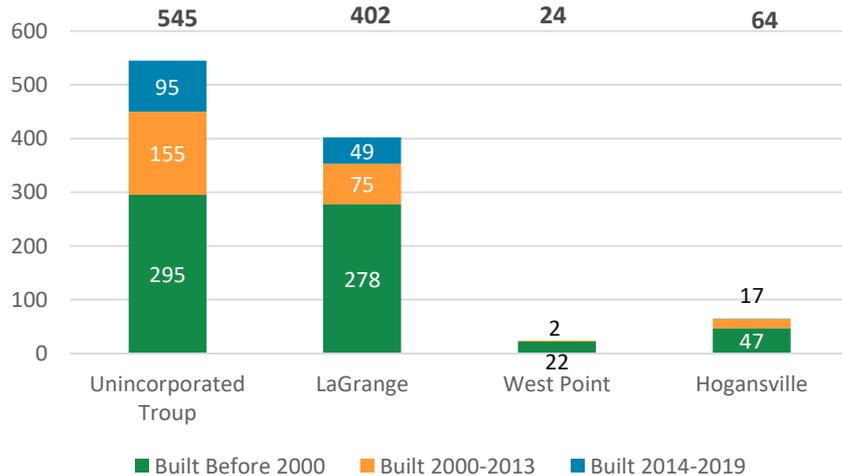


Data source: MLS

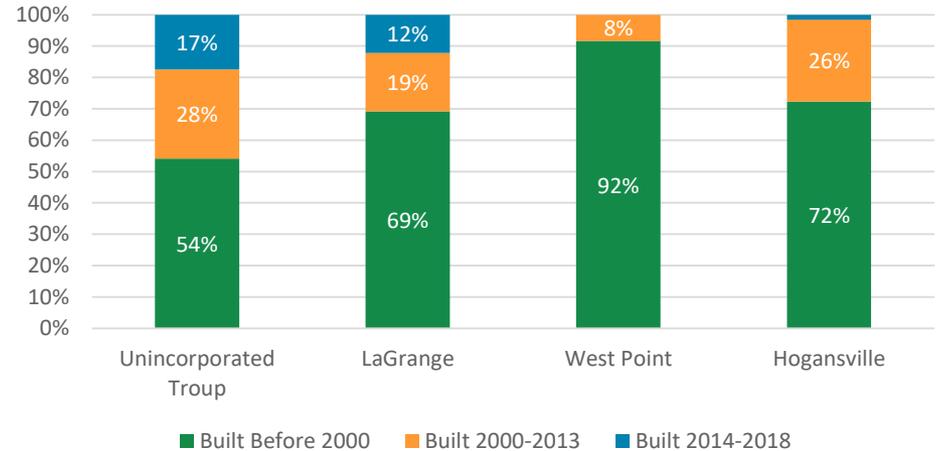
NEW HOME SALES

- The newest products (Built 2014-2018) made up a significant proportion of 2018 home sales in both unincorporated Troup County (17% of sales) and LaGrange (12% of sales).

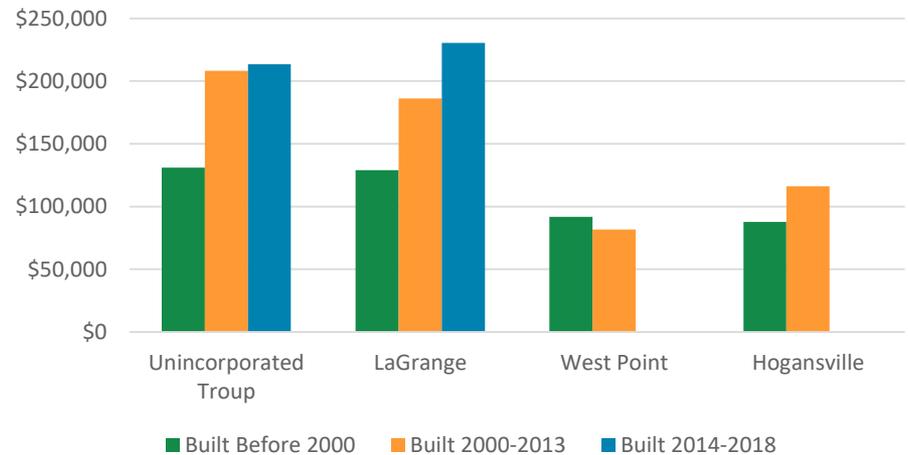
2018 Home Sales by Year Built



% Sold by Year Built



2018 Home Sales Avg Price by Year Built



Data source: Troup County Tax Assessor

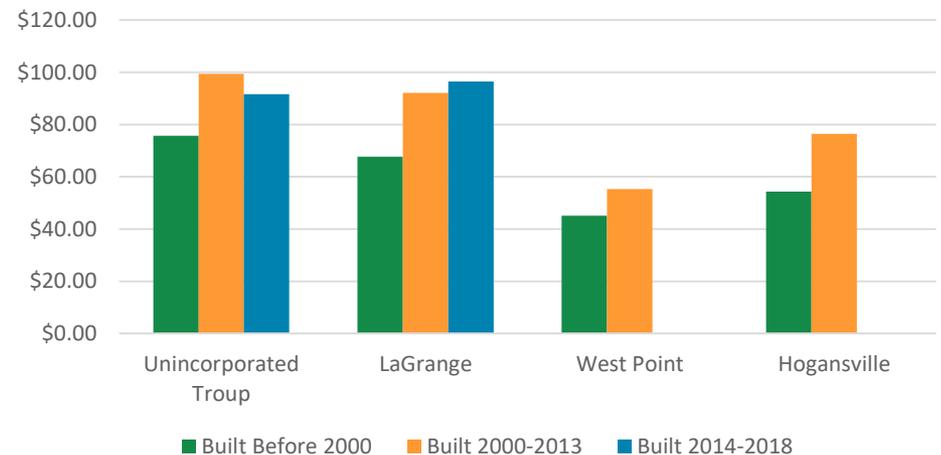
NEW HOME SALES

- New homes have also been increasing in size.
- In unincorporated Troup County, homes built before 2000 have an average of 1,675 SF, while homes built since 2014 average 2,360 SF – a 40% increase in size.
- This pattern is also true in the City of LaGrange. Homes built before 2000 have an average of 1,755 SF, while homes built in the city since 2014 average 2,410 SF – a 37% increase in size.
- Though the total average sale price was higher for new homes in unincorporated Troup, due to the increase in the size of new product, the average \$/SF was lower for homes built after 2014.

Avg SF by Year Built



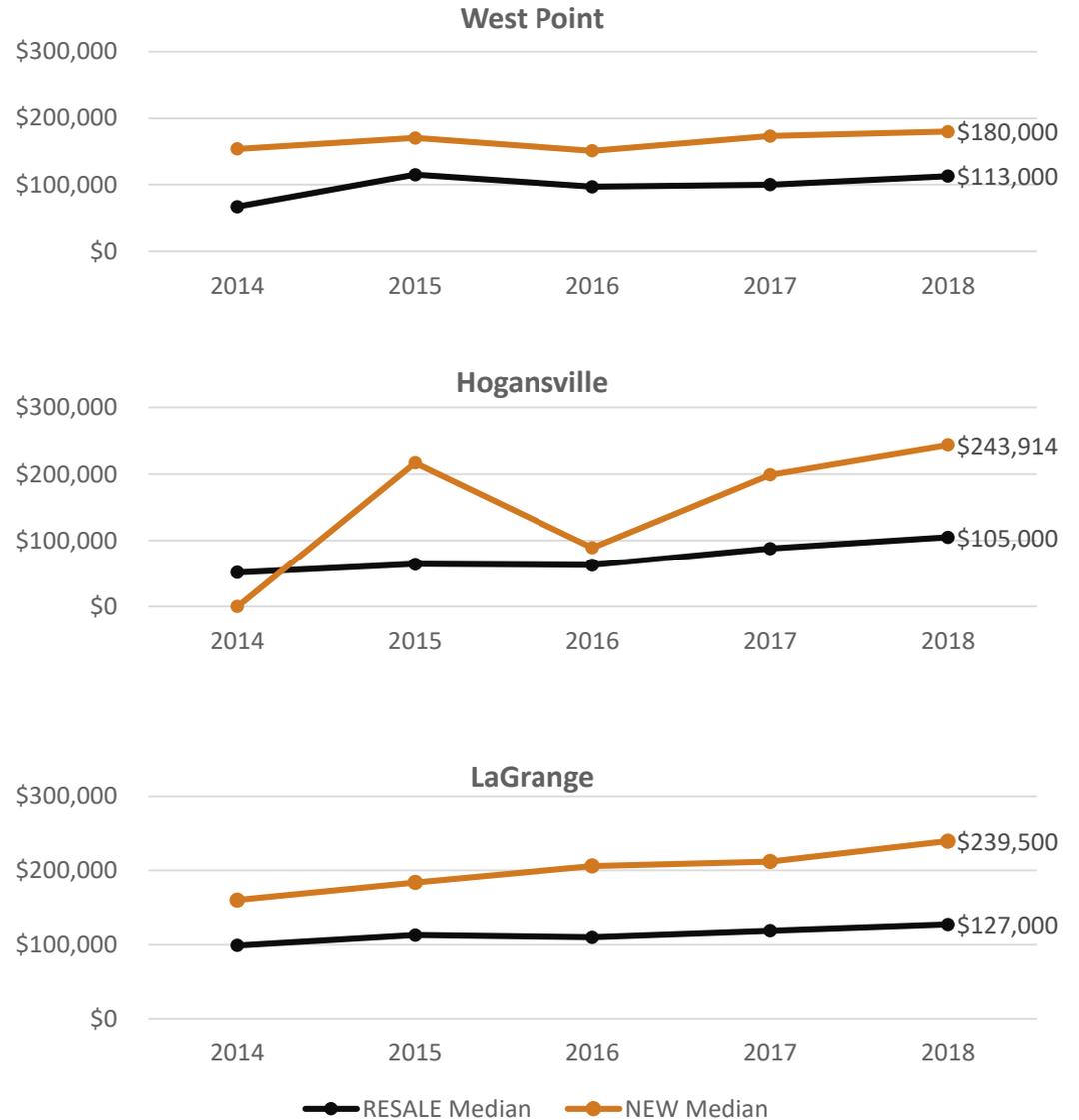
Avg \$/SF by Year Built



Data source: Troup County Tax Assessor

NEW HOME SALES

- Another way to analyze new home pricing is to compare current new construction sale prices to current resale prices. Again, there is a large and growing premium for new construction, regardless of its location within the county.



Data source: MLS

NEW HOME SALES

- New home sales from 2013-2015 were mostly in the \$150,000-199,000 range.
- Mostly recently, from 2016-2017, new home sales have shifted to predominately the \$200,000-249,000 range.
- Average price of homes has reached a new high of \$215,000 in 2017.

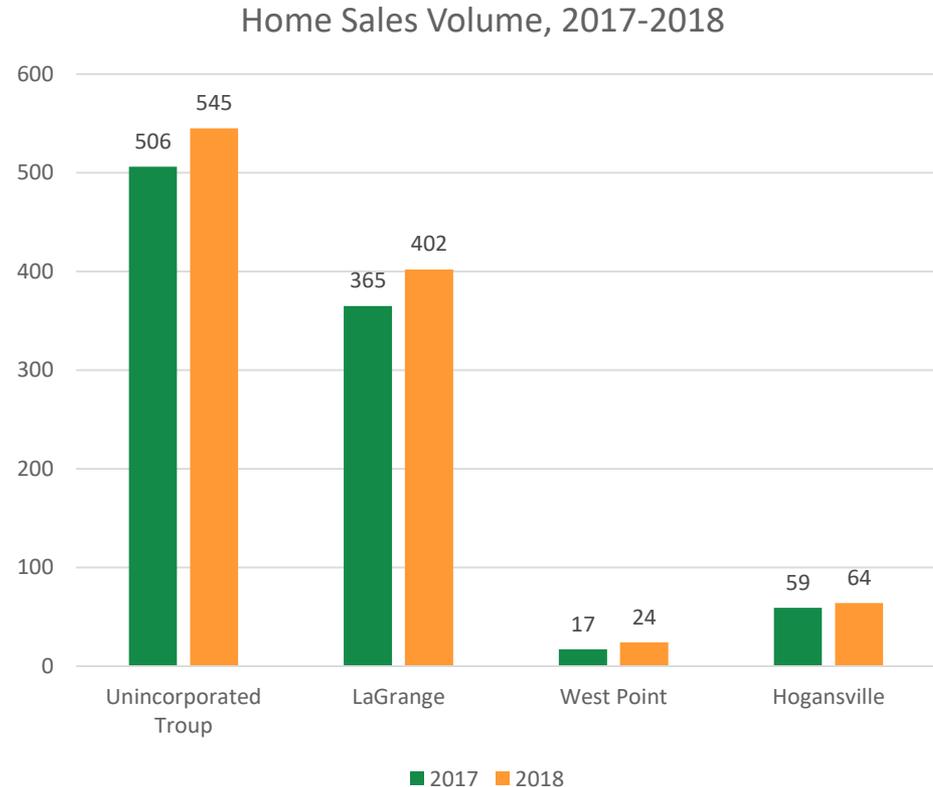
All New Home Sales, Troup County, 2012-2017



Source: SmartREData

HOME SALES VOLUME

- The volume of annual home sales has trended slightly upward in LaGrange, a reflection of the increasing strength of the market after the recession and the arrival of the Kia plant. There are now approximately 400 sales annually, of which +/- 10% are new homes.
- In Hogansville and West Point, where there are fewer homes to change hands, sales have remained steady at approximately 70-80 combined sales annually. New homes are added sporadically.
- Unincorporated Troup contains the largest portion of home sales, however, this may change as new product types are added in the incorporated areas to better capture other aspects of the market demand.



Data source: Troup County Tax Assessor

FUTURE HOUSING DEMAND BY AREA

TROUP COUNTY HOUSING PRODUCTION GOAL 2020-2025

Troup County		
2000-2018 Est. Average Annual New Households: 221		
	Historic Avg. Annual (2013-2018)	Future Annual Production Goal* (2020-2025)
New Home Sales	87	155
New Rental Unit Deliveries	55	580

* Based on the analysis conducted in this assignment. Including affordable/subsidized units.

- As noted previously, to meet the production goals shown above over the next five years, the new housing offered would need to be attainable to households across a wide range of income bands, in a variety of unit types, and in various locations throughout Troup County. Many of the unit types that have the potential to drive-up production and absorption have not yet been offered to the market locally.
- **Based on the evidence found in this study, it appears that providing a wider array of new housing options in the county and its cities will allow for an expanded market, assuming that employment growth continues in Troup.**
- The relative lack, or under production, of new residential supply in the last decade has likely created "pent-up" demand for quality new units in Troup, particularly:
 - rental units, generally,
 - rental and for-sale units in walkable areas, specifically,
 - affordable units, and
 - senior-oriented units.
- While it is difficult for the new construction residential market to meet the demand of rental units priced under \$650/month and for-sale priced under \$100,000, it should be noted that significant demand exists and public policy can be aligned to help meet the housing needs of lower-income households.

FOR-SALE DEMAND – CONSTANT GROWTH

TROUP COUNTY OVERALL

- As noted in a previous section, to estimate future housing demand in Troup and its cities, this study analyzed households by income level, tenure (ownership vs. rental), annual turnover, preference for new product, and future opportunity by jurisdiction.
- The analysis considered two possible growth scenarios: a constant-growth scenario continuing Troup’s recent patterns of household growth, and a high-growth scenario in which Troup recaptures up to 50% more of its expected “fair share” of regional growth.
- Under the constant growth scenario, Troup County shows absorption potential for approximately **115 new units** of for-sale products per year.
- To capture all of this demand, the for-sale products offered would need to be available across a wide range of income bands, and in a variety of product forms.
- 15% of Troup County’s absorption potential is for homeowners with annual incomes less than \$23,000 (approximately 50% AMI). These households could afford homes priced below \$100,000, while paying a third of their income or less on housing. New deliveries for homes priced at this level would likely need some form of affordable housing subsidies, or other assistance, due to the rising cost of new construction and delivery. This could be in the form of partnership with DASH, Habitat for Humanity, or other homeowner assistance programs. **Troup County overall for-sale annual new construction absorption potential, 2020-2025:**

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	15 units @ <\$100,000	40 units @ \$100,000 - \$250,000	35 units @ \$250,000 - \$400,000	20 units @ \$400,000+	115 units

Source: Bleakly Advisory Group

FOR-SALE DEMAND – CONSTANT GROWTH LAGRANGE

This potential absorption for new for-sale units in Troup County was also divided by likely preference for municipal jurisdiction based upon current population patterns, stated, and potential future product demand.

Approximately 45% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of LaGrange:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	5 units @ <\$100,000	15 units @ \$100,000 - \$250,000	20 units @ \$250,000 - \$400,000	10 units @ \$400,000+	50 units 43% of Troup

In addition to a range of price points, LaGrange will need a variety of product types to capture this demand:

- Large-lot single-family subdivision – up to 15% of demand
- Small-lot single-family subdivisions – up to 40% of demand
- Small-lot single-family infill – up to 25% of demand
- Townhomes – up to 15% of demand
- Condominiums / Lofts– up to 10% of demand
- LaGrange is positioned to capture a growing share of Troup County’s new employees. This will only be possible by offering a wide range of product types.
- The city should encourage infill residential development, especially of small-lot products. LaGrange should encourage development of missing-middle housing types wherever possible.
- Focusing smaller footprint development (including townhomes, condominiums, and lofts) near LaGrange’s downtown and intown areas will offer the amenities necessary to capture higher price points.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – CONSTANT GROWTH WEST POINT

Approximately 5% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of West Point:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	1 unit @ <\$100,000	4 units @ \$100,000 - \$250,000	1 unit @ \$250,000 - \$400,000	0 units @ \$400,000+	6 units 5% of Troup

In addition to a range of price points, West Point will need a variety of product types to capture this demand:

- Single family detached – up to 70% of demand
- Attached (townhome or loft) – up to 30% of demand
- West Point has opportunity for new development focused on its vibrant downtown district.
- The majority of the city’s residential development should focus on infill near downtown. This should include both new construction and adaptive reuse.
- Though the majority of the new residential development will likely be small-lot single family, encouraging townhomes and condominiums will meet demand from the greatest number of potential households.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – CONSTANT GROWTH HOGANSVILLE

Approximately 8% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of Hogansville:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	3 units @ <\$100,000	2 units @ \$100,000 - \$250,000	2 units @ \$250,000 - \$400,000	2 units @ \$400,000+	9 units 8% of Troup

In addition to a range of price points, Hogansville will need a variety of product types to capture this demand:

- Single family detached – up to 70% of demand
- Attached (townhome or loft) – up to 30% of demand
- Hogansville has opportunity for new development focused on the downtown district and historic mill village areas.
- The majority of the city’s residential development should focus on infill near these key assets. This should include both new construction and adaptive reuse.
- Though the majority of the new residential development will likely be small-lot single family, encouraging townhomes and condominiums will meet demand from the greatest number of potential households.
- As the Atlanta metro area continues to expand and fewer attainable housing options are available near employment centers, areas in and near Hogansville (unincorporated Troup) are well-positioned to provide options for new home buyers. This Atlanta expansion could push up demand expectations in the Hogansville area.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – CONSTANT GROWTH UNINCORPORATED TROUP

Approximately 45% of the county’s annual new construction absorption potential from 2020-2025 can be captured by unincorporated Troup County:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	5 units @ <\$100,000	15 units @ \$100,000 - \$250,000	20 units @ \$250,000 - \$400,000	10 units @ \$400,000+	50 units 43% of Troup

In addition to a range of price points, unincorporated Troup County will need a variety of product types to capture this demand:

- Large-lot single family subdivisions – up to 65% of demand
- Small-lot single family subdivisions – up to 25% of demand
- Townhomes – up to 10% of demand
- Though the majority of homeowners in unincorporated Troup County choose to live in the county due to a desire for large-lot single family, other product types are necessary to round out residential development.
- The key for unincorporated Troup County will be to focus development in strategic areas. This could include planning for a development near West Point Lake, or a cluster of mixed-use development near I-85. By focusing infrastructure improvements in areas of unincorporated Troup where the county wants development to happen, the county can maintain its rural character overall.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – HIGH GROWTH TROUP COUNTY OVERALL

- Under the high growth scenario, Troup County shows absorption potential for approximately **155 new units** of for-sale products per year.
- In addition to higher population growth assumptions, the high growth for-sale demand incorporates increased new product capture due to the lack of recent new construction to meet this influx of households.
- To capture all of this demand, the for-sale products offered would need to be available across a wide range of income bands, and in a variety of product forms.
- 20% of Troup County’s absorption potential is for homeowners with annual incomes less than \$23,000 (approximately 50% AMI). These households could afford homes priced below \$100,000, while paying a third of their income or less on housing. New deliveries for homes priced at this level would likely need some form of affordable housing subsidies, or other assistance, due to the rising cost of new construction and delivery. This could be in the form of partnership with DASH, Habitat for Humanity, or other homeowner assistance programs.

Troup County overall for-sale annual new construction absorption potential, 2020-2025:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	30 units @ <\$100,000	55 units @ \$100,000 - \$250,000	50 units @ \$250,000 - \$400,000	20 units @ \$400,000+	155 units

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – HIGH GROWTH LAGRANGE

This potential absorption for new for-sale units in Troup County was divided by likely preference for municipal jurisdiction based upon current population patterns and potential product demand in a more aggressive scenario.

Approximately 45% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of LaGrange:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	15 units @ <\$100,000	25 units @ \$100,000 - \$250,000	20 units @ \$250,000 - \$400,000	10 units @ \$400,000+	70 units 45% of Troup

In addition to a range of price points, LaGrange will need a variety of product types to capture this demand:

- Large-lot single-family subdivision – up to 15% of demand
- Small-lot single-family subdivisions – up to 40% of demand
- Small-lot single-family infill – up to 25% of demand
- Townhomes – up to 15% of demand
- Condominiums / Lofts– up to 10% of demand
- LaGrange is positioned to capture a growing share of Troup County’s new employees. This will only be possible by offering a wide range of product types.
- The city should encourage infill residential development, especially of small-lot products. LaGrange should encourage development of missing-middle housing types wherever possible.
- Focusing smaller footprint development (including townhomes, condominiums, and lofts) near LaGrange’s downtown and intown areas will offer the amenities necessary to capture higher price points.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – HIGH GROWTH WEST POINT

Approximately 6% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of West Point:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	3 units @ <\$100,000	5 units @ \$100,000 - \$250,000	2 units @ \$250,000 - \$400,000	0 units @ \$400,000+	10 units 6% of Troup

In addition to a range of price points, West Point will need a variety of product types to capture this demand:

- Single family detached – up to 70% of demand
- Attached (townhome or loft) – up to 30% of demand
- West Point has opportunity for new development focused on its vibrant downtown district.
- The majority of the city’s residential development should focus on infill near downtown. This should include both new construction and adaptive reuse.
- Though the majority of the new residential development will likely be small-lot single family, encouraging townhomes and condominiums will meet demand from the greatest number of potential households.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – HIGH GROWTH HOGANSVILLE

Approximately 10% of the county’s annual new construction absorption potential from 2020-2025 can be captured by the City of Hogansville:

Income	Below \$23,000	\$23,000 \$60,000	\$60,000 \$90,000	\$90,000 and above	TOTAL
	4 units @ <\$100,000	7 units @ \$100,000 - \$250,000	4 units @ \$250,000 - \$400,000	0 units @ \$400,000+	15 units 10% of Troup

In addition to a range of price points, Hogansville will need a variety of product types to capture this demand:

- Single family detached – up to 70% of demand
- Attached (townhome or loft) – up to 30% of demand
- Hogansville has opportunity for new development focused on the downtown district and historic mill village areas.
- The majority of the city’s residential development should focus on infill near these key assets. This should include both new construction and adaptive reuse.
- Though the majority of the new residential development will likely be small-lot single family, encouraging townhomes and condominiums will meet demand from the greatest number of potential households.
- As the Atlanta metro area continues to expand and fewer attainable housing options are available near employment centers, areas in and near Hogansville (unincorporated Troup) are well-positioned to provide options for new home buyers. This Atlanta expansion could push up demand expectations in the Hogansville area.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

FOR-SALE DEMAND – HIGH GROWTH UNINCORPORATED TROUP

Approximately 40% of the county’s annual new construction absorption potential from 2020-2025 can be captured by unincorporated Troup County:

Income	Below \$23,000	\$23,000 - \$60,000	\$60,000 - \$90,000	\$90,000 and above	TOTAL
	10 units @ <\$100,000	20 units @ \$100,000 - \$250,000	20 units @ \$250,000 - \$400,000	10 units @ \$400,000+	60 units 39% of Troup

In addition to a range of price points, unincorporated Troup County will need a variety of product types to capture this demand:

- Large-lot single family subdivisions – up to 65% of demand
- Small-lot single family subdivisions – up to 25% of demand
- Townhomes – up to 10% of demand
- While the majority of homeowners in unincorporated Troup County choose to live in the county due to a desire for large-lot single family, other product types would be necessary to fulfill the level of demand shown above.
- The key for unincorporated Troup County will be to focus development in strategic areas. This could include planning for a development near West Point Lake, or a cluster of mixed-use development near I-85. By focusing infrastructure improvements in areas of unincorporated Troup where the county wants development to happen, the county can maintain its rural character overall.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – CONSTANT GROWTH

TROUP COUNTY OVERALL

- Under the constant growth scenario, Troup County shows absorption potential for over **500 new units** of rental products per year.
- To capture all of this demand potential, the rental products offered would need to be available across a wide range of income bands, and in a variety of product forms.**
- 27% of Troup County’s absorption potential is for renters with annual incomes less than \$25,250 (approximately 50% AMI). These households could afford monthly rents at \$630 and below, while paying a third of their income or less on housing. New deliveries for apartments priced less than \$630/month would likely need some form of affordable housing subsidies, or other assistance, due to the rising cost of new construction and delivery.

Troup County overall annual new construction rental absorption potential, 2020-2025:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	140 units @ <\$630/mo	125 units @ \$630 - \$1,010/mo	65 units @ \$1,010 - \$1,260/mo	40 units @ \$1,260 - \$1,515/mo	140 units @ >\$1,515/mo	510 units

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – CONSTANT GROWTH LAGRANGE

This potential absorption for new rental units in Troup County has also been divided by likely preference for municipal jurisdiction based upon current population patterns and potential product demand.

City of LaGrange can capture half of the county’s annual new construction rental absorption potential from 2020-2025:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	75 units @ <\$630/mo	55 units @ \$630 - \$1,010/mo	30 units @ \$1,010 - \$1,260/mo	25 units @ \$1,260 - \$1,515/mo	80 units @ >\$1,515/mo	265 units 52% of Troup

In addition to a range of price points, LaGrange will need a variety of product types to capture this demand:

- Rental townhomes – up to 10% of demand
- Garden Apartments – up to 40% of demand
- “Town Center” Apartments – up to 30% of demand
- Small multifamily – up to 10% of demand
- Apartments over commercial space – up to 10% of demand
- In addition to the Garden Apartment style already present in LaGrange, the city will need to offer additional types of multifamily products to capture the full potential absorption.
- Encouraging rental development near downtown LaGrange and other established intown areas will add to the vibrancy of the city and amenities necessary to capture higher price points. Any large-scale apartments near downtown or intown areas would benefit from being “Town Center” style rather than traditional garden apartments.
- In addition to large-scale apartment developments, LaGrange should encourage infill products including small multifamily developments and apartments over commercial space. This may also be achieved through adaptive reuse.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – CONSTANT GROWTH WEST POINT

Just over 10% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by the City of West Point:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	15 units @ <\$630/mo	20 units @ \$630 - \$1,010/mo	10 units @ \$1,010 - \$1,260/mo	5 units @ \$1,260 - \$1,515/mo	15 units @ >\$1,515/mo	65 units 13% of Troup

In addition to a range of price points, West Point will need a variety of product types to capture this demand:

- “Town Center” Apartments – up to 40% of demand
- Small multifamily – up to 25% of demand
- Apartments over commercial space – up to 20% of demand
- Rental townhomes – up to 15% of demand
- As in for-sale development, West Point should focus new rental development near downtown. This will especially be necessary to capture the higher price points.
- West Point will be well-served by encouraging smaller infill developments, whether small-format multifamily, apartments over downtown commercial space, or rental townhomes.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – CONSTANT GROWTH HOGANSVILLE

Just over 10% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by the City of Hogansville:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	15 units @ <\$630/mo	20 units @ \$630 - \$1,010/mo	10 units @ \$1,010 - \$1,260/mo	5 units @ \$1,260 - \$1,515/mo	10 units @ >\$1,515/mo	60 units 12% of Troup

In addition to a range of price points, Hogansville would need a variety of product types to capture this demand:

- “Town Center” Apartments – up to 40% of demand
- Small multifamily – up to 20% of demand
- Apartments over commercial space – up to 25% of demand
- Rental townhomes – up to 15% of demand
- As in for-sale development, Hogansville should focus new rental development near downtown. This will especially be necessary to capture the higher price points.
- Hogansville will be well-served by encouraging smaller infill developments, whether small-format multifamily, apartments over downtown commercial space, or rental townhomes. To keep its historic feel, the city should encourage adaptive reuse whenever possible.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – CONSTANT GROWTH UNINCORPORATED TROUP

Approximately 25% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by unincorporated Troup County:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	35 units @ <\$630/mo	30 units @ \$630 - \$1,010/mo	15 units @ \$1,010 - \$1,260/mo	5 units @ \$1,260 - \$1,515/mo	35 units @ >\$1,515/mo	120 units 24% of Troup

In addition to a range of price points, unincorporated Troup County would need a variety of product types to capture this demand:

- Rental townhomes – up to 25% of demand
- Garden Apartments – up to 75% of demand
- As in for-sale development, the key for unincorporated Troup could be to focus development in strategic areas. This could include planning for a development near West Point Lake, or a cluster of mixed-use development near I-85. By focusing infrastructure improvements in areas where the county wants development to occur, the county can maintain its rural character overall.
- Though the Troup County market shows potential to support multifamily rental units, the County should carefully consider where and how much multifamily should be permitted. The current infrastructure, particularly sewer service in currently undeveloped areas of the county, would be unable to support this type of development.
- The likely most prudent land use policy for the county is to encourage multifamily development within city limits, where access to infrastructure is much greater. The cost to develop and maintain infrastructure in unincorporated areas is likely prohibitive. However, demand for high-density housing options in unincorporated Troup is present.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – HIGH GROWTH TROUP COUNTY OVERALL

- Under the high growth scenario, Troup County shows absorption potential for approximately **580 new units** of rental products per year.
- In addition to higher population growth assumptions, the high growth rental demand incorporates increased new product capture due to the lack of recent new rental construction to meet this influx of households.
- To capture all of this demand, the rental products offered would need to be available across a wide range of income bands, and in a variety of product forms.
- 30% of Troup County’s absorption potential is for renters with annual incomes less than \$25,250 (approximately 50% AMI). These households could afford monthly rents at \$630 and below, while paying a third of their income or less on housing. New deliveries for apartments priced less than \$630/month would likely need some form of affordable housing subsidies, or other assistance, due to the rising cost of new construction and delivery.

Troup County overall annual new construction rental absorption potential, 2020-2025:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	200 units @ <\$630/mo	150 units @ \$630 - \$1,010/mo	55 units @ \$1,010 - \$1,260/mo	45 units @ \$1,260 - \$1,515/mo	130 units @ >\$1,515/mo	580 units

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – HIGH GROWTH LAGRANGE

This potential absorption for new rental units in Troup County has also been divided by likely preference for municipal jurisdiction based upon current population patterns and potential product demand in a high growth scenario.

Approximately 40% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by the City of LaGrange:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	80 units @ <\$630/mo	60 units @ \$630 - \$1,010/mo	20 units @ \$1,010 - \$1,260/mo	20 units @ \$1,260 - \$1,515/mo	65 units @ >\$1,515/mo	245 units 42% of Troup

In addition to a range of price points, LaGrange will need a variety of product types to capture this demand:

- Garden Apartments – up to 40% of demand
- “Town Center” Apartments – up to 30% of demand
- Small multifamily – up to 10% of demand
- Rental townhomes – up to 10% of demand
- Apartments over commercial space – up to 10% of demand
- In addition to the Garden Apartment style already present in LaGrange, the city will need to offer additional types of multifamily products to capture the full potential absorption.
- Encouraging rental development near downtown LaGrange and other established intown areas will add to the vibrancy of the city and amenities necessary to capture higher price points. Any large-scale apartments near downtown or intown areas would benefit from being “Town Center” style rather than traditional garden apartments.
- In addition to large-scale apartment developments, LaGrange should encourage infill products including small multifamily developments and apartments over commercial space. This may also be achieved through adaptive reuse.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – HIGH GROWTH WEST POINT

Just over 20% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by the City of West Point:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	40 units @ <\$630/mo	30 units @ \$630 - \$1,010/mo	15 units @ \$1,010 - \$1,260/mo	10 units @ \$1,260 - \$1,515/mo	25 units @ >\$1,515/mo	120 units 21% of Troup

In addition to a range of price points, West Point will need a variety of product types to capture this demand:

- “Town Center” Apartments – up to 40% of demand
- Small multifamily – up to 25% of demand
- Apartments over commercial space – up to 20% of demand
- Rental townhomes – up to 15% of demand
- As in for-sale development, West Point should focus new rental development near downtown. This will especially be necessary to capture the higher price points.
- West Point will be well-served by encouraging smaller infill developments, whether small-format multifamily, apartments over downtown commercial space, or rental townhomes.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – HIGH GROWTH HOGANSVILLE

Just over 15% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by the City of Hogansville:

Income	Below \$25,250	\$25,251 \$40,400	\$40,401 \$50,500	\$50,501 \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	30 units @ <\$630/mo	30 units @ \$630 - \$1,010/mo	10 units @ \$1,010 - \$1,260/mo	10 units @ \$1,260 - \$1,515/mo	20 units @ >\$1,515/mo	100 units 17% of Troup

In addition to a range of price points, Hogansville would need a variety of product types to capture this demand:

- “Town Center” Apartments – up to 40% of demand
- Small multifamily – up to 20% of demand
- Apartments over commercial space – up to 25% of demand
- Rental townhomes – up to 15% of demand
- As in for-sale development, Hogansville should focus new rental development near downtown. This will especially be necessary to capture the higher price points.
- Hogansville will be well-served by encouraging smaller infill developments, whether small-format multifamily, apartments over downtown commercial space, or rental townhomes. To keep its historic feel, the city should encourage adaptive reuse whenever possible.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

RENTAL DEMAND – HIGH GROWTH UNINCORPORATED TROUP

This potential absorption for new rental units in Troup County has also been divided by likely preference for municipal jurisdiction based upon current population patterns and potential product demand.

Approximately 20% of the county’s annual new construction rental absorption potential from 2020-2025 can be captured by unincorporated Troup County:

Income	Below \$25,250	\$25,251 - \$40,400	\$40,401 - \$50,500	\$50,501 - \$60,600	\$60,601 and above	TOTAL
AMI	< 50%	50% - 80%	80% - 100%	100% - 120%	>120%	
	50 units @ <\$630/mo	30 units @ \$630 - \$1,010/mo	10 units @ \$1,010 - \$1,260/mo	5 units @ \$1,260 - \$1,515/mo	20 units @ >\$1,515/mo	115 units 20% of Troup

In addition to a range of price points, unincorporated Troup County would need a variety of product types to capture this demand:

- Rental townhomes – up to 25% of demand
- Garden Apartments – up to 75% of demand
- As noted above, the key for unincorporated Troup could be to focus development in strategic areas. By focusing infrastructure improvements in limited nodes, the county can maintain its rural character overall.
- Though the Troup County market shows potential to support multifamily rental units, the County should carefully consider where and how much multifamily should be permitted. The current infrastructure, particularly sewer service in currently undeveloped areas of the county, would be unable to support this type of development.
- The likely most prudent land use policy for the county is to encourage multifamily development within city limits, where access to infrastructure is much greater. The cost to develop and maintain infrastructure in unincorporated areas is likely prohibitive. However, demand for high-density housing options in unincorporated Troup is present.

Note: Totals may not equal 100% due to rounding.

Source: Bleakly Advisory Group

SURVEY RESULTS

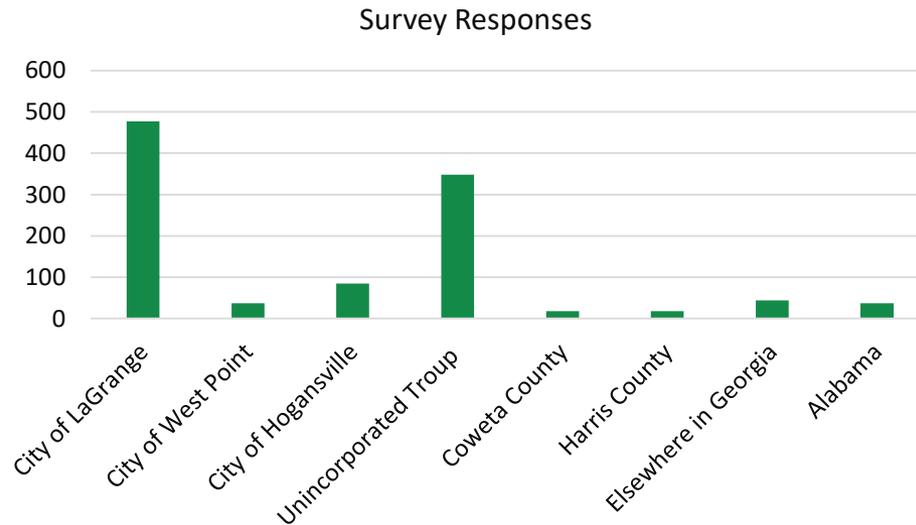
SURVEY RESULTS

OVERVIEW

Bleakly Advisory opened an online survey targeted at residents and employees in Troup County.

Of the **1,075 responses** received:

- **45%** live in LaGrange
- **33%** live in unincorporated Troup County
- **8%** live in Hogansville
- **3.5%** live in West Point
- **11%** live outside Troup County
- **76%** are employed in Troup County

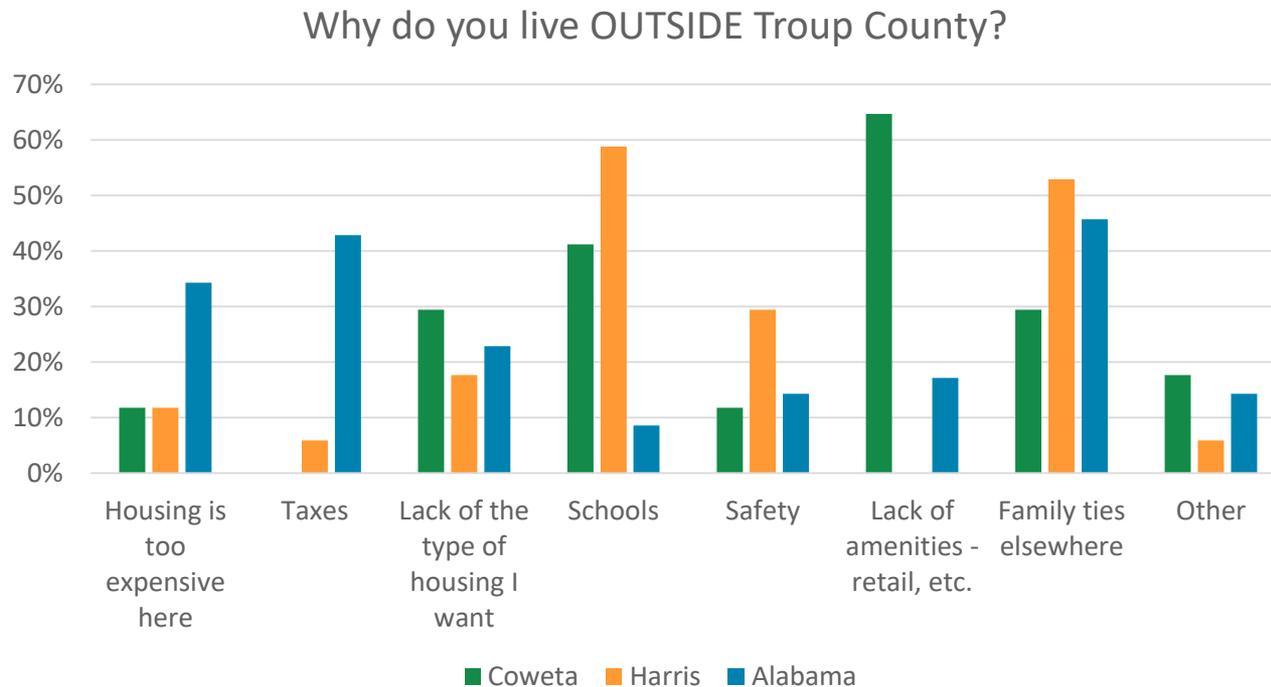


SURVEY RESULTS

WHAT FACTORS DRIVE DEMAND OUT OF TROUP?

The key reasons for choosing to live outside Troup County varied by location.

- A majority (65%) of Coweta County residents cited the lack of retail, restaurants, nightlife, and other amenities.
- Harris County residents primarily cited schools (59%) and family ties elsewhere (53%).
- Respondents living in Alabama pointed to the cost of housing (34%), taxes (43%) and family ties elsewhere (46%).



SURVEY RESULTS

HOW DOES AGE AND INCOME AFFECT HOUSING TYPE PREFERENCE?

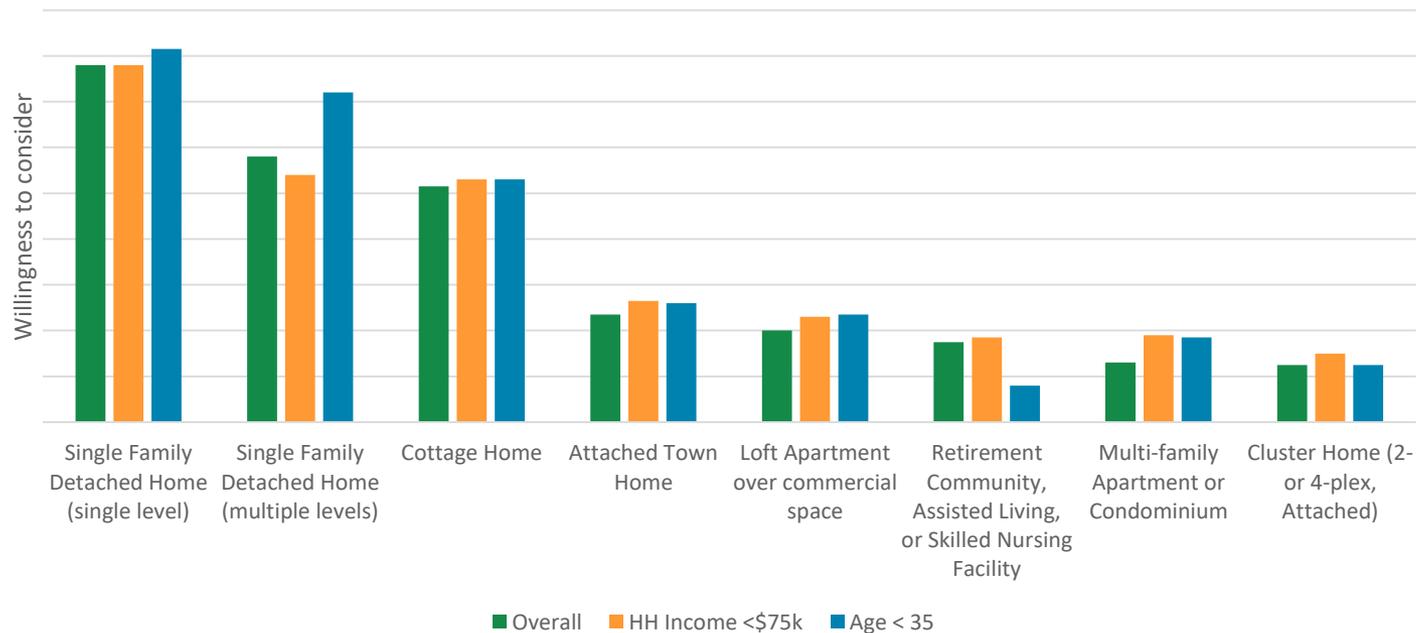
Younger people and households with lower incomes are more open to housing types beyond single family.

Though single family housing types remained the most popular, attached townhomes, loft apartments over commercial space, and multifamily apartments or condos all were much more favorably received by respondents **under age 35** or with household **incomes below \$75,000**.

- An additional increase in favorability was seen when selecting for respondents under age 35 who currently live in one of Troup’s cities.

As Troup considers the future of its community, this diversity of preference should be given consideration.

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community.



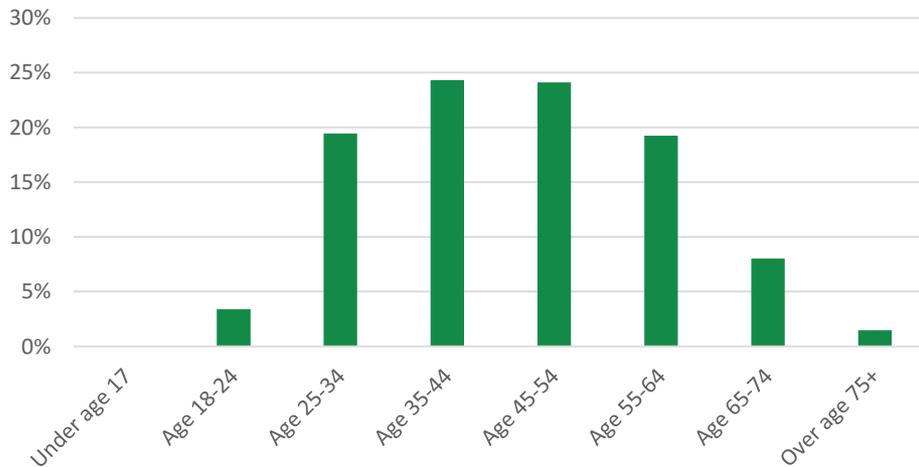
SURVEY RESULTS - LAGRANGE

CHARACTERISTICS OF LAGRANGE RESPONDENTS

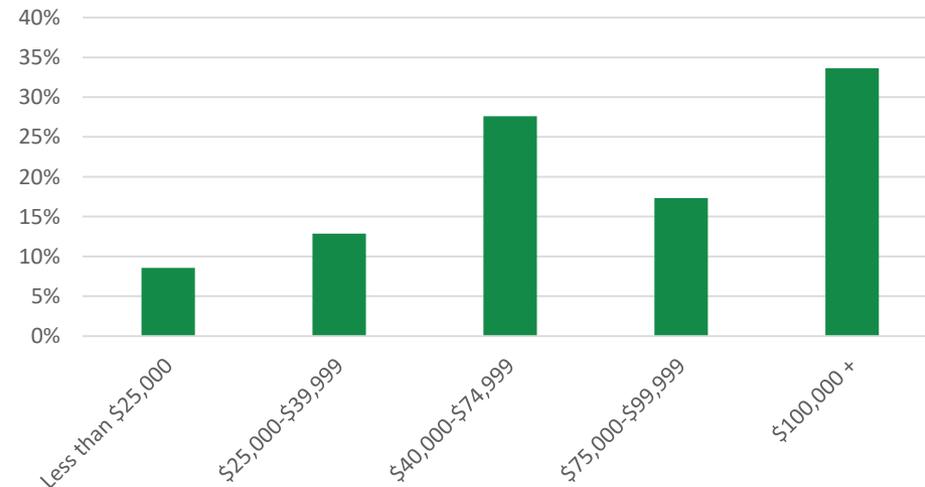
Of respondents who live in LaGrange:

- 70% are Owners
- 30% are Renters
- Well-represented range of ages and household incomes:
- 47% live in 1-2 person households
- 42% live in 3-4 person households
- 11% live in 5+ person households

Which age group fits your current age?



What is your combined household's income?



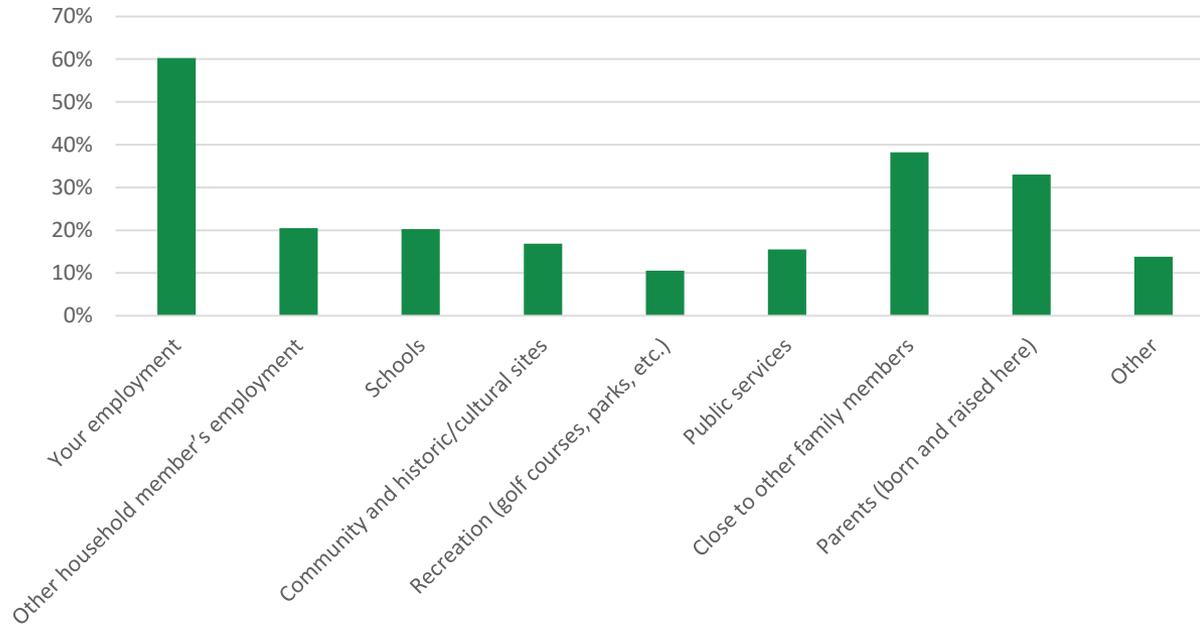
SURVEY RESULTS - LAGRANGE

WHY DO PEOPLE CHOOSE TO LIVE IN LAGRANGE?

Respondents who live in LaGrange were primarily driven by a desire to live near employment. Other key factors included proximity to other family members and a desire to stay in their hometown.

“Other” responses included home prices, location, and ease of living in town.

If you live IN the City of LaGrange, please select your top three reasons for choosing to live in your location:

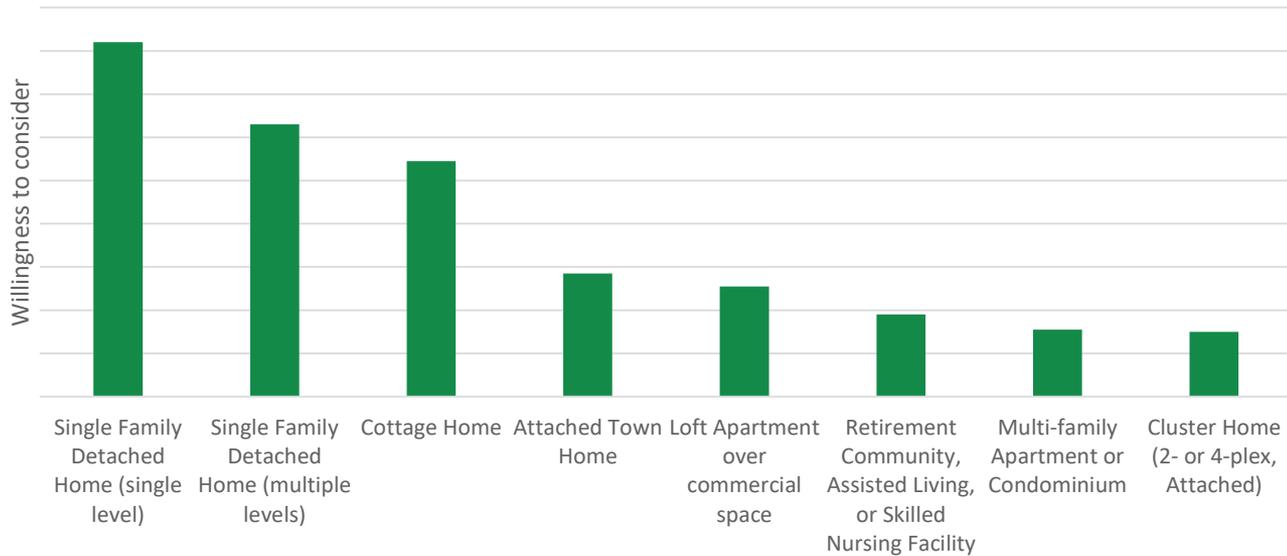


SURVEY RESULTS - LAGRANGE

WHAT HOUSING TYPES DO LAGRANGE RESIDENTS WANT?

Single family homes were the most popular housing type, followed by townhomes and loft apartments.

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community.



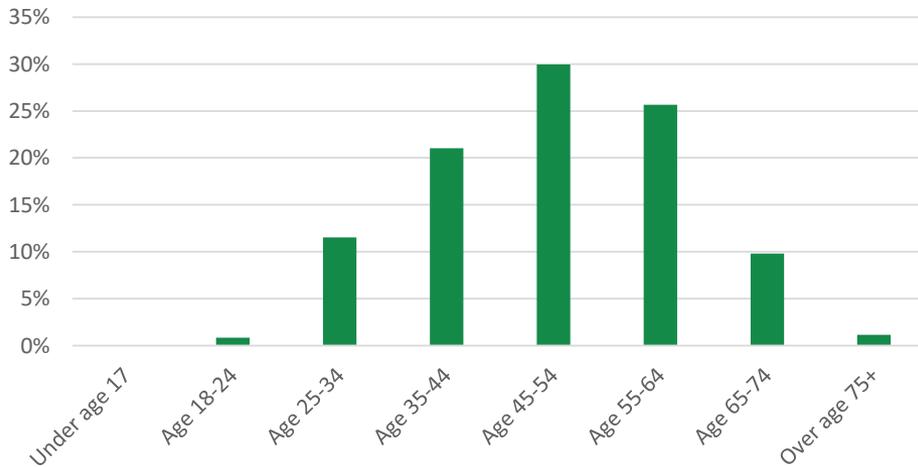
SURVEY RESULTS – UNINCORPORATED TROUP

CHARACTERISTICS OF UNINCORPORATED RESPONDENTS

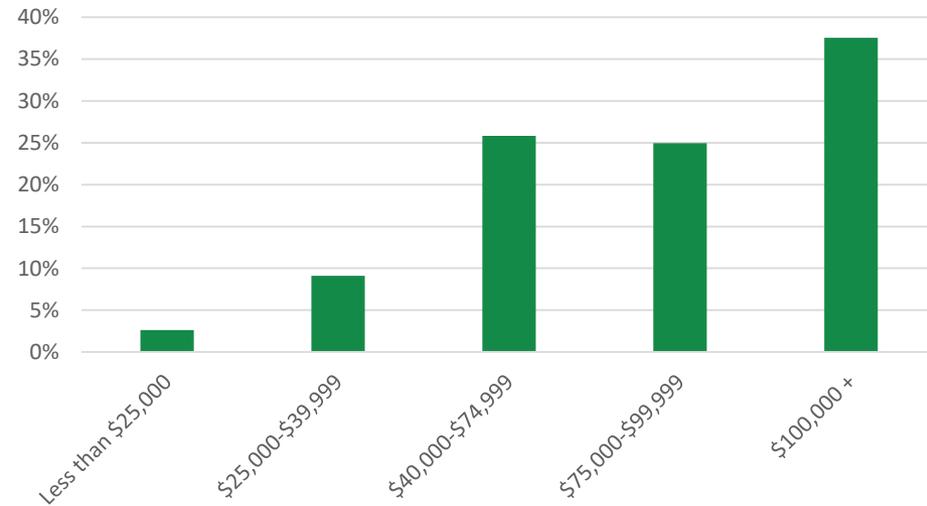
Of respondents who live in Unincorporated Troup County:

- 87% are Owners
- 13% are Renters
- 50% live in 1-2 person households
- 35% live in 3-4 person households
- 15% live in 5+ person households
- Well-represented range of ages, though incomes skewed higher:

Which age group fits your current age?



What is your combined household's income?



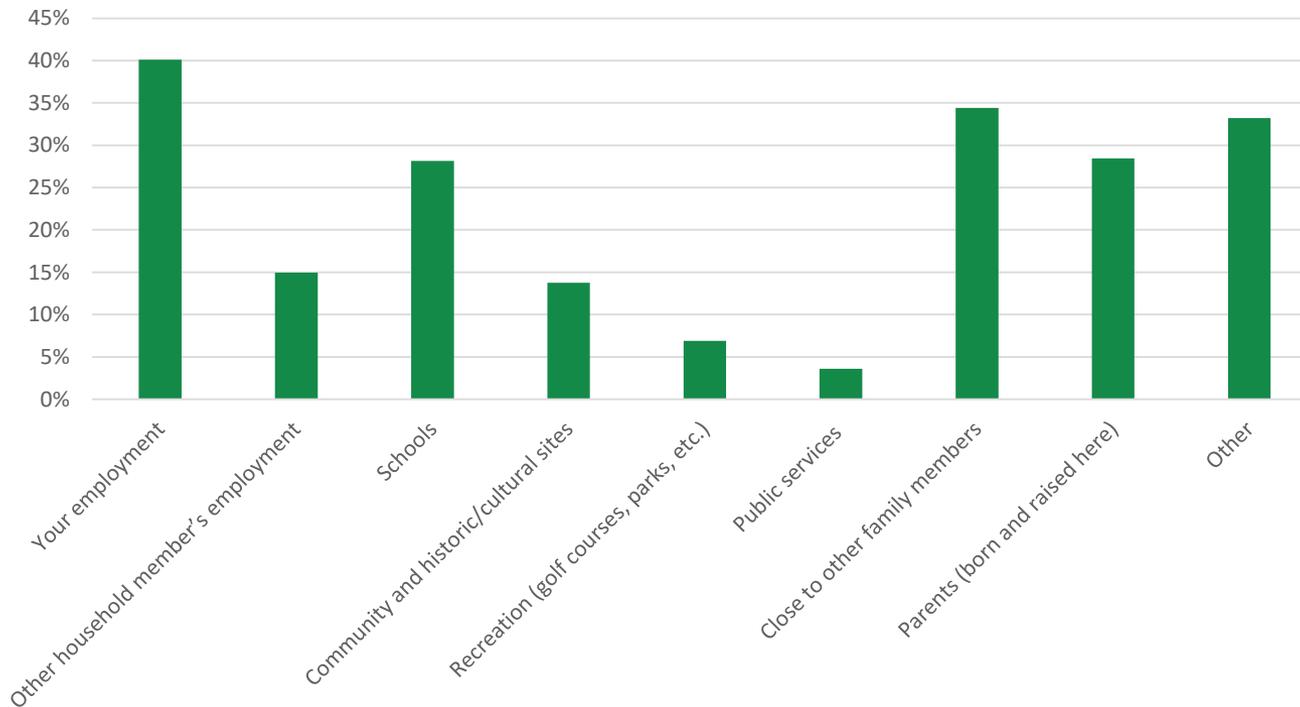
SURVEY RESULTS – UNINCORPORATED TROUP

WHY DO PEOPLE CHOOSE TO LIVE IN UNINCORPORATED TROUP?

Respondents who live in unincorporated Troup chose their location because of their employment, schools, and proximity to family members.

“Other” responses included a desire for a rural lifestyle, lake access, and land availability.

If you live elsewhere IN Troup County, please select your top three reasons for choosing to live in your location:

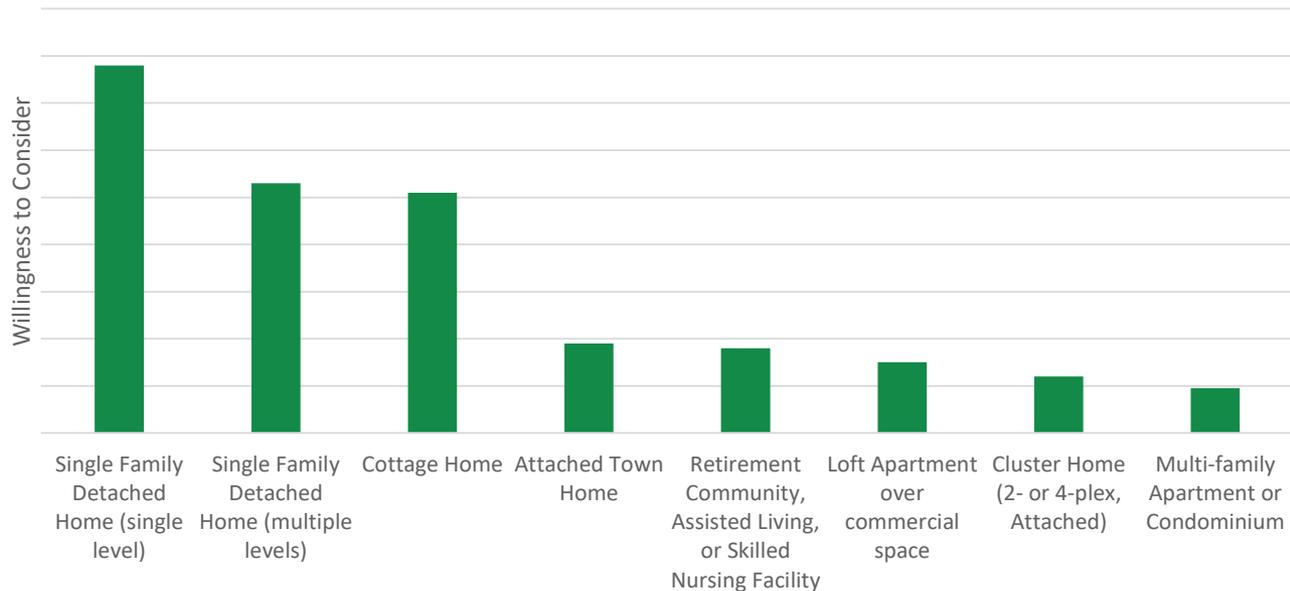


SURVEY RESULTS – UNINCORPORATED TROUP

WHAT HOUSING TYPES DO UNINCORPORATED RESIDENTS WANT?

Unincorporated Troup respondents expressed a strong preference for single family homes.

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community.



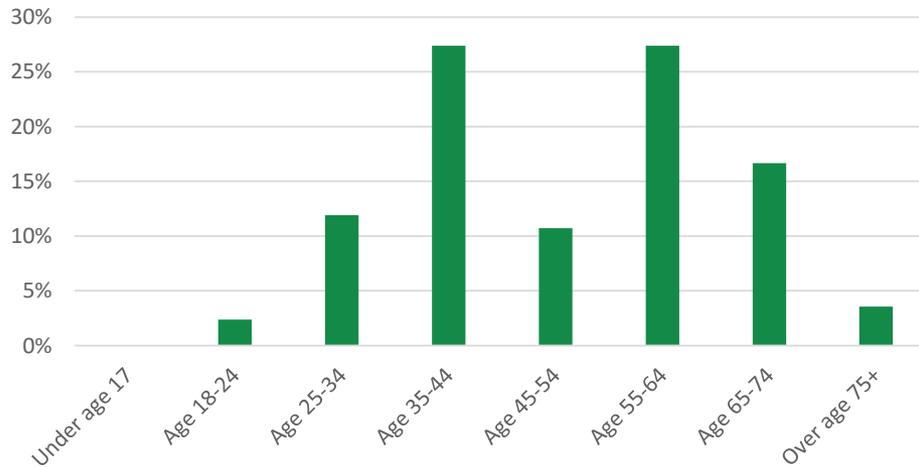
SURVEY RESULTS – HOGANSVILLE

CHARACTERISTICS OF HOGANSVILLE RESPONDENTS

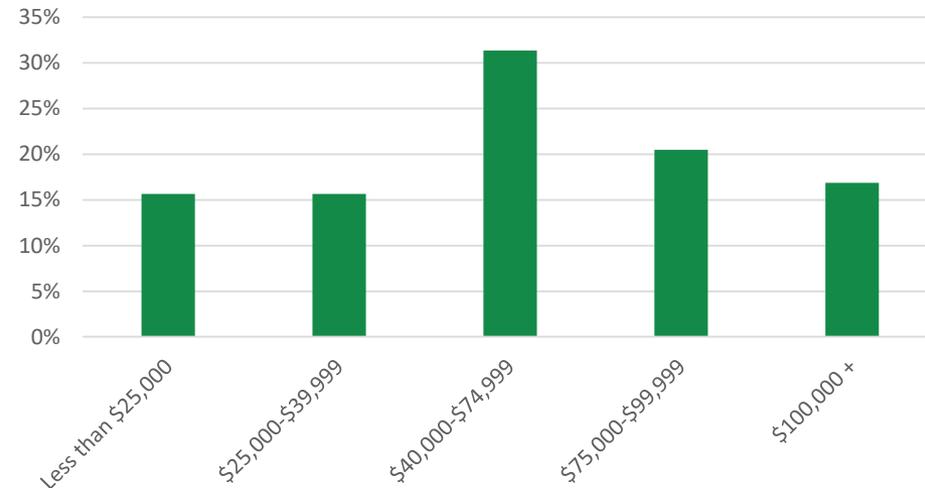
Of respondents who live Hogansville:

- 81% are Owners
- 19% are Renters
- 55% live in 1-2 person households
- 38% live in 3-4 person households
- 7% live in 5+ person households
- 45-54 age group slightly underrepresented:
- Incomes skewed lower than other survey groups:

Which age group fits your current age?



What is your combined household's income?



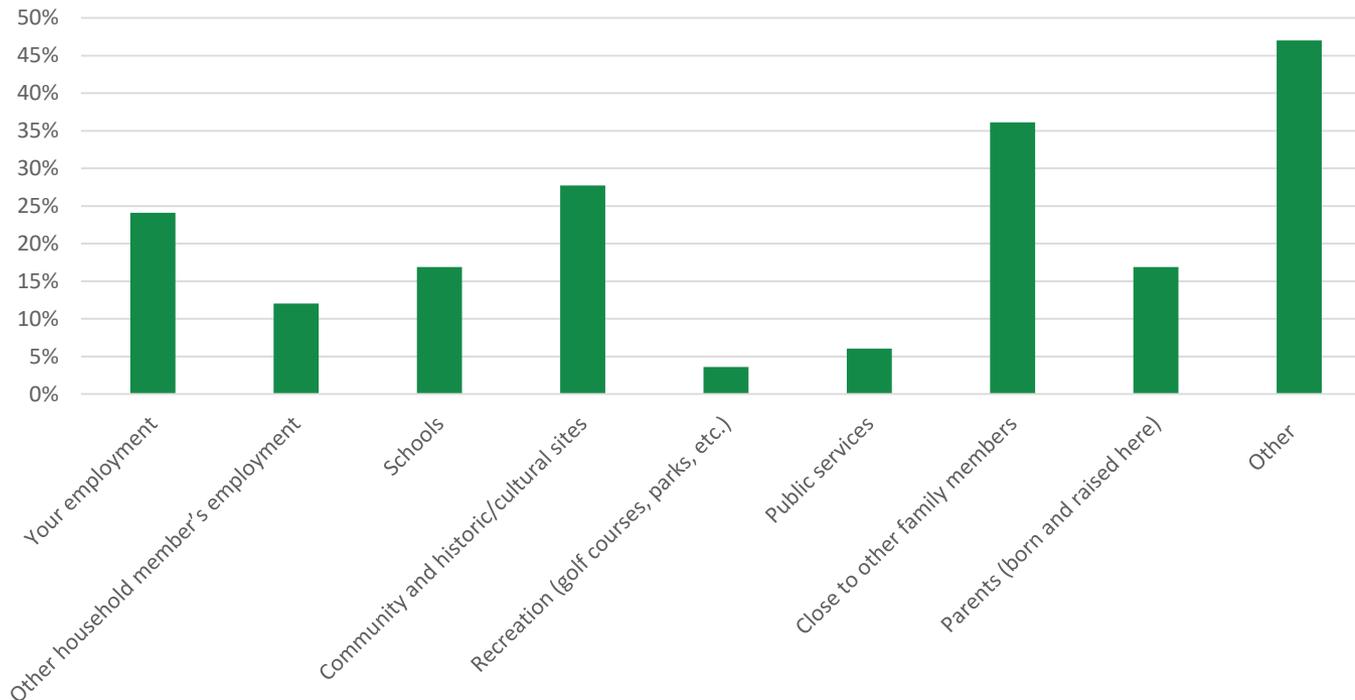
SURVEY RESULTS – HOGANSVILLE

WHY DO PEOPLE CHOOSE TO LIVE IN HOGANSVILLE?

Respondents who live in Hogansville chose their location because of their employment, proximity to family members, and community and historic/cultural sites.

“Other” responses included a desire for small-town life, close to church, and affordability.

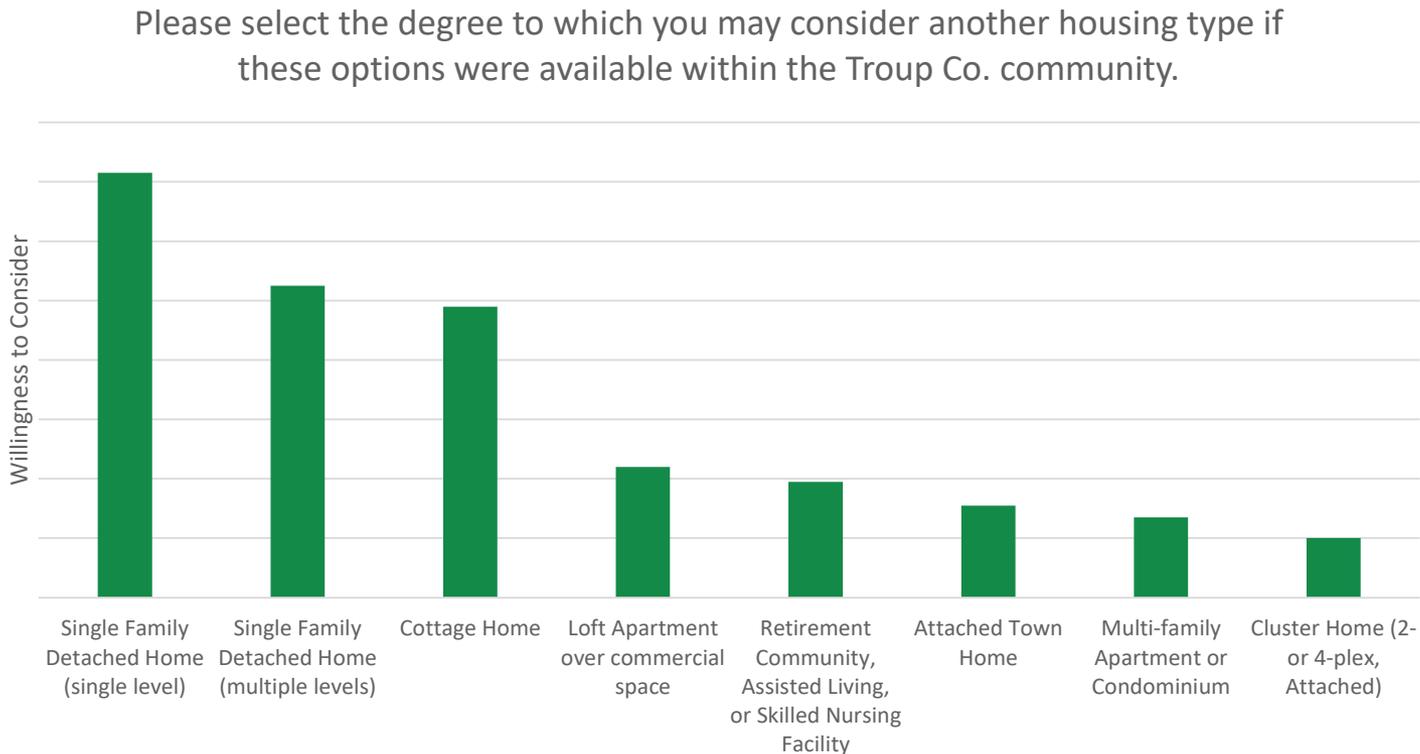
If you live IN the City of Hogansville, please select your top three reasons for choosing to live in your location:



SURVEY RESULTS – HOGANSVILLE

WHAT HOUSING TYPES DO HOGANSVILLE RESIDENTS WANT?

Hogansville respondents expressed a strong preference for single family homes.



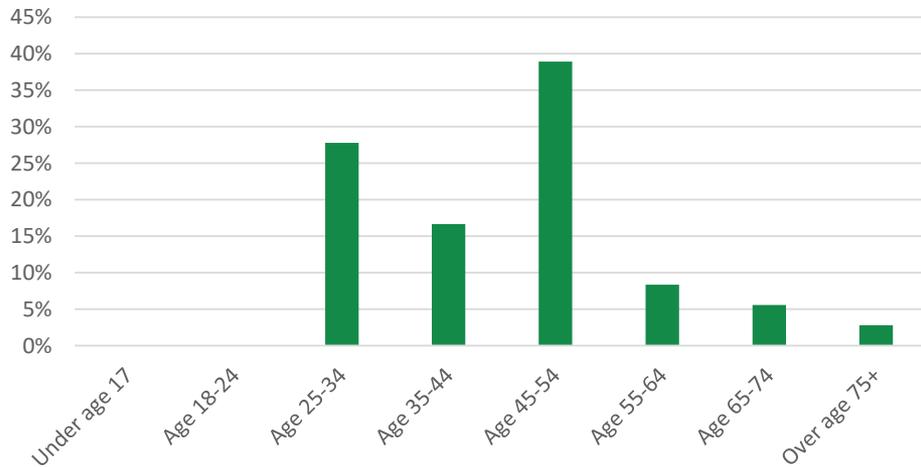
SURVEY RESULTS – WEST POINT

CHARACTERISTICS OF WEST POINT RESPONDENTS

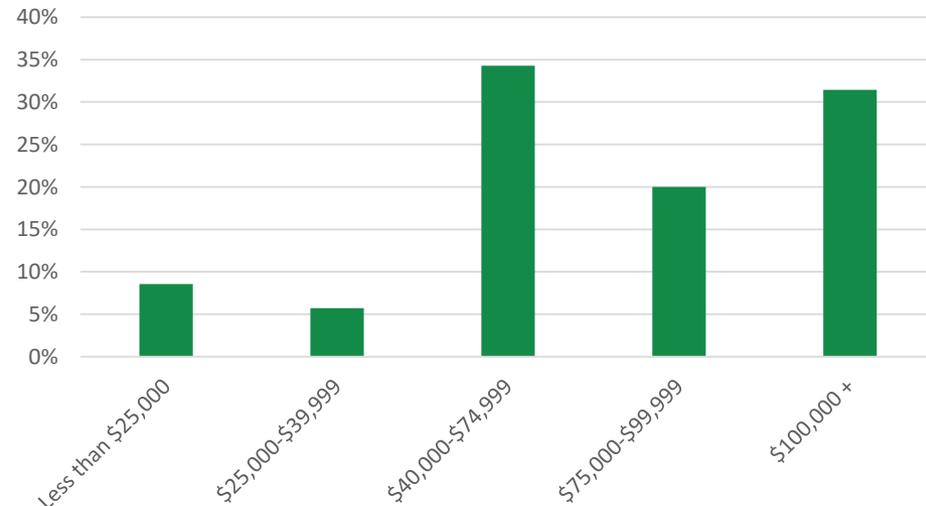
Of respondents who live West Point:

- 75% are Owners
- 25% are Renters
- 36% live in 1-2 person households
- 44% live in 3-4 person households
- 19% live in 5+ person households
- Ages skewed lower than in other survey groups:
- Incomes skewed higher than other survey groups:

Which age group fits your current age?



What is your combined household's income?



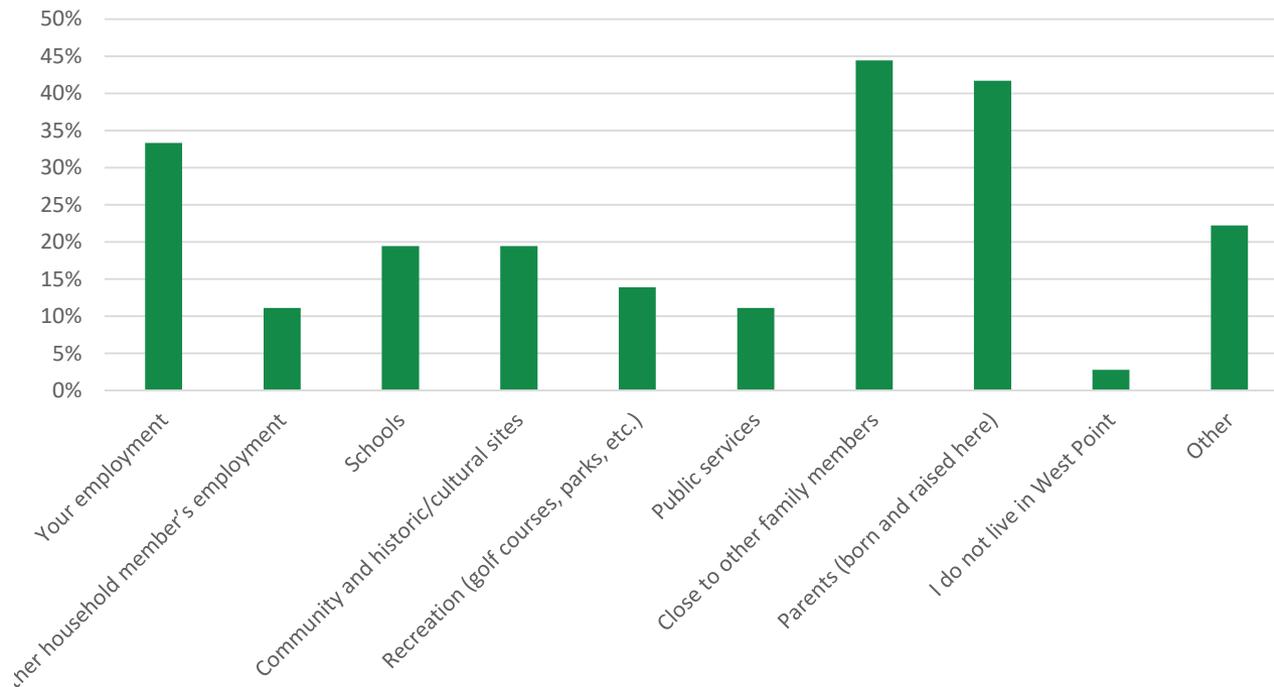
SURVEY RESULTS – WEST POINT

WHY DO PEOPLE CHOOSE TO LIVE IN WEST POINT?

Respondents who live in West Point chose their location because of proximity to family members and their employment.

“Other” responses included the country setting and small town atmosphere.

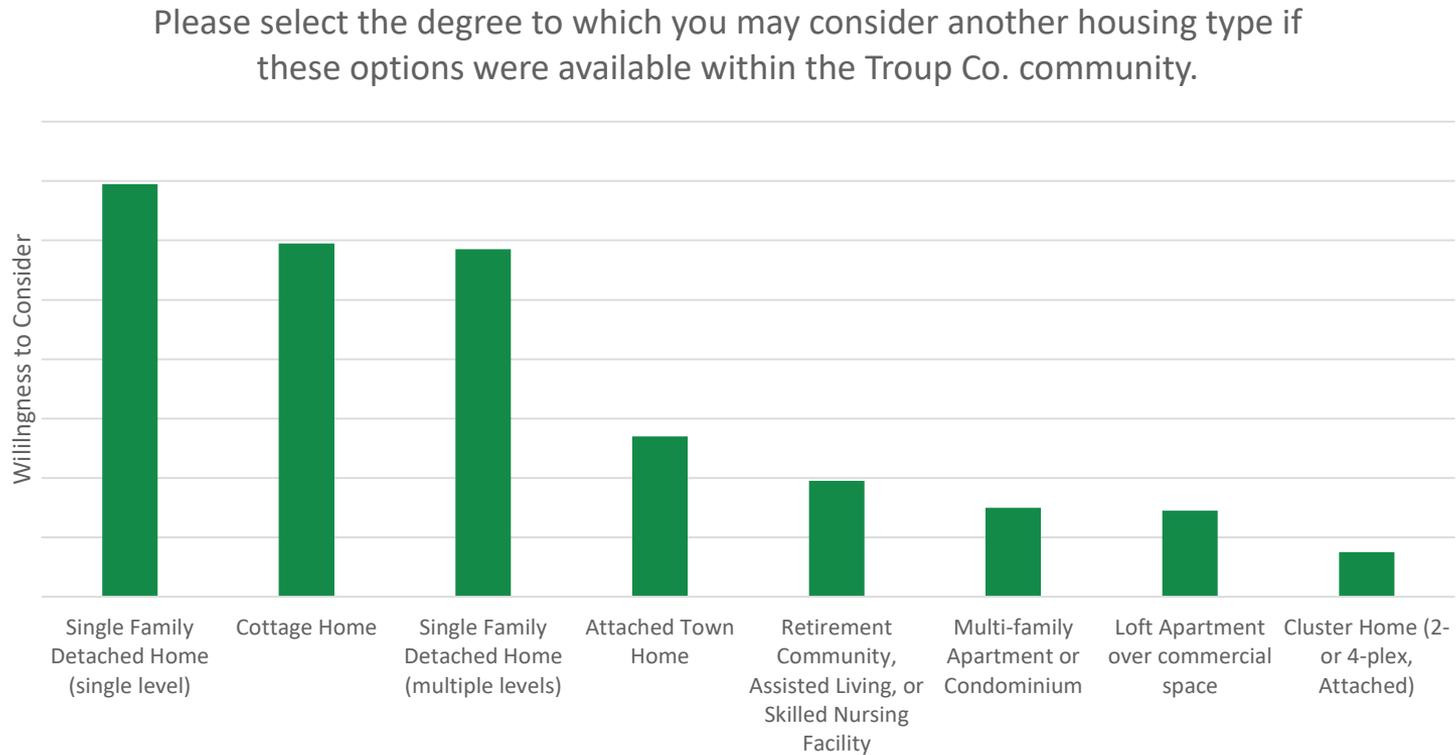
If you live IN the City of West Point, please select your top three reasons for choosing to live in your location:



SURVEY RESULTS – WEST POINT

WHAT HOUSING TYPES DO WEST POINT RESIDENTS WANT?

West Point respondents expressed a strong preference for single family homes.



SURVEY RESULTS

MISSING MIDDLE HOUSING TYPES

“Missing middle” housing types were included in the housing preference question of the survey. These are smaller or attached housing options that are more affordable options than traditional single family, without being large-scale multifamily.

These include small cottage homes, attached townhomes, duplexes and quadplexes, and loft apartments over commercial space.

Though these options were not as overwhelmingly popular as traditional single family, survey respondents showed openness to these types:

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community.



SURVEY RESULTS

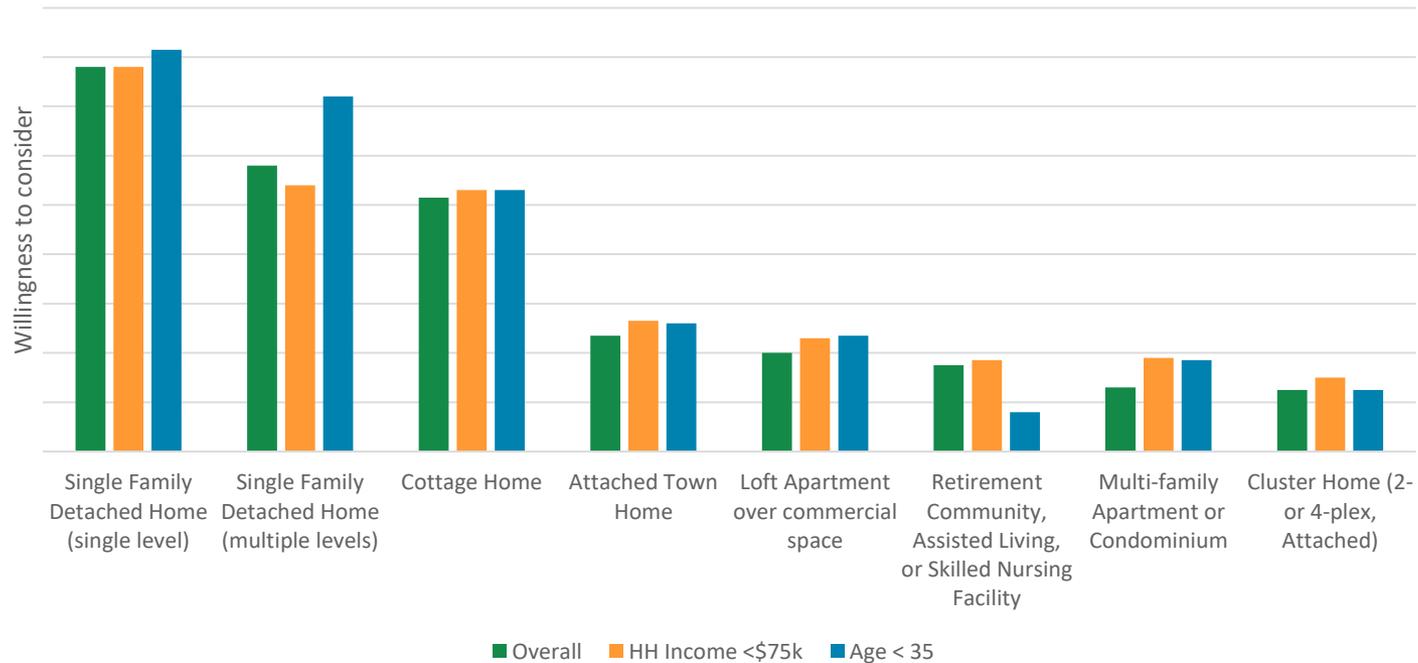
HOW DOES AGE AND INCOME AFFECT HOUSING TYPE PREFERENCE?

Though single family housing types remained the most popular, attached townhomes, loft apartments over commercial space, and multifamily apartments or condos all were much more favorably received by respondents **under age 35** or with household **incomes below \$75,000**.

- An additional increase in favorability was seen when selecting for respondents under age 35 who currently live in one of Troup’s cities.

As Troup considers the future of its community, this diversity of preference should be given consideration.

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community.



STAKEHOLDER INTERVIEWS

STAKEHOLDER INTERVIEWS

Bleakly Advisory held stakeholder interviews with key individuals in all three cities and the county.

Several common themes were heard at all four locations:

1. **Schools are an issue** – both an issue of perceptions and competition with neighboring communities.
2. **Rental options are needed** – for younger people, older people downsizing, and new employees moving into the area.
3. **Homes are not available for middle-income buyers** – new construction is not profitable for builders, and existing options need extensive renovation.
4. **Troup County needs senior housing options** – across income levels, rental and for-sale.

STAKEHOLDER INTERVIEWS

LAGRANGE

Other key themes heard in LaGrange:

- LaGrange has a lot going on, but new and prospective residents often don't know about it
- The economics of new construction don't work for builders in LaGrange
- Key housing needs:
 - Smaller, accessible homes for aging community
 - Options attractive to renters-by-choice
 - Starter options to transition into homeownership



- ▶ Bleakly Advisory Group, Inc. is an Atlanta, Georgia based market and economic consulting firm
 - ▶ Founded in 2001
 - ▶ Six member professional team
- ▶ Our practice covers six areas in both public and private sectors:
 - ▶ Market Analysis
 - ▶ Real Estate Economics
 - ▶ Development Consulting
 - ▶ Financial Analysis
 - ▶ Incentives & Public Finance
 - ▶ Housing Analysis



Ken Bleakly, Founder
Geoff Koski, President

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TERMS AND CONDITIONS

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