

PHASE I ENVIRONMENTAL ASSESSMENT

1.0 EXECUTIVE SUMMARY

At the request of Richmond Redevelopment & Housing Authority (RRHA - hereafter the "User"), and in accordance with 40 CFR Part 312, and ASTM Standard E 1527-13, Timmons Group completed a Phase I Environmental Site Assessment (ESA) of ten parcels totaling approximately 53.5 acres located in the Gilpin Court neighborhood of the City of Richmond, Virginia (hereafter the "Subject Property").

This assessment was completed to evaluate the presence of Recognized Environmental Conditions (RECs) on the Subject Property or adjoining properties based on a review of reasonably available environmental resource information and/or site observations. The assessment was also performed to allow the User to qualify for landowner liability protections (LLPs), including the Bona Fide Prospective Purchaser (BFPP) liability protection, available under federal and state law. RECs are defined by ASTM standards as "1) the presence of hazardous substances or petroleum products in, on, or at the subject property due to a release to the environment; 2) the likely presence of hazardous substances or petroleum products in, on, or at the subject property due to a release or likely release to the environment; and 3) the presence of hazardous substances or petroleum products in, on, or at the subject property under conditions that pose a material threat of a future release to the environment."

Likewise, this Phase I ESA evaluated the presence of Historical RECs (HRECs) and/or Controlled RECs (CRECs) as defined by ASTM standards. A HREC is defined as "when contamination on a property has been addressed to the satisfaction of the regulatory agency and no use or other restrictions remain on the property." A CREC is defined as "a REC resulting from a past release of hazardous substances or petroleum products that has been addressed to the satisfaction of the applicable regulatory authority with hazardous substances or petroleum products allowed to remain in place subject to the implementation of required controls (e.g., property use restrictions, activity use limitations, institutional controls and/or engineering controls)."

Subject Property Description

The Subject Property is comprised of ten parcels totaling approximately 53.5 acres located in the Gilpin Court neighborhood of the City of Richmond, Virginia, which is bordered by: multifamily residential development, railroad tracks, and commercial development to the north; commercial properties and a cemetery to the east; Interstate 95 to the south; and Chamberlayne Parkway and Brook Road to the west.

Environmental Conditions on the Subject Property and Adjoining Properties

As a result of the Phase I ESA, RECs were not identified for the Subject Property or adjoining properties as defined by ASTM Standard E 1527-13.

Data Gaps

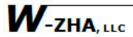
No significant data gaps were encountered during the completion of this Phase I ESA.

Conclusions and Recommended Response Actions

Timmons Group completed a Phase I ESA of ten parcels totaling approximately 53.5 acres located in the Gilpin Court neighborhood of the City of Richmond, Virginia. Based on the results, RECs were not identified for the Subject Property and adjoining properties as defined by ASTM Standard E 1527-13. Therefore, Timmons Group recommends no further action.







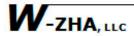
RETAIL MARKET ANALYSIS FOR THE JACKSON WARD NEIGHBORHOOD

Prepared For:

LRK

Prepared By:

W-ZHA, LLC



INTRODUCTION

STUDY PURPOSE

W-ZHA, LLC was retained by LRK to conduct a retail market analysis for the Jackson Ward neighborhood in Richmond, VA. This report quantifies Downtown Richmond market potential and provides recommendations on how Jackson Ward can best realize commercial revitalization.

DEFINITIONS

Figure 1

Jackson Ward Boundaries and North and South Portions



Source: ESRI; W-ZHA

Jackson Ward is a neighborhood that is bifurcated by I-95/I-64. Figure 1 depicts Jackson Ward's boundaries and delineates north and south Jackson Ward.

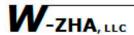


Figure 2

Downtown Boundaries



Figure 2 illustrates the boundaries of Downtown Richmond. The Jackson Ward neighborhood is outlined in blue. Jackson Ward South is part of Downtown Richmond.

THE STUDY AREA EXISTING CONDITIONS AND TRENDS

OBSERVATION: JACKSON WARD IS A SMALL AND BI-FURCATED MARKET DUE TO I-95/I-64.

The Jackson Ward neighborhood is small. There are approximately 2,500 households in Jackson Ward. As of 2022, there were more households in Jackson Ward South than there were in Jackson Ward North. In 2010, the census was flipped, with more households living in Jackson Ward North.

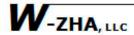


Table 1

Population and Household Trends Jackson Ward North and South 2010 - 2022

| | Population | | | | | Households | | | | |
|--------------|------------|--------|--------|--------|--|------------|--------|--------|---------|--|
| Jackson Ward | 2010 | 2022 | Change | % Chng | | 2010 | 2022 | Change | % Chng | |
| North of Hwy | 2,895 | 2,665 | (230) | (7.9%) | | 1,130 | 1,001 | (129) | (11.4%) | |
| South of Hwy | 1,547 | 2,717 | 1,170 | 75.6% | | 789 | 1,465 | 676 | 85.7% | |
| Total | 4,442 | 5,382 | 940 | 21.2% | | 1,919 | 2,466 | 547 | 28.5% | |
| Downtown | 17,424 | 28,547 | 11,123 | 63.8% | | 7,510 | 15,140 | 7,630 | 101.6% | |
| Study Area % | 25.5% | 18.9% | 8.5% | | | 25.6% | 16.3% | 7.2% | | |

Source: 2010 Census; American Community Survey, 2016-2020 5-Year Estimates; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]Sheet1

I-95/I-64 cuts off Jackson Ward North from Jackson Ward South and the rest of Downtown. Since 2010, the population and number of households in Jackson Ward South have grown significantly. Over this same period, the number of people and households in Jackson Ward South declined.

Table 2

Comparison of Population and Household Characteristics

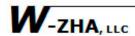
Downtown and Jackson Ward South and North

| | | Jackson | n Ward |
|-------------------------------|----------|----------|----------|
| Characteristic | Downtown | South | North |
| Household Change 2010-20 | 36% | 46% | (9%) |
| Households w/ Children | 24% | 10% | 51% |
| Households w/ No Vehicle | 19% | 35% | 79% |
| Median Household Income | \$51,029 | \$35,600 | \$12,000 |
| Diversity Index ^{/1} | 64.5 | 67.4 | 23.0 |
| Median Age | 25.8 | 28.0 | 24.5 |
| Family Households | 74% | 25% | 59% |
| Occupation: White Collar | 70% | 65% | 39% |

1. The Diversity Index measures the probability that two people from the same area will be from different race or ethnic groups. The lower the Index the more racially/ethnically homogeneous the population.

Source: ESRI; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]comparison



As a result of the disconnect, the northern and southern portions of Jackson Ward are very different from an economic and demographic perspective. Over half the households in Jackson Ward North have children at home. Almost 80% of households do not have access to a vehicle. Jackson Ward North households are predominantly black and low-income.

The households in Jackson Ward South are more diverse racially and ethnically. Here there are fewer family households, and the median household income is significantly higher than Jackson Ward North.

The potential for neighborhood goods and services investment would be greatly enhanced with a larger, unified neighborhood market.

OBSERVATION: JACKSON WARD IS IN A STRATEGIC LOCATION WITHIN A GROWING DOWNTOWN MARKET

Table 3

| Population and Household Trends | |
|--|--|
| Richmond Metropolitan Area, City of Richmond and Downtown Richmond | |
| 2010 - 2022 | |
| | |

| | | Population | | | | | | | |
|--------------------|-----------|------------|---------|--------|--|--|--|--|--|
| Area | 2010 | 2022 | Change | % Chng | | | | | |
| Richmond MSA | 1,186,663 | 1,339,185 | 152,522 | 12.9% | | | | | |
| City of Richmond | 204,256 | 231,285 | 27,029 | 13.2% | | | | | |
| Downtown | 17,424 | 28,547 | 11,123 | 63.8% | | | | | |
| Downtown % of City | 8.5% | 12.3% | 41.2% | | | | | | |

| Households | | | | | | | | |
|------------|---------|--------|--------|--|--|--|--|--|
| 2010 | 2022 | Change | % Chng | | | | | |
| 461,016 | 529,728 | 68,712 | 14.9% | | | | | |
| 87,183 | 105,194 | 18,011 | 20.7% | | | | | |
| 7,510 | 15,140 | 7,630 | 101.6% | | | | | |
| 8.6% | 14.4% | 42 4% | | | | | | |

Source: 2010 Census; ESRI; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]City DT trend

Downtown Richmond experienced strong growth between 2010 and 2022. The number of Downtown households doubled over this period. Impressively, Downtown accounted for over forty percent of the City's household growth between 2010 and 2022.

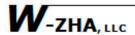


Figure 3

Household Growth

Downtown Richmond and Jackson Ward Census Block Groups

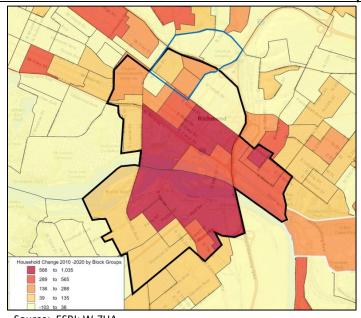


Figure 3 illustrates new households since 2010 by block group with the darker colors indicating higher numbers. Market forces are driving residential development and rehabilitation in many Downtown neighborhoods, including Jackson Ward South.

Table 4

Population and Household Projections Richmond Metropolitan Area, City of Richmond and Downtown 2022 - 2027

| | Population | | | | | | | |
|--------------------|------------|-----------|--------|--------|---------|---------|--------|--------|
| Area | 2022 | 2027 | Change | % Chng | 2022 | 2027 | Change | % Chng |
| Richmond MSA | 1,339,185 | 1,370,508 | 31,323 | 2.3% | 529,728 | 543,952 | 14,224 | 2.7% |
| City of Richmond | 231,285 | 235,874 | 4,589 | 2.0% | 105,194 | 108,369 | 3,175 | 3.0% |
| Downtown | 28,547 | 29,910 | 1,363 | 4.8% | 15,140 | 16,142 | 1,002 | 6.6% |
| Downtown % of City | 12.3% | 12.7% | 29.7% | | 14.4% | 14.9% | 31.6% | |

Source: ESRI; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]Sheet6

ESRI, a geospatial data company, provides 5-year population and household projections. According to these projections, there will be over 16,100 households in the Downtown by 2027, a change of 1,000 households in 5 years.

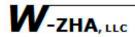


Table 5

| Jobs Richmond Metropolitan Area, City of Richmond and Downtown 2010 - 2019 | | | | | | | |
|--|------|--------|--------|--|--|--|--|
| 2010 | 2022 | Change | % Chng | | | | |

| | 2010 | 2022 | Change | % Chng |
|---------------------|---------|---------|--------|--------|
| Richmond MSA | 522,791 | 612,216 | 89,425 | 17.1% |
| City of Richmond | 136,257 | 153,540 | 17,283 | 12.7% |
| Downtown | 63,002 | 76,650 | 13,648 | 21.7% |
| Downtown % of City | 46.2% | 49.9% | 79.0% | |
| DOWNTOWN 70 Of City | 40.270 | 43.370 | 75.070 | |

Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]Sheet7

There are more jobs Downtown than households. The most recent census data on at-place employment (2019) indicates that there were 76,650 jobs in Downtown Richmond, approximately half of all City jobs. Between 2010 and 2019, over three-quarters (79%) of the City's new jobs landed in Downtown. Downtown is the state capitol and Downtown's live/work/play environment is attractive to employers.

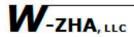


Figure 4

Downtown Boundaries

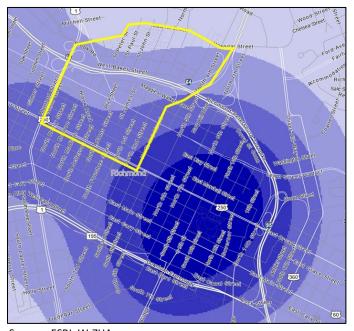
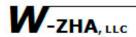


Figure 4 illustrates where jobs are concentrated in the Downtown. Jackson Ward (outlined in yellow), particularly Jackson Ward South, is within walking distance to many Downtown jobs.



OBSERVATION: JACKSON WARD SOUTH HAS EXCELLENT ACCESS, WHILE JACKSON WARD NORTH'S ACCESS IS MORE LIMITED

Figure 5

15-Minute Walkshed from N. 1st Street and Leigh Street



Source: ESRI; W-ZHA

A 15-minute walk from the intersection of N. 1st Street and E. Leigh Street can get you to major employers and the following landmarks and destinations:

- Maggie L. Walker National Museum
- Black History Museum and Cultural Center of Virginia
- Broad Street Arts District
- Richmond Convention Center
- Richmond Coliseum
- VCU Medical Center
- Richmond Innovation District
- The Virginia State Capital
- Virginia Commonwealth University
- Various Entertainment Venues
- Major Hotels
- Numerous Restaurants, Bars and Shops

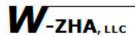


Figure 6

Average Daily Traffic Counts for Select Streets

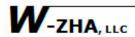


Figure 6 illustrates the road network and average daily traffic counts from the Virginia Department of Transportation. Belvidere Street is the primary access from I-95/I-64 to Downtown Richmond. In 2019, Belvidere Street carried an average of 30,000 vehicles per day, which is considered a high traffic volume.

Belvidere Street provides a connection between South Jackson Ward and Jackson Ward North. Otherwise, the street grid is interrupted by I-95/I-64. Chamberlayne Parkway, N. 1st Street, and 5th Street are the only other streets that connect the north and south portions of Jackson Ward.

Many of the streets in Jackson Ward are one-way which reduces traffic volume. Notably N. 1st Street becomes one-way south at E. Duval Street. Traffic volumes are low in Jackson Ward North.

Broad Street carries an average of 13,000 vehicles per day and accommodates the GRTC Pulse, the City's bus rapid transit line (BRT). With stops at W. Broad Street near N. Adams Street (the "Arts District" stop), the BRT connects Jackson Ward to Virginia Commonwealth University and Virginia Union University to the west and VCU Medical Center to the east.



OBSERVATION: THERE IS STOREFRONT STRENGTH IN JACKSON WARD SOUTH DUE TO ITS DOWNTOWN LOCATION AND THE ARTS AND CULTURAL DISTRICT

Restaurant/Cafe/Food To Go
Professional Offices
Neighborhood Services (Salons, Barber Shops, Cell Phone Repair)
Pood/Market/Drug Store
Retail Store
Galler/Neteder
Retail Store
Galler/Neteder
Vacant Storefront(s)

Figure 7
Storefront Use Jackson Ward South

Source: ESRI; W-ZHA

To better understand existing conditions, a windshield survey was conducted in the summer of 2022. The survey was informal and performed to get a general sense of vacancy and store mix. Figure 7 illustrates store types and vacancies in Jackson Ward South.

W. Broad Street is the commercial spine of Richmond's Arts & Cultural District. W. Broad Street's buildings contain many storefronts and vacancy is relatively low. The exception is on the northside between N. 1st Street and N. 2nd Street where entire buildings are vacant.

As indicated by yellow dots in Figure 7, there is an eating and drinking cluster on N. 2nd Street. Many of these eat/drink outlets are small and operated by independent owners. These establishments benefit from large surface parking lots nearby.

W-ZHA, LLC

As indicated by blue and light green dots in Figure 7, neighborhood-serving uses are clustered on N. 1st Street between E. Marshall Street and E. Clay Street. These uses include medical offices, food, and personal services (like salons and barber shops).

The commercial spaces in newly developed mixed-use residential projects (like The Penny and Van de Vyver) were vacant at the time of the windshield survey. A 2,013 square foot office space at The Penny is asking \$20 per square foot rent. At the time of the survey, there were 6,000 square feet of vacant storefront space at the Van de Vyver. These projects offer standard "shell" retail/service space, which is valuable in an historic neighborhood where many commercial spaces can be irregular in size and shape.

Mitchell St

Calhoun St

Counts St

W Federal St

W Federal St

W Federal St

Shockoe

Cemelary

W Baker St

Restaurant/Cafe/Food To Go

Professional Offices

Meighborhood Services (Salons, Barber Shops, Cell Phone Repair)

Food/Market/Drug Store

Retail Store

Retail Store

GalleryTheater

Vacant Storefront(s)

Figure 8
Storefront Use Jackson Ward South

Source: ESRI; W-ZHA

In Jackson Ward North commercial uses are limited. As indicated by the blue dots in Figure 8, a variety of offices are located here. There are three small grocers located in this portion of Jackson Ward.

Jackson Ward South storefronts benefit from Downtown resident, employee, and visitor spending. Figure 9 illustrates Downtown resident spending potential versus actual Downtown sales by retail storetype. Vehicle, gas, and non-store retail store-types were excluded.

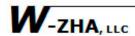
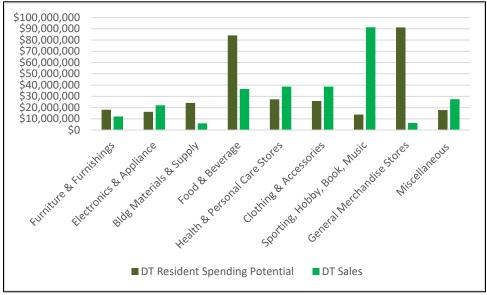


Figure 9

Resident Spending Potential Versus Sales by Store Type



As is illustrated in Figure 9, for certain store-types actual retail sales exceed what Downtown residents would typically spend ("sales inflow"). The store-types experiencing sales inflow are specialty stores like sporting, hobby, book and music stores, health and personal care stores, and clothing and accessory stores as well as stores like florists and thrift stores ("Miscellaneous"). In addition to Downtown residents, store patrons could be workers who commute into the Downtown, metropolitan area residents, or visitors.

There was much more resident spending potential than actual sales ("sales outflow") among 1) building materials, garden equipment and supply stores, 2) food and beverage stores and 3) general merchandise stores. Spending gaps, however, do not necessarily mean there is market potential. In the case of building materials, garden equipment, and supply stores, Downtown residents likely shop at the *Lowe's* on W. Broad St., just outside of the Downtown boundary. The same is true for food and beverage where there is a *Kroger* and a *Whole Foods* immediately west of the Downtown on W. Broad St.

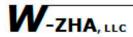
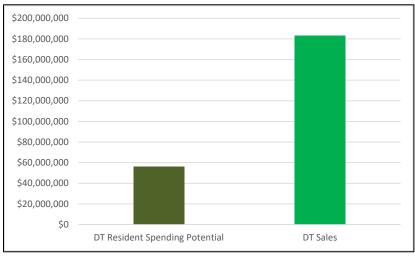
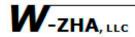


Figure 10
Eat/Drink Spending Potential Versus Sales



Jackson Ward South also benefits from Downtown's power as a dining and entertainment center. Downtown sales in eating and drinking establishments were over three times what Downtown residents could support. As discussed previously there are many eating and drinking establishments in Jackson Ward South.



OBSERVATION: JACKSON WARD, THE NEIGHBORHOOD, NEEDS BETTER ACCESS TO FOOD AND GENERAL MERCHANDISE

Table 6

| Retail and Eat/Drink Spending Potential |
|---|
| Jackson Ward |
| 2022 |
| |

| | Spending | | Inflow/ |
|---------------------------------|-------------|-------------|---------------|
| | Potential | Sales | (Outflow) 11 |
| Furniture & Furnishings | \$1,566,000 | \$0 | (\$1,566,000) |
| Electronics & Appliance | \$1,418,000 | \$0 | (\$1,418,000) |
| Bldg Materials & Supply | \$2,176,000 | \$0 | (\$2,176,000) |
| Food & Beverage Stores | \$7,998,000 | \$1,128,000 | (\$6,870,000) |
| Health & Personal Care Stores | \$2,495,000 | \$5,350,000 | \$2,855,000 |
| Clothing & Accessories | \$2,193,000 | \$0 | (\$2,193,000) |
| Sporting, Hobby, Book, Music | \$1,190,000 | \$784,000 | (\$406,000) |
| General Merchandise Stores | \$7,939,000 | \$372,000 | (\$7,567,000) |
| Miscellaneous | \$1,583,000 | \$0 | (\$1,583,000) |
| Food Services & Drinking Places | \$4,748,000 | \$4,482,000 | (\$266,000) |

^{1. &}quot;Inflow" means there are more sales than resident spending potential - people are coming into Jackson Ward to spend in this store category. "Outflow" means that spending potential is greater than sales - people are leaving Jackson Ward to spend in this store category.

Source: ESRI; W-ZHA

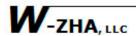
Table 6 illustrates Jackson Ward residents' spending potential by store-type and sales by store-type in the neighborhood. The data indicates that Jackson Ward residents mostly shop outside the neighborhood to purchase retail goods.

While there are supermarkets on W. Broad Street to the west, there is no supermarket (or larger scale grocery store) or general merchandise store within walking distance to Jackson Ward residents. Jackson Ward satisfies the USDA's definition of a "food desert". Over half of the households in Jackson Ward do not have access to a vehicle, so the absence of these stores that serve day-to-day needs causes significant inconvenience to Jackson Ward residents.

The *Rite Aid* store on Belvidere and the *Walgreens* pharmacy on W. Broad Street are in Jackson Ward. These health and personal care stores generate sales in excess of the neighborhood's spending potential.

_

¹ Low-income households in an urban environment with food more than a half mile away.



OBSERVATION: THERE ARE IMPORTANT INITIATIVES CURRENTLY UNDERWAY THAT WILL TRANSFORM THE JACKSON WARD MARKET.

There are initiatives underway targeting the re-unification of Jackson Ward and community development. These initiatives will have an impact on Jackson Ward's retail and eat/drink market potential.

The CHOICE Neighborhood Planning Grant

The CHOICE Neighborhood Planning Grant is funding a Community Plan for Gilpin Court and all of Jackson Ward. The purpose of the Jackson Ward Community Plan is to stimulate the development of mixed-income housing and to realize neighborhood economic development. The Community Plan envisions 900 net new households in Jackson Ward North. Having a community-supported plan that is also supported by key stakeholders like the Richmond Redevelopment Housing Authority and the City makes positive change more likely.

Reconnect Jackson Ward Initiative

GILDIN
Red avelopment

Conntinuty
Park

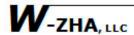
New
Development

Figure 11

Reconnect Jackson Ward Initiative Concept

Source: Richmond Redevelopment and Housing Authority Jackson Ward website; W-ZHA

The Virginia Office of Intermodal Planning and Investment, in coordination with Virginia Department of Transportation and the City of Richmond, is conducting a feasibility study to develop options to reconnect Jackson Ward to the greater Richmond community. As illustrated in Figure 11, one concept of the Reconnect Jackson Ward Initiative is to construct a bridge/deck over I-95/I-64 reconnecting Jackson Ward North with Jackson Ward South. Removing the I-95/I-64 barrier will have a significant impact on future commercial development potential north of the interstate.



Today, I-95/I-64 functions as a neighborhood boundary or "edge". Edge locations are not optimal for retail because they are not readily accessible to the markets surrounding them. Today, this "edge" condition is a challenge for the retail at the Van de Vyver on N. 1st Street.

Essentially, a City block, a deck over I-95/I-64 will create a "center" versus an "edge" condition. As such, the bridge-deck could transform the commercial market potential of the N. 1st Street blocks. The bridge and park will also strengthen the competitiveness of the Van de Vyver retail space.

North-South Bus Rapid Transit Line

The Greater Washington Partnership is exploring a new North-South BRT line to complement Richmond's East-West BRT line. A possible alignment of the North-South BRT runs along Belvidere Street and Chamberlayne in Jackson Ward. Having a BRT stop(s) in Jackson Ward would provide a valuable service to the community and make the neighborhood more accessible to the broader market.

The Fall Line Bike and Pedestrian Trail

Figure 12
The Fall Line Trail





Source: https://www.virginiadot.org/projects/richmond/fall-line-trail.asp; W-ZHA

The Fall Line Trail is a biking and walking trail that is partially complete. The goal is to have the trail be a continuous 43 miles connecting seven municipalities in Central Virginia. The Trail would run from Ashland, VA to Petersburg, VA. As illustrated in Figure 13, the Fall Line Trail passes through Jackson Ward. Trails are not only a valuable neighborhood amenity but economic development engines.

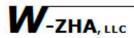
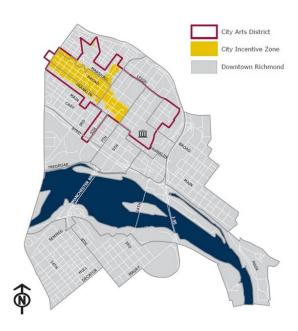
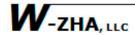


Figure 13
Richmond's Arts and Cultural District



Source: W-ZHA

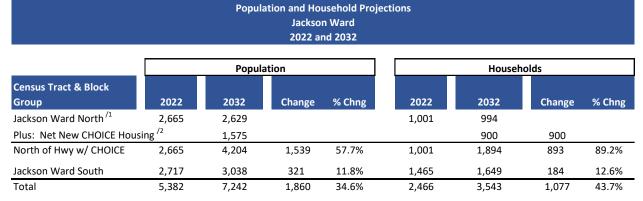
The Arts & Cultural District is an important revitalization initiative occurring within Jackson Ward South. The Arts & Cultural District offers incentives and programming to bring together artists, entertainers, and entrepreneurs. As the Arts & Cultural District strengthens and evolves, the commercial market potential for spaces within Jackson Ward South will be enhanced. This market potential will include retail, restaurants, and services as well as professional office.



MARKET POTENTIAL

COMMUNITY- AND NEIGHBORHOOD-SERVING RETAIL AND EAT/DRINK POTENTIAL

Table 7



- 1. Assumed population and household loss projected in Jackson Ward North between 2022 and 2027 stops with the CHOICE Community Plan implementation. Held the 2027 projection constant to 2032.
- 2. Assumed similar household size to Jackson Ward South, 1.75 persons per household.

Source: ESRI; LRK; W-ZHA

X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]extrapolate sa

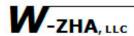
With the redevelopment of Gilpin Court and the introduction of mixed-income housing, the market in Jackson Ward North will grow substantially. The CHOICE Plan projects the potential for 900 net new housing units in Jackson Ward. This growth coupled with continued growth in Jackson Ward South will expand the Jackson Ward neighborhood to over 3,500 households by 2032.

Table 8

| Population and Household Projections Richmond Metropolitan Area, City of Richmond and Downtown 2022 - 2032 | | | | | | | | | | |
|--|-----------|-----------|---------------------|--------|--------|---------|---------|------------------|--------|--------|
| Population Households | | | | | | | | | | |
| Area | 2022 | 2027 | Extrapolate 2032 | Change | % Chng | 2022 | 2027 | Extrapolate 2032 | Change | % Chng |
| Richmond MSA | 1,339,185 | 1,370,508 | 1,402,564 | 63,379 | 4.7% | 529,728 | 543,952 | 558,558 | 28,830 | 5.4% |
| City of Richmond | 231,285 | 235,874 | 240,554 | 9,269 | 4.0% | 105,194 | 108,369 | 111,640 | 6,446 | 6.1% |
| Downtown | 28,547 | 29,910 | 31,338 | 2,791 | 9.8% | 15,140 | 16,142 | 17,210 | 2,070 | 13.7% |
| Downtown % of City | 12.3% | 12.7% | 13.0% | 30.1% | | 14.4% | 14.9% | 15.4% | 32.1% | |
| Source: 2010 Census: FSRI: W-7HA | | | | | | | | | | |

Source: 2010 Census; ESRI; W-ZHA X:\8000s, misc\83040 Richmond\[Demo 2.xlsx]proj

W-ZHA extrapolated ESRI's 5-year projection for the Downtown to 10 years. Over the next 10 years there will be over 2,000 new households Downtown. While most of these households will not live in Jackson Ward, they are a potential market for retail or restaurants locating in Jackson Ward.



Community-Serving Retail

Table 9

Retail and Eat/Drink Spending Potential Downtown 2020- 2030

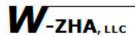
| | | New Downtown Hshld Spending | Total New Spending Potential |
|---------------------------------------|-----------------|--------------------------------|------------------------------------|
| | Existing Gap 11 | Potential ^{/2} | 2030 |
| Furniture & Furnishings | \$6,068,000 | \$1,886,000 | \$7,954,000 |
| Electronics & Appliance | \$0 | \$1,696,000 | \$1,696,000 |
| Bldg Materials & Supply ^{/3} | \$18,160,000 | \$2,519,000 | \$2,519,000 |
| Food & Beverage ^{/3} | \$47,529,000 | \$8,753,000 | \$8,753,000 |
| Health & Personal Care Stores | \$0 | \$2,838,000 | \$2,838,000 |
| Clothing & Accessories | \$0 | \$2,698,000 | \$2,698,000 |
| Sporting, Hobby, Book, Music | \$0 | \$1,443,000 | \$1,443,000 |
| General Merchandise Stores | \$85,067,000 | \$9,505,000 | \$94,572,000 |
| Miscellaneous | \$0 | \$1,852,000 | \$1,852,000 |
| Food Services & Drinking Places | \$0 | \$4,482,000 | \$4,482,000 |

- 1. This means sales are occuring outside of the Downtown now for this store-type.
- 2. 2022 constant dollars
- 3. Just outside of the Downtown boundary on W. Broad Street there is a Lowe's Home Improvement Center and a Kroger Supermarket and Whole Foods supermarket. The sales gap is being filled by these stores. Therefore, it is not included in new 2032 spending potential.

Source: ESRI; W-ZHA

X:\8000s, misc\83040 Richmond\[esri 2022 retail sales downtown.xlsx]Sheet4

Table 9 projects spending potential given existing market gaps ("outflow") and Downtown household growth between 2022 and 2032. As noted in the table, the existing spending gap for building materials & supplies and food and beverage is not counted as future spending potential. That is because the spending gap is being filled by the *Lowe's* home improvement store and the *Kroger* and *Whole Foods* supermarkets just west of the Downtown boundary on W. Broad Street.



Community Snopping Centers Near Downtown Richmond

We have a supplementation and the supplementation a

Figure 14
Community Shopping Centers Near Downtown Richmond

Downtown competes with suburban retail nodes for national credit tenants. As illustrated in Figure 14, there are many community shopping nodes within 3 to 5 miles of Downtown. These nodes are accessible by car or bus. Many Downtown residents shop in these centers today.

Despite suburban competition, Downtown will continue to be a competitive location for eating and drinking establishments and specialty retail stores. Downtown resident growth alone will support approximately 20,000 square feet of clothing/accessory, sporting/hobby/book/music, and miscellaneous retail store-types assuming sales of \$300 per square foot. These stores gravitate to places where there is already a cluster of shops. Today, W. Broad Street in the Arts & Culture District is a good location for such establishments. To the extent that small retail concentrations can be developed in Jackson Ward, it will attract these types of stores.

Downtown resident growth will support approximately 10,000 square feet in eating and drinking establishments assuming sales of \$450 per square foot. This does not take into consideration the additional spending that will likely occur with Downtown employee and visitor growth. Jackson Ward South is already an eat/drink destination and is well-positioned to grow.

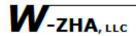
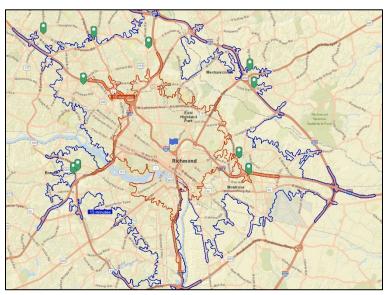


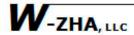
Figure 15

Large General Merchandise Stores Near Downtown Richmond



In terms of general merchandise stores, the Downtown market is underserved. As illustrated in Figure 15, the large general merchandise stores are located outside of the Downtown approximately 10- to 15-minutes away by car.

There may be an opportunity to attract a small-format general merchandise store to Downtown (or near Downtown). *Target's* small-format store of 40,000 square feet may have potential in the urban core. Jackson Ward is not the optimum location for such a store, however. Proximity to a high-income demographic and/or a university population are criteria *Target* applies when siting these stores.



Neighborhood-Serving Retail

<u>Table 10</u>

Retail and Eat/Drink Spending Inflow/Outflow
Jackson Ward
2022 -2032
(Constant 2022 \$'s)

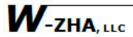
| | Spending | | Inflow/ |
|---------------------------------|--------------|-------------------|-------------------------|
| | Potential | 2022 Sales | (Outflow) ^{/1} |
| Furniture & Furnishings | \$2,433,000 | \$0 | (\$2,433,000) |
| Electronics & Appliance | \$2,203,000 | \$0 | (\$2,203,000) |
| Bldg Materials & Supply | \$3,381,000 | \$0 | (\$3,381,000) |
| Food & Beverage Stores | \$12,428,000 | \$1,128,000 | (\$11,300,000) |
| Health & Personal Care Stores | \$3,877,000 | \$5,350,000 | \$1,473,000 |
| Clothing & Accessories | \$3,408,000 | \$0 | (\$3,408,000) |
| Sporting, Hobby, Book, Music | \$1,849,000 | \$784,000 | (\$1,065,000) |
| General Merchandise Stores | \$12,337,000 | \$372,000 | (\$11,965,000) |
| Miscellaneous | \$2,460,000 | \$0 | (\$2,460,000) |
| Food Services & Drinking Places | \$7,378,000 | \$4,482,000 | (\$2,896,000) |

1. "Inflow" means there are more sales than resident spending potential - people are coming into Jackson Ward to spend in this store category. "Outflow" means that spending potential is greater than sales - people are leaving Jackson Ward to spend in this store category.

Source: ESRI; W-ZHA

X:\8000s, misc\83040 Richmond\[esri 2022 retail sales jackson ward.xlsx]spending proj

Table 9 demonstrates how growth will increase Jackson Ward community's spending potential. 2022 sales by store-type are held constant. If no additional retail or eat/drink establishments are developed in Jackson Ward, spending outflow will continue to occur (except in Health and Personal Care stores).



<u>Table 11</u>

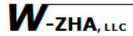
Spending Potential and Store Sales Realities Jackson Ward 2020- 2030

| | Spending | |
|---------------------------------|----------------|--|
| Store-Type | Potential 2032 | Notes |
| Furniture & Furnishings | \$2,433,000 | Sales vary by store. Furniture & furnishings stores do not |
| | | typically target the neighborhood market. |
| Electronics & Appliance | \$2,203,000 | A standard Best Buy generates sales of \$45M-plus. Small |
| | | specialty stores like Cricket Wireless phones locate in |
| | | neighborhoods. |
| Bldg Materials & Supply | \$3,381,000 | Garden centers and hardware make up less than 10% of the |
| | | sales in this category. A small Ace Hardware <6,000 square |
| | | feet will generate \$1.5M in sales. |
| Grocery Stores | \$12,428,000 | A supermarket needs \$25M-plus in sales and a grocery store |
| | | averages \$14M in sales. Small grocers' sales vary. |
| Health & Personal Care Stores | \$3,877,000 | An average CVS/Walgreens (~ 15,000 square feet) will |
| | | generate ~\$8.5M in sales. |
| Clothing & Accessories | \$3,408,000 | A 10,000 square foot gap store will generate approximately |
| | | \$3.5M in sales. Independently operated stores will vary - |
| | | assume \$300 per square foot in sales. |
| Sporting, Hobby, Book, Music | \$1,849,000 | Varies - assume \$300 per square foot. |
| General Merchandise Stores | \$12,337,000 | An average Target will have \$40M in sales. An average Kohls |
| | | \$15M. A Dollar-type store \$1.5M in sales. |
| Miscellaneous | \$2,460,000 | This category include office supplies, florists, used |
| | | merchandise stores. Lots of independent operators. Assume |
| | | \$300 per square foot. |
| Food Services & Drinking Places | \$7,378,000 | An average McDonald's (3,500 square feet) sells \$3.4M in a |
| | | year. Outback Strakhouse (6,000 square feet) sells \$4M. |

Source: W-ZHA

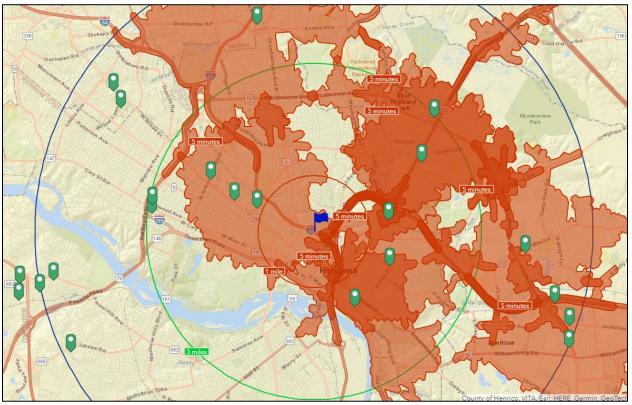
X:\8000s, misc\83040 Richmond\[esri 2022 retail sales jackson ward.xlsx]Sheet5

Table 11 compares Jackson Ward's spending potential by store-type to typical store sales in the store category. The Jackson Ward neighborhood's spending power is not large enough to support a supermarket or large-scale general merchandise store. There may be potential for a grocery store, small-scale general merchandise store and/or a small pharmacy.



Grocery Store Potential

Figure 16
Existing Supermarkets and Their Trade Areas



Source: ESRI; W-ZHA

Figure 16 illustrates the 5-minute drive shed for existing supermarkets within 5-minutes of Jackson Ward. (The blue flag denotes the N. 1st Street and Leigh Street intersection in Jackson Ward.) As is illustrated, there are no supermarkets within a mile of Jackson Ward's center. There are, however, many supermarkets within 3-miles of Jackson Ward. Jackson Ward is within a 5-minute drive to a supermarket.

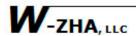


Figure 17
Grocery Store Trade Area



Over half (52%) of Jackson Ward residents do not have access to a vehicle. Figure 17 illustrates the 5-minute, 10-minute and 15-minute walk sheds from the 1st and Leigh Street intersection in Jackson Ward. The black polygon represents the Primary Trade Area for a small grocer serving Jackson Ward residents. The Primary Trade Area considers supermarket competition nearby.

Today there are 5,000 people in the Trade Area and 2,500 households. By 2032, there will be over 7,000 residents and over 3,500 households in the Primary Trade Area. A small grocer typically requires a trade area with at least 3,000 households and benefits from daytime activity. Properly located convenient to Jackson Ward residents, workers and visitors, there will be sufficient market to support a small grocery store in the neighborhood.

Small General Merchandise Store

Downtown and Jackson Ward spending potential far exceeds sales in the general merchandise store category. As discussed earlier in this report, large general merchandise stores like *Walmart*, *Target*, *Costco*, and others serve the Downtown market from suburban locations. These stores, however, are not convenient to Jackson Ward residents, particularly those who rely on public transportation.

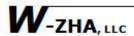


Figure 18
Small General Merchandise Store Locations

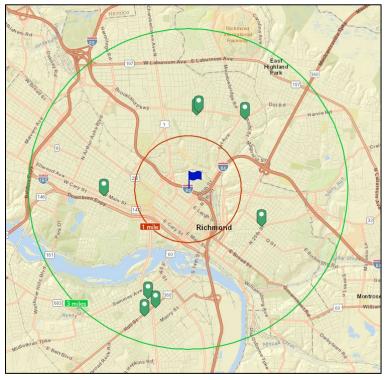


Figure 18 illustrates the locations of smaller discount general merchandise stores like *Dollar Tree, Dollar General,* and *Family Dollar*. As depicted, there is no discount general merchandise store in the Downtown. There is sufficient market to support a small discount general merchandise store in Downtown. Jackson Ward would be a competitive location for such a store. These stores range in size from 8,000 to 12,000 square feet.

Health and Personal Care Stores

Today's full-service drug stores carry a range of goods including prescription and over-the-counter medications, health and beauty items, toiletries, and consumable goods. Pharmacies tend to have smaller trade areas than supermarkets and the pharmacy market is very competitive.

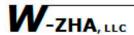


Figure 19
National Pharmacy Locations



Figure 19 shows the locations of pharmacies within 1- and 3-miles of Jackson Ward. The *Rite Aid* at the corner of Broad and Belvidere is within walking distance to Jackson Ward South residents. The *Walgreens* on Broad Street is a pharmacy-only. In 2022, health and personal care stores in Jackson Ward generated more sales than the neighborhood's spending potential. Downtown workers and visitors are patronizing these drug stores.

The Downtown market is of sufficient size to support a standard *Walgreens* store. Properly sited Jackson Ward could potentially be a competitive location for a standard format *Walgreens*. A *Walgreens* would, however, seek a location convenient to the driving market, not necessarily patrons who walk to the store.

MARKET CONCLUSIONS AND PLANNING CONSIDERATIONS

Jackson Ward's commercial development potential comes from two dynamics – Downtown's continued success and neighborhood growth. As the sales inflow data illustrate, Downtown has already established itself as a restaurant and specialty retail destination. Future growth will further strengthen Downtown's market drawing power.

Due to its location, Jackson Ward South stands to benefit from Downtown's success. Over the 10-year projection period, there will be sufficient market demand to occupy vacant storefronts from Leigh Street

W-ZHA, LLC

to W. Broad Street in Jackson Ward South. Restaurants and miscellaneous retail stores oriented to the Downtown market would be competitive at this location.

The corner of Leigh Street and N. Belvidere Street is a strategic location for a stand-alone retail or eat/drink use. This location is highly visible and accessible to the Downtown traffic on Belvidere Street. This is a potential location for a drug store or small general merchandise store.

The Jackson Ward neighborhood is projected to grow both north and south of I-95/I-64. The transformation contemplated with the redevelopment of Gilpin Court will have a significant impact on the market. The redevelopment of vacant sites on N. 1st Street in Jackson Ward North coupled with the plan to develop a deck-bridge over I-95/I-64 will reintegrate the Jackson Ward neighborhood.

By 2032, Jackson Ward will have over 3,500 households enough to support a neighborhood shopping center/cluster. A logical location for a commercial cluster is along N. 1st Street north and south of I-95/I-64. With a continuous block face across I-95/I-64 this location has the potential to be the center of Jackson Ward.

Neighborhood-serving uses can occupy the ground level retail space currently in the Van de Vyver project as well as new spaces developed as part of mixed-use projects in Jackson Ward North. A commercial cluster with approximately 15,000 to 25,000 square feet would make sense here. Potential tenants include:

- A small grocery store
- A hardware store
- A small general merchandise store
- A bank
- Café/restaurant/take-out food establishments
- Personal and professional services
- Arts and civic uses

Another strategic commercial location is at the Chamberlayne Parkway entrance to Jackson Ward North. This is a highly visible location and well-positioned for commercial use.

The potential for a neighborhood center on N. 1st Street is contingent on the development of a deckbridge over I-95/I-64. The deck-bridge will reconnect Jackson Ward North and South. It has the potential to become the center of the neighborhood.

Until the bridge-deck is developed, I-95/I-64 will continue to be a barrier and a market challenge. From a planning perspective, buildings developed on N. 1st Street should be designed for ground floor commercial use yet allow ground floor residential use in the near term. This design flexibility ensures that the street level space is occupied from the onset. Over time, as the bridge-deck is developed and market matures, the street level space can be converted to storefront space. Flexibility allows places to evolve with their markets.

W-ZHA, LLC

Another planning consideration is storefront size. To encourage small business development and entrepreneurship, it is important that new mixed-use buildings contain large and small tenant spaces. One way to support small business is to reduce the rent burden by incorporating micro (less than 1,000 square feet) and small business (less than 3,000 square feet) tenant spaces. While the rent per square foot may still be high for these spaces, the total rent on the smaller spaces is less. Reducing the rent burden helps small businesses get started in a market.



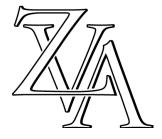
An Analysis of Residential Market Potential

The Gilpin Court Study Area

Richmond City, Virginia

March, 2023

Conducted by ZIMMERMAN/VOLK ASSOCIATES, INC. P.O. Box 4907 Clinton, New Jersey 08809





ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

STUDY CONTENTS____

| IN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL THE GILPIN COURT STUDY AREA | |
|---|----------|
| RICHMOND CITY, VIRGINIA | 1 |
| Introduction | 1 |
| The Study Area | 3 |
| City-wide Annual Average Market Potential | 6 |
| Where are the potential renters and huyers of new and existing housing units in Richmond City likely to move from? | 6 |
| How many households have the potential to move within and to Richmond each year over the next five years? | 7 |
| Annual Average Market Potential for the Gilpin Court Study Area Where are the potential renters and buyers of new and existing housing units in | 7 |
| the Gilpin Court Study Area likely to move from? How many households have the potential to move to new and existing housing | 7 |
| units in the Gilpin Court Study Area each year over the next five years? | 7 |
| What are their housing preferences in aggregate? What is their range of affordability by housing type? | 8 10 |
| Target Market Analysis | 11 |
| Who are the households that represent the potential market for new housing units within the Gilpin Court Study Area? | 11 |
| The Current Context | 12 |
| What are their current residential alternatives? | 12 |
| Optimum Market Position: The Gilpin Court Study Area | 15 |
| What are the rents and prices of new units that could be developed within the Gilpin Court Study Area that correspond to target household financial capabilities? | 15 |
| —Multi-Family Rental Distribution by Rent Range— | 16 |
| —For-Sale Distribution by Price Range— | 17 |
| —Multi-Family For-Sale Distribution by Price Range— | 18 |
| —Single-Family Attached For-Sale Distribution by Price Range— —Optimum Market Position— | 19 19 |
| Market Capture | 22 |
| How fast will new units lease or sell? | 22 |

The Gilpin Court Study Area Richmond City, Virginia March, 2023

Main Tables 25

Table 1: Annual Market Potential for New and Existing Housing Units

Table 2: Annual Market Potential by Lifestage and Income

Table 3: Summary of Selected Rental Properties

Table 4: Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings

Table 5: Target Groups for Multi-Family For-Rent

Table 6: Target Groups for Multi-Family For-Sale

Table 7: Target Groups for Single-Family Attached For-Sale

Table 8: Optimum Market Position

Assumptions and Limitations Rights and Study Ownership





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907 Clinton, New Jersey 08809 908 735-6336 info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Gilpin Court Study Area Richmond City, Virginia March, 2023

| INTRODUCTION | | |
|--------------|--|--|
| | | |

The purpose of this study is to determine the annual market potential and optimum market position for the market-rate component of new mixed-income rental and for-sale housing units that could be constructed within the redevelopment of the Gilpin Court public housing and acquisition properties located the City of Richmond, Virginia. The optimum market position for the market-rate component is derived from the housing preferences, financial capacities, and lifestyle characteristics of the target households with incomes at or above 80 percent AMI and is predicated on: the location, visibility, and physical attributes of the Study Area; the rental and ownership housing market context in the Richmond market area; and Zimmerman/Volk Associates' extensive experience with mixed-income urban development and redevelopment.

The extent and characteristics of the potential market for new housing units that could be developed within the Gilpin Court Study Area were identified using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to urban development and redevelopment. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when housing choices in the market are increased with new housing types that match the housing preferences and economic capabilities of the draw area households.

In contrast to conventional supply/demand analysis, which is typically limited by supply-side dynamics and baseline demographic projection, target market analysis determines the depth and breadth of the potential market derived from the housing preferences and socio-economic characteristics of households in the defined draw areas. Because it considers not only basic demographic characteristics, such as income qualification and age, but also less frequently analyzed attributes such as lifestage, mobility rates, lifestyle patterns and household compatibility issues, the target market methodology is particularly effective in defining a realistic housing potential for urban development and redevelopment where often no directly-comparable properties exist.

Based on the target market methodology, then, this analysis examined the following:

- Where the potential renters and buyers of new and existing dwelling units that could be developed within the City of Richmond and the Gilpin Court Study Area currently live (the draw areas);
- <u>How many</u> households have the potential to move to the city and the Study Area each year (depth and breadth of the market);
- Who the households are that represent the potential market for new units in the Study Area (the target markets);
- What their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- What their range of affordability is by housing type (income qualifications);
- What are their current housing alternatives (the Richmond market context);
- What are the rents and prices of new market-rate units that could be developed within the Gilpin Court Study Area that correspond to target household financial capabilities (optimum market position); and
- <u>How</u> quickly they will rent or purchase the new units (absorption forecasts).

The target market methodology is described in detail in the METHODOLOGY document, provided separately.

THE STUDY AREA_

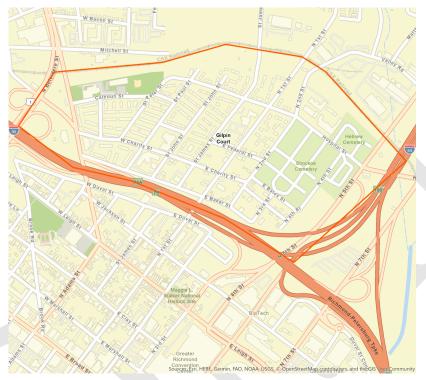
The Richmond Redevelopment & Housing Authority has received a Choice Neighborhood planning grant for the Jackson Ward neighborhood and Gilpin Court public housing property, and plans to build or redevelop over 380 mixed-income units at four locations in Gilpin Court prior to submittal of the Choice Neighborhood implementation grant application. Those four locations include: Frederic A. Fay towers; the parcels on either side of Chamberlayne Parkway currently occupied by RRHA offices; a vacant block bounded by East Charity Street, East Federal Street, St. James Street, and North 1st Street; and vacant lots south of East Charity and east of North 1st. The optimum market position detailed in this analysis pertains to these sites, therefore the Study Area is focused on Gilpin Court.

The Choice Neighborhood Plan Area is generally bounded by the CSX rail line to the north; I-64 to the east; the alley south of West Broad Street to the south; and North Belvedere Street to the west. (See Choice Neighborhood Plan Area map below.)



CHOICE NEIGHBORHOOD PLAN AREA

The Gilpin Court Study Area, which for the purposes of this study, is bounded by the CSX rail line to the north, I-64 to the east, I-95 to the south, and North Belvedere Street to the west. (*See* Study Area map below.)



THE GILPIN COURT STUDY AREA

According to Claritas, Inc., Richmond has an estimated median household income of \$57,700 in 2023, 21 percent lower than the national median of \$73,300, and median housing value of \$318,000, four percent higher than the national median of \$305,400. At \$22,000, the median household income in the Choice Neighborhood Plan Area is 70 percent lower than the national median, and almost 62 percent lower than the Richmond median. The median housing value in the Choice Neighborhood Plan Area is \$328,200, nearly 7.5 percent above the national median and three percent above the Richmond median value.

There has been significant residential development in Richmond City in recent years as well as above-average increases in the area median income designated by the Department of Housing and

Urban Development (HUD), serving to drive up housing values of both rental and for-sale units throughout the city. The new dwelling units that have been constructed in the past few years, both rental and for-sale, have been of considerably higher value than existing units. As a result, there is likely to be important market potential across all incomes for new housing that could be developed within the Gilpin Court Study Area.

Target market analysis determined the specific target markets for the Study Area by filtering the overall market as follows:

- Identifying the annual market potential for Richmond City.
- Including the full income range of potential renter and buyer households in the Study Area—from those qualified for public housing to households that can afford market-rate units.

The Gilpin Court Study Area Richmond City, Virginia

March, 2023

CITY-WIDE ANNUAL AVERAGE MARKET POTENTIAL

<u>Where</u> are the potential renters and buyers of new and existing housing units in Richmond City likely to move from?

The most recent Richmond City migration and mobility data—as derived from taxpayer records compiled by the Internal Revenue Service from 2015 through 2019 and from the most recent American Community Survey for Richmond City—shows that the draw areas for new and existing housing units located in Richmond City include the following:

- The <u>local</u> draw area, covering households who live in Richmond City.
- The <u>Henrico County</u> draw area, covering households with the potential to move to Richmond City from Henrico County, Virginia.
- The <u>Chesterfield County</u> draw area, covering households with the potential to move to Richmond City from Chesterfield County, Virginia.
- The <u>national</u> draw area, covering households with the potential to move to Richmond City from all other U.S. counties.

As derived from the migration, mobility, and target market analyses, then, the draw area distribution of market potential (those households of all incomes with the potential to move within or to Richmond City each year over the next five years) is shown on the following table:

Annual Average Market Potential by Draw Area Richmond City, Virginia

Richmond City: 51.0%
Henrico County: 11.9%
Chesterfield County: 8.8%
Balance of the U.S.: 28.3%

Total: 100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

How many households have the potential to move within and to Richmond each year over the next five years?

As determined by the target market methodology, which accounts for household mobility within Richmond City as well as migration and mobility patterns for households currently living in all other counties, an annual average of 23,630 households of all incomes represent the potential market for new and existing housing units within Richmond each year over the next five years. An estimated 49 percent of the annual potential market will be moving to Richmond City from outside the city limits.

ANNUAL AVERAGE MARKET POTENTIAL FOR THE GILPIN COURT STUDY AREA

Where are the potential renters and buyers of new and existing housing units in the Gilpin Court Study Area likely to move from?

After discounting for those segments of the potential market that have preferences for new or existing housing in suburban and rural areas, the distribution of draw area market potential for new units that could be developed within the Gilpin Court Study Area is summarized on the following table:

Annual Average Market Potential by Draw Area The Gilpin Court Study Area Richmond City, Virginia

Richmond City: 64.1%
Henrico County: 8.4%
Chesterfield County: 3.9%
Balance of the U.S.: 23.6%

Total: 100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

How many households have the potential to move to new and existing housing units in the Gilpin Court Study Area each year over the next five years?

Based on this analysis, which accounts for household mobility within Richmond City, as well as migration and mobility patterns for households currently living in all other cities and counties across the country, an annual average of 2,205 younger singles and couples, empty nesters and retirees, and traditional and non-traditional families represent the potential market for new and existing housing

units of any type or tenure, rental or for-sale, located in the Gilpin Court Study Area each year over the next five years.

What are their housing preferences in aggregate?

The tenure and housing preferences of the draw area households are outlined on the following table (see also Table 1 following the text):

Annual Average Potential Market for New and Existing Housing Units The Gilpin Court Study Area Richmond City, Virginia

| Housing Type | Number of Households | PERCENT OF TOTAL |
|---|-------------------------|---------------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | 1,334 | 60.5% |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | 185 | 8.4% |
| Single-family attached for-sale (townhouses, fee-simple/ condominium ownership) | 225 | 10.2% |
| Single-family detached for-sale (houses, fee-simple ownership | 461 | 20.9% |
| Total | 2,205 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The 2,205 households that represent the annual potential market for new and existing housing units in the Gilpin Court Study Area have also been segmented by income, based on the Richmond, VA MSA median family income (AMI), which, as determined by HUD in 2022, is \$101,000 for a family of four, and are shown on the table following this page.

Fiscal Year 2022 Income Limits Richmond City, Virginia

| Number of Persons In Household | EXTREMELY LOW 30% OF MEDIAN * | VERY LOW 50% of Median | Low 80% of Median |
|-----------------------------------|-------------------------------|---------------------------|----------------------|
| One | \$21,150 | \$35,250 | \$56,400 |
| Two | \$24,200 | \$40,300 | \$64,450 |
| Three | \$27,200 | \$45,350 | \$72,500 |
| Four | \$30,200 | \$50,350 | \$80,550 |
| Five | \$32,650 | \$54,400 | \$87,000 |
| Six | \$37,190 | \$58,450 | \$93,450 |
| Seven | \$41,910 | \$62,450 | \$99,900 |
| Eight | \$46,630 | \$66,500 | \$106,350 |

^{*} The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low income limits. Consequently, the extremely low income limits may equal the very low (50 percent) income limits.

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

This study is also examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the following table:

Additional Income Limits Richmond City, Virginia

| NUMBER OF PERSONS | | |
|-------------------|---------------|-------------------|
| In Household | 60% of Median | 100% of Median |
| One | \$42,300 | \$70,700 |
| Two | \$48,350 | \$80,800 |
| Three | \$54,400 | \$90,900 |
| Four | \$60,400 | \$101,000 |
| Five | \$65,250 | \$109,100 |
| Six | \$70,100 | \$117,2 00 |
| Seven | \$74,900 | \$125,250 |
| Eight | \$79,750 | \$133,350 |
| | | |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

What is their range of affordability by housing type?

The combined tenure and housing type preferences and financial capabilities of the 2,205 target households are shown on the following table (*reference again* Table 1):

Tenure/Housing Type Propensities by Income Annual Average Market Potential For New and Existing Housing Units The Gilpin Court Study Area Richmond City, Virginia

| Housing Type | Number (Househoi | |
|--|----------------------|---------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | <u>1,334</u> | 60.5% |
| < 30% AMI | 347 | 15.7% |
| 30% to 60% AMI | 313 | 14.2% |
| 60% to 80% AMI | 158 | 7.2% |
| 80% to $100%$ AMI | 131 | 5.9% |
| > 100% AMI | 385 | 17.5% |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | <u>185</u> | 8.4% |
| < 30% AMI | 43 | 2.0% |
| 30% to 60% AMI | 38 | 1.7% |
| 60% to 80% AMI | 19 | 0.9% |
| 80% to $100%$ AMI | 16 | 0.7% |
| > 100% AMI | 69 | 3.1% |
| Single-family attached for-sale (townhouses, fee-simple/condominium ownership) | <u>225</u> | 10.2% |
| < 30% AMI | 47 | 2.1% |
| 30% to 60% AMI | 52 | 2.4% |
| 60% to 80% AMI | 23 | 1.0% |
| 80% to $100%$ AMI | 21 | 1.0% |
| > 100% AMI | 82 | 3.7% |
| Single-family detached for-sale (houses, fee-simple ownership) | <u>461</u> | <u>20.9</u> % |
| < 30% AMI | 89 | 4.0% |
| 30% to 60% AMI | 104 | 4.7% |
| 60% to 80% AMI | 55 | 2.5% |
| 80% to 100% AMI | 49 | 2.2% |
| > 100% AMI | 164 | 7.5% |
| Total | 2,205 | 100.0% |

NOTE: For fiscal year 2022, the Richmond, VA MSA median family income (AMI), is \$101,000 for a family of four. SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Summarizing the incomes and financial capabilities of the 2,205 target households that represent the annual potential market for new units in the Study Area, just under 24 percent (526 households) have incomes at 30 percent or less than the AMI; 23 percent (507 households) have incomes between 30 and 60 percent AMI; 11.6 percent (255 households) have incomes between 60 and 80 percent AMI; 9.8 percent (217 households) have incomes between 80 and 100 percent AMI; and 31.7 percent (700 households) have incomes above 100 percent AMI.

TARGET MARKET ANALYSIS_

Who are the households that represent the potential market for new housing units within the Gilpin Court Study Area?

As determined by the target market analysis, then, the general market segments by lifestage that represent the potential market for new and existing rental units in the Gilpin Court Study Area include (see also Table 2 following the text):

- Younger singles and childless couples—54.9 percent;
- Traditional and non-traditional family households—24 percent; and
- Empty nesters and retirees—21.1 percent.

A quarter of the younger households have incomes below 30 percent AMI, 22.8 percent have incomes ranging between 30 and 60 percent AMI, 11.6 percent earn between 60 and 80 percent of the AMI, 10 percent have incomes between 80 and 100 percent, and the remaining 30.7 percent have annual incomes above 100 percent of the AMI.

In general, the older singles and couples (empty nesters and retirees) have higher annual incomes than the younger singles and couples: just over 21 percent have annual incomes that fall below 30 percent AMI, just under 21 percent have incomes between 30 and 60 percent AMI, 10.5 percent between 60 and 80 percent AMI, 9.7 percent between 80 and 100 percent AMI, and 37.8 percent earn more than 100 percent of the AMI.

The family-oriented households that represent the potential market are a mix of smaller, compact families and non-traditional families. An estimated 23.8 percent have incomes below 30 percent AMI,

25.3 percent between 30 and 60 percent AMI, 12.5 percent between 60 and 80 percent AMI, 9.6 percent between 80 and 100 percent AMI and 28.9 percent above 100 percent AMI.

THE CURRENT CONTEXT_

What are their current residential alternatives?

In February 2023, Zimmerman/Volk Associates compiled data from a variety of sources, including individual property and rental websites, on 41 selected rental properties, representing over 7,700 rental apartments in the Gilpin Court market area. (See Table 3 following the text.)

Redfin's Walk Score has been included with each property listing. Although Walk Score measures only distance, and metrics such as intersection density and block lengths to grade the walkability of a specific address or neighborhood, it has grown in importance as a value criterion. Walk Scores above 90 indicate a "Walker's Paradise," where daily activities do not require a car. Walk Scores between 70 and 90 are considered to be very walkable, where most errands can be accomplished on foot, and Walk Scores between 50 and 69 are regarded as somewhat walkable, where some errands can be accomplished on foot. Walk Scores below 50 indicate that most or almost all errands require a vehicle.

The impact on housing values of walkability as calculated by Walk Score only begins to be measurable when Walk Scores reach 70 or above. Fourteen rental properties included in the survey have Walk scores above 90, a Walker's Paradise, including two in the Jackson Ward neighborhood, and another seven have Walk scores above 70, very walkable.

Base rent, unit sizes and rents per square foot for the 41 properties included in the survey are summarized on the following pages.

—Studio Units (18 properties)—

 Rents for studios range from \$1,000 per month, at the Landmark at Marshall Broad on East Marshall Street in Jackson Ward, to \$1,675 per month, at Otis on Roseneath Road in Scott's Addition.

- Studio units range in size from 324 square feet at the Landmark at Marshall Broad, to
 726 square feet at The Current on Hull Street in Old Town Manchester.
- Studio rents per square foot range between \$1.98 at Mezzo Lofts on West Broad Street in Jackson Ward to \$3.58 at Tapestry West on Maywill Street in the West End.

—One-Bedroom Units (40 properties)—

- The lowest rent for a one-bedroom, one-bath apartment in the surveyed properties is \$1,100 per month at the Landmark at Marshall Broad, and the highest rent is \$2,180 per month for a one-bedroom at Scott's View on West Clay Street in Scott's Addition, which opened in 2019.
- One-bedroom units range in size from 400 square feet to 1,103 square feet at Landmark at Marshall Broad.
- One-bedroom rents per square foot range between \$1.23 at Hill Standard, built in 2020 on Forest Hill Avenue in Forest View, to \$3.00 at Ascend on West Broad Street in Newtowne West.

—Two-Bedroom Units (40 properties)—

- Two-bedroom apartments include one, one-and-a-half, two, two-and-a-half, or three bathrooms. Rents for two-bedroom flats range from \$1,257 per month for a twobedroom, one bath unit at South Bank on Stockton Street to \$5,136 per month for a two-bedroom two-bath at Tapestry West.
- Two-bedroom one-bath apartments range in size from 688 square feet at VIV at Scotts Collection on West Clay Street in Scott's Addition to 1,976 square feet for a two-bedroom three-bath two-story apartment at East 51 at Rocketts Landing on Old Main Street
- Two-bedroom two-bath apartments' rents per square foot fall between \$0.98 at Port City on Richmond Highway in Maury and \$4.22 at Tapestry West.

The Gilpin Court Study Area Richmond City, Virginia

March, 2023

—Three–Bedroom Units (11 properties)—

- Three-bedroom units include two-, two-and-a-half-, and three-bath flats. Rents for range between \$1,571 per month for a two-bath apartment at Port City and \$3,721 per month for a three bath at East 51 at Rocketts Landing.
- Three-bedroom units range in size from 1,158 square feet for a three-bath student apartment at Ascend, to 2,759 square feet for a two-and-a-half bath townhouse at The Westbrook at Brewers Row in The Diamond area.
- Three-bedroom rents per square foot fall between \$1.18 at The Westbrook at Brewers Row and \$2.46 at Ascend.

The rental market in Richmond is booming, with few vacant units and a lot of new construction. At least forty properties have been built in the past five years. Out of the 41 properties surveyed, 10 were still in lease-up, 21 were at 95 percent occupancy or more, and the rest, except one for which there was no information available, were above 90 percent occupancy. Community amenities at most of the properties provide a full range of activities, including fitness centers, business centers or co-working spaces, clubhouses or residents' lounges, pools, picnic areas, dog parks, and electric vehicle (EV) charging stations.

—Multi-Family and Single-Family Attached For-Sale Properties—

Six new condominium buildings and townhouse developments built in the past five years were listed for sale in the Richmond market area at the time of the survey in February 2023. (*See* Table 4 *following the text.*) There were two condominium resale listings with asking prices of \$387,000 and \$587,000 for a 1,507-square-foot, two-bedroom, two-and-a-half-bath (\$257 per square foot) and a 2,052-square-foot three-bedroom, three-and-a-half bath (\$286 per square foot) at the Village of Rocketts Landing, both two-story condominiums; one built in 2018 and the other in 2020. In the same development, there were two new construction listings from 2021, a 1,611 square foot, two-bedroom, two-and-a-half bath unit for \$464,485 (\$288 per square foot), and a 1,992 square foot, three-bedroom, three-and-a-half-bath unit for \$500,549 (\$251 per square foot).

Thirteen two-story condominiums built in 2022 are in Carver at Carver Square on North Lombardy Street. These Carver Square listings include two two-bedroom, two-and-a-half bath units with asking prices of \$379,000 and \$395,990 with 1,573 and 1,574 square feet of living space (\$242 and \$252 per square foot), and 11 three-bedroom, two-and-a-half bath units with asking prices from \$395,338 to \$559,957 with 1,573 to 2,416 square feet of living area (\$200 to \$256 per square foot). Four two-story condominium listings in The Diamond at The Outpost at Brewers Row on Overbrook Road and Overbrook Lane built in 2022 consist of three-bedroom, two-and-a-half bath units with asking prices from \$488,900 to \$603,570, and 1,517 to 2,516 square feet of living area (\$240 to \$322 per square foot). One four-bedroom, two-and-a-half bath unit is priced at \$619,430 for 2,516 square feet (\$246 per square foot).

In Swansboro, there were five income-restricted affordable listings for three-bedroom, two-and-a-half bath townhouses of 1,320 square feet each, all still under construction at The Hollands on McDonough Street and listed at \$241,433 (\$183 per square foot). In Monroe Ward, there were three listings of townhouses still under construction at Foushee Mews on East Main Street: two three-bedroom, three-and-a-half bath units with asking prices of \$810,900 and \$814,900 for 2,350 square feet of living area (\$345 and \$347 per square foot) and one three-bedroom, two-and-a-half bath townhouse listed at \$839,900 also of 2,350 square feet (\$357 per square foot). In Old Town Manchester, at McRae & Lacy on West 7th Street, there were two townhouses under construction: one with an asking price of \$896,865 for a three-bedroom, three-and-a-half bath, and the second one at \$951,505 for a four-bedroom, four-and-a-half bath, both with a living area of 3,068 square feet (\$292 and \$310 per square foot respectively).

OPTIMUM MARKET POSITION: THE GILPIN COURT STUDY AREA

What are the rents and prices of new units that could be developed within the Gilpin Court Study Area that correspond to target household financial capabilities?

A goal of the Choice Neighborhood initiative is to provide new housing within the Gilpin Court Study Area that serves a range of households, from public housing residents to those who can afford market-rate rents and prices. The Choice Neighborhood Plan Area, which includes Jackson Ward as

well as the Gilpin Court public housing property, contains a variety of high-density housing types—multi-family rentals and condominiums, and single-family attached townhouses comprise 93 percent of housing units. Single-family detached housing represents just seven percent of all Plan Area units, and only two percent of the Gilpin Court Study Area units. To continue the residential context of the Study Area then, new construction has therefore been limited to multi-family rental and for-sale, and for-sale single-family attached.

The combined housing preferences (excluding single-family detached) by tenure and by income of those households with the financial capabilities to support new market-rate housing units in the Study Area (incomes at or above 80 percent of the AMI for new rental units and 100 percent of the AMI for new for-sale units) are shown on the following table (*reference again* Table 1):

Annual Average Market Potential For New Market-Rate Units The Gilpin Court Study Area Richmond City, Virginia

| Housing Type | Number of Households | PERCENT OF TOTAL |
|--|-------------------------|---------------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | <u>516</u> | <u>77.4%</u> |
| 80% to 100% AMI | 131 | 19.6% |
| > 100% AMI | 385 | 57.8% |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | <u>69</u> | 10.3% |
| > 100% AMI | 69 | 10.3% |
| Single-family attached for-sale (townhouses, fee-simple/condominium ownership) | 82 | <u>12.3%</u> |
| > 100% AMI | <u>82</u> | <u>12.3</u> % |
| Total | 667 | 100.0% |

NOTE: For fiscal year 2022, the Richmond, VA MSA median family income (AMI), is \$101,000 for a family of four. Source: Zimmerman/Volk Associates, Inc., 2023.

—Multi-Family Rental Distribution by Rent Range—

As noted above, the rents for the market-rate component of new rental housing units that could be developed in the Study Area are derived from the financial capabilities of those target households with annual incomes at or above 80 percent AMI, which ranges from \$56,400 for a single-person

household through \$87,000 for a five-person household). (Typical household sizes in urban neighborhoods range between one and three persons per non-family household, and larger family households range between two to five persons per household.)

The number of households able to afford the specified rent ranges detailed on the following table was determined by calculating a monthly rental payment—excluding utilities and ranging between 25 and 30 percent of annual gross income. (Although it is quite possible that many households will pay up to 40 percent of their annual gross incomes in rent, HUD recommends that a tenant pay no more than 30 percent of gross income for rent *including* utilities.)

Therefore, based on the incomes and financial capabilities of the 516 households with incomes above 80 percent of the AMI who represent the target markets for new market-rate rental units in the Gilpin Court Study Area (as shown on Table 5 following the text), the distribution of annual market potential by rent range is summarized on the following table:

Target Group Distribution by Rent Range Annual Average Market Potential New Market-Rate Rental Units The Gilpin Court Study Area Richmond City, Virginia

| MONTHLY | Units | |
|-----------------|-----------|--------------|
| RENT RANGE | PER YEAR | PERCENTAGE |
| \$1,250-\$1,500 | 32 | 6.2% |
| \$1,500-\$1,750 | 88 | 17.1% |
| \$1,750-\$2,000 | 141 | 27.3% |
| \$2,000-\$2,250 | 114 | 22.1% |
| \$2,250-\$2,500 | 73 | 14.1% |
| \$2,250-\$2,500 | 41 | 8.0% |
| \$2,250-\$2,500 | 13 | 2.5% |
| \$3,000 and up | <u>14</u> | <u>2.7</u> % |
| Total: | 516 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—For-Sale Distributions by Price Range—

Newly-constructed market-rate multi-family and single-family attached ownership housing, including condominiums (multi-family for-sale) and townhouses (single-family attached for-sale) comprises an

estimated 17.3 percent of the annual potential market for multi-family and attached for-sale housing in the Gilpin Court Study Area. Mixed-income for-sale housing in the Gilpin Court Study Area can be achieved by developing fee-simple townhouses, although in Richmond, the comparative lack and very high values of newly-constructed condominiums may make condominium development, even in a mixed-income context, more feasible.

—Multi-Family For-Sale Distribution by Price Range—

The price ranges detailed on the following table were determined by calculating a 10 percent down payment, with a monthly mortgage on the balance at an interest rate of six percent, including utilities, and a total payment that does not exceed approximately 30 percent of annual gross income. (Reference Table 6 following the text.)

Based on the incomes and financial capabilities of the 69 households that represent the annual potential market for new market-rate multi-family dwelling units, the distribution of annual market potential by price ranges is shown on the following table:

Target Group Distribution by Price Range Annual Average Market Potential New Multi-Family For-Sale Units The Gilpin Court Study Area Richmond City, Virginia

| PRICE | Households | |
|---------------------|------------|---------------|
| Range | PER YEAR | PERCENTAGE |
| \$250,000-\$275,000 | 18 | 26.2% |
| \$275,000-\$300,000 | 17 | 24.6% |
| \$300,000-\$325,000 | 15 | 21.7% |
| \$325,000-\$350,000 | 9 | 13.0% |
| \$350,000 and up | <u>10</u> | <u>14.5</u> % |
| Total: | 69 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—Single-Family Attached For-Sale Distribution by Price Range—

As with the multi-family for-sale market potential, the price ranges detailed on the following table were determined by calculating a 10 percent down payment, with a monthly mortgage on the balance at an interest rate of six percent, including utilities, and a total payment that does not exceed approximately 30 percent of annual gross income.

Based on the incomes and financial capabilities of the 82 households that represent the annual potential market for new market-rate single-family attached units (townhouses), the distribution of annual market potential by price ranges is shown on the following table:

Target Group Distribution by Price Range Annual Average Market Potential New Single-Family Attached For-Sale Units The Gilpin Court Study Area Richmond City, Virginia

| PRICE | HOUSEHOLDS | |
|---------------------|------------|---------------|
| RANGE | PER YEAR | PERCENTAGE |
| \$250,000-\$275,000 | 20 | 24.4% |
| \$275,000-\$300,000 | 18 | 22.0% |
| \$300,000-\$325,000 | 15 | 18.3% |
| \$325,000-\$350,000 | 14 | 17.0% |
| \$350,000 and up | <u>15</u> | <u>18.3</u> % |
| Total: | 82 | 100.0% |

—OPTIMUM MARKET POSITION: MARKET-RATE UNITS, GILPIN COURT STUDY AREA—

The optimum market position for the market-rate component of new mixed-income dwelling units that could potentially be developed within the Gilpin Court Study Area has been derived from a variety of factors, including but not limited to:

- The new unit rental and ownership propensities, and incomes and assets of the target draw area households.
- The current housing market in the Study Area and in the city, with substantial increases in rents and prices for existing units and new construction in recent years.

Based on those criteria, the optimum market position for the market-rate component of new mixed-income multi-family rental and for-sale and single-family attached units within the Gilpin Court Study Area is shown on the following table. Also covered is the optimum market position for affordable (or workforce) housing units for households who are just below the level of affordability for market-rate units. (See also Table 8 following the text.)

Optimum Market Position: Market-Rate and Affordable Rents and Prices
Annual Average Market Potential
The Gilpin Court Study Area
Richmond City, Virginia

| | | Richmon | nd City, Virginia | | |
|---------|----------------|-----------------------|----------------------------------|----------------------|-------------------------------|
| | PERCENT MIX | Unit Configuration | BASE RENT/PRICE PER MONTH | Unit Size | BASE RENT/PRIC PER SQ. FT. |
| | | Multi-F. | AMILY FOR-RENT | | |
| Househo | olds With Inc | COMES BETWEEN 60% | and 80% AMI | | |
| | 65% | 1br/1ba | \$1,050 to \$1,100 | 550 to 600 sf | \$1.83 to \$1.91 psf |
| | 15% | 2br/1ba | \$1,350 to \$1,500 | 800 to 900 sf | \$1.67 to \$1.69 psf |
| | 20% | 3br/1ba | \$1,675 to \$1,875 | 1,100 to 1,250 sf | \$1.50 to \$1.52 psf |
| Househ | olds With Inc | COMES ABOVE 80% AN | MI | | |
| | F | FAY TOWER UPDATE: 1 | 1 st Residential Floo | OR RENTS | |
| | 23% | Studio/1ba | \$1,200 | 470 | \$2.55 psf |
| | 31% | 1br/1ba | \$1,450 to \$1,550 | 650 to 730 sf | \$2.12 to \$2.23 psf |
| | 46% | 2br/2ba | \$1,650 to \$1,900 | 790 to 1,010 sf | \$1.88 to \$2.09 psf |
| | | New C | CONSTRUCTION | | |
| | 35% | Studio/1ba | \$1,350 to \$1,400 | 500 to 550 sf | \$2.55 to \$2.70 psf |
| | 35% | 1br/1ba | \$1,600 to \$1,725 | 600 to 700 sf | \$2.46 to \$2.67 psf |
| | 20% | 2br/2ba | \$2,125 to \$2,275 | 1,000 to 1,100 sf | \$2.07 to \$2.13 psf |
| | 10% | 3br/2ba | \$2,575 to \$2,725 | 1,250 to 1,350 sf | \$2.02 to \$2.06 psf |
| | | | | | |

continued on the following page . . .

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

| | continued | from | the | preceding page. | |
|--|-----------|------|-----|-----------------|--|
| | | | | | |

| P | ERCENT Mix | Unit Configuration | BASE RENT/PRICE PER MONTH | Unit 1 Size | BASE RENT/PRICE PER SQ. FT. |
|-----------|---------------|-----------------------|------------------------------|----------------------|--------------------------------|
| | | MULTI-FA | AMILY FOR-SALE | | |
| | | New C | ONSTRUCTION | | |
| Household | S WITH INCOM | MES BETWEEN 60% | and 100% AMI | | |
| | 60% | 1br/1ba | \$155,000 to \$170,000 | 650 to 750 sf | \$227 to \$238 psf |
| | 20% | 2br/1ba | \$190,000 to \$205,000 | 900 to 1,000 sf | \$205 to \$211 psf |
| | 20% | 3br/1.5ba | \$240,000 to \$255,000 | 1,200 to 1,300 sf | \$196 to \$200 psf |
| Household | S WITH INCOM | MES ABOVE 100% A | MI | | |
| | 45% | 1br/1ba | \$195,000 to \$225,000 | 700 to 850 sf | \$265 to \$279 psf |
| | 35% | 2br/2ba | \$275,000 to \$300,000 | 1,000 to 1,100 sf | \$273 to \$275 psf |
| | 20% | 3br/2ba | \$350,000 to \$400,000 | 1,300 to 1,500 sf | \$267 to \$269 psf |
| | | Charle Errory | Aggregation For Car | _ | |
| | | | ATTACHED FOR-SAI | Æ. | |
| Househour | os With Incom | IES BETWEEN 60% | | | |
| HOUSEHOLE | 50% | 2br/1ba | \$185,000 to | 850 to | \$205 to |
| | 20,10 | <i>_</i> 51, 150 | \$195,000 | 950 sf | \$218 psf |
| | 20% | 2br/1.5ba | \$210,000 to \$220,000 | 1,050 to 1,150 sf | \$191 to \$200 psf |
| | 30% | 3br/1.5ba | \$255,000 to \$265,000 | 1,400 to 1,550 sf | \$171 to \$182 psf |
| Household | S WITH INCOM | IES ABOVE 100% A | MI | | |
| | 55% | 2br/1.5ba | \$285,000 to \$325,000 | 1,000 to 1,200 sf | \$271 to \$285 psf |
| | 30% | 3br/2.5ba | \$345,000 to \$365,000 | 1,250 to 1,350 sf | \$270 to \$276 psf |
| | 15% | 3br/3.5ba | \$395,000 to \$425,000 | 1,450 to 1,600 sf | \$266 to \$272 psf |

Rents and prices are in year 2023 dollars and are exclusive of consumer options or upgrades. The broad range of proposed rents and prices for newly-created units within the Study Area are within the economic capabilities of the target households and, thus, are sustainable by the market over time. It should be noted that, due to location visibility and connectivity, the site of the current RRHA offices may rent for up to 100 dollars more than comparable units in other parts of the Study Area. The redevelopment potential for market-rate units in Fay Towers remains viable, with clear views of downtown available from some units. The parcel acquisition strategy targeting property around East Charity Street between 1st and 2nd Street could support ownership building types ranging from stacked duplexes, single-family rowhouses and townhouses, to mansion condominiums containing four to twelve units.

Market Capture

How fast will new units lease or sell?

Based on 35 years' experience using the target market methodology in 47 states, Zimmerman/Volk Associates has developed and refined a capture rate methodology scaled to study area size (number of target market households) and context (proposed rents and prices). Zimmerman/Volk Associates has determined that, for a study area with the size and characteristics of the Gilpin Court Study Area, a capture rate of between 15 and 20 percent of the annual average number of potential renters and buyers is supportable each year over the next five years, assuming the production of appropriately-positioned new housing.

Based on these market capture rates, forecasts of annual average absorption of new mixed-income rental apartments, and for-sale condominiums and townhouses within the Gilpin Court Study Area over the next five years is shown on the table following this page and covers all income ranges (*see again* Table 8).

Annual Forecast Absorption At 15 to 20 Percent The Gilpin Court Study Area Richmond City, Virginia

| 1 10015/170 | mu Cuy, v ugun | |
|----------------------|----------------|--------------|
| INCOME | A | NNUAL |
| Range | Units | Absorbed |
| RENT | CAL APARTMENTS | |
| <30% AMI | 52 | - 69 |
| 30% to 60% AMI | 47 | - 63 |
| 60% to 80% AMI | 24 | - 32 |
| At or above 80% AMI | _ 77 | - <u>103</u> |
| Subtotal | 200 | - 267 |
| | | |
| Co | ONDOMINIUMS | |
| <30% AMI | 6 | - 9 |
| 30% to 60% AMI | 6 | - 8 |
| 60% to 80% AMI | 3 | - 4 |
| 80% to $100%$ AMI | 2 | - 3 |
| At or above 100% AMI | <u>10</u> | - <u>14</u> |
| Subtotal | 27 | - 38 |
| | | |
| For-Sa | ale Townhouse | S |
| <30% AMI | 7 | - 9 |
| 30% to 60% AMI | 8 | - 10 |
| 60% to 80% AMI | 3 | - 5 |
| 80% to 100% AMI | 3 | - 4 |
| At or above 100% AMI | <u>12</u> | - <u>16</u> |
| Subtotal | 33 | - 44 |
| Total All | 260 | - 349 |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The annual forecast absorption of the market-rate component—rental units affordable to households with incomes at or above 80 percent of the AMI, and for-sale units affordable to households with incomes at or above 100 percent of the AMI—ranges between 77 and 103 new rental units per year, 10 to 14 new condominiums, and 12 to 16 new for-sale townhouses per year and is predicated on the unit configurations, sizes, and rents/prices as outlined in the optimum market position above. The strong market-rate component should help support the development of public housing replacement units, and could comprise a significant number of the new units constructed if there is sufficient land and density to ensure replacement of all public housing units and a sufficient number of tax credit units.

These capture rates are well within the target market methodology's parameters of feasibility for new urban mixed-income construction.

Please note that the target market capture rates of the potential renter and buyer pool are a unique and highly-refined measure of market feasibility. Target market capture rates are not equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the annual forecast absorption by the number of households that have the potential to move to the site in a given year.

The **penetration rate** is derived by dividing the total number of dwelling units planned for a property by the total number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the total number of buyers or renters by the total number of prospects that have visited a site.

Because the prospective market for a property is more precisely defined using target market methodology, a substantially smaller number of households are qualified; as a result, target market capture rates are higher than the more grossly-derived penetration rates. The resulting higher capture rates remain well within the range of feasibility.



Annual Market Potential For New And Existing Housing Units

Distribution Of Annual Average Number Of Draw Area Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Based On Housing Preferences And Income Levels

The Gilpin Court Study Area

Richmond City, Virginia

Richmond City; Henrico County; Chesterfield County; Balance of U.S. Draw Areas

Annual Number Of Households
With The Potential To Rent/Purchase Within

Richmond City 23,630

Annual Number Of Target Market Households With Potential To Rent/Purchase Within The Gilpin Court Study Area

2,205

Annual Market Potential

| - | Below 30% AMI | 30% to 60% AMI | 60% to 80% AMI | 80% to 100% AMI | Above 100% AMI | Subtotal |
|-------------------------------------|------------------|-------------------|-------------------|--------------------|-------------------|-----------------|
| Multi-Family For-Rent: | 347 | 313 | 158 | 131 | 385 | 1,334 |
| Multi-Family For-Sale: | 43 | 38 | 19 | 16 | 69 | 185 |
| Single-Family Attached For-Sale: | 47 | 52 | 23 | 21 | 82 | 225 |
| Single-Family Detached For-Sale: | 89 | 104 | 55 | 49 | 164 | 461 |
| <i>Total:</i> Percent: | 526 23.9% | 507 23.0% | 255 11.6% | 217 9.8% | 700 31.7% | 2,205 100.0% |

Note: For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Annual Market Potential By Lifestage And Income

Derived From Purchase And Rental Propensities Of Draw Area Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Based On Housing Preferences And Income Levels

The Gilpin Court Study Area

Richmond City, Virginia

| Number of | Total | Below 30% AMI | 30% to 60% AMI | 60% to 80% AMI | 80% to 100% AMI | Above 100% AMI |
|--|--------|------------------|-------------------|-------------------|--------------------|-------------------|
| Households: | 2,205 | 526 | 507 | 255 | 217 | 700 |
| Empty Nesters & Retirees | 21.1% | 18.6% | 19.1% | 19.2% | 20.7% | 25.1% |
| Traditional & Non-Traditional Families | 24.0% | 24.0% | 26.4% | 25.9% | 23.5% | 21.9% |
| Younger Singles & Couples | 54.9% | 57.4% | 54.5% | 54.9% | 55.8% | 53.0% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Note: For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Table 3 Page 1 of 9

Summary Of Selected Rental Properties

| | Number | Unit | Reported | ! | Reported | 1 | Rent pe | r | |
|---|--|----------|--------------------|------|------------|-----|------------------|----------|--|
| Property (Date Opened) | of Units | | Base Ren | | Unit Siz | | Sq. Ft. | | Additional Information |
| Address | <u>, </u> | - 31 | | _ | | = | | | , |
| | | D: | dans and C | 7:4 | | | | | |
| | • | | chmond (| Luy | | | | | |
| | | J | ackson Wa | rd. | | | | | |
| Landmark at | | | | | | | | | |
| Marshall Broad | 31 | | . Apartm | | | | | | In lease-up. |
| (1920) | Stud | lio/1ba | \$1,000 | to | | to | | to | , |
| 5 East Marshall Street | | 1 /41 | \$1,300 | | 532 | | \$3.09 | | laundry, |
| Landmark Prop. Service | es, Inc. I | br/1ba | \$1,100 | to | 400 | to | | to | and dog park. |
| 98 Walk score | 0 | 1 /01 | \$1,611 | | 1,103 | | \$2.75 | | |
| Tl D | 2 | br/2ba | \$2,040 | | 1,444 | | \$1.41 | | |
| The Penny | 160 | | A | | | | | | 000/ |
| at Jackson Ward | 169 | | . Apartm | | | ۱., | ቀን 11 | L | 93% occupancy |
| (2019) 2 West Marshall Street | Stuc | lio/1ba | \$1,064 \$1,248 | το | 491 592 | το | \$2.11 \$2.17 | το | Pool, fitness studio, controlled access, |
| Gates Hudson | 1 | br/1ba | \$1,246 | to | | to | | to | |
| 97 Walk score | 1 | DI / IDU | \$2,163 | to | 1,015 | to | \$2.40 | to | lounge areas. |
| 77 Walk Score | 2 | br/2ba | \$1,600 | to | 825 | | \$1.94 | to | · · |
| | _ | DI / ZDU | \$1,630 | to | 023 | | \$1.98 | to | |
| | | | · | | | | Ψ1.70 | | |
| | | (| City Cente | er. | | | | | |
| The Mezzo Lofts | 107 | | . Apartm | ents | | | | | 95% occupancy |
| (1960; 2018) | Stud | lio/1ba | \$1,008 | | 510 | to | \$1.98 | to | |
| 17 West Broad Street | | | \$1,149 | | 533 | | \$2.16 | | controlled access. |
| Gates Hudson | 1 | br/1ba | \$1,229 | to | 610 | to | \$1.87 | to | |
| 97 Walk score | | | \$1,268 | | 679 | | \$2.01 | | |
| | 2 | br/1ba | \$1,338 | to | 727 | to | \$1.84 | to | |
| | | | \$1,569 | | 805 | | \$1.95 | | |
| | | br/2ba | \$1,756 | | 1,031 | | \$1.70 | | |
| | 3 | br/2ba | n/a | | 1,347 | | n/a | | |
| Residences at | | | | | | | | | |
| Richmond Trust | 188 | | . Apartm | ents | | | | | In lease-up |
| (2022) | Stud | lio/1ba | \$1,135 | to | 384 | to | \$2.87 | to | Fitness center, |
| 629 East Main Street | | | \$1,670 | | 581 | | \$2.96 | | clubhouse, rooftop |
| DF Multifamily by Druck | er-Falk 1 | br/1ba | \$1,520 | to | 510 | to | • | to | , |
| 94 Walk score | | | \$1,795 | | 851 | | \$2.98 | | center, grill, lounge, |
| | _ | | Two-level | loft | | | | | conference room, |
| | 2 | br/2ba | \$2,340 | | 1,158 | | \$2.02 | | and controlled access. |
| Centennial Terrace | 53 | | . Apartm | ents | | | | | n/a |
| (2021) | Stud | lio/1ba | \$1,166 | to | 506 | to | \$2.07 | to | Fitness center, |
| 507 East Main Street | | | \$1,242 | | 600 | | \$2.30 | | social club, lounge, |
| Dodson Commercial | 1 | br/1ba | \$1,353 | to | 498 | to | \$2.72 | to | |
| 95 Walk score | | | \$1,425 | | 516 | | \$2.76 | | deck, and grills. |
| | 2 | br/2ba | \$2,651 | | 1,022 | | \$2.59 | | |

Table 3 Page 2 of 9

Summary Of Selected Rental Properties

| Property (Date Opened) Address | | Type Richmon | Reported Base Rend d City (co | t l | | <u>e</u> | Rent pe Sq. Ft. | | Additional Information |
|--|-----|-----------------------------------|---|----------|---|--------------|--------------------------------------|----|---|
| The Locks Tower (2019) 1001 East Byrd Street PRG Real Estate 75 Walk score | | 1br/1ba 2br/2ba | . Apartme \$1,301 \$1,685 \$2,058 \$3,568 | to | 566 718 978 1,852 | | \$2.35 | to | 97% occupancy Rooftop pool, sky lounge, fitness center, EV chargers, and pet washing station. |
| Stumpf Flats on Main (2020) 728 East Main Street DF Multifamily by Drucke 94 Walk score | | 1br/1ba | . Apartme \$1,524 \$1,534 | | | to | \$2.35 \$2.48 | to | 100% occupancy Storage, pet friendly. |
| | | Sh | ockoe Botto | om | | | | | |
| Main2525 (2020) 2525 East Main Street Property Results, LLC 89 Walk score | | dio/1ba 1br/1ba 2br/2ba | . Apartme \$1,095 \$1,395 \$1,995 \$1,695 | | 443 | to | \$2.47 \$2.31 \$2.32 \$1.58 | to | 94% occupancy Pool, roof terrace, fitness center, and community room. |
| The Waterford | | | | | | | | | |
| at Rocketts Landing (2023) 4401 East Main Street PRG Real Estate 42 Walk score | | 1br/1ba 2br/2ba | \$1,255 \$1,650 \$1,738 \$2,350 | to | 550 864 | | \$1.91 \$2.28 \$1.65 \$2.01 | to | In lease-up Pool, fitness center, biking trail, BBQ & picnic area, coworking space, and pet spa. |
| Shiplock Views | 180 | | . Apartme | ents | | | | | 98% occupancy |
| (2021) 2801 East Main Street DF Multifamily by Drucke 79 Walk score | | 1br/1ba 2br/2ba | \$1,490 \$1,565 \$1,975 \$1,985 | to | 662 670 | | \$2.25 \$2.34 \$2.16 | to | |
| | | Vi1 | rginia Uni | ion | | | | | |
| Sphere (2023) 2005 Brook Road Greystar 65 Walk score | : | dio/1ba 1br/1ba 2br/2ba 3br/2ba | \$1,114 \$1,310 \$1,515 \$1,983 \$2,172 \$2,399 \$2,690 | to to | 497 552 595 736 915 982 1,263 | to | \$2.37 \$2.55 \$2.69 | to | In lease-up Pool, sun deck, coworking space, fitness center, lounge, clubhouse, grilling & dining area. |

Table 3 Page 3 of 9

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia February, 2023

| | Number Unit of Units Type | Reported Base Ren | | Reported Unit Siz | | Rent pe Sq. Ft. | | Additional Information |
|--|------------------------------|----------------------|------|----------------------|----|--------------------|----|--|
| | Richmond | d City (co | onti | nued). | | • | | |
| | Old To | own Manc | hest | er | | | | |
| South Falls Tower | 255 | .Apartme | ents | | | | | 96% occupancy |
| (2021) | Studio/1ba | \$1,122 | to | 433 | to | \$2.59 | to | Pool, lounge, |
| 111 Hull Street | 11 / 11 | \$1,576 | L., | 442 | 4 | \$3.57 | | fitness center, |
| PRG Real Estate 53 Walk score | 1br/1ba | \$1,252 \$1,545 | το | 554 826 | to | \$1.87 \$2.26 | to | and yoga room. |
| 33 Walk Score | 2br/2ba | - | to | 865 | to | \$1.83 | to | |
| | , | \$2,450 | | 1,187 | | \$2.06 | | |
| The Railyard Flats | 42 | .Apartmo | ents | | | | | In lease-up |
| (2022) | 1br/1ba | \$1,150 | | 468 | to | \$2.26 | to | Controlled access, |
| 104 East 2nd Street | | \$1,509 | | 668 | | \$2.46 | | and keyless entry. |
| Real Property Mgmt | 2br/2ba | \$1,869 | to | 803 | to | \$2.26 | to | |
| 53 Walk score | | \$2,249 | | 997 | | \$2.33 | | |
| The Current | 215 | .Apartm | | | | | | 91% occupancy |
| (2021) | Studio/1ba | \$1,195 | to | 435 | to | \$2.13 | to | Pool, sundeck, |
| 400 Hull Street Drucker-Falk | 1br/1ba | \$1,545 \$1,460 | to | 726 653 | to | \$2.75 \$2.22 | to | fitness studio, meeting rooms, |
| 66 Walk score | 101/104 | \$1,750 | to | 788 | 10 | \$2.24 | 10 | courtyard, fire pits, |
| | 2br/2ba | \$1,925 | to | 927 | to | | to | grills, EV chargers, |
| | | \$2,130 | | 965 | | \$2.21 | | and bark park. |
| South Bank | 150 | .Apartme | ents | | | | | 93% occupancy |
| (2006; 2018) | Studio/1ba | \$1,203 | | 496 | | \$2.43 | | Rooftop deck, |
| 307 Stockton Street | 1br/1ba | . , | to | 574 | to | \$1.69 | to | fitness center, |
| Atrium Management Co 58 Walk score | mpany 2br/1ba | \$1,516 \$1,257 | to | 899 815 | to | \$2.12 | to | business center, |
| 36 Walk Score | 201/10a | \$1,237 \$1,605 | ιο | 1,138 | to | \$1.41 \$1.54 | to | clubhouse, grill area, pool |
| | 2br/2ba | \$1,613 | to | 835 | to | \$1.23 | to | table, and |
| | , | \$1,828 | | 1,485 | | \$1.93 | | pet spa. |
| Rivers Edge | 212 | .Apartmo | ents | | | | | 97% occupancy |
| (2018) | 1br/1ba | \$1,303 | | 511 | to | \$2.14 | to | Pool, plaza deck, |
| 505 Porter Street | / | \$1,633 | | 764 | | \$2.55 | | sky lounge, fitness |
| (O.147.11 | 2br/2ba | \$1,693 | to | 1,018 | to | \$1.53 | to | center, conference |
| 62 Walk score | | \$2,178 | | 1,426 | | \$1.66 | | room, and pet park. |
| Overlook at City View | 141 | .Apartme | ents | | | ቀ ባ 70 | | 98% occupancy |
| (2020) 500 Bainbridge Street | Studio/1ba 1br/1ba | \$1,330 \$1,430 | to | 488 670 | to | \$2.73 \$2.13 | | Pool, sundeck, sky lounge, clubhouse, |
| Cushman & Wakefield | 101/104 | \$1,505 | to | 707 | 10 | Ψ2.13 | | fitness center, and |
| 72 Walk score | 1br/1.5ba | \$1,349 | | 698 | | \$1.93 | | adventure room. |
| | 2br/2ba | \$1,799 | | 894 | | \$2.01 | | |
| | 2br/2.5ba | \$2,055 | to | 1,001 | to | \$2.00 | to | |
| | 21 / 21 | \$2,075 | | 1,039 | | \$2.05 | | |
| | 3br/3ba | \$2,565 | | 1,334 | | \$1.92 | | |

SOURCE: Zimmerman/Volk Associates, Inc.

Table 3 Page 4 of 9

Summary Of Selected Rental Properties

| | | Reported Base Rent d City (con | Reported <u>Unit Size</u> tinued) | Sq. Ft. | Additional Information |
|---|--|--|--------------------------------------|--------------------------------------|--|
| | | Maury | | | |
| Port City Apts (2021) 800 Richmond Highway S.L. Nusbaum Realty Co. 33 Walk score | 1br/1ba | \$1,511 \$1,360 to \$1,814 | 553 to 801 705 to 1,848 | \$2.05 \$0.98 to \$1.93 | gaming tables, |
| | | Forest View . | | | |
| Hill Standard (2020) 4910-4930 Forest Hill Aven Cushman & Wakefield 78 Walk score | 16 1br/1ba | Apartment \$1,225 | | \$1.23 to \$1.52 \$1.53 | 94% occupancy Community plaza, and tasting room. |
| | Црр | er Shockoe Va | !ley | | |
| Vida East (2018) 1903 East Marshall Street Bonaventure 92 Walk score | 178 Studio/1ba 1br/1ba 2br/2ba | \$1,243 to \$1,398 | 351 to 520 427 to 813 | \$1.72 to \$2.91 | fitness center, |
| | Southe | | | | memer reem. |
| The James (1969) 601 West Bacon Street Campus Life & Style 58 Walk score | 270 Stude 1br/1ba Stude 2br/2ba 3br/3ba 4br/4ba | nt Apartment \$1,269 nt Townhouse \$1,794 \$2,637 \$3,196 | 840 85 1,057 1,266 1,570 | \$1.51 \$1.70 \$2.08 \$2.04 | 100% occupancy Pool, sundeck, computer center, clubhouse, grill, fitness center, and laundry facilities. |
| Circ Apartments (2020) 1137 West Grace Street PRG Real Estate 95 Walk score | 106 1br/1ba 2br/2ba | \$1,323 to \$1,503 | s 550 to 651 | \$2.41 | terraces, and |

Table 3 Page 5 of 9

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia February, 2023

| Property (Date Opened) Address | | Reported Base Rent d City (con | Reported <u>Unit Size</u> tinued) | Rent per Sq. Ft. | |
|--|-------------------|--------------------------------|-----------------------------------|------------------|--|
| | Ne | ewtowne Wes | <i>t</i> | | |
| Ascend | 168 Studen | ıt Apartmeni | ts | | n/a |
| (2022) | Studio/1ba | \$1,324 to | | \$2.91 | Pool, tanning deck, |
| 1600 West Broad Street | 11 / 11 | \$1,340 | 460 | - #1 96 | grilling station, |
| Coastal Ridge 96 Walk score | 1br/1ba | \$1,580 to \$1,620 | 527 to 566 | \$2.86 \$3.00 | to rooftop lounge, fitness center, |
| 70 Walk score | 2br/2ba | \$1,020 \$1,988 to | | | • |
| | | \$2,048 | 796 | \$2.57 | coffee bar, |
| | 3br/3ba | \$2,847 | 1,158 | \$2.46 | study rooms, |
| | 4br/4ba | \$3,460 to | | \$2.39 | |
| | | \$3,640 | 1,524 | \$2.50 | and clubhouse. |
| | | Manchester . | | | |
| The Jamestown | 269 | Apartmen | | | 96% occupancy |
| (2021) | 1br/1ba | \$1,385 to | | | |
| 500 West 14th Street | 2br/2ba | \$1,884 | 663 | \$2.84 | fitness & yoga center, |
| Fogelman 58 Walk score | 201 / 20a | \$2,132 to \$2,499 | 1,036 to 1,453 | \$1.72 \$2.06 | to rooftop lounge, sky media lounge, office |
| oo wan score | 3br/2ba | \$2,758 | 1,356 | \$2.03 | space, grills, game |
| | | , | ŕ | | room, pet park & spa, and EV chargers. |
| | Roc | cketts Landin | σ | | |
| T (E4 | | жио Винин | 8 | | |
| East 51 at Rocketts Landing | 283 | . Apartment | ta | | 93% occupancy |
| (2018) | Studio/1ba | . <i>Apurument</i> n/a | 480 | n/a | Two pools, deck, |
| 5101 Old Main Street | 1br/1ba | \$1,386 to | | | |
| PRG Real Estate | | \$1,770 | 783 | \$2.32 | roof terrace, |
| 31 Walk score | 2br/2ba | \$1,593 to | | | . 0 |
| | Two-s | \$2,312 | 1,128 | \$2.05 | grill, EV chargers, key fob entry, |
| | 1br/2ba | n/a | 632 | n/a | controlled access, |
| | 2br/3ba | n/a | 1,976 | n/a | recycling, |
| | 3br/3ba | \$3,721 | 2,190 | \$1.70 | and bark park. |
| | Sc | ott's Addition | 1 | | |
| Symbol Scotts Addition | | • | | | 99% occupancy |
| (2018) | 1br/1ba | \$1,399 to | | | , |
| 1814 Highpoint Avenue SteelHead Managemen | t 1br/1.5ba | \$1,499 \$1,549 | 775 784 | \$2.48 \$1.98 | lounge areas, fitness center, pet |
| 65 Walk score | 2br/2ba | \$2,012 to | 4 40= . | | |
| | 201, 204 | \$1,935 | 1,162 | \$1.77 | controlled access, gas |
| | 2br/2.5ba | n/a | 1,154 | n/a | grilling stations, and |
| | 3br/3ba | n/a | 1,510 to | n/a | iMac business center. |
| | | | 1,771 | | |

SOURCE: Zimmerman/Volk Associates, Inc.

Table 3 Page 6 of 9

Summary Of Selected Rental Properties

| Property (Date Opened) Address | Number o <u>f</u> Units | Unit Type | Reported Base Ren | | Reported Init Siz | | Rent pe Sq. Ft. | | Additional Information | |
|--------------------------------|----------------------------|--------------|----------------------|------|----------------------|----|--------------------|----|-------------------------|--|
| | | Richmon | d City (c | onti | nued). | | | | | |
| Scott's Addition (continued) | | | | | | | | | | |
| Scout Scotts Addition | 218 | | Apartm | ents | | | | | 97% occupancy | |
| (2020) | • | 1br/1ba | \$1,418 | to | 694 | to | | to | Pool, fitness center, | |
| 947 Myers Street | | | \$1,955 | | 720 | | \$2.72 | | rooftop deck, grill, | |
| SteelHead Managemen | t : | 2br/2ba | \$2,208 | | 1,200 | | \$1.84 | | controlled access, | |
| 86 Walk score | | | | | | | | | bark park, pet spa, | |
| | | | | | | | | | and iMac lounge. | |
| Otis | 350 | | Apartm | ents | | | | | In lease-up | |
| (2023) | Stu | dio/1ba | \$1,430 | to | 507 | to | \$2.41 | to | Pool, cabana, | |
| 1661 Roseneath Road | | | \$1,675 | | 695 | | \$2.82 | | deck, lounge, | |
| Greystar | • | 1br/1ba | \$1,635 | to | 601 | to | \$2.06 | to | courtyard, grills, | |
| 67 Walk score | | o1 /o1 | \$1,765 | | 857 | | \$2.72 | | fitness center, | |
| | ; | 2br/2ba | \$1,940 | to | 877 | to | | to | coworking booths, | |
| | | | \$2,785 | | 1,213 | | \$2.30 | | and pet spa | |
| | 01 | | .Townhor | | | | ΦΟ 11 | | & dog park. | |
| | 26 | or/2.5ba | \$2,900 | to | 1,377 | to | \$2.11 | to | | |
| | | | \$3,800 | | 1,414 | | \$2.69 | | | |
| Scott's View | 345 | | Apartm | ents | | | | | 92% occupancy | |
| (2019) | | 1br/1ba | \$1,433 | to | 545 | to | - | to | Pool, fitness center, | |
| 3410 West Clay Street | | | \$2,180 | | 815 | | \$2.67 | | laundry facilities, | |
| Main Street Realty | | 2br/2ba | \$2,277 | to | | to | | to | recreation room, | |
| 83 Walk score | | | \$2,314 | | 920 | | \$2.52 | | sundeck, grill, | |
| | | | | | | | | | picnic area, and | |
| | | | | | | | | | controlled access. | |
| The Nest | 118 | | Apartm | ents | | | | | 95% occupancy | |
| (2019) | | 1br/1ba | \$1,453 | to | 596 | to | - | to | Pool, fitness room, | |
| 3113 West Marshall Stree | | / | \$1,696 | | 785 | | \$2.44 | | lounge, pet grooming | |
| Atrium Management C | Company 2 | 2br/2ba | \$2,055 | to | 970 | to | • | to | station, and | |
| 92 Walk score | | | \$2,250 | | 1,091 | | \$2.12 | | EV chargers. | |
| Ink | 82 | | Apartm | ents | | | | | 95% occupancy | |
| (2022) | | 1br/1ba | \$1,535 | to | | to | \$2.23 | to | Pool, sundeck, | |
| 3000 West Clay Street | | / | \$1,855 | | 830 | | \$2.62 | | coworking spaces, | |
| Greystar | | 2br/2ba | n/a | | 1,038 | to | n/a | | lounge, courtyard, | |
| 90 Walk score | | | | | 1,130 | | | | grills, fitness center, | |
| | | | | | | | | | and dog wash. | |

Table 3 Page 7 of 9

Summary Of Selected Rental Properties

| | Number | Unit | Reported | ! . | Reported | 1 | Rent pe | r | |
|--|-----------|-----------------|--------------------|-------|------------|----|------------------|----|---|
| Property (Date Opened) | | | Base Ren | | Init Siz | | Sq. Ft. | | Additional Information |
| Address | <u></u> . | | | | | _ | - | - | |
| | I | Richmon | d City (c | onti | nued). | | • | | |
| | | Scott's A | ddition (c | conti | nued). | | | | |
| GEM at Scotts Collection | on 71 | | Apartm | ents | | | | | In lease-up |
| (2022) | | br/1ba | \$1,555 | | 552 | to | \$2.48 | to | Pool, fitness center, |
| 3001 West Leigh Street | - | 01/ 10 u | \$1,775 | | 716 | • | \$2.82 | • | lounge, courtyard, |
| Greystar | 2 | br/1ba | \$1,735 | to | 690 | | \$2.51 | to | roof patio, grills, |
| 90 Walk score | | | \$1,795 | | | | \$2.60 | | fire pit, bocce ball |
| | 2b1 | r/1.5ba | \$2,570 | to | 949 | | \$2.71 | to | court, coworking |
| | | | \$2,650 | | | | \$2.79 | | spaces, coffee |
| | 2 | br/2ba | \$2,485 | to | 865 | to | | to | station, and |
| | | | \$2,905 | | 1,131 | | \$2.87 | | dog wash station. |
| Ella Scotts Addition | 250 | | Apartm | ents | | | | | 97% occupancy |
| (2020) | 1 | br/1ba | \$1,572 | to | 674 | to | \$2.18 | to | Pool, deck, loungers, |
| 3810 West Broad Street | | | \$1,697 | | 780 | | \$2.33 | | fitness & yoga studio, |
| SteelHead Managemen | t 2 | .br/2ba | \$2,197 | to | | to | \$1.99 | to | grills, fireplace, |
| 69 Walk score | | | \$2,400 | | 1,204 | | \$2.01 | | rooftop lounge, and |
| | | | | | | | | | bark park & pet spa. |
| The Icon | 289 | | Apartm | ents | | | | | In lease-up. |
| (2021) | 1 | br/1ba | \$1,619 | to | 650 | to | \$2.49 | to | Pool, fitness center, |
| 1209 McTavish Avenue | _ | . /01 | \$1,775 | | 698 | | \$2.54 | | laundry facilities, |
| Main Street Realty | 2 | .br/2ba | \$2,195 | to | | to | \$2.32 | to | picnic area, and |
| 92 Walk score | | | \$2,425 | | 1,044 | | \$2.42 | | controlled access. |
| VIV at Scotts Collection | n 58 | | Apartm | ents | | | | | 97% occupancy |
| (2022) | 1 | br/1ba | \$1,894 | to | 700 | to | \$2.71 | to | Pool, sundeck, |
| 2900 West Clay Street | _ | . / | \$2,072 | | 710 | | \$2.92 | | lounge, grills, |
| Greystar | | br/1ba | n/a | | 688 | | n/a | | fire pits, courtyard, |
| 92 Walk score | 2 | br/2ba | n/a | | 1,072 | | n/a | | fitness center, |
| | | | | | | | | | coworking spaces, and dog wash station. |
| | | | | | | | | | unu uog wusn suuton. |
| | | \dots T | he Diamo | nd. | | | | | |
| The Westbrook | | | | | | | | | |
| at Brewers Row | 225 | | Apartm | | | | #2.40 | | In lease-up |
| (2022) | 1 | br/1ba | \$1,439 | to | 600 | to | | to | Pool, lounge, |
| 1601 Overbrook Road SteelHead Managemen | + 2 | br/2ba | \$1,733 \$1,981 | to | 700 900 | to | \$2.48 \$2.20 | to | sunbathing deck, lounge chairs, |
| 48 Walk score | | .vi / ∠va | \$3,000 | Ю | 1,200 | w | \$2.50 | w | fitness & |
| 10 Train beore | 3 | br/2ba | \$2,557 | to | 1,250 | to | | to | yoga studio, |
| | | , | \$2,707 | - | 1,300 | | \$2.08 | - | grilling station, |
| | | Town | houses wi | th g | | | | | sky lounge, fire pit, |
| | | r/2.5ba | \$2,952 | _ | _ | | | to | bark park & pet spa. |
| | | | \$3,252 | | 2,759 | | \$1.69 | | . , , |

Table 3 Page 8 of 9

Summary Of Selected Rental Properties

| Property (Date Opened) Address | of Units TypeRichmon | Reported <u>Base Rent</u> d City (cont Fulton Hill . | | Rent per Sq. Ft. | | | | | |
|---|---|---|----------------------|--|---|--|--|--|--|
| Artisan Hill (2018) 1021 Carlisle Avenue Artcraft Management 44 Walk score | 204 2br/2ba | Apartment \$1,545 to \$2,565 | | \$1.73 \$1.76 | to Pool, fitness gym, controlled access, rooftop terrace, and dog wash room. | | | | |
| | | West End | | | | | | | |
| Tapestry West (2022) 2031 Maywill Street 55 Walk score | 260 Studio/1ba 1br/1ba 2br/2ba | <i>Apartment</i> \$1,560 \$1,348 to \$2,049 \$2,394 to \$5,136 | 436 601 to 799 | \$2.56 | In lease-up Pool, clubroom, to fitness center, grilling garden, to meditation room, business center, coworking room, and pet spa. | | | | |
| Ginter Park | | | | | | | | | |
| Canopy at Ginter Park (2019) 3200 Brook Road BH 29 Walk score | 301 1br/1ba 1br/1ba/garage 2br/2ba | <i>Apartment</i> \$1,625 to \$1,651 \$1,854 \$1,797 to \$2,396 | 726 to 784 699 | \$2.24 \$2.65 | 96% occupancy to Pool, fitness center, clubhouse, sundeck, yoga studio, sports to court, business center, grilling station, fire pit, hammocks, dog park, and dog wash. | | | | |
| | Her | irico Count | у | | | | | | |
| | | of Richmon | | | | | | | |
| Penstock Quarter Apts (2018) 5001 Libbie Mill East Bo Gumenick Properties 48 Walk score | 327 Studio/1ba | · | 455 610 916 | \$3.14 \$3.16 \$2.37 \$2.43 \$2.35 \$2.41 \$2.50 \$2.52 \$2.54 | 99% occupancy to Pool, sundeck, clubhouse, courtyard, to fitness center, media room, to controlled access, laundry facilities, to pet wash station, and dog park. | | | | |

Table 3 Page 9 of 9

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia February, 2023

| Property (Date Opened) Address | Number o <u>f Units</u> | <u> </u> | Reported Base Ren | t l | Reported Init Siz | <u>e</u> | Rent pe <u>Sq. Ft.</u> | | Additional Information |
|--------------------------------|----------------------------|------------|----------------------|-------|----------------------|----------|---------------------------|----|--|
| | <i>E</i> | lenrico (| County (| cont | ınued). | • • | • • | | |
| | | City of Ri | ichmond (d | conti | nued) . | | | | |
| Wellsmith Apartments | 349 | | Apartm | ents | | | | | 95% occupancy |
| (2021) | Stud | lio/1ba | \$1,508 | to | 500 | | \$3.02 | to | Pool, fitness center, |
| 5000 Libbie Mill East Box | ulevard | | \$1,513 | | | | \$3.03 | | wellness studio, |
| Gumenick Properties | 1 | br/1ba | \$1,775 | to | 648 | to | \$2.39 | to | courtyards, |
| 50 Walk score | | | \$2,120 | | 886 | | \$2.74 | | makers lounge, |
| | 2 | br/2ba | \$2,265 | to | 990 | to | \$2.29 | | game lounge, |
| | | | \$2,620 | | 1,144 | | | | kitchen & fireplace |
| | 3 | br/2ba | n/a | | 1,337 1,565 | to | n/a | | lounge, bike room, laundry facilities, dog park & spa. |

Table 4 Page 1 of 2

Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings

Richmond City, Virginia February, 2023

| В | uildin _. Unit | | | Asking Price |
|-------------------------------------|--------------------------|--------------|-----------|--------------|
| Property (Year Built) | Туре Туре | Asking Price | Unit Size | Per Sq. Ft. |
| Address/Walk Score | | | | |
| Ri | chmond City | | | |
| | Swansboro | | | |
| Under Cons | struction Listin | | | |
| | vnhouses | 0 | | |
| 2312 McDonough Street | 3br/2.5ba | \$241,433 | 1,320 | \$183 |
| 2308 McDonough Street | 3br/2.5ba | \$241,433 | 1,320 | \$183 |
| 2300 McDonough Street | 3br/2.5ba | \$241,433 | 1,320 | \$183 |
| 2316 McDonough Street | 3br/2.5ba | \$241,433 | 1,320 | \$183 |
| 2304 McDonough Street | 3br/2.5ba | \$241,433 | 1,320 | \$183 |
| 43 Walk Score | | | | |
| | Carver | | | |
| New Cons | truction Listing | ?s | | |
| | Condominium | • | | |
| 1125 North Lombardy Street, Unit A | 2br/2.5ba | \$379,990 | 1,573 | \$242 |
| 1017 North Lombardy Street, Unit A | 3br/2.5ba | \$395,338 | 1,573 | \$251 |
| 1025 North Lombardy Street, Unit A | 2br/2.5ba | \$395,990 | 1,574 | \$252 |
| 1105 North Lombardy Street, Unit A | 3br/2.5ba | \$403,140 | 1,573 | \$256 |
| 1033 North Lombardy Street, Unit A | 3br/2.5ba | \$429,990 | 1,573 | \$273 |
| 1109 Norht Lombardy Street, Unit B | 3br/2.5ba | \$489,990 | 2,451 | \$200 |
| 1037 North Lombardy Street, Unit B | 3br/2.5ba | \$503,123 | 2,416 | \$208 |
| 1021 North Lombardy Street, Unit B | 3br/2.5ba | \$511,211 | 2,451 | \$209 |
| 1113 North Lombardy Street, Unit B | 3br/2.5ba | \$517,485 | 2,345 | \$221 |
| 1033 North Lombardy Street, Unit B | 3br/2.5ba | \$529,990 | 2,518 | \$210 |
| 1121 North Lombardy Street, Unit B | 3br/2.5ba | \$529,990 | 2,451 | \$216 |
| 1041 North Lombardy Street, Unit B | 3br/2.5ba | \$549,990 | 2,345 | \$235 |
| 1029 North Lombardy Street | 3br/2.5ba | \$559,957 | 2,416 | \$232 |
| 89 Walk Score | | | | |
| Ro | ocketts Landing. | | | |
| Resa | le Listings | | | |
| Village of Rocketts Landing (2021) | Two-Story | Condominiums | | |
| 5327 Old Main Street, Unit A (2018) | 2br/2.5ba | \$387,000 | 1,507 | \$257 |
| 5239 Old Main Street (2020) | 3br/3.5ba | \$587,000 | 2,052 | \$286 |
| New Cons | truction Listing | ζs | | |
| 5326 Old Main Street, Unit B (2021) | 2br/2ba | \$464,485 | 1,611 | \$288 |
| 5266 Old Main Street, Unit C (2021) | 3br/3.5ba | \$500,549 | 1,992 | \$251 |
| 21 Walk Score | | | | |

Table 4 Page 2 of 2

Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings

Richmond City, Virginia February, 2023

| E | Buildin Unit | | | Asking Price |
|-----------------------------------|------------------|--------------|-----------|--------------|
| Property (Year Built) | Туре Туре | Asking Price | Unit Size | O |
| Address/Walk Score | | | | |
| Richmo | nd City (conti | nued) | | |
| | The Diamond | | | |
| New Cons | truction Listing | ζs | | |
| The Outpost at Brewers Row (2022) | Two-Story | Condominiums | | |
| 1471 Overbrook Road, Unit A13 | 3br/2.5ba | \$488,900 | 1,517 | \$322 |
| 1451 Overbrook Road, Unit A4 | 3br/2.5ba | \$600,680 | 2,534 | \$237 |
| 1467 Overbrook Lane, Unit A12 | 3br/2.5ba | \$603,570 | 2,516 | \$240 |
| 1475 Overbrook Road, Unit A16 | 4br/2.5ba | \$619,430 | 2,516 | \$246 |
| 52 Walk Score | | | | |
| | Monroe Ward | | | |
| Under Con | struction Listin | ıgs | | |
| Foushee Mews (2023) To | wnhouses | | | |
| 9 East Main Street, Unit 16 | 3br/3.5ba | \$810,900 | 2,350 | \$345 |
| 5 East Main Street, Unit 14 | 3br/3.5ba | \$814,900 | 2,350 | \$347 |
| 3 East Main Street, Unit 13 | 3br/2.5ba | \$839,900 | 2,350 | \$357 |
| 95 Walk Score | | | | |
| Old | Town Manches | ter | | |
| Under Con | struction Listin | igs | | |
| | wnhouses | | | |
| 417 West 7th Street, Unit 17 | 3br/3.5ba | \$896,865 | 3,068 | \$292 |
| 425 West 7th Street, Unit 19 | 4br/4.5ba | \$951,505 | 3,068 | \$310 |
| 55 Walk Score | | | | |

Target Groups For Multi-Family For Rent The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Empty Nesters & Retirees** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | Total | Percent of Total |
|---|-------------------|--------------------|--------------------|---------------------|--------------------|-------|---------------------|
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 | 0.1% |
| Suburban Establishment | 1 | 1 | 1 | 1 | 2 | 6 | 0.4% |
| Urban Establishment | 1 | 1 | 1 | 1 | 7 | 11 | 0.8% |
| Second City Establishment | 0 | 0 | 0 | 0 | 3 | 3 | 0.2% |
| Mainstream Empty Nesters | 3 | 4 | 2 | 2 | 8 | 19 | 1.4% |
| Middle-American Retirees | 3 | 4 | 2 | 2 | 8 | 19 | 1.4% |
| Multi-Ethnic Empty Nesters | 1 | 1 | 0 | 0 | 2 | 4 | 0.3% |
| Cosmopolitan Couples | 3 | 3 | 2 | 1 | 7 | 16 | 1.2% |
| Blue-Collar Retirees | 3 | 4 | 2 | 2 | 6 | 17 | 1.3% |
| Middle-Class Move-Downs | 1 | 1 | 1 | 1 | 1 | 5 | 0.4% |
| Hometown Seniors | 3 | 3 | 1 | 1 | 2 | 10 | 0.7% |
| Second City Seniors | 33 | 21 | 8 | 7 | 13 | 82 | 6.1% |
| Subtotal: | 52 | 43 | 20 | 18 | 60 | 193 | 14.5% |
| Traditional & Non-Traditional Families†† | | | | | | | |
| Button-Down Families | 0 | 1 | 0 | 0 | 3 | 4 | 0.3% |
| Unibox Transferees | 2 | 4 | 3 | 3 | 10 | 22 | 1.6% |
| Fiber-Optic Families | 0 | 0 | 0 | 0 | 2 | 2 | 0.1% |
| Late-Nest Suburbanites | 3 | 4 | 2 | 2 | 9 | 20 | 1.5% |
| Multi-Ethnic Families | 2 | 2 | 1 | 1 | 4 | 10 | 0.7% |
| Uptown Families | 6 | 7 | 5 | 4 | 8 | 30 | 2.2% |
| In-Town Families | 7 | 7 | 3 | 2 | 3 | 22 | 1.6% |
| Single-Parent Families | 4 | 3 | 2 | 1 | 3 | 13 | 1.0% |
| Inner-City Families | 2 | 2 | 1 | 1 | 0 | 6 | 0.4% |
| New American Strivers | 43 | 38 | 16 | 9 | 13 | 119 | 8.9% |
| Subtotal: | 69 | 68 | 33 | 23 | 55 | 248 | 18.6% |

 $[\]mbox{\dag}$ For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

^{††} Predominantly three -to five-person households.

Target Groups For Multi-Family For Rent The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Younger Singles & Couples** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | Total | Percent of Total |
|--|-------------------|--------------------|--------------------|---------------------|--------------------|-----------------|---------------------|
| <u> </u> | | | | | | | |
| New Bohemians | 3 | 2 | 2 | 2 | 11 | 20 | 1.5% |
| The VIPs | 8 | 9 | 6 | 6 | 30 | 59 | 4.4% |
| Fast-Track Professionals | 25 | 28 | 21 | 21 | 95 | 190 | 14.2% |
| Suburban Achievers | 2 | 3 | 2 | 1 | 3 | 11 | 0.8% |
| Suburban Strivers | 26 | 28 | 14 | 12 | 32 | 112 | 8.4% |
| Small-City Singles | 9 | 10 | 5 | 4 | 7 | 35 | 2.6% |
| Twentysomethings | 75 | 63 | 31 | 25 | 55 | 249 | 18.7% |
| Downtown Couples | 2 | 2 | 1 | 1 | 2 | 8 | 0.6% |
| Second-City Strivers | 24 | 23 | 11 | 9 | 19 | 86 | 6.4% |
| Downtown Proud | 7 | 5 | 2 | 2 | 6 | 22 | 1.6% |
| Multi-Ethnic Singles | 45 | 29 | 10 | 7 | 10 | 101 | 7.6% |
| Subtotal: | 226 | 202 | 105 | 90 | 270 | 893 | 66.9% |
| Total Households: Percent of Total: | 347 26.0% | 313 23.5% | 158 11.8% | 131 9.8% | 385 28.9% | 1,334 100.0% | 100.0% |

SOURCE: Claritas, Inc.;

[†] For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

Target Groups For Multi-Family For Sale The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Empty Nesters & Retirees** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | Total | Percent of Total |
|--|-------------------|--------------------|--------------------|---------------------|--------------------|--------|---------------------|
| Suburban Establishment | 0 | 0 | 0 | 0 | 3 | 3 | 1.6% |
| Urban Establishment | 0 | 0 | 0 | 0 | 2 | 2 | 1.1% |
| Second City Establishment | 0 | 0 | 0 | 0 | 2 | 2 | 1.1% |
| Mainstream Empty Nesters | 1 | 1 | 1 | 1 | 1 | 5 | 2.7% |
| Middle-American Retirees | 1 | 1 | 1 | 1 | 2 | 6 | 3.2% |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 | 0.5% |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 2 | 2 | 1.1% |
| Blue-Collar Retirees | 1 | 1 | 1 | 0 | 1 | 4 | 2.2% |
| Middle-Class Move-Downs | 1 | 1 | 0 | 0 | 1 | 3 | 1.6% |
| Hometown Seniors | 1 | 1 | 0 | 0 | 0 | 2 | 1.1% |
| Second City Seniors | 5 | 3 | 1 | 1 | 2 | 12 | 6.5% |
| Subtotal: | 10 | 8 | 4 | 3 | 17 | 42 | 22.7% |
| Traditional & Non-Traditional Families++ | | | | | | | |
| Button-Down Families | 0 | 0 | 0 | 0 | 1 | 1 | 0.5% |
| Unibox Transferees | 1 | 1 | 1 | 1 | 3 | 7 | 3.8% |
| Late-Nest Suburbanites | 1 | 1 | 1 | 1 | 3 | 7 | 3.8% |
| Multi-Ethnic Families | 0 | 0 | 0 | 0 | 1 | 1 | 0.5% |
| Uptown Families | 1 | 2 | ĺ | ĺ | 2 | 7 | 3.8% |
| In-Town Families | 1 | 1 | 0 | 0 | 1 | 3 | 1.6% |
| Single-Parent Families | 1 | 1 | 0 | 0 | 0 | 2 | 1.1% |
| Inner-City Families | 0 | 0 | 0 | 0 | 1 | - 1 | 0.5% |
| New American Strivers | 4 | 4 | 1 | 1 | 1 | 11 | 5.9% |
| Subtotal: | 9 | 10 | 4 | 4 | 13 | 40 | 21.6% |

 $[\]mbox{\dag}$ For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

^{††} Predominantly three -to five-person households.

Target Groups For Multi-Family For Sale The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Younger Singles & Couples** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | Total | Percent of Total |
|--|-------------------|--------------------|--------------------|---------------------|--------------------|---------------|---------------------|
| | | | | | • | | 4.60 |
| New Bohemians | 0 | 0 | 0 | 0 | 3 | 3 | 1.6% |
| The VIPs | 2 | 2 | 1 | 1 | 7 | 13 | 7.0% |
| Fast-Track Professionals | 3 | 3 | 2 | 2 | 10 | 20 | 10.8% |
| Suburban Achievers | 0 | 0 | 0 | 0 | 2 | 2 | 1.1% |
| Suburban Strivers | 5 | 5 | 3 | 2 | 7 | 22 | 11.9% |
| Small-City Singles | 1 | 1 | 1 | 0 | 1 | 4 | 2.2% |
| Twentysomethings | 6 | 5 | 2 | 2 | 5 | 20 | 10.8% |
| Downtown Couples | 0 | 0 | 0 | 0 | 1 | 1 | 0.5% |
| Second-City Strivers | 2 | 2 | 1 | 1 | 2 | 8 | 4.3% |
| Downtown Proud | 1 | 0 | 0 | 0 | 1 | 2 | 1.1% |
| Multi-Ethnic Singles | 4 | 2 | 1 | 1 | 0 | 8 | 4.3% |
| Subtotal: | 24 | 20 | 11 | 9 | 39 | 103 | 55.7% |
| Total Households: Percent of Total: | 43 23.2% | 38 20.5% | 19 10.3% | 16 8.6% | 69 37.3% | 185 100.0% | 100.0% |

SOURCE: Claritas, Inc.;

⁺ For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

Target Groups For Single-Family Attached For Sale The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Empty Nesters & Retirees** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | <u>Total</u> | Percent of Total |
|--|-------------------|--------------------|--------------------|---------------------|--------------------|--------------|---------------------|
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 | 0.4% |
| Suburban Establishment | 0 | 1 | 0 | 0 | 4 | 5 | 2.2% |
| Urban Establishment | 0 | 0 | 0 | 0 | 2 | 2 | 0.9% |
| Second City Establishment | 0 | 0 | 0 | 0 | 2 | 2 | 0.9% |
| Mainstream Empty Nesters | 1 | 2 | 1 | 1 | 4 | 9 | 4.0% |
| Middle-American Retirees | 1 | 2 | 1 | 1 | 4 | 9 | 4.0% |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 0 | 2 | 2 | 0.9% |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 1 | 1 | 0.4% |
| Blue-Collar Retirees | 1 | 2 | 1 | 1 | 2 | 7 | 3.1% |
| Middle-Class Move-Downs | 1 | 1 | 0 | 0 | 1 | 3 | 1.3% |
| Hometown Seniors | 1 | 1 | 0 | 0 | 1 | 3 | 1.3% |
| Second City Seniors | 3 | 2 | 1 | 1 | 1 | 8 | 3.6% |
| Subtotal: | 8 | 11 | 4 | 4 | 25 | 52 | 23.1% |
| Traditional & Non-Traditional Families++ | | | | | | | |
| Button-Down Families | 0 | 0 | 0 | 0 | 2 | 2 | 0.9% |
| Unibox Transferees | 2 | 2 | 2 | 2 | 6 | 14 | 6.2% |
| Fiber-Optic Families | 0 | 0 | 0 | 0 | 2 | 2 | 0.9% |
| Late-Nest Suburbanites | 1 | 2 | 1 | 1 | 3 | 8 | 3.6% |
| Multi-Ethnic Families | 0 | 1 | 0 | 0 | 2 | 3 | 1.3% |
| Uptown Families | 2 | 3 | 2 | 1 | 4 | 12 | 5.3% |
| In-Town Families | 2 | 2 | 1 | 1 | 1 | 7 | 3.1% |
| Single-Parent Families | 1 | 1 | 0 | 0 | 1 | 3 | 1.3% |
| Inner-City Families | 0 | 0 | 0 | 0 | 1 | 1 | 0.4% |
| New American Strivers | 6 | 5 | 2 | 1 | 3 | 17 | 7.6% |
| Subtotal: | 14 | 16 | 8 | 6 | 25 | 69 | 30.7% |

SOURCE: Claritas, Inc.;

[†] For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

 $[\]dagger\dagger$ Predominantly three -to five-person households.

Target Groups For Single-Family Attached For Sale The Gilpin Court Study Area

Richmond City, Virginia

. Number of Households

| Younger Singles & Couples** | 0% to 30% AMI† | 30% to 60% AMI† | 60% to 80% AMI† | 80% to 100% AMI† | Above 100% AMI† | Total | Percent of Total |
|--|-------------------|-----------------|--------------------|---------------------|--------------------|---------------|---------------------|
| New Bohemians | 0 | 0 | 0 | 0 | 1 | 1 | 0.4% |
| The VIPs | 2 | 2 | 1 | 1 | 6 | 12 | 5.3% |
| Fast-Track Professionals | 1 | 2 | 1 | 1 | 6 | 11 | 4.9% |
| Suburban Achievers | 1 | 1 | 1 | 1 | 0 | 4 | 1.8% |
| Suburban Strivers | 6 | 7 | 3 | 3 | 8 | 27 | 12.0% |
| Small-City Singles | 3 | 3 | 1 | 1 | 2 | 10 | 4.4% |
| Twentysomethings | 4 | 4 | 2 | 2 | 3 | 15 | 6.7% |
| Downtown Couples | 1 | 1 | 0 | 0 | 1 | 3 | 1.3% |
| Second-City Strivers | 2 | 2 | 1 | 1 | 2 | 8 | 3.6% |
| Downtown Proud | 0 | 0 | 0 | 0 | 1 | 1 | 0.4% |
| Multi-Ethnic Singles | 5 | 3 | 1 | 1 | 2 | 12 | 5.3% |
| Subtotal: | 25 | 25 | 11 | 11 | 32 | 104 | 46.2% |
| Total Households: Percent of Total: | 47 20.9% | 52 23.1% | 23 10.2% | 21 9.3% | 82 36.4% | 225 100.0% | 100.0% |

SOURCE: Claritas, Inc.;

[†] For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is \$101,000.

^{**} Predominantly one- and two-person households.

Optimum Market Position The Gilpin Court Study Area

Richmond City, Virginia
March, 2023

| Number of Households | Housing Type/ Households by Income | Percent Mix | Base Rent Range* | _ | Base Unit Size Range | Base Rent Per Sq. Ft. | k | C | ual M Captur al Abs | |
|-------------------------|--|----------------|---------------------|-------|-------------------------|--------------------------|----|----------|---------------------------|----------|
| 1,334 | Multi-Family For-Ren | ıt | | | | | | 200 | to | 267 |
| 347 313 | Households With Inco Households With Inco | | | AM | П | | • | 52 47 | | 69 63 |
| 158 | Households With Inco | mes Between 6 | 60% and 80% | AM | ſI | | | 24 | | 32 |
| | 1br/1ba | 65% | \$1,050 \$1,100 | to | 550 to | \$1.83 \$1.91 | to | | | |
| | 2br/1ba | 15% | \$1,350 \$1,500 | to | 800 to 900 | \$1.67 \$1.69 | to | | | |
| | 3br/1ba | 20% | \$1,675 \$1,875 | to | 1,100 to 1,250 | \$1.50 \$1.52 | to | | | |
| | Weigh | ted averages: | \$1,267 | | 736 | \$1.72 | | | | |
| 516 | Households With Inco | mes Above 80 | % AMI | | | | | 77 | | 103 |
| | | Fay Tower Upda | te: 1st Residen | ıtial | Floor Rents | ••• | | | | |
| | Studio/1ba | 23% | \$1,200 | | 470 | \$2.55 | | | | |
| | 1br/1ba | 31% | \$1,450 \$1,550 | to | 650 to 730 | \$2.12 \$2.23 | to | | | |
| | 2br/2ba | 46% | \$1,650 \$1,900 | to | 790 to 1,010 | \$1.88 \$2.09 | to | | | |
| | Total Units: | 65 | | | | | | | | |
| | Weigh | ted averages: | \$1,519 | | 702 | \$2.16 | | | | |
| | | Ne | ew Construction | on | | | | | | |
| | Studio/1ba | 35% | \$1,350 \$1,400 | to | 500 to 550 | \$2.55 \$2.70 | to | | | |
| | 1br/1ba | 35% | \$1,600 \$1,725 | to | 600 to | \$2.46 \$2.67 | to | | | |
| | 2br/2ba | 20% | \$2,125 \$2,275 | to | 1,000 to 1,100 | \$2.07 \$2.13 | to | | | |
| | 3br/2ba | 10% | \$2,575 \$2,725 | to | 1,250 to 1,350 | \$2.02 \$2.06 | to | | | |
| | Weigh | \$1,767 | | 751 | \$2.35 | | | | | |

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is \$101,000.

Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Optimum Market Position The Gilpin Court Study Area

Richmond City, Virginia
March, 2023

| Number of Households | Housing Type/ Households by Income | Percent Mix | Base Rent Range* | - | Base Unit S <u>ize Rang</u> e | Base Rent Per Sq. Ft. | * | | ual Ma Capturo al Abso | e |
|-------------------------|---------------------------------------|----------------|------------------------|------|----------------------------------|--------------------------|----|----|------------------------------|----|
| 185 | Multi-Family For-Sale | ! | | | | | : | 27 | to | 38 |
| 43 | Households With Incom | | | | | | | 6 | | 9 |
| 38 | Households With Incom | mes Between 3 | 0% and 60% | AM | [| | | 6 | | 8 |
| | | Ne | w Constructi | on | | | | | | |
| 19 | Households With Incom | mes Between 6 | 0% and 80% | AM | [| | | 3 | | 4 |
| 16 | Households With Incom | mes Between 8 | 0% and 1009 | % AN | Π | | | 2 | | 3 |
| | 1br/1ba | 60% | \$155,000 | to | 650 to | \$227 | to | | | |
| | | | \$170,000 | | 750 | \$238 | | | | |
| | 2br/1ba | 20% | \$190,000 | to | 900 to | \$205 | to | | | |
| | 201/ 10 u | 20/0 | \$205,000 | 10 | 1,000 | \$211 | 10 | | | |
| | 21 /1 51 | 2007 | #240.000 | 4 | 1 200 4- | ¢107 | 4 | | | |
| | 3br/1.5ba | 20% | \$240,000 \$255,000 | το | 1,200 to 1,300 | \$196 \$200 | το | | | |
| | | | | | , | | | | | |
| | Weigh | ted averages: | \$186,500 | | 860 | \$217 | | | | |
| 69 | Households With Incom | mes Above 100 | 9% AMI | | | | | 10 | | 14 |
| | 1br/1ba | 45% | \$195,000 | to | 700 to | \$265 | to | | | |
| | , | - / - | \$225,000 | | 850 | \$279 | | | | |
| | 2br/2ba | 35% | \$275,000 | to | 1,000 to | \$273 | to | | | |
| | 201 / 20a | 3370 | \$300,000 | ιο | 1,100 | \$275 | ю | | | |
| | / | | | | | | | | | |
| | 3br/2ba | 20% | \$350,000 \$400,000 | to | 1,300 to 1,500 | \$267 \$269 | to | | | |
| | | | φ 1 00,000 | | 1,500 | Ψ209 | | | | |
| | Weigh | ted averages: | \$269,850 | | 995 | \$271 | | | | |

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is \$101,000.

Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Optimum Market Position The Gilpin Court Study Area

Richmond City, Virginia
March, 2023

| Number of Households | Housing Type/ Households by Income | Percent Mix | Base Rent Range* | | Base Unit S <u>ize Rang</u> e | Base Rent Per Sq. Ft. | * | | ıal Ma apture l Abso | ? |
|-------------------------|--|----------------|------------------------|-----|----------------------------------|--------------------------|----|--------|----------------------------|---------|
| 225 | Single-Family Attache | ed For-Sale | | | | | = | 33 | to | 44 |
| 47 52 | Households With Incom Households With Incom | | | AMI | I | | | 7 8 | | 9 10 |
| | | Ne | w Constructi | on | •• | | | | | |
| 23 21 | Households With Incomes Between 60% and 80% AMI Households With Incomes Between 80% and 100% AMI | | | | | | | | | 5 4 |
| | 2br/1ba | 50% | \$185,000 \$195,000 | to | 850 to 950 | \$205 \$218 | to | | | |
| | 2br/1.5ba | 20% | \$210,000 \$220,000 | to | 1,050 to 1,150 | \$191 \$200 | to | | | |
| | 3br/1.5ba | 30% | \$255,000 \$265,000 | to | 1,400 to 1,550 | \$171 \$182 | to | | | |
| | Weigh | ted averages: | \$216,000 | | 1,113 | \$194 | | | | |
| 82 | Households With Incom | mes Above 100 | 0% AMI | | | | | 12 | | 16 |
| | 2br/1.5ba | 55% | \$285,000 \$325,000 | to | 1,000 to 1,200 | \$271 \$285 | to | | | |
| | 3br/2.5ba | 30% | \$345,000 \$365,000 | to | 1,250 to 1,350 | \$270 \$276 | to | | | |
| | 3br/3.5ba | 15% | \$395,000 \$425,000 | to | 1,450 to 1,600 | \$266 \$272 | to | | | |
| | Weigh | ted averages: | \$335,400 | | 1,222 | \$274 | | | | |

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is \$101.000.

Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907 Clinton, New Jersey 08809 908 735-6336

info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis.

Demographic and economic estimates and projections have been obtained from government

agencies at the national, state, and county levels. Market information has been obtained from

sources presumed to be reliable, including developers, owners, and/or sales agents. However,

this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the

proprietary residential target market methodology™ employed in this analysis allows for a margin

of error in base data, it is assumed that the market data and government estimates and

projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will

prevail in a relatively steady state during development of the subject property. Absorption paces

are likely to be slower during recessionary periods and faster during periods of recovery and high

growth. Absorption scenarios are also predicated on the assumption that the product

recommendations will be implemented generally as outlined in this report and that the developer

will apply high-caliber design, construction, marketing, and management techniques to the

development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant

accounting, tax, and legal matters should be substantiated by appropriate counsel.

4



ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907 Clinton, New Jersey 08809 908 735-6336 info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.



METHODOLOGY

TARGET MARKET TABLES — Appendix One—

An Analysis of Residential Market Potential

The Gilpin Court Study Area Richmond City, Virginia

March, 2023

Conducted by ZIMMERMAN/VOLK ASSOCIATES, INC. P.O. Box 4907 Clinton, New Jersey 08809



ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

STUDY CONTENTS

| · · · · · · · · · · · · · · · · · · · | |
|---|---------------|
| Methodology: An Analysis of Residential Market Potential The Gilpin Court Study Area | 1 |
| Delineation of the Draw Areas (Migration Analysis) Migration Methodology | 2 4 |
| 2023 Target Market Classification of City Households Residential Target Market Methodology | 4 |
| Determination of the Annual Average Potential Market for the Richmond City (Mobility Analysis) | 7 |
| Determination of the Annual Average Potential Market for The Gilpin Court Study Area Target Market Data Household Classification Methodology | 9 14 16 |
| Appendix One Tables | 17 |
| Assumptions and Limitations Rights and Study Ownership | |



METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Gilpin Court Study Area Richmond City, Virginia

March, 2023

The technical analysis to determine the market potential for new mixed-income rental and for-sale housing units within the Gilpin Court Study Area in Richmond City, Virginia included:

- Determination of the draw areas for new and existing housing units within Richmond City, based on historical settlement patterns, the most recently available county-to-county migration data for the city from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Richmond City and the Gilpin Court Study Area, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (emptynesters/retirees, traditional and non-traditional families, younger singles/couples);
 and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2022 income limits for below 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within Richmond City and the Gilpin Court Study Area.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to Richmond City. These data are maintained at the county and "county equivalent" level by the Internal Revenue Service—Richmond is a county equivalent—and provide a clear representation of mobility patterns. The IRS household migration data have been supplemented by population migration and mobility data for Richmond City from the most recent American Community Survey.

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households.

Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in national mobility. According to the American Community Survey, which measures population mobility, Richmond City—where 18.5 percent of the city's population either moved within or to the city between 2020 and 2021—has a considerably higher mobility rate than the national average of 13 percent.

Appendix One, Table 1. Migration Trends

Analysis of Richmond City migration and mobility patterns from 2015 through 2019—the most recent data available from the Internal Revenue Service—shows that the number of households moving into Richmond peaked at 13,410 households in 2016, followed by the lowest number of inmigrants in 2018, when just 10,725 households moved into the city. Henrico County, directly to the northeast, accounted for 23.4 to over 25.8 percent of household migration into Richmond City. Chesterfield County, directly to the southwest, represented 17 to 18.5 percent of household in-

migration. No other county accounted for more than three percent of household migration into the city. (*Reference* Appendix One, Table 1.)

Households moving out of Richmond City also reached a recent peak in 2016, with 14,605 out-migrating households, up from the five-year low of 10,795 out-migrating households in 2015. Over the five-year study period, 29.4 to 31.4 percent of out-migrating Richmond City households have moved to Henrico County; and another 20.4 to 22.6 percent moved to Chesterfield County. Again, no other county accounted for more than three percent of household migration from Richmond City.

Net migration—the difference between households moving into the city and those moving out—showed net losses each year throughout the study period, except for the first year where the city showed a gain of 90 households. The lowest net loss of 240 households occurred in 2017, following the highest net loss of 1,195 households in 2016. In 2019, the most recent year for which data are available, there was a net loss of 1,005 households.

NOTE: Although <u>net</u> migration provides insights into a county's or city's historical ability to attract or retain households compared to other locations, it is those households likely to move <u>into</u> a county or city (gross <u>in</u>-migration) that represent external market potential.

Based on the Richmond City migration data, then, and supplemented by American Community Survey data for the city and Study Area, the draw areas have been refined as follows:

- The <u>local</u> draw area, covering households living in Richmond City.
- The <u>Henrico County</u> draw area, covering households with the potential to move to the city from Henrico County.
- The <u>Chesterfield County</u> draw area, covering households with the potential to move to the city from Chesterfield County.
- The <u>national</u> draw area, covering households with the potential to move to the city from all other U.S. counties.

Migration Methodology:

County-to-county migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), and the median and average incomes reported on the returns. American Community Survey data are also used to clarify migration and mobility patterns for geographic units smaller than the county level.

2023 TARGET MARKET CLASSIFICATION OF CITY HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households into groups with common characteristics, not only by lifestage and demographic characteristics and socio-economic factors, but also by lifestyle preferences. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. Through sheer numbers the housing and lifestyle choices of the Millennials have had, and will continue to have, a profound effect on the nation as a whole and cities in particular. Those in the leading edge of the Zoomers, also known as Generation Z, the next generation following the Millennials, are now 26 years old and having a noticeable impact on this lifestage's housing preferences.
- <u>Families</u>, comprising both "traditional" families (married couples with one or more children) and "non-traditional" families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a

grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), still primarily Generation X, born between 1965 and 1976. However, the leading edge Millennials are now in their 40s, are marrying and having children, and are moving into the family lifestage.

• Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. It is now the third largest generation in America, but as the Boomer generation ages, it will continue to have a significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2. Target Market Classification—

According to Claritas, Inc., an estimated 104,510 households live in Richmond City in 2023. Median income in the city is estimated at \$57,700, 21 percent lower than the national median of \$73,300. The median reported value of owner-occupied dwelling units in Richmond City is estimated at \$318,000, just over four percent higher than the national median of \$305,400. (Reference Appendix One, Table 2.)

(The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, 46.6 percent of Richmond City's households are younger singles and couples (represented in nine Zimmerman/Volk Associates' target market groups). Another 28.3 percent are empty nesters and retirees (in 11 target market groups), and the remaining 25.1 percent are traditional and non-traditional families (in 15 groups).

March, 2023

Residential Target Market Methodology:

The proprietary residential target market methodology, invented by Zimmerman/Volk Associates in 1988 and continually refined, is an analytical technique, using the PRIZM household clustering

system, that establishes the optimum market position for residential development of any property—

from a specific site to an entire political jurisdiction—through cluster analysis of households living

within designated draw areas. In contrast to conventional supply/demand analysis—which is based

on supply-side dynamics and baseline demographic projections—the residential target market

analysis establishes the optimum market position derived from the housing and lifestyle preferences

of households in the draw area and within the framework of the local housing market context.

Because it is based on detailed and location-specific household data, the residential target market

methodology can establish the optimum market position even in locations where no closely-

comparable properties exist.

In residential target market methodology, clusters of households (usually between 10 and 15) are

grouped according to a variety of significant "predictable variables," ranging from basic

demographic characteristics, such as income qualification and age, to less-frequently considered

attributes known as "behaviors," such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically

when a young person moves out of his or her parents' household into his or her own dwelling unit),

through family formation (typically, marriage and children), empty-nesting (after the last adult child

has left the household), to retirement (typically, no longer employed full time).

Lifestyle patterns reflect the ways households choose to live, e.g., an urban lifestyle includes residing

in a dwelling unit in a city or town, most likely high-density, and implies the ability to walk to more

activities and locations than a suburban lifestyle, which is most likely lower-density and typically

requires a vehicle to access non-residential locations.

ZIMMERMAN/VOLK ASSOCIATES, INC.

March, 2023

Over the past three decades, Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

As a result of this process, Zimmerman/Volk Associates has categorized the housing and neighborhood propensities of 68 target market groups, the most affluent of which can afford the most expensive new ownership units and the least affluent are candidates for the least expensive existing rental apartments; a sizable percentage of the latter group require some form of housing assistance.

Once the draw areas for a property have been defined, then—through analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

DETERMINATION OF THE ANNUAL AVERAGE POTENTIAL MARKET FOR RICHMOND CITY (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, detail the annual average number and type of households that have the potential to move within or to Richmond City each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 3. Internal Mobility (Households Moving within Richmond City)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas Inc. to determine the number of households in each

March, 2023

target market group that will move from one residence to another within a specific area or jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 12,050 households living in Richmond City have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Younger singles and couples (as characterized within eight target market groups) are likely to make up 71.9 percent of these households; 16.2 percent are likely to be traditional and non-traditional families (in 12 market groups); and the remaining 12 percent are likely to be empty nesters and retirees (in 11 groups).

Appendix One, Tables 4 through 6

External Mobility (Households Moving to Richmond City from Outside the City Limits)—

These tables determine the annual average number of households in each target market group living in Henrico County, Chesterfield County, and the balance of the United States likely to move to Richmond City each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 7.

Annual Average Market Potential for the Richmond City—

This table summarizes Appendix One, Tables 3 through 6. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Richmond City each year over the next five years originating from households living in the designated draw areas. An average of 23,630 households of all incomes have the potential to move within or to the city each year over the next five years.

Younger singles and couples are likely to account for 56.6 percent of the annual potential market (in all 17 of Zimmerman/Volk Associates' younger target market groups); another 26 percent are likely

to be traditional and non-traditional families (in all 25 family groups); and 17.4 percent are likely to be empty nesters and retirees (in all 26 empty nester/retiree groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Richmond City is shown on the following table:

Annual Average Market Potential by Draw Area

Richmond City, Virginia

Richmond City: 51.0%
Henrico County: 11.9%
Chesterfield County: 8.8%
Balance of the U.S.: 28.3%

Total: 100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

DETERMINATION OF THE ANNUAL AVERAGE POTENTIAL MARKET FOR THE GILPIN COURT STUDY AREA—

The annual average potential market for new and existing housing units within the Gilpin Court Study Area includes the same draw areas as for the city as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to the Study Area each year over the next five years.

Appendix One, Tables 8 through 15. Annual Average Market Potential for the Gilpin Court Study Area—

As determined by the target market methodology, then, an annual average of 2,205 of the 23,630 households of all incomes that represent the annual average market for new and existing housing units in Richmond City are a market for new and existing housing units of any kind located within the Study Area. Of these households, 54.9 percent are likely to be younger singles and couples (in 11 target market groups); 24 percent are likely to be traditional and non-traditional

families (in 10 market groups); and the remaining 21.1 percent are likely to be empty nesters and retirees (in 12 groups). (*Reference* Appendix One, Table 8.)

The distribution of the draw areas as a percentage of the potential market for the Gilpin Court Study Area is shown on the following table:

> Annual Average Market Potential by Draw Area The Gilpin Court Study Area Richmond City, Virginia

> > Richmond City: 64.2%
> > Henrico County: 8.4%
> > Chesterfield County: 3.8%
> > Balance of the U.S.: 23.6%
> >
> > Total: 100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The annual average of 2,205 draw area households of all incomes that have the potential to move within or to the Gilpin Court Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Of these 2,205 households, 60.5 percent (or 1,334 households) comprise the annual average potential market for new and existing rental units in the Study Area. The remaining 39.5 percent (or 871 households) comprise the annual average potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 9.)

Of the 871 buyer households of all incomes, 21.2 percent (or 185 households) comprise the annual average market potential for new and existing multi-family for-sale units (condominium apartments); another 25.8 percent (225 households) comprise the annual market potential for new and existing attached single-family for-sale units (rowhouse/townhouse/duplex); and 52.9 percent (461 households) comprise the annual market potential for new and existing single-family detached for-sale houses. (*Reference* Appendix One, Table 10.)

The income limits in Richmond by household size and percent of median family income—based on the Richmond, VA MSA median family income (AMI), which, as determined by the U.S. Department

of Housing and Urban Development (HUD) in 2022, is \$101,000 for a family of four— are shown on the following table:

Fiscal Year 2022 Income Limits Richmond City, Virginia

| Number of Persons In Household | EXTREMELY LOW 30% OF MEDIAN * | VERY LOW 50% of Median | Low 80% of Median |
|-----------------------------------|-------------------------------|---------------------------|----------------------|
| One | \$21,150 | \$35,250 | \$56,400 |
| Two | \$24,200 | \$40,300 | \$64,450 |
| Three | \$27,200 | \$45,350 | \$72,500 |
| Four | \$30,200 | \$50,350 | \$80,550 |
| Five | \$32,650 | \$54,400 | \$87,000 |
| Six | \$37,190 | \$58,450 | \$93,450 |
| Seven | \$41,910 | \$62,450 | \$99,900 |
| Eight | \$46,630 | \$66,500 | \$106,350 |

^{*} The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low income limits. Consequently, the extremely low income limits may equal the very low (50 percent) income limits.

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

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the following table:

Additional Income Limits Richmond City, Virginia

| NUMBER OF PERSONS | | |
|-------------------|------------------|----------------|
| In Household | 60% of Median | 100% of Median |
| One | \$42,3 00 | \$70,700 |
| Two | \$48,350 | \$80,800 |
| Three | \$54,400 | \$90,900 |
| Four | \$60,400 | \$101,000 |
| Five | \$65,250 | \$109,100 |
| Six | \$70,100 | \$117,200 |
| Seven | \$74,900 | \$125,250 |
| Eight | \$79,750 | \$133,350 |
| | | |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

RENTER HOUSEHOLD DISTRIBUTION

The 1,334 households that comprise the annual potential renter market have been grouped by income, using the income limits shown on the preceding tables, as shown on the following table (*see* Appendix One, Table 11):

Renter Households By Income The Gilpin Court Study Area Richmond City, Virginia

| | Number of | |
|--------------------------|------------|------------|
| INCOME BAND | HOUSEHOLDS | PERCENTAGE |
| Below 30% AMI | 347 | 26.0% |
| Between 30% and 60% AMI | 313 | 23.5% |
| Between 60% and 80% AMI | 158 | 11.8% |
| Between 80% and 100% AMI | 131 | 9.8% |
| Above 100% AMI | <u>385</u> | 28.9% |
| Total: | 1,334 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

BUYER HOUSEHOLD DISTRIBUTION

As noted above, the remaining 39.5 percent of the annual average potential market (or 871 households of all incomes) comprise the market for new and existing for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the table following this page. (*Reference* Appendix One, Table 12.)

Owner Households By Income The Gilpin Court Study Area Richmond City, Virginia

| | Number of | |
|--------------------------|------------|---------------|
| INCOME BAND | Households | PERCENTAGE |
| Below 30% AMI | 179 | 20.5% |
| Between 30% and 60% AMI | 194 | 22.3% |
| Between 60% and 80% AMI | 97 | 11.1% |
| Between 80% and 100% AMI | 86 | 9.9% |
| Above 100% AMI | <u>315</u> | <u>36.2</u> % |
| Total: | 871 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 185 households (21.2 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 13):

Multi-Family Owner Households By Income The Gilpin Court Study Area Richmond City, Virginia

| | Number of | |
|--------------------------|------------|---------------|
| INCOME BAND | HOUSEHOLDS | PERCENTAGE |
| Below 30% AMI | 43 | 23.3% |
| Between 30% and 60% AMI | 38 | 20.5% |
| Between 60% and 80% AMI | 19 | 10.3% |
| Between 80% and 100% AMI | 16 | 8.6% |
| Over 100% AMI | <u>69</u> | <u>37.3</u> % |
| Total: | 185 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 225 households (25.8 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the table following this page. (*Reference* Appendix One, Table 14).

Single-Family Attached Owner Households By Income The Gilpin Court Study Area Richmond City, Virginia

| | NUMBER OF | |
|--------------------------|------------|---------------|
| INCOME BAND | Households | PERCENTAGE |
| Below 30% AMI | 47 | 20.9% |
| Between 30% and 60% AMI | 52 | 23.1% |
| Between 60% and 80% AMI | 23 | 10.2% |
| Between 80% and 100% AMI | 21 | 9.3% |
| Over 100% AMI | <u>82</u> | <u>36.5</u> % |
| Total: | 225 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 461 households (52.9 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 15):

Single-Family Detached Owner Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

| | Number of | |
|--------------------------|------------|---------------|
| INCOME BAND | HOUSEHOLDS | PERCENTAGE |
| Below 30% AMI | 89 | 19.3% |
| Between 30% and 60% AMI | 104 | 22.6% |
| Between 60% and 80% AMI | 55 | 11.9% |
| Between 80% and 100% AMI | 49 | 10.6% |
| Over 100% AMI | <u>164</u> | <u>35.6</u> % |
| Total: | 461 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides the number of households by

cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates' target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geodemographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*, a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

- Age;
- Household composition; and/or
- Economic status.

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a correlation between *Full-Nest Suburbanites* and *Full-Nest Exurbanites*; if a *Full-Nest Suburbanite* household moves to the exurbs, they become a *Full-Nest Exurbanite* household, if the move is not accompanied by a significant change in socio-economic status. In contrast, if a *Full-Nest Suburbanite* household moves within the metropolitan suburbs, and also improves their socio-economic standing, that household would likely be characterized as *Nouveau Money* or *Corporate Establishment*.

<u>Household Classification Methodology:</u>

Household classifications were originally based on the PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system in 2005. The PRIZM PREMIER system now in place was updated in 2016 to include 68 household groups, each ranging between one and two and a half million households. The revised household classifications are based on PRIZM which was developed through unique classification and regression trees delineating 68 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 35 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



METHODOLOGY: An Analysis of Residential Market Potential
The Gilpin Court Study Area
Richmond City, Virginia
March, 2023

Appendix One Tables



Gross Annual Household In-Migration
Richmond City, Virginia
2015, 2016, 2017, 2018, 2019

| County of Origin | 20 Number | 015 Share | Number | 016 Share | 20 Number | 017 Share | 20 Number | 018 Share | Number | 019 Share |
|--------------------------|--------------|--------------|--------|--------------|--------------|--------------|--------------|--------------|--------|--------------|
| Henrico | 2,810 | 25.8% | 3,310 | 24.7% | 2,705 | 24.0% | 2,505 | 23.4% | 2,595 | 23.5% |
| Chesterfield | 2,010 | 18.4% | 2,365 | 17.6% | 2,080 | 18.5% | 1,920 | 17.9% | 1,880 | 17.0% |
| Hanover | 300 | 2.8% | 375 | 2.8% | 325 | 2.9% | 320 | 3.0% | 320 | 2.9% |
| Fairfax | 285 | 2.6% | 320 | 2.4% | 290 | 2.6% | 280 | 2.6% | 290 | 2.6% |
| District of Columbia, DC | 100 | 0.9% | 155 | 1.2% | 105 | 0.9% | 155 | 1.4% | 165 | 1.5% |
| Arlington | 105 | 1.0% | 145 | 1.1% | 110 | 1.0% | 130 | 1.2% | 145 | 1.3% |
| Virginia Beach City | 155 | 1.4% | 140 | 1.0% | 130 | 1.2% | 115 | 1.1% | 125 | 1.1% |
| Kings, NY | 85 | 0.8% | 110 | 0.8% | 85 | 0.8% | 85 | 0.8% | 120 | 1.1% |
| Prince William | 90 | 0.8% | 125 | 0.9% | 105 | 0.9% | 100 | 0.9% | 110 | 1.0% |
| Petersburg City | 120 | 1.1% | 140 | 1.0% | 120 | 1.1% | 110 | 1.0% | 110 | 1.0% |
| Albemarle | 80 | 0.7% | 110 | 0.8% | 95 | 0.8% | 95 | 0.9% | 105 | 1.0% |
| New York, NY | 60 | 0.6% | 105 | 0.8% | 65 | 0.6% | 45 | 0.4% | 105 | 1.0% |
| Newport News City | 90 | 0.8% | 105 | 0.8% | 60 | 0.5% | 80 | 0.7% | 95 | 0.9% |
| Charlottesville City | 75 | 0.7% | 105 | 0.8% | 95 | 0.8% | 90 | 0.8% | 90 | 0.8% |
| Norfolk City | 100 | 0.9% | 100 | 0.7% | 100 | 0.9% | 100 | 0.9% | 85 | 0.8% |
| Montgomery, MD | 55 | 0.5% | 60 | 0.4% | 60 | 0.5% | 60 | 0.6% | 85 | 0.8% |
| Loudoun | 65 | 0.6% | 105 | 0.8% | 80 | 0.7% | 95 | 0.9% | 85 | 0.8% |
| Stafford | 75 | 0.7% | 70 | 0.5% | 75 | 0.7% | 55 | 0.5% | 85 | 0.8% |
| James City | 80 | 0.7% | 100 | 0.7% | 75 | 0.7% | 70 | 0.7% | 75 | 0.7% |
| Goochland | 60 | 0.6% | 95 | 0.7% | 80 | 0.7% | 65 | 0.6% | 75 | 0.7% |
| Powhatan | 70 | 0.6% | 70 | 0.5% | 80 | 0.7% | 70 | 0.7% | 75 | 0.7% |
| Mecklenburg, NC | 40 | 0.4% | 80 | 0.6% | 55 | 0.5% | 60 | 0.6% | 70 | 0.6% |
| Los Angeles, CA | 45 | 0.4% | 65 | 0.5% | 60 | 0.5% | 50 | 0.5% | 65 | 0.6% |
| Spotsylvania | 75 | 0.7% | 75 | 0.6% | 80 | 0.7% | 75 | 0.7% | 60 | 0.5% |
| Alexandria City | 50 | 0.5% | 80 | 0.6% | 55 | 0.5% | 65 | 0.6% | 60 | 0.5% |
| Wake, NC | 55 | 0.5% | 85 | 0.6% | 55 | 0.5% | 75 | 0.7% | 55 | 0.5% |
| Philadelphia, PA | 45 | 0.4% | 35 | 0.3% | 40 | 0.4% | 35 | 0.3% | 55 | 0.5% |
| Prince George's, MD | 45 | 0.4% | 60 | 0.4% | 45 | 0.4% | 50 | 0.5% | 50 | 0.5% |
| Hopewell City | 60 | 0.6% | 45 | 0.3% | 55 | 0.5% | 45 | 0.4% | 50 | 0.5% |
| Chesapeake City | 70 | 0.6% | 60 | 0.4% | 50 | 0.4% | 60 | 0.6% | 50 | 0.5% |
| Prince George | 50 | 0.5% | 40 | 0.3% | 40 | 0.4% | 45 | 0.4% | 45 | 0.4% |
| Baltimore City, MD | 35 | 0.3% | 60 | 0.4% | 35 | 0.3% | 40 | 0.4% | 45 | 0.4% |
| Cook, IL | 40 | 0.4% | 70 | 0.5% | 45 | 0.4% | 45 | 0.4% | 45 | 0.4% |
| Roanoke City | 45 | 0.4% | 50 | 0.4% | 35 | 0.3% | 30 | 0.3% | 45 | 0.4% |
| Montgomery | 45 | 0.4% | 50 | 0.4% | 45 | 0.4% | 45 | 0.4% | 40 | 0.4% |
| All Other Counties | 3,320 | 30.5% | 4,345 | 32.4% | 3,655 | 32.4% | 3,460 | 32.3% | 3,485 | 31.6% |
| Total In-Migration: | 10,885 | 100.0% | 13,410 | 100.0% | 11,270 | 100.0% | 10,725 | 100.0% | 11,040 | 100.0% |

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;

Gross Annual Household Out-Migration
Richmond City, Virginia
2015, 2016, 2017, 2018, 2019

| Destination County | 20 Number | 015 Share | Number | 016 Share | Number | 017 Share | Number | 018 Share | Number | 019 Share |
|--------------------------|--------------|------------------|--------|--------------|--------|--------------|--------|--------------|------------|--------------|
| Henrico | 3,395 | 31.4% | 4,445 | 30.4% | 3,525 | 30.6% | 3,525 | 30.9% | 3,540 | 29.4% |
| Chesterfield | 2,235 | 20.7% | 3,115 | 21.3% | 2,350 | 20.4% | 2,375 | 20.8% | 2,720 | 29.4% |
| Hanover | 305 | 2.8% | 430 | 2.9% | 330 | 2.9% | 325 | 2.8% | 355 | 2.9% |
| Fairfax | 175 | 1.6% | 250 | 1.7% | 170 | 1.5% | 205 | 1.8% | 190 | 1.6% |
| District of Columbia, DC | 100 | 0.9% | 145 | 1.0% | 110 | 1.0% | 100 | 0.9% | 100 | 0.8% |
| Arlington | 70 | 0.5% | 95 | 0.7% | 75 | 0.7% | 80 | 0.7% | 85 | 0.7% |
| Virginia Beach City | 85 | 0.8% | 120 | 0.7% | 95 | 0.7% | 105 | 0.7% | 110 | 0.7% |
| Kings, NY | 95 | 0.9% | 90 | 0.6% | 85 | 0.7% | 75 | 0.7% | 65 | 0.5% |
| Prince William | 70 | 0.6% | 80 | 0.5% | 70 | 0.6% | 65 | 0.6% | 75 | 0.6% |
| Petersburg City | 95 | 0.0% | 135 | 0.9% | 115 | 1.0% | 115 | 1.0% | 145 | 1.2% |
| Albemarle | 60 | 0.6% | 85 | 0.6% | 50 | 0.4% | 70 | 0.6% | 55 | 0.5% |
| New York, NY | 75 | 0.7% | 75 | 0.5% | 60 | 0.4% | 65 | 0.6% | 65 | 0.5% |
| Newport News City | 50 | 0.5% | 70 | 0.5% | 60 | 0.5% | 50 | 0.4% | 55 | 0.5% |
| Charlottesville City | 45 | $0.3\% \\ 0.4\%$ | 55 | 0.4% | 50 | 0.4% | 50 | 0.4% | 50 | 0.4% |
| Norfolk City | 60 | 0.6% | 90 | 0.6% | 60 | 0.5% | 70 | 0.6% | <i>7</i> 5 | 0.6% |
| Montgomery, MD | 35 | 0.3% | 60 | 0.4% | 50 | 0.4% | 40 | 0.4% | 45 | 0.4% |
| Loudoun | 45 | 0.4% | 60 | 0.4% | 60 | 0.5% | 50 | 0.4% | 45 | 0.4% |
| Stafford | 45 | 0.4% | 50 | 0.3% | 50 | 0.4% | 45 | 0.4% | 40 | 0.3% |
| James City | 45 | 0.4% | 50 | 0.3% | 45 | 0.4% | 40 | 0.4% | 35 | 0.3% |
| Goochland | 70 | 0.6% | 110 | 0.8% | 80 | 0.7% | 80 | 0.7% | 95 | 0.8% |
| Powhatan | 55 | 0.5% | 85 | 0.6% | 55 | 0.5% | 70 | 0.6% | 70 | 0.6% |
| Mecklenburg, NC | 70 | 0.6% | 95 | 0.7% | 80 | 0.7% | 70 | 0.6% | 90 | 0.7% |
| Los Angeles, CA | 60 | 0.6% | 80 | 0.5% | 65 | 0.6% | 75 | 0.7% | 55 | 0.5% |
| Spotsylvania | 30 | 0.3% | 55 | 0.4% | 45 | 0.4% | 50 | 0.4% | 60 | 0.5% |
| Alexandria City | 35 | 0.3% | 55 | 0.4% | 50 | 0.4% | 55 | 0.5% | 40 | 0.3% |
| Wake, NC | 45 | 0.4% | 80 | 0.5% | 65 | 0.6% | 70 | 0.6% | 80 | 0.7% |
| Philadelphia, PA | 45 | 0.4% | 70 | 0.5% | 65 | 0.6% | 45 | 0.4% | 60 | 0.5% |
| Prince George's, MD | 45 | 0.4% | 55 | 0.4% | 55 | 0.5% | 45 | 0.4% | 40 | 0.3% |
| Hopewell City | 50 | 0.5% | 80 | 0.5% | 75 | 0.7% | 70 | 0.6% | 85 | 0.7% |
| Chesapeake City | 35 | 0.3% | 55 | 0.4% | 35 | 0.3% | 35 | 0.3% | 45 | 0.4% |
| Prince George | 20 | 0.2% | 35 | 0.2% | 40 | 0.3% | 35 | 0.3% | 40 | 0.3% |
| Baltimore City, MD | 35 | 0.3% | 60 | 0.4% | 40 | 0.3% | 40 | 0.4% | 40 | 0.3% |
| Cook, IL | 55 | 0.5% | 85 | 0.6% | 70 | 0.6% | 50 | 0.4% | 45 | 0.4% |
| Roanoke City | 25 | 0.2% | 30 | 0.2% | 25 | 0.2% | 30 | 0.3% | 30 | 0.2% |
| Montgomery | 0 | 0.0% | 30 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| All Other Counties | 3,035 | 28.1% | 4,045 | 27.7% | 3,255 | 28.3% | 3,140 | 27.5% | 3,320 | 27.6% |
| Total Out-Migration: | 10,795 | 100.0% | 14,605 | 100.0% | 11,510 | 100.0% | 11,410 | 100.0% | 12,045 | 100.0% |

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;

Net Annual Household Migration Richmond City, Virginia

2015, 2016, 2017, 2018, 2019

| County | 2015 | 2016 Number | 2017 | 2018 Number | 2019 Number |
|--------------------------|------------|----------------|------------|----------------|----------------|
| , | | | | | |
| Henrico | -585 | -1,135 | -820 | -1,020 | -945 |
| Chesterfield | -230 | <i>-7</i> 50 | -270 | -4 55 | -840 |
| Hanover | - 5 | -55 | - 5 | -5 | -35 |
| Fairfax | 110 | 70 | 120 | 75 | 100 |
| District of Columbia, DC | 0 | 10 | - 5 | 55 | 65 |
| Arlington | 35 | 50 | 35 | 50 | 60 |
| Virginia Beach City | 70 | 20 | 35 | 10 | 15 |
| Kings, NY | -10 | 20 | 0 | 10 | 55 |
| Prince William | 20 | 45 | 35 | 35 | 35 |
| Petersburg City | 25 | 5 | 5 | -5 | -35 |
| Albemarle | 20 | 25 | 45 | 25 | 50 |
| New York, NY | -15 | 30 | 5 | -20 | 40 |
| Newport News City | 40 | 35 | 0 | 30 | 40 |
| Charlottesville City | 30 | 50 | 45 | 40 | 40 |
| Norfolk City | 40 | 10 | 40 | 30 | 10 |
| Montgomery, MD | 20 | 0 | 10 | 20 | 40 |
| Loudoun | 20 | 45 | 20 | 45 | 40 |
| Stafford | 30 | 20 | 25 | 10 | 45 |
| James City | 35 | 50 | 30 | 30 | 40 |
| Goochland | -10 | -15 | 0 | -15 | -20 |
| Powhatan | 15 | -15 | 25 | 0 | 5 |
| Mecklenburg, NC | -30 | -15 | -25 | -10 | -20 |
| Los Angeles, CA | -15 | -15 | -5 | -25 | 10 |
| Spotsylvania | 45 | 20 | 35 | 25 | 0 |
| Alexandria City | 15 | 25 | 5 | 10 | 20 |
| Wake, NC | 10 | 5 | -10 | 5 | -25 |
| Philadelphia, PA | 0 | -35 | -25 | -10 | -5 |
| Prince George's, MD | 0 | 5 | -10 | 5 | 10 |
| Hopewell City | 10 | -35 | -20 | -25 | -35 |
| Chesapeake City | 35 | 5 | 15 | 25 | 5 |
| Prince George | 30 | 5 | 0 | 10 | 5 |
| Baltimore City, MD | 0 | 0 | -5 | 0 | 5 |
| Cook, IL | -15 | -15 | -25 | - 5 | 0 |
| Roanoke City | 20 | 20 | 10 | 0 | 15 |
| Montgomery | 45 | 20 | 45 | 45 | 40 |
| All Other Counties | 285 | 300 | 400 | 320 | 165 |
| Total Net Migration: | 90 | -1,195 | -240 | -685 | -1,005 |

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;

Richmond City, Virginia

| Household Type/ Geographic Designation | Estimated Number | Estimated Share | |
|---|---------------------|--------------------|--|
| Empty Nesters & Retirees | 20 500 | 20/ | |
| & Kettrees | 29,590 | 28.3% | |
| Metropolitan Cities | 0 | 0.0% | |
| Small Cities/Satellite Cities | 15,440 | 14.8% | |
| Metropolitan Suburbs | 14,150 | 13.5% | |
| Town & Country/Exurbs | 0 | 0.0% | |
| 10wn o Country/Exures | O | 0.070 | |
| | | | |
| Traditional & | | | |
| Non-Traditional Families | 26,240 | 25.1% | |
| | , | , | |
| Metropolitan Cities | 0 | 0.0% | |
| Small Cities/Satellite Cities | 14,955 | 14.3% | |
| Metropolitan Suburbs | 11,270 | 10.8% | |
| Town & Country/Exurbs | 15 | 0.0% | |
| Town & Commy, Zumes | 10 | 0.070 | |
| | | | |
| Younger | | | |
| Singles & Couples | 48,680 | 46.6% | |
| M. 11. C''. | 0 | 0.004 | |
| Metropolitan Cities | 0 | 0.0% | |
| Small Cities/Satellite Cities | 30,205 | 28.9% | |
| Metropolitan Suburbs | 18,470 | 17.7% | |
| Town & Country/Exurbs | 5 | 0.0% | |
| | | | |
| Total | : 104,510 | 100.0% | |

2023 Estimated Median Income: \$57,700 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$318,000 2023 Estimated National Median Home Value: \$305,400

Richmond City, Virginia

| - | Estimated Number | Estimated Share | Estimated | Estimated |
|---|---------------------|--------------------|------------------|---------------------------|
| Empty Nesters & Retirees | 29,590 | 28.3% | Median Income | Median Home Value |
| & Retirees | 29,390 | 20.3/0 | Income | 110me vaiue |
| Metropolitan Cities | | | | |
| The Social Register | 0 | 0.0% | | |
| Urban Establishment | 0 | 0.0% | | |
| Multi-Ethnic Empty Nesters | 0 | 0.0% | | |
| Cosmopolitan Couples | 0 | 0.0% | | |
| Subtotal: | 0 | 0.0% | | |
| | | | | |
| Small Cities/Satellite Cities | 4 455 | 4.407 | #0 2 400 | # 22 < T 22 |
| Second City Establishment | 1,475 | 1.4% | \$83,100 | \$326,500 |
| Blue-Collar Retirees | 2,450 | 2.3% | \$51,300 | \$176,300 |
| Middle-Class Move-Downs | 1,595 | 1.5% | \$48,900 | \$207,700 |
| Hometown Seniors | 5,515 | 5.3% | \$35,000 | \$121,900 |
| Second City Seniors | 4,405 | 4.2% | \$30,500 | \$187,700 |
| Subtotal: | 15,440 | 14.8% | | |
| Metropolitan Suburbs | | | | |
| The One Percenters | 2,050 | 2.0% | \$154,500 | \$793,000 |
| Old Money | 1,560 | 1.5% | \$148,600 | \$976,200 |
| Affluent Empty Nesters | 1,370 | 1.3% | \$123,700 | \$634,100 |
| Suburban Establishment | 3,290 | 3.1% | \$100,600 | \$426,600 |
| Mainstream Empty Nesters | 2,130 | 2.0% | \$67,500 | \$255,600 |
| Middle-American Retirees | 3,750 | 3.6% | \$66,800 | \$259,000 |
| Subtotal: | 14,150 | 13.5% | | |
| Tames Co Campbell Tames | | | | |
| Town & Country/Exurbs Small-Town Patriarchs | 0 | 0.0% | | |
| Pillars of the Community | 0 | 0.0% | | |
| New Empty Nesters | 0 | 0.0% | | |
| Traditional Couples | 0 | 0.0% | | |
| RV Retirees | 0 | 0.0% | | |
| Country Couples | 0 | 0.0% | | |
| Hometown Retirees | 0 | 0.0% | | |
| Heartland Retirees | 0 | 0.0% | | |
| Village Elders | 0 | 0.0% | | |
| Small-Town Seniors | 0 | 0.0% | | |
| Back Country Seniors | 0 | 0.0% | | |
| Subtotal: | 0 | 0.0% | | |
| Suo ioiii. | U | 0.0/0 | | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| _ | Estimated Number | Estimated Share | Estimated | Estimated |
|--------------------------------------|---------------------|--------------------|-----------------|--------------------|
| Traditional & | | ~ | Median | Median |
| Non-Traditional Families | 26,240 | 25.1% | Income | Home Value |
| Metropolitan Cities | | | | |
| e-Type Families | 0 | 0.0% | | |
| Multi-Cultural Families | 0 | 0.0% | | |
| Inner-City Families | 0 | 0.0% | | |
| Single-Parent Families | 0 | 0.0% | | |
| Subtotal: | 0 | 0.0% | | |
| a # au la . #u au | | | | |
| Small Cities/Satellite Cities | F 0FF | | ¢07.700 | ф. 12 0.000 |
| Unibox Transferees | 5,955 | 5.7% | \$96,600 | \$420,900 |
| Multi-Ethnic Families | 535 | 0.5% | \$72,500 | \$298,000 |
| Uptown Families | 2,405 | 2.3% | \$68,000 | \$270,800 |
| In-Town Families | 1,450 | 1.4% | \$43,700 | \$155,500 |
| New American Strivers | 4,610 | 4.4% | \$40,800 | \$191,600 |
| Subtotal: | 14,955 | 14.3% | | |
| Metropolitan Suburbs | | | | |
| Corporate Establishment | 1,135 | 1.1% | \$161,900 | \$712,300 |
| Nouveau Money | 2,365 | 2.3% | \$121,600 | \$485,200 |
| Button-Down Families | 2,070 | 2.0% | \$107,300 | \$436,900 |
| Fiber-Optic Families | 2,530 | 2.4% | \$94,800 | \$328,800 |
| Late-Nest Suburbanites | 1,435 | 1.4% | \$82,900 | \$427,300 |
| Full-Nest Suburbanites | 610 | 0.6% | \$77,800 | \$381,900 |
| Kids 'r' Us | 1,125 | 1.1% | \$72,000 | \$267,500 |
| Subtotal: - | 11,270 | 10.8% | . , | . , |
| Tarm C. Cambool Front | | | | |
| Town & Country/Exurbs Ex-Urban Elite | 0 | 0.0% | | |
| | 0 5 | $0.0\% \\ 0.0\%$ | ¢05 000 | ¢212 100 |
| New Town Families | | , | \$95,000 | \$312,100 |
| Full-Nest Exurbanites | 0 | 0.0% | | |
| Rural Families | 0 | 0.0% | | |
| Traditional Families | 0 | 0.0% | φ 72 000 | ф 22 0, 000 |
| Small-Town Families | 5 | 0.0% | \$73,000 | \$329,800 |
| Four-by-Four Families | 5 | 0.0% | \$69,400 | \$256,400 |
| Rustic Families | 0 | 0.0% | | |
| Hometown Families | 0 | 0.0% | | |
| Subtotal: | 15 | 0.0% | | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| _ | Estimated Number | Estimated Share | Estimated | Estimated |
|-------------------------------|---------------------|--------------------|-----------|------------|
| Younger | | | Median | Median |
| Singles & Couples | 48,680 | 46.6% | Income | Home Value |
| Metropolitan Cities | | | | |
| New Power Couples | 0 | 0.0% | | |
| New Bohemians | 0 | 0.0% | | |
| Cosmopolitan Elite | 0 | 0.0% | | |
| Downtown Couples | 0 | 0.0% | | |
| Downtown Proud | 0 | 0.0% | | |
| Subtotal: | 0 | 0.0% | | |
| Small Cities/Satellite Cities | | | | |
| The VIPs | 6,055 | 5.8% | \$74,100 | \$432,700 |
| | · | 3.5% | \$40,400 | |
| Small-City Singles | 3,640 | , | | \$131,100 |
| Twentysomethings | 10,480 | 10.0% | \$39,500 | \$277,900 |
| Second-City Strivers | 3,945 | 3.8% | \$39,700 | \$215,800 |
| Multi-Ethnic Singles | 6,085 | 5.8% | \$24,800 | \$122,800 |
| Subtotal: | 30,205 | 28.9% | | |
| Metropolitan Suburbs | | | | |
| Fast-Track Professionals | 9,025 | 8.6% | \$73,800 | \$461,400 |
| Suburban Achievers | 3,235 | 3.1% | \$50,600 | \$179,100 |
| Suburban Strivers | 6,210 | 5.9% | \$46,100 | \$223,700 |
| Subtotal: | 18,470 | 17.7% | | |
| Town & Country/Exurbs | | | | |
| Hometown Sweethearts | 5 | 0.0% | \$49,100 | \$179,300 |
| Blue-Collar Traditionalists | 0 | 0.0% | ψ12,100 | Ψ17.7,000 |
| Rural Couples | 0 | 0.0% | | |
| Rural Strivers | 0 | 0.0% | | |
| Subtotal: | 5 | 0.0% | | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| Household Type/ Geographic Designation | Estimated Number | Potential | Share of Potential | |
|---|-----------------------------|--------------------------|--------------------------------|--|
| Empty Nesters & Retirees | 29,590 | 1,440 | 12.0% | |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 0 15,440 14,150 0 | 0 860 580 0 | 0.0% 7.1% 4.8% 0.0% | |
| Traditional & Non-Traditional Families | 26,240 | 1,950 | 16.2% | |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 0 14,955 11,270 15 | 0 1,475 475 0 | 0.0% 12.2% 3.9% 0.0% | |
| Younger Singles & Couples | 48,680 | 8,660 | 71.9% | |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 0 30,205 18,470 5 | 0 5,300 3,360 0 | 0.0% 44.0% 27.9% 0.0% | |
| Total: | 104,510 | 12,050 | 100.0% | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| Emarky Nachana | Estimated Number | <u>Potential</u> | Share of Potential | |
|-------------------------------|---------------------|------------------|-----------------------|--|
| Empty Nesters & Retirees | 29,590 | 1,440 | 12.0% | |
| Metropolitan Cities | | | | |
| The Social Register | 0 | 0 | 0.0% | |
| Urban Establishment | 0 | 0 | 0.0% | |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0.0% | |
| Cosmopolitan Couples | 0 | 0 | 0.0% | |
| Subtotal: | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | | | | |
| Second City Establishment | 1,475 | 45 | 0.4% | |
| Blue-Collar Retirees | 2,450 | 150 | 1.2% | |
| Middle-Class Move-Downs | 1,595 | 60 | 0.5% | |
| Hometown Seniors | 5,515 | 105 | 0.9% | |
| Second City Seniors | 4,405 | 500 | 4.1% | |
| Subtotal: | 15,440 | 860 | 7.1% | |
| Metropolitan Suburbs | | | | |
| The One Percenters | 2,050 | 60 | 0.5% | |
| Old Money | 1,560 | 30 | 0.2% | |
| Affluent Empty Nesters | 1,370 | 30 | 0.2% | |
| Suburban Establishment | 3,290 | 115 | 1.0% | |
| Mainstream Empty Nesters | 2,130 | 140 | 1.2% | |
| Middle-American Retirees | 3,750 | 205 | 1.7% | |
| Subtotal: | 14,150 | 580 | 4.8% | |
| Town & Country/Exurbs | | | | |
| Small-Town Patriarchs | 0 | 0 | 0.0% | |
| Pillars of the Community | 0 | 0 | 0.0% | |
| New Empty Nesters | 0 | 0 | 0.0% | |
| Traditional Couples | 0 | 0 | 0.0% | |
| RV Retirees | 0 | 0 | 0.0% | |
| Country Couples | 0 | 0 | 0.0% | |
| Hometown Retirees | 0 | 0 | 0.0% | |
| Heartland Retirees | 0 | 0 | 0.0% | |
| Village Elders | 0 | 0 | 0.0% | |
| Small-Town Seniors | 0 | 0 | 0.0% | |
| Back Country Seniors | 0 | 0 | 0.0% | |
| Subtotal: | 0 | 0 | 0.0% | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| Traditional & | Estimated Number | Potential | Share of Potential | |
|-------------------------------|---------------------|-----------|-----------------------|--|
| Non-Traditional Families | 26,240 | 1,950 | 16.2% | |
| Metropolitan Cities | | | | |
| e-Type Families | 0 | 0 | 0.0% | |
| Multi-Cultural Families | 0 | 0 | 0.0% | |
| Inner-City Families | 0 | 0 | 0.0% | |
| Single-Parent Families | 0 | 0 | 0.0% | |
| Subtotal: | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | | | | |
| Unibox Transferees | 5,955 | 350 | 2.9% | |
| Multi-Ethnic Families | 535 | 50 | 0.4% | |
| Uptown Families | 2,405 | 260 | 2.2% | |
| In-Town Families | 1,450 | 175 | 1.5% | |
| New American Strivers | 4,610 | 640 | 5.3% | |
| Subtotal: | 14,955 | 1,475 | 12.2% | |
| Metropolitan Suburbs | | | | |
| Corporate Establishment | 1,135 | 40 | 0.3% | |
| Nouveau Money | 2,365 | 90 | 0.7% | |
| Button-Down Families | 2,070 | 55 | 0.5% | |
| Fiber-Optic Families | 2,530 | 60 | 0.5% | |
| Late-Nest Suburbanites | 1,435 | 120 | 1.0% | |
| Full-Nest Suburbanites | 610 | 30 | 0.2% | |
| Kids 'r' Us | 1,125 | 80 | 0.7% | |
| Subtotal: | 11,270 | 475 | 3.9% | |
| Town & Country/Exurbs | | | | |
| Ex-Urban Elite | 0 | 0 | 0.0% | |
| New Town Families | 5 | 0 | 0.0% | |
| Full-Nest Exurbanites | 0 | 0 | 0.0% | |
| Rural Families | 0 | 0 | 0.0% | |
| Traditional Families | 0 | 0 | 0.0% | |
| Small-Town Families | 5 | 0 | 0.0% | |
| Four-by-Four Families | 5 | 0 | 0.0% | |
| Rustic Families | 0 | 0 | 0.0% | |
| Hometown Families | 0 | 0 | 0.0% | |
| Subtotal: | 15 | 0 | 0.0% | |

SOURCE: Claritas, Inc.;

Richmond City, Virginia

| | Estimated Number | Potential | Share of Potential | |
|--|---------------------|-----------|-----------------------|--|
| Younger | 40.600 | 9.660 | 71.00/ | |
| Singles & Couples | 48,680 | 8,660 | 71.9% | |
| Metropolitan Cities | | | | |
| New Power Couples | 0 | 0 | 0.0% | |
| New Bohemians | 0 | 0 | 0.0% | |
| Cosmopolitan Elite | 0 | 0 | 0.0% | |
| Downtown Couples | 0 | 0 | 0.0% | |
| Downtown Proud | 0 | 0 | 0.0% | |
| Subtotal: | 0 | 0 | 0.0% | |
| | | | | |
| Small Cities/Satellite Cities | | | | |
| The VIPs | 6,055 | 680 | 5.6% | |
| Small-City Singles | 3,640 | 485 | 4.0% | |
| Twentysomethings | 10,480 | 2,345 | 19.5% | |
| Second-City Strivers | 3,945 | 705 | 5.9% | |
| Multi-Ethnic Singles | 6,085 | 1,085 | 9.0% | |
| Subtotal: | 30,205 | 5,300 | 44.0% | |
| | | | | |
| Metropolitan Suburbs | | | 4- 404 | |
| Fast-Track Professionals | 9,025 | 1,885 | 15.6% | |
| Suburban Achievers | 3,235 | 165 | 1.4% | |
| Suburban Strivers | 6,210 | 1,310 | 10.9% | |
| Subtotal: | 18,470 | 3,360 | 27.9% | |
| Town C. Country Town | | | | |
| Town & Country/Exurbs Hometown Sweethearts | F | 0 | 0.00/ | |
| Blue-Collar Traditionalists | 5 | 0 | 0.0% | |
| | 0 | 0 | 0.0% | |
| Rural Couples Rural Strivers | 0 | 0 | 0.0% | |
| Kurai Strivers Subtotal: | | 0 | 0.0% | |
| Subtotal: | 5 | U | 0.0% | |

SOURCE: Claritas, Inc.;

Henrico County, Virginia

| Household Type/ Geographic Designation | Estimated Number | Potential | Share of Potential | |
|---|---------------------|-----------|-----------------------|--|
| Empty Nesters | | | | |
| & Retirees | 50,200 | 590 | 21.0% | |
| | | | | |
| Metropolitan Cities | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | 18,500 | 235 | 8.3% | |
| Metropolitan Suburbs | 24,410 | 260 | 9.2% | |
| Town & Country/Exurbs | 7,290 | 95 | 3.4% | |
| | | | | |
| T 1'4' 1 0 | | | | |
| Traditional & | | 000 | •• •• | |
| Non-Traditional Families | 52,565 | 900 | 32.0% | |
| 11. 11. 01. | 0 | 0 | 0.004 | |
| Metropolitan Cities | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | 14,565 | 400 | 14.2% | |
| Metropolitan Suburbs | 26,380 | 280 | 9.9% | |
| Town & Country/Exurbs | 11,620 | 220 | 7.8% | |
| | | | | |
| Younger | | | | |
| Singles & Couples | 32,560 | 1,325 | 47.1% | |
| | | | | |
| Metropolitan Cities | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | 16,650 | 720 | 25.6% | |
| Metropolitan Suburbs | 13,710 | 555 | 19.7% | |
| Town & Country/Exurbs | 2,200 | 50 | 1.8% | |
| | | | | |
| Total: | 135,325 | 2,815 | 100.0% | |

SOURCE: Claritas, Inc.;

Henrico County, Virginia

| | Estimated Number | Potential | Share of Potential |
|-------------------------------|---------------------|------------|-----------------------|
| Empty Nesters & Retirees | 50,200 | 590 | 21.0% |
| & Retirees | 30,200 | 370 | 21.0/0 |
| Metropolitan Cities | | | |
| The Social Register | 0 | 0 | 0.0% |
| Urban Establishment | 0 | 0 | 0.0% |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Subtotal: | 0 | 0 | 0.0% |
| Small Cities/Satellite Cities | | | |
| Second City Establishment | 3,585 | 30 | 1.1% |
| Blue-Collar Retirees | 5,545 | 90 | 3.2% |
| Middle-Class Move-Downs | 2,560 | 25 | 0.9% |
| Hometown Seniors | 4,410 | 20 | 0.7% |
| Second City Seniors | 2,400 | 70 | 2.5% |
| Subtotal: | 18,500 | 235 | 8.3% |
| Metropolitan Suburbs | | | |
| The One Percenters | 4,520 | 35 | 1.2% |
| Old Money | 2,765 | 15 | 0.5% |
| Affluent Empty Nesters | 3,195 | 20 | 0.7% |
| Suburban Establishment | 3,345 | 30 | 1.1% |
| Mainstream Empty Nesters | 4,575 | <i>7</i> 5 | 2.7% |
| Middle-American Retirees | 6,010 | 85 | 3.0% |
| Subtotal: | 24,410 | 260 | 9.2% |
| Town & Country/Exurbs | | | |
| Small-Town Patriarchs | 765 | 5 | 0.2% |
| Pillars of the Community | 530 | 5 | 0.2% |
| New Empty Nesters | 1,035 | 10 | 0.4% |
| Traditional Couples | 1,005 | 10 | 0.4% |
| RV Retirees | 365 | 5 | 0.2% |
| Country Couples | 1,405 | 20 | 0.7% |
| Hometown Retirees | 390 | 5 | 0.2% |
| Heartland Retirees | 235 | 0 | 0.0% |
| Village Elders | 335 | 5 | 0.2% |
| Small-Town Seniors | 1,025 | 25 | 0.9% |
| Back Country Seniors | 200 | 5_ | 0.2% |
| Subtotal: | 7,290 | 95 | 3.4% |

SOURCE: Claritas, Inc.;

Henrico County, Virginia

| Non-Traditional & Non-Traditional Families 52,565 900 32.0% | | Estimated Number | Potential | Share of Potential |
|--|---|---------------------|-----------|-----------------------|
| e-Type Families 0 0 0.0% Multi-Cultural Families 0 0 0.0% Inner-City Families 0 0 0.0% Single-Parent Families 0 0 0.0% Subtotal: 0 0 0.0% Subtotal: 0 0 0.0% Small Cities/Satellite Cities Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% | | 52,565 | 900 | 32.0% |
| Multi-Cultural Families 0 0 0.0% Inner-City Families 0 0 0.0% Single-Parent Families 0 0 0.0% Subtotal: 0 0 0.0% Subtotal: 0 0 0.0% Small Cities/Satellite Cities Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% < | | | | |
| Inner-City Families | | 0 | 0 | |
| Single-Parent Families 0 0 0.0% Subtotal: 0 0 0.0% Small Cities/Satellite Cities Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% | | 0 | 0 | |
| Small Cities/Satellite Cities Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 | | 0 | 0 | |
| Small Cities/Satellite Cities Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families | Single-Parent Families | | | |
| Unibox Transferees 3,355 50 1.8% Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% | Subtotal: | 0 | 0 | 0.0% |
| Multi-Ethnic Families 880 20 0.7% Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | - · · · · · · · · · · · · · · · · · · · | | | |
| Uptown Families 4,575 130 4.6% In-Town Families 1,855 60 2.1% New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | | · | 50 | |
| In-Town Families | | | 20 | |
| New American Strivers 3,900 140 5.0% Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Uptown Families | 4,575 | 130 | |
| Subtotal: 14,565 400 14.2% Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | In-Town Families | 1,855 | 60 | 2.1% |
| Metropolitan Suburbs Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | New American Strivers | | | |
| Corporate Establishment 3,390 35 1.2% Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Subtotal: | 14,565 | 400 | 14.2% |
| Nouveau Money 5,465 55 2.0% Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Metropolitan Suburbs | | | |
| Button-Down Families 7,035 50 1.8% Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Corporate Establishment | 3,390 | 35 | 1.2% |
| Fiber-Optic Families 3,475 20 0.7% Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Nouveau Money | 5,465 | 55 | 2.0% |
| Late-Nest Suburbanites 1,835 40 1.4% Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Button-Down Families | 7,035 | 50 | 1.8% |
| Full-Nest Suburbanites 2,690 35 1.2% Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Fiber-Optic Families | 3,475 | 20 | 0.7% |
| Kids 'r' Us 2,490 45 1.6% Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Late-Nest Suburbanites | 1,835 | 40 | 1.4% |
| Subtotal: 26,380 280 9.9% Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Full-Nest Suburbanites | 2,690 | 35 | 1.2% |
| Town & Country/Exurbs Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Kids 'r' Us | 2,490 | 45 | 1.6% |
| Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Subtotal: | 26,380 | 280 | 9.9% |
| Ex-Urban Elite 3,710 45 1.6% New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | Town & Country/Exurbs | | | |
| New Town Families 530 5 0.2% Full-Nest Exurbanites 1,135 15 0.5% | <u> </u> | 3,710 | 45 | 1.6% |
| Full-Nest Exurbanites 1,135 15 0.5% | New Town Families | · | 5 | |
| | | 1,135 | 15 | |
| Raidi Tallines 500 5 0.2/6 | Rural Families | 360 | 5 | 0.2% |
| Traditional Families 2,375 35 1.2% | Traditional Families | 2,375 | 35 | 1.2% |
| Small-Town Families 1,190 40 1.4% | Small-Town Families | | 40 | |
| Four-by-Four Families 1,305 40 1.4% | Four-by-Four Families | | 40 | |
| Rustic Families 655 15 0.5% | | | 15 | |
| Hometown Families 360 20 0.7% | Hometown Families | 360 | 20 | |
| Subtotal: 11,620 220 7.8% | Subtotal: | 11,620 | 220 | 7.8% |

SOURCE: Claritas, Inc.;

Henrico County, Virginia

| | Estimated Number | Potential | Share of Potential |
|-------------------------------|---------------------|-----------|-----------------------|
| Younger Singles & Couples | 32,560 | 1,325 | 47.1% |
| Metropolitan Cities | | | |
| New Power Couples | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Cosmopolitan Elite | 0 | 0 | 0.0% |
| Downtown Couples | 0 | 0 | 0.0% |
| Downtown Proud | 0 | 0 | 0.0% |
| Subtotal: | 0 | 0 | 0.0% |
| Small Cities/Satellite Cities | | | |
| The VIPs | 3,045 | 90 | 3.2% |
| Small-City Singles | 4,310 | 150 | 5.3% |
| Twentysomethings | 4,310 | 250 | 8.9% |
| Second-City Strivers | 3,975 | 185 | 6.6% |
| Multi-Ethnic Singles | 1,010 | 45 | 1.6% |
| Subtotal: | 16,650 | 720 | 25.6% |
| Metropolitan Suburbs | | | |
| Fast-Track Professionals | 3,430 | 185 | 6.6% |
| Suburban Achievers | 4,610 | 60 | 2.1% |
| Suburban Strivers | 5,670 | 310 | 11.0% |
| Subtotal: | 13,710 | 555 | 19.7% |
| Town & Country/Exurbs | | | |
| Hometown Sweethearts | 1,470 | 20 | 0.7% |
| Blue-Collar Traditionalists | 150 | 5 | 0.2% |
| Rural Couples | 295 | 10 | 0.4% |
| Rural Strivers | 285 | 15 | 0.5% |
| Subtotal: | 2,200 | 50 | 1.8% |

SOURCE: Claritas, Inc.;

Chesterfield County, Virginia

| Household Type/ Geographic Designation | Estimated Number | Potential | Share of Potential | |
|--|---------------------|-----------|-----------------------|--|
| Empty Nesters | | | | |
| & Retirees | 51,750 | 495 | 23.9% | |
| Maturalitas Citias | 0 | 0 | 0.007 | |
| Metropolitan Cities Small Cities/Satellite Cities | 0 | • | 0.0% | |
| • | 9,775 | 90 | 4.3% | |
| Metropolitan Suburbs | 23,775 | 225 | 10.9% | |
| Town & Country/Exurbs | 18,200 | 180 | 8.7% | |
| | | | | |
| Traditional & | | | | |
| Non-Traditional Families | 66,335 | 990 | 47.8% | |
| TOTAL TRANSPORTER | 00,000 | 770 | 17.070 | |
| Metropolitan Cities | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | 8,860 | 200 | 9.7% | |
| Metropolitan Suburbs | 28,150 | 315 | 15.2% | |
| Town & Country/Exurbs | 29,325 | 475 | 22.9% | |
| <i>y,</i> | .,- | - | .,- | |
| | | | | |
| Younger | | | | |
| Singles & Couples | 20,185 | 585 | 28.3% | |
| | | | | |
| Metropolitan Cities | 0 | 0 | 0.0% | |
| Small Cities/Satellite Cities | 6,635 | 230 | 11.1% | |
| Metropolitan Suburbs | 8,840 | 255 | 12.3% | |
| Town & Country/Exurbs | 4,710 | 100 | 4.8% | |
| | | | | |
| Total: | 138,270 | 2,070 | 100.0% | |

SOURCE: Claritas, Inc.;

Chesterfield County, Virginia

| | Estimated Number | Potential | Share of Potential |
|-------------------------------|---------------------|-----------|-----------------------|
| Empty Nesters | F1 7F0 | 405 | 22.00/ |
| & Retirees | 51,750 | 495 | 23.9% |
| Metropolitan Cities | | | |
| The Social Register | 0 | 0 | 0.0% |
| Urban Establishment | 0 | 0 | 0.0% |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Subtotal: | 0 | 0 | $\frac{0.0\%}{0.0\%}$ |
| Snorom. | · · | Ü | 0.070 |
| Small Cities/Satellite Cities | | | |
| Second City Establishment | 3,105 | 20 | 1.0% |
| Blue-Collar Retirees | 2,785 | 35 | 1.7% |
| Middle-Class Move-Downs | 1,390 | 10 | 0.5% |
| Hometown Seniors | 1,625 | 5 | 0.2% |
| Second City Seniors | 870 | 20 | 1.0% |
| Subtotal: | 9,775 | 90 | 4.3% |
| | | | |
| Metropolitan Suburbs | | | |
| The One Percenters | 970 | 5 | 0.2% |
| Old Money | 975 | 5 | 0.2% |
| Affluent Empty Nesters | 4,265 | 20 | 1.0% |
| Suburban Establishment | 5,110 | 40 | 1.9% |
| Mainstream Empty Nesters | 4,270 | 60 | 2.9% |
| Middle-American Retirees | 8,185 | 95 | 4.6% |
| Subtotal: | 23,775 | 225 | 10.9% |
| | | | |
| Town & Country/Exurbs | 4.00= | 20 | 4.407 |
| Small-Town Patriarchs | 4,035 | 30 | 1.4% |
| Pillars of the Community | 2,255 | 20 | 1.0% |
| New Empty Nesters | 2,775 | 20 | 1.0% |
| Traditional Couples | 2,495 | 25 | 1.2% |
| RV Retirees | 230 | 0 | 0.0% |
| Country Couples | 2,030 | 20 | 1.0% |
| Hometown Retirees | 570 | 5 | 0.2% |
| Heartland Retirees | 430 | 5 | 0.2% |
| Village Elders | 1,005 | 10 | 0.5% |
| Small-Town Seniors | 2,130 | 40 | 1.9% |
| Back Country Seniors | 245 | 5 | 0.2% |
| Subtotal: | 18,200 | 180 | 8.7% |

SOURCE: Claritas, Inc.;

Chesterfield County, Virginia

| | Estimated Number | Potential | Share of Potential |
|--|---------------------|-----------|-----------------------|
| Traditional & Non-Traditional Families | 66,335 | 990 | 47.8% |
| Metropolitan Cities | | | |
| e-Type Families | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| Subtotal: | 0 | 0 | 0.0% |
| Small Cities/Satellite Cities | | | |
| Unibox Transferees | 515 | 5 | 0.2% |
| Multi-Ethnic Families | 2,555 | 50 | 2.4% |
| Uptown Families | 3,100 | 70 | 3.4% |
| In-Town Families | 1,165 | 30 | 1.4% |
| New American Strivers | 1,525 | 45 | 2.2% |
| Subtotal: | 8,860 | 200 | 9.7% |
| Metropolitan Suburbs | | | |
| Corporate Establishment | 1,130 | 10 | 0.5% |
| Nouveau Money | 1,755 | 15 | 0.7% |
| Button-Down Families | 5,110 | 30 | 1.4% |
| Fiber-Optic Families | 3,220 | 15 | 0.7% |
| Late-Nest Suburbanites | 4,750 | 85 | 4.1% |
| Full-Nest Suburbanites | 6,045 | 70 | 3.4% |
| Kids 'r' Us | 6,140 | 90 | 4.3% |
| Subtotal: | 28,150 | 315 | 15.2% |
| Town & Country/Exurbs | | | |
| Ex-Urban Elite | 10,490 | 105 | 5.1% |
| New Town Families | 1,910 | 20 | 1.0% |
| Full-Nest Exurbanites | 5,070 | 65 | 3.1% |
| Rural Families | 235 | 0 | 0.0% |
| Traditional Families | 3,895 | 45 | 2.2% |
| Small-Town Families | 2,275 | 65 | 3.1% |
| Four-by-Four Families | 1,940 | 50 | 2.4% |
| Rustic Families | 945 | 20 | 1.0% |
| Hometown Families | 2,565 | 105 | 5.1% |
| Subtotal: | 29,325 | 475 | 22.9% |

SOURCE: Claritas, Inc.;

Chesterfield County, Virginia

| | Estimated Number | Potential | Share of Potential |
|-------------------------------|---------------------|-----------|-----------------------|
| Younger | 20.40= | | 20.204 |
| Singles & Couples | 20,185 | 585 | 28.3% |
| Metropolitan Cities | | | |
| New Power Couples | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Cosmopolitan Elite | 0 | 0 | 0.0% |
| Downtown Couples | 0 | 0 | 0.0% |
| Downtown Proud | 0 | 0 | 0.0% |
| Subtotal: | 0 | 0 | 0.0% |
| | | | |
| Small Cities/Satellite Cities | | | |
| The VIPs | 1,560 | 40 | 1.9% |
| Small-City Singles | 1,585 | 45 | 2.2% |
| Twentysomethings | 1,490 | 70 | 3.4% |
| Second-City Strivers | 1,545 | 60 | 2.9% |
| Multi-Ethnic Singles | 455 | 15 | 0.7% |
| Subtotal: | 6,635 | 230 | 11.1% |
| Metropolitan Suburbs | | | |
| Fast-Track Professionals | 835 | 40 | 1.9% |
| Suburban Achievers | 4,220 | 45 | 2.2% |
| Suburban Strivers | 3,785 | 170 | 8.2% |
| Subtotal: | 8,840 | 255 | 12.3% |
| ono iona. | 0,010 | 200 | 12.570 |
| Town & Country/Exurbs | | | |
| Hometown Sweethearts | 3,130 | 40 | 1.9% |
| Blue-Collar Traditionalists | 240 | 5 | 0.2% |
| Rural Couples | 40 | 0 | 0.0% |
| Rural Strivers | 1,300 | 55 | 2.7% |
| Subtotal: | 4,710 | 100 | 4.8% |

SOURCE: Claritas, Inc.;

Balance of the United States

| Household Type/ Geographic Designation | Potential | Share of Potential |
|---|----------------------------|--------------------------------|
| Empty Nesters & Retirees | 1,585 | 23.7% |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 235 280 335 735 | 3.5% 4.2% 5.0% 11.0% |
| Traditional & Non-Traditional Families | 2,300 | 34.4% |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 220 555 395 1,130 | 3.3% 8.3% 5.9% 16.9% |
| Younger Singles & Couples | 2,810 | 42.0% |
| Metropolitan Cities Small Cities/Satellite Cities Metropolitan Suburbs Town & Country/Exurbs | 720 890 545 655 | 10.8% 13.3% 8.1% 9.8% |
| Total: | 6,695 | 100.0% |

SOURCE: Claritas, Inc.;

Balance of the United States

| | <u>Potential</u> | Share of Potential |
|--|------------------|-----------------------|
| Empty Nesters & Retirees | 1,585 | 23.7% |
| M. 19 6'6' | | |
| <i>Metropolitan Cities</i> The Social Register | 10 | 0.1% |
| Urban Establishment | 80 | 1.2% |
| Multi-Ethnic Empty Nesters | 45 | 0.7% |
| Cosmopolitan Couples | 100 | 1.5% |
| Subtotal: | 235 | 3.5% |
| Small Cities/Satellite Cities | | |
| Second City Establishment | 45 | 0.7% |
| Blue-Collar Retirees | 90 | 1.3% |
| Middle-Class Move-Downs | 30 | 0.4% |
| Hometown Seniors | 25 | 0.4% |
| Second City Seniors | 90 | 1.3% |
| Subtotal: | 280 | 4.2% |
| Metropolitan Suburbs | | |
| The One Percenters | 35 | 0.5% |
| Old Money | 15 | 0.2% |
| Affluent Empty Nesters | 20 | 0.3% |
| Suburban Establishment | 75 | 1.1% |
| Mainstream Empty Nesters | 75 | 1.1% |
| Middle-American Retirees | 115 | 1.7% |
| Subtotal: | 335 | 5.0% |
| Town & Country/Exurbs | | |
| Small-Town Patriarchs | 50 | 0.7% |
| Pillars of the Community | 35 | 0.5% |
| New Empty Nesters | 45 | 0.7% |
| Traditional Couples | 55 | 0.8% |
| RV Retirees | 55 | 0.8% |
| Country Couples | 60 | 0.9% |
| Hometown Retirees | 55 25 | 0.8% |
| Heartland Retirees | 35 | 0.5% |
| Village Elders | 55 155 | 0.8% |
| Small-Town Seniors | 155 | 2.3% |
| Back Country Seniors | 135 | 2.0% |
| Subtotal: | 735 | 11.0% |

SOURCE: Claritas, Inc.;

Balance of the United States

| Traditional & | Potential | Share of Potential |
|---|-----------|-----------------------|
| Non-Traditional Families | 2,300 | 34.4% |
| <i>Metropolitan Cities</i> e-Type Families | 25 | 0.4% |
| Multi-Cultural Families | 20 | 0.3% |
| Inner-City Families | 60 | 0.9% |
| Single-Parent Families | 115 | 1.7% |
| Subtotal: | 220 | 3.3% |
| c ne remi | | 2.270 |
| Small Cities/Satellite Cities | | |
| Unibox Transferees | 55 | 0.8% |
| Multi-Ethnic Families | 80 | 1.2% |
| Uptown Families | 130 | 1.9% |
| In-Town Families | 115 | 1.7% |
| New American Strivers | 175 | 2.6% |
| Subtotal: | 555 | 8.3% |
| M. 14 C. 1. 1 | | |
| Metropolitan Suburbs | 30 | 0.4% |
| Corporate Establishment | 45 | 0.4% |
| Nouveau Money Button-Down Families | 45 55 | 0.8% |
| Fiber-Optic Families | 25 | 0.6% |
| Late-Nest Suburbanites | 100 | 1.5% |
| Full-Nest Suburbanites | 50 | 0.7% |
| Kids 'r' Us | 90 | 1.3% |
| Subtotal: | 395 | 5.9% |
| Suotom. | 373 | 3.7/0 |
| Town & Country/Exurbs | | |
| Ex-Urban Elite | 95 | 1.4% |
| New Town Families | 50 | 0.7% |
| Full-Nest Exurbanites | 95 | 1.4% |
| Rural Families | 105 | 1.6% |
| Traditional Families | 55 | 0.8% |
| Small-Town Families | 190 | 2.8% |
| Four-by-Four Families | 120 | 1.8% |
| Rustic Families | 250 | 3.7% |
| Hometown Families | 170 | 2.5% |
| Subtotal: | 1,130 | 16.9% |
| | | |

SOURCE: Claritas, Inc.;

Balance of the United States

| | Potential | Share of Potential |
|-------------------------------|-----------|-----------------------|
| Younger | 2 910 | 42.0% |
| Singles & Couples | 2,810 | 42.0% |
| Metropolitan Cities | | |
| New Power Couples | 30 | 0.4% |
| New Bohemians | 265 | 4.0% |
| Cosmopolitan Elite | 35 | 0.5% |
| Downtown Couples | 160 | 2.4% |
| Downtown Proud | 230 | 3.4% |
| Subtotal: | 720 | 10.8% |
| | | |
| Small Cities/Satellite Cities | | |
| The VIPs | 145 | 2.2% |
| Small-City Singles | 155 | 2.3% |
| Twentysomethings | 280 | 4.2% |
| Second-City Strivers | 160 | 2.4% |
| Multi-Ethnic Singles | 150 | 2.2% |
| Subtotal: | 890 | 13.3% |
| Metropolitan Suburbs | | |
| Fast-Track Professionals | 165 | 2.5% |
| Suburban Achievers | 65 | 1.0% |
| Suburban Strivers | 315 | 4.7% |
| Subtotal: | 545 | 8.1% |
| | | |
| Town & Country/Exurbs | 00 | 1.00 |
| Hometown Sweethearts | 90 | 1.3% |
| Blue-Collar Traditionalists | 125 | 1.9% |
| Rural Couples | 275 | 4.1% |
| Rural Strivers | 165 | 2.5% |
| Subtotal: | 655 | 9.8% |

SOURCE: Claritas, Inc.;

Summary: Appendix One, Tables 3 Through 6
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

| Household Type/ Geographic Designation | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|---|------------------|-------------------|------------------------|--------------------|--------|
| Empty Nesters | | | | | |
| & Retirees | 1,440 | 590 | 495 | 1,585 | 4,110 |
| | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 235 | 235 |
| Small Cities/Satellite Cities | 860 | 235 | 90 | 280 | 1,465 |
| Metropolitan Suburbs | 580 | 260 | 225 | 335 | 1,400 |
| Town & Country/Exurbs | 0 | 95 | 180 | 735 | 1,010 |
| | | | | | |
| | | | | | |
| Traditional & | | | | | |
| Non-Traditional Families | 1,950 | 900 | 990 | 2,300 | 6,140 |
| | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 220 | 220 |
| Small Cities/Satellite Cities | 1,475 | 400 | 200 | 555 | 2,630 |
| Metropolitan Suburbs | 475 | 280 | 315 | 395 | 1,465 |
| Town & Country/Exurbs | 0 | 220 | 475 | 1,130 | 1,825 |
| | | | | | |
| | | | | | |
| Younger | | | | | |
| Singles & Couples | 8,660 | 1,325 | 585 | 2,810 | 13,380 |
| | | _ | | | |
| Metropolitan Cities | 0 | 0 | 0 | 720 | 720 |
| Small Cities/Satellite Cities | 5,300 | 720 | 230 | 890 | 7,140 |
| Metropolitan Suburbs | 3,360 | 555 | 255 | 545 | 4,715 |
| Town & Country/Exurbs | 0 | 50 | 100 | 655 | 805 |
| | | | | | |
| Total: | 12,050 | 2,815 | 2,070 | 6,695 | 23,630 |
| Percent: | 51.0 % | 11.9% | 8.8% | 28.3% | 100.0% |

SOURCE: Claritas, Inc.;

Summary: Appendix One, Tables 3 Through 6
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|-------------------------------|------------------|-------------------|------------------------|--------------------|-------|
| Empty Nesters | | | | | |
| & Retirees | 1,440 | 590 | 495 | 1,585 | 4,110 |
| 14. 14. 24. | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 10 | 10 |
| The Social Register | 0 | 0 | 0 | 10 | 10 |
| Urban Establishment | 0 | 0 | 0 | 80 | 80 |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 45 | 45 |
| Cosmopolitan Couples | 0 | 0 | 0 | 100 | 100 |
| Subtotal: | 0 | 0 | 0 | 235 | 235 |
| Small Cities/Satellite Cities | | | | | |
| Second City Establishment | 45 | 30 | 20 | 45 | 140 |
| Blue-Collar Retirees | 150 | 90 | 35 | 90 | 365 |
| Middle-Class Move-Downs | 60 | 25 | 10 | 30 | 125 |
| Hometown Seniors | 105 | 20 | 5 | 25 | 155 |
| Second City Seniors | 500 | 70 | 20 | 90 | 680 |
| Subtotal: | 860 | 235 | 90 | 280 | 1,465 |
| Metropolitan Suburbs | | | | | |
| The One Percenters | 60 | 35 | 5 | 35 | 135 |
| Old Money | 30 | 15 | 5 | 15 | 65 |
| Affluent Empty Nesters | 30 | 20 | 20 | 20 | 90 |
| Suburban Establishment | 115 | 30 | 40 | <i>7</i> 5 | 260 |
| Mainstream Empty Nesters | 140 | 75 | 60 | <i>7</i> 5 | 350 |
| Middle-American Retirees | 205 | 85 | 95 | 115 | 500 |
| Subtotal: | 580 | 260 | 225 | 335 | 1,400 |
| Town & Country/Exurbs | | | | | |
| Small-Town Patriarchs | 0 | 5 | 30 | 50 | 85 |
| Pillars of the Community | 0 | 5 | 20 | 35 | 60 |
| New Empty Nesters | 0 | 10 | 20 | 45 | 75 |
| Traditional Couples | 0 | 10 | 25 | 55 | 90 |
| RV Retirees | 0 | 5 | 0 | 55 | 60 |
| Country Couples | 0 | 20 | 20 | 60 | 100 |
| Hometown Retirees | 0 | 5 | 5 | 55 | 65 |
| Heartland Retirees | 0 | 0 | 5 | 35 | 40 |
| Village Elders | 0 | 5 | 10 | 55 | 70 |
| Small-Town Seniors | 0 | 25 | 40 | 155 | 220 |
| Back Country Seniors | 0 | 5 | 5 | 135 | 145 |
| Subtotal: | 0 | 95 | 180 | 735 | 1,010 |
| | | | | | • |

SOURCE: Claritas, Inc.;

Summary: Appendix One, Tables 3 Through 6
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|--|------------------|-------------------|------------------------|--------------------|------------|
| Traditional & | | | | | |
| Non-Traditional Families | 1,950 | 900 | 990 | 2,300 | 6,140 |
| N. 14 C'' | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 25 | 25 |
| e-Type Families Multi-Cultural Families | 0 | 0 | 0 | 25 | 25 |
| | 0 | 0 | 0 | 20 | 20 |
| Inner-City Families | 0 | 0 | 0 | 60 | 60 |
| Single-Parent Families | 0 | 0 | 0 | 115 | 115 |
| Subtotal: | 0 | 0 | 0 | 220 | 220 |
| Small Cities/Satellite Cities | | | | | |
| Unibox Transferees | 350 | 50 | 5 | 55 | 460 |
| Multi-Ethnic Families | 50 | 20 | 50 | 80 | 200 |
| Uptown Families | 260 | 130 | 70 | 130 | 590 |
| In-Town Families | 175 | 60 | 30 | 115 | 380 |
| New American Strivers | 640 | 140 | 45_ | 175 | 1,000 |
| Subtotal: | 1,475 | 400 | 200 | 555 | 2,630 |
| | | | | | |
| Metropolitan Suburbs | | | | | |
| Corporate Establishment | 40 | 35 | 10 | 30 | 115 |
| Nouveau Money | 90 | 55 | 15 | 45 | 205 |
| Button-Down Families | 55 | 50 | 30 | 55 | 190 |
| Fiber-Optic Families | 60 | 20 | 15 | 25 | 120 |
| Late-Nest Suburbanites | 120 | 40 | 85 | 100 | 345 |
| Full-Nest Suburbanites | 30 | 35 | 70 | 50 | 185 |
| Kids 'r' Us | 80 | 45 | 90 | 90 | 305 |
| Subtotal: | 475 | 280 | 315 | 395 | 1,465 |
| Town & Country/Exurbs | | | | | |
| Ex-Urban Elite | 0 | 45 | 105 | 95 | 245 |
| New Town Families | 0 | 5 | 20 | 50 | 75 |
| Full-Nest Exurbanites | 0 | 15 | 65 | 95 | 175 |
| Rural Families | 0 | 5 | 0 | 105 | 110 |
| Traditional Families | 0 | 35 | 45 | 55 | 135 |
| Small-Town Families | 0 | 40 | | 190 | |
| Four-by-Four Families | 0 | 40 | 65 50 | 190 | 295 210 |
| Rustic Families | 0 | 40 15 | 20 | 250 | 285 |
| Hometown Families | 0 | 20 | 105 | 170 | 263 295 |
| | 0 | | | | |
| Subtotal: | U | 220 | 475 | 1,130 | 1,825 |

SOURCE: Claritas, Inc.;

Summary: Appendix One, Tables 3 Through 6
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|-------------------------------|------------------|-------------------|------------------------|--------------------|--------|
| Younger | | | | | |
| Singles & Couples | 8,660 | 1,325 | 585 | 2,810 | 13,380 |
| Metropolitan Cities | | | | | |
| New Power Couples | 0 | 0 | 0 | 30 | 30 |
| New Bohemians | 0 | 0 | 0 | 265 | 265 |
| Cosmopolitan Elite | 0 | 0 | 0 | 35 | 35 |
| Downtown Couples | 0 | 0 | 0 | 160 | 160 |
| Downtown Proud | 0 | 0 | 0 | 230 | 230 |
| Subtotal: | 0 | 0 | 0 | 720 | 720 |
| | | | | | |
| Small Cities/Satellite Cities | | | | | |
| The VIPs | 680 | 90 | 40 | 145 | 955 |
| Small-City Singles | 485 | 150 | 45 | 155 | 835 |
| Twentysomethings | 2,345 | 250 | 70 | 280 | 2,945 |
| Second-City Strivers | 705 | 185 | 60 | 160 | 1,110 |
| Multi-Ethnic Singles | 1,085 | 45 | 15 | 150 | 1,295 |
| Subtotal: | 5,300 | 720 | 230 | 890 | 7,140 |
| | | | | | |
| Metropolitan Suburbs | | | | | |
| Fast-Track Professionals | 1,885 | 185 | 40 | 165 | 2,275 |
| Suburban Achievers | 165 | 60 | 45 | 65 | 335 |
| Suburban Strivers | 1,310 | 310 | 170 | 315 | 2,105 |
| Subtotal: | 3,360 | 555 | 255 | 545 | 4,715 |
| | | | | | |
| Town & Country/Exurbs | | | | | |
| Hometown Sweethearts | 0 | 20 | 40 | 90 | 150 |
| Blue-Collar Traditionalists | 0 | 5 | 5 | 125 | 135 |
| Rural Couples | 0 | 10 | 0 | 275 | 285 |
| Rural Strivers | 0 | 15 | 55 | 165 | 235 |
| Subtotal: | 0 | 50 | 100 | 655 | 805 |

SOURCE: Claritas, Inc.;

Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| Household Type/ Geographic Designation | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|---|------------------|-------------------|------------------------|--------------------|--------|
| Empty Nesters | | | | | |
| & Retirees | 240 | 50 | 25 | 150 | 465 |
| | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 45 | 45 |
| Small Cities/Satellite Cities | 155 | 25 | 5 | 50 | 235 |
| Metropolitan Suburbs | 85 | 25 | 20 | 55 | 185 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 |
| | | | | | |
| Traditional & | | | | | |
| Non-Traditional Families | 305 | 40 | 20 | 165 | 530 |
| THE THURSDAM FURTHER | 000 | 10 | | 100 | 000 |
| Metropolitan Cities | 0 | 0 | 0 | 30 | 30 |
| Small Cities/Satellite Cities | 265 | 30 | 15 | 100 | 410 |
| Metropolitan Suburbs | 40 | 10 | 5 | 35 | 90 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 |
| J. | | | | | |
| Younger | | | | | |
| Singles & Couples | 870 | 95 | 40 | 205 | 1,210 |
| | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 65 | 65 |
| Small Cities/Satellite Cities | 535 | 55 | 20 | 90 | 700 |
| Metropolitan Suburbs | 335 | 40 | 20 | 50 | 445 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 |
| | | | | | |
| Total: | 1,415 | 185 | 85 | 520 | 2,205 |
| Percent: | 64.2% | 8.4% | 3.9% | 23.6% | 100.0% |

SOURCE: Claritas, Inc.;

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|-------------------------------|------------------|-------------------|---------------------|--------------------|-------|
| Empty Nesters | 240 | F0 | 25 | 150 | 465 |
| & Retirees | 240 | 50 | 25 | 150 | 465 |
| Metropolitan Cities | | | | | |
| Urban Establishment | 0 | 0 | 0 | 15 | 15 |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 10 | 10 |
| Cosmopolitan Couples | 0 | 0 | 0 | 20 | 20 |
| Subtotal: | 0 | 0 | 0 | 45 | 45 |
| Small Cities/Satellite Cities | | | | | |
| Second City Establishment | 10 | 5 | 0 | 10 | 25 |
| Blue-Collar Retirees | 25 | 10 | 5 | 15 | 55 |
| Middle-Class Move-Downs | 10 | 5 | 0 | 5 | 20 |
| Hometown Seniors | 20 | 0 | 0 | 5 | 25 |
| Second City Seniors | 90 | 5 | 0 | 15 | 110 |
| Subtotal: | 155 | 25 | 5 | 50 | 235 |
| Metropolitan Suburbs | | | | | |
| Affluent Empty Nesters | 5 | 0 | 0 | 5 | 10 |
| Suburban Establishment | 20 | 5 | 5 | 15 | 45 |
| Mainstream Empty Nesters | 25 | 10 | 5 | 15 | 55 |
| Middle-American Retirees | 35 | 10 | 10 | 20 | 75 |
| Subtotal: | 85 | 25 | 20 | 55 | 185 |

SOURCE: Claritas, Inc.;

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|-------------------------------|------------------|-------------------|------------------------|--------------------|-------|
| Traditional & | | | | | |
| Non-Traditional Families | 305 | 40 | 20 | 165 | 530 |
| Metropolitan Cities | | | | | |
| Inner-City Families | 0 | 0 | 0 | 10 | 10 |
| Single-Parent Families | 0 | 0 | 0 | 20 | 20 |
| Subtotal: | 0 | 0 | 0 | 30 | 30 |
| Small Cities/Satellite Cities | | | | | |
| Unibox Transferees | 65 | 5 | 0 | 10 | 80 |
| Multi-Ethnic Families | 10 | 0 | 5 | 15 | 30 |
| Uptown Families | 45 | 10 | 5 | 25 | 85 |
| In-Town Families | 30 | 5 | 0 | 20 | 55 |
| New American Strivers | 115 | 10 | 5 | 30 | 160 |
| Subtotal: | 265 | 30 | 15 | 100 | 410 |
| Metropolitan Suburbs | | | | | |
| Button-Down Families | 10 | 5 | 0 | 10 | 25 |
| Fiber-Optic Families | 10 | 0 | 0 | 5 | 15 |
| Late-Nest Suburbanites | 20 | 5 | 5 | 20 | 50 |
| Subtotal: | 40 | 10 | 5 | 35 | 90 |

SOURCE: Claritas, Inc.;

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

| | Richmond City | Henrico County | Chesterfield County | Balance of U.S. | Total |
|-------------------------------|------------------|-------------------|---------------------|--------------------|-------|
| Younger | | | | | |
| Singles & Couples | 870 | 95 | 40 | 205 | 1,210 |
| Metropolitan Cities | | | | | |
| New Bohemians | 0 | 0 | 0 | 25 | 25 |
| Downtown Couples | 0 | 0 | 0 | 15 | 15 |
| Downtown Proud | 0 | 0 | 0 | 25 | 25 |
| Subtotal: | 0 | 0 | 0 | 65 | 65 |
| Small Cities/Satellite Cities | | | | | |
| The VIPs | 70 | 5 | 5 | 15 | 95 |
| Small-City Singles | 50 | 10 | 5 | 15 | 80 |
| Twentysomethings | 235 | 20 | 5 | 30 | 290 |
| Second-City Strivers | 70 | 15 | 5 | 15 | 105 |
| Multi-Ethnic Singles | 110 | 5 | 0 | 15 | 130 |
| Subtotal: | 535 | 55 | 20 | 90 | 700 |
| Metropolitan Suburbs | | | | | |
| Fast-Track Professionals | 190 | 15 | 5 | 15 | 225 |
| Suburban Achievers | 15 | 5 | 5 | 5 | 30 |
| Suburban Strivers | 130 | 20 | 10 | 30 | 190 |
| Subtotal: | 335 | 40 | 20 | 50 | 445 |

SOURCE: Claritas, Inc.;

Annual Average Number of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Household Type/ Geographic Designation | Potential Renters | Potential Owners | Total |
|---|----------------------|---------------------|--------|
| Empty Nesters & Retirees | 193 | 272 | 465 |
| | | | |
| Metropolitan Cities | 31 | 14 | 45 |
| Small Cities/Satellite Cities | 117 | 118 | 235 |
| Metropolitan Suburbs | 45 | 140 | 185 |
| Town & Country/Exurbs | 0 | 0 | 0 |
| | | | |
| Traditional & | | | |
| Non-Traditional Families | 248 | 282 | 530 |
| Tion Thursdona Lumines | _10 | | 550 |
| Metropolitan Cities | 19 | 11 | 30 |
| Small Cities/Satellite Cities | 203 | 207 | 410 |
| Metropolitan Suburbs | 26 | 64 | 90 |
| Town & Country/Exurbs | 0 | 0 | 0 |
| | _ | _ | - |
| | | | |
| Younger | | | |
| Singles & Couples | 893 | 317 | 1,210 |
| | | | |
| Metropolitan Cities | 50 | 15 | 65 |
| Small Cities/Satellite Cities | 530 | 170 | 700 |
| Metropolitan Suburbs | 313 | 132 | 445 |
| Town & Country/Exurbs | 0 | 0 | 0 |
| | | | |
| Total: | 1,334 | 871 | 2,205 |
| Percent: | 60.5% | 39.5% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Empty Nesters & Retirees | Potential Renters | Potential Owners | Total |
|-------------------------------|----------------------|---------------------|--------|
| Metropolitan Cities | | | |
| Urban Establishment | 11 | 4 | 15 |
| Multi-Ethnic Empty Nesters | 4 | 6 | 10 |
| Cosmopolitan Couples | 16 | 4 | 20 |
| Subtotal: | 31 | 14 | 45 |
| Small Cities/Satellite Cities | | | |
| Second City Establishment | 3 | 22 | 25 |
| Blue-Collar Retirees | 17 | 38 | 55 |
| Middle-Class Move-Downs | 5 | 15 | 20 |
| Hometown Seniors | 10 | 15 | 25 |
| Second City Seniors | 82 | 28 | 110 |
| Subtotal: | 117 | 118 | 235 |
| Metropolitan Suburbs | | | |
| Affluent Empty Nesters | 1 | 9 | 10 |
| Suburban Establishment | 6 | 39 | 45 |
| Mainstream Empty Nesters | 19 | 36 | 55 |
| Middle-American Retirees | 19 | 56 | 75 |
| Subtotal: | 45 | 140 | 185 |
| Total: | 193 | 272 | 465 |
| Percent: | 41.5% | 58.5% | 100.0% |

Annual Average Number of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Traditional & Non-Traditional Families | Potential Renters | Potential Owners | Total |
|--|-----------------------|---------------------|------------------------|
| Metropolitan Cities | | | |
| Inner-City Families | 6 | 4 | 10 |
| Single-Parent Families | 13 | 7 | 20 |
| Subtotal: | 19 | 11 | 30 |
| Small Cities/Satellite Cities | | | |
| Unibox Transferees | 22 | 58 | 80 |
| Multi-Ethnic Families | 10 | 20 | 30 |
| Uptown Families | 30 | 55 | 85 |
| In-Town Families | 22 | 33 | 55 |
| New American Strivers | 119 | 41 | 160 |
| Subtotal: | 203 | 207 | 410 |
| Metropolitan Suburbs | | | |
| Button-Down Families | 4 | 21 | 25 |
| Fiber-Optic Families | 2 | 13 | 15 |
| Late-Nest Suburbanites | 20 | 30 | 50 |
| Subtotal: | 26 | 64 | 90 |
| Total: | 248 | 282 | 530 |
| Percent: | $\boldsymbol{46.8\%}$ | 53.2% | $\boldsymbol{100.0\%}$ |

Annual Average Number of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Younger Singles & Couples | Potential Renters | Potential Owners | Total |
|-------------------------------|----------------------|---------------------|--------|
| Metropolitan Cities | | | |
| New Bohemians | 20 | 5 | 25 |
| Downtown Couples | 8 | 7 | 15 |
| Downtown Proud | 22 | 3 | 25 |
| Subtotal: | 50 | 15 | 65 |
| Small Cities/Satellite Cities | | | |
| The VIPs | 59 | 36 | 95 |
| Small-City Singles | 35 | 45 | 80 |
| Twentysomethings | 249 | 41 | 290 |
| Second-City Strivers | 86 | 19 | 105 |
| Multi-Ethnic Singles | 101 | 29 | 130 |
| Subtotal: | 530 | 170 | 700 |
| Metropolitan Suburbs | | | |
| Fast-Track Professionals | 190 | 35 | 225 |
| Suburban Achievers | 11 | 19 | 30 |
| Suburban Strivers | 112 | 78 | 190 |
| Subtotal: | 313 | 132 | 445 |
| Total: | 893 | 317 | 1,210 |
| Percent: | 73.8% | 26.2% | 100.0% |

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| Household Type/ Geographic Designation | Multi-Family | Single | -Family | Total |
|---|--------------|----------|---------------|--------|
| Geographic Designation | | Attucneu | Detacnea | Total |
| Empty Nesters | | | | |
| & Retirees | 42 | 52 | 178 | 272 |
| | | - | | |
| Metropolitan Cities | 5 | 5 | 4 | 14 |
| Small Cities/Satellite Cities | 23 | 23 | 72 | 118 |
| Metropolitan Suburbs | 14 | 24 | 102 | 140 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 |
| · | | | | |
| | | | | |
| Traditional & | | | | |
| Non-Traditional Families | 40 | 69 | 173 | 282 |
| | | | | |
| Metropolitan Cities | 3 | 4 | 4 | 11 |
| Small Cities/Satellite Cities | 29 | 53 | 125 | 207 |
| Metropolitan Suburbs | 8 | 12 | 44 | 64 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 |
| | | | | |
| | | | | |
| Younger | | | | |
| Singles & Couples | 103 | 104 | 110 | 317 |
| | | | | |
| Metropolitan Cities | 6 | 5 | 4 | 15 |
| Small Cities/Satellite Cities | 53 | 57 | 60 | 170 |
| Metropolitan Suburbs | 44 | 42 | 46 | 132 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 |
| | | | | |
| Total: | 185 | 225 | 461 | 871 |
| Percent: | 21.2% | 25.8% | 52.9 % | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| Empty Nesters | Multi-Family Single-Family | | | |
|-------------------------------|----------------------------|-------|---------------|--------|
| & Retirees | | | Detached | Total |
| Metropolitan Cities | | | | |
| Urban Establishment | 2 | 2 | 0 | 4 |
| Multi-Ethnic Empty Nesters | 1 | 2 | 3 | 6 |
| Cosmopolitan Couples | 2 | 1 | 1 | 4 |
| Subtotal: | 5 | 5 | 4 | 14 |
| Small Cities/Satellite Cities | 5 | | | |
| Second City Establishment | 2 | 2 | 18 | 22 |
| Blue-Collar Retirees | 4 | 7 | 27 | 38 |
| Middle-Class Move-Downs | 3 | 3 | 9 | 15 |
| Hometown Seniors | 2 | 3 | 10 | 15 |
| Second City Seniors | 12 | 8 | 8 | 28 |
| Subtotal: | 23 | 23 | 72 | 118 |
| Metropolitan Suburbs | | | | |
| Affluent Empty Nesters | 0 | 1 | 8 | 9 |
| Suburban Establishment | 3 | 5 | 31 | 39 |
| Mainstream Empty Nesters | 5 | 9 | 22 | 36 |
| Middle-American Retirees | 6 | 9 | 41 | 56 |
| Subtotal: | 14 | 24 | 102 | 140 |
| Total: | 42 | 52 | 178 | 272 |
| Percent: | 15.4 % | 19.1% | 65.4 % | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| Traditional & | Multi-Family | Single-Family | | |
|-------------------------------|---------------|---------------|----------|------------------------|
| Non-Traditional Families | | _ | Detached | Total |
| Metropolitan Cities | | | | |
| Inner-City Families | 1 | 1 | 2 | 4 |
| Single-Parent Families | 2 | 3 | 2 | 7 |
| Subtotal: | 3 | 4 | 4 | 11 |
| Small Cities/Satellite Cities | | | | |
| Unibox Transferees | 7 | 14 | 37 | 58 |
| Multi-Ethnic Families | 1 | 3 | 16 | 20 |
| Uptown Families | 7 | 12 | 36 | 55 |
| In-Town Families | 3 | 7 | 23 | 33 |
| New American Strivers | 11 | 17 | 13 | 41 |
| Subtotal: | 29 | 53 | 125 | 207 |
| Metropolitan Suburbs | | | | |
| Button-Down Families | 1 | 2 | 18 | 21 |
| Fiber-Optic Families | 0 | 2 | 11 | 13 |
| Late-Nest Suburbanites | 7 | 8 | 15 | 30 |
| Subtotal: | 8 | 12 | 44 | 64 |
| Total: | 40 | 69 | 173 | 282 |
| Percent: | 14.2 % | 24.5% | 61.3% | $\boldsymbol{100.0\%}$ |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| Younger | Multi-Family | Single | | |
|-------------------------------|--------------|--------|----------|--------|
| Singles & Couples | | | Detached | Total |
| | | | | |
| Metropolitan Cities | | | | |
| New Bohemians | 3 | 1 | 1 | 5 |
| Downtown Couples | 1 | 3 | 3 | 7 |
| Downtown Proud | 2 | 1 | 0 | 3 |
| Subtotal: | 6 | 5 | 4 | 15 |
| Small Cities/Satellite Cities | : | | | |
| The VIPs | 13 | 12 | 11 | 36 |
| Small-City Singles | 4 | 10 | 31 | 45 |
| Twentysomethings | 20 | 15 | 6 | 41 |
| Second-City Strivers | 8 | 8 | 3 | 19 |
| Multi-Ethnic Singles | 8 | 12 | 9 | 29 |
| Subtotal: | 53 | 57 | 60 | 170 |
| Metropolitan Suburbs | | | | |
| Fast-Track Professionals | 20 | 11 | 4 | 35 |
| Suburban Achievers | 2 | 4 | 13 | 19 |
| Suburban Strivers | 22 | 27 | 29 | 78 |
| Subtotal: | 44 | 42 | 46 | 132 |
| Total: | 103 | 104 | 110 | 317 |
| Percent: | 32.5% | 32.8% | 34.7% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Household Type/ | Below | 30% to | 60% to | 80% to | Above | | | | |
|-------------------------------|---------|---------|---------|-------------------|----------|--------|--|--|--|
| Geographic Designation | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total | | | |
| | | | | | | | | | |
| Empty Nesters | | | | | | | | | |
| & Retirees | 52 | 43 | 20 | 18 | 60 | 193 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 5 | 5 | 3 | 2 | 16 | 31 | | | |
| Small Cities/Satellite Cities | 40 | 29 | 12 | 11 | 25 | 117 | | | |
| Metropolitan Suburbs | 7 | 9 | 5 | 5 | 19 | 45 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| • | | | | | | | | | |
| | | | | | | | | | |
| Traditional & | | | | | | | | | |
| Non-Traditional Families | 69 | 68 | 33 | 23 | 55 | 248 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 6 | 5 | 3 | 2 | 3 | 19 | | | |
| Small Cities/Satellite Cities | 60 | 58 | 28 | 19 | 38 | 203 | | | |
| Metropolitan Suburbs | 3 | 5 | 2 | 2 | 14 | 26 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| Ç | | | | | | | | | |
| | | | | | | | | | |
| Younger | | | | | | | | | |
| Singles & Couples | 226 | 202 | 105 | 90 | 270 | 893 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 12 | 9 | 5 | 5 | 19 | 50 | | | |
| Small Cities/Satellite Cities | 161 | 134 | 63 | 51 | 121 | 530 | | | |
| Metropolitan Suburbs | 53 | 59 | 37 | 34 | 130 | 313 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| • | | | | | | | | | |
| T- (1 | 245 | 212 | 150 | 101 | 205 | 1 224 | | | |
| Total: | 347 | 313 | 158 | 131 | 385 | 1,334 | | | |
| Percent: | 26.0% | 23.5% | 11.8% | 9.8% | 28.9% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Empty Nesters | Below | 30% to | 60% to | 80% to | Above | | |
|----|------------------------------|--------------|---------|--------------|-------------------|-------------------|--------|--|
| | & Retirees | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total | |
| | | | | | | | | |
| | Metropolitan Cities | | | | | | | |
| | Urban Establishment | 1 | 1 | 1 | 1 | 7 | 11 | |
| Μι | ılti-Ethnic Empty Nesters | 1 | 1 | 0 | 0 | 2 | 4 | |
| | Cosmopolitan Couples | 3 | 3 | 2 | 1 | 7 | 16 | |
| | Subtotal: | 5 | 5 | 3 | 2 | 16 | 31 | |
| Sn | ıall Cities/Satellite Cities | | | | | | | |
| Se | econd City Establishment | 0 | 0 | 0 | 0 | 3 | 3 | |
| | Blue-Collar Retirees | 3 | 4 | 2 | 2 | 6 | 17 | |
| M | iddle-Class Move-Downs | 1 | 1 | 1 | 1 | 1 | 5 | |
| | Hometown Seniors | 3 | 3 | 1 | 1 | 2 | 10 | |
| | Second City Seniors | 33 | 21 | 8 | 7 | 13 | 82 | |
| | Subtotal: | 40 | 29 | 12 | 11 | 25 | 117 | |
| | Metropolitan Suburbs | | | | | | | |
| | Affluent Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 | |
| | Suburban Establishment | 1 | 1 | 1 | 1 | 2 | 6 | |
| Ma | ainstream Empty Nesters | 3 | 4 | 2 | 2 | 8 | 19 | |
| | liddle-American Retirees | 3 | 4 | 2 | 2 | 8 | 19 | |
| | Subtotal: | 7 | 9 | 5 | 5 | 19 | 45 | |
| | T-01 | F2 | 42 | 20 | 10 | (0) | 102 | |
| | Total: | 52 26 00/ | 43 | 20 10 407 | 18 | 60 | 193 | |
| | Percent: | 26.9% | 22.3% | 10.4% | 9.3% | 31.1% | 100.0% | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| | Traditional & | Below | 30% to | 60% to | 80% to | Above | | | |
|----|------------------------------|---------|----------------|---------|-------------------|-------------------|--------|--|--|
| | Non-Traditional Families | 30% AMI | <u>60% AMI</u> | 80% AMI | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total | | |
| | Metropolitan Cities | | | | | | | | |
| | Inner-City Families | 2 | 2 | 1 | 1 | 0 | 6 | | |
| | - | 4 | 3 | | | _ | 13 | | |
| | Single-Parent Families | | | 2 | 1 | 3 | | | |
| | Subtotal: | 6 | 5 | 3 | 2 | 3 | 19 | | |
| Sn | ıall Cities/Satellite Cities | | | | | | | | |
| | Unibox Transferees | 2 | 4 | 3 | 3 | 10 | 22 | | |
| | Multi-Ethnic Families | 2 | 2 | 1 | 1 | 4 | 10 | | |
| | Uptown Families | 6 | 7 | 5 | 4 | 8 | 30 | | |
| | In-Town Families | 7 | 7 | 3 | 2 | 3 | 22 | | |
| | New American Strivers | 43 | 38 | 16 | 9 | 13 | 119 | | |
| | Subtotal: | 60 | 58 | 28 | 19 | 38 | 203 | | |
| | Metropolitan Suburbs | | | | | | | | |
| | Button-Down Families | 0 | 1 | 0 | 0 | 3 | 4 | | |
| | Fiber-Optic Families | 0 | 0 | 0 | 0 | 2 | 2 | | |
| | Late-Nest Suburbanites | 3 | 4 | 2 | 2 | 9 | 20 | | |
| | Subtotal: | 3 | 5 | 2 | 2 | 14 | 26 | | |
| | Total: | 69 | 68 | 33 | 23 | 55 | 248 | | |
| | Percent: | 27.8% | 27.4% | 13.3% | 9.3% | 22.2% | 100.0% | | |
| | | | ,5 | | ,5 | | ===== | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| | Younger | Below | 30% to | 60% to | 80% to | Above | | | | |
|----|------------------------------|---------|----------------|----------------|-------------------|-------------------|--------|--|--|--|
| | Singles & Couples | 30% AMI | <u>60% AMI</u> | <u>80% AMI</u> | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total | | | |
| | Metropolitan Cities | | | | | | | | | |
| | New Bohemians | 3 | 2 | 2 | 2 | 11 | 20 | | | |
| | Downtown Couples | 2 | 2 | 1 | 1 | 2 | 8 | | | |
| | Downtown Proud | 7 | 5 | 2 | 2 | 6 | 22 | | | |
| | Subtotal: | 12 | 9 | 5 | 5 | 19 | 50 | | | |
| Sn | nall Cities/Satellite Cities | | | | | | | | | |
| | The VIPs | 8 | 9 | 6 | 6 | 30 | 59 | | | |
| | Small-City Singles | 9 | 10 | 5 | 4 | 7 | 35 | | | |
| | Twentysomethings | 75 | 63 | 31 | 25 | 55 | 249 | | | |
| | Second-City Strivers | 24 | 23 | 11 | 9 | 19 | 86 | | | |
| | Multi-Ethnic Singles | 45 | 29 | 10 | 7 | 10 | 101 | | | |
| | Subtotal: | 161 | 134 | 63 | 51 | 121 | 530 | | | |
| | Metropolitan Suburbs | | | | | | | | | |
| | Fast-Track Professionals | 25 | 28 | 21 | 21 | 95 | 190 | | | |
| | Suburban Achievers | 2 | 3 | 2 | 1 | 3 | 11 | | | |
| | Suburban Strivers | 26 | 28 | 14 | 12 | 32 | 112 | | | |
| | Subtotal: | 53 | 59 | 37 | 34 | 130 | 313 | | | |
| | Total: | 226 | 202 | 105 | 90 | 270 | 893 | | | |
| | Percent: | 25.3% | 22.6% | 11.8% | 10.1% | 30.2% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Ownership Income Bands | | | | | | | | |
|-------------------------------|------------------------|---------|---------|----------|----------|--------|--|--|--|
| Household Type/ | Below | 30% to | 60% to | 80% to | Above | | | | |
| Geographic Designation | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total | | | |
| | | | | | | | | | |
| Empty Nesters | | | | | | | | | |
| & Retirees | 46 | 54 | 29 | 27 | 116 | 272 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 0 | 1 | 0 | 0 | 13 | 14 | | | |
| Small Cities/Satellite Cities | 29 | 29 | 13 | 11 | 36 | 118 | | | |
| Metropolitan Suburbs | 17 | 24 | 16 | 16 | 67 | 140 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Traditional & | | | | | | | | | |
| Non-Traditional Families | 57 | 66 | 33 | 28 | 98 | 282 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 4 | 4 | 0 | 0 | 3 | 11 | | | |
| Small Cities/Satellite Cities | 46 | 51 | 26 | 21 | 63 | 207 | | | |
| Metropolitan Suburbs | 7 | 11 | 7 | 7 | 32 | 64 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Younger | | | | | | | | | |
| Singles & Couples | 76 | 74 | 35 | 31 | 101 | 317 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 3 | 2 | 0 | 0 | 10 | 15 | | | |
| Small Cities/Satellite Cities | 47 | 43 | 19 | 17 | 44 | 170 | | | |
| Metropolitan Suburbs | 26 | 29 | 16 | 14 | 47 | 132 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| Total: | 179 | 194 | 97 | 86 | 315 | 871 | | | |
| Percent: | 20.6% | 22.3% | 11.1% | 9.9% | 36.2% | 100.0% | | | |
| | , - | , | , - | • | , | , - | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| Ownership Income Bands | | | | | | | | | |
|-------------------------------|---------|----------------|---------|-------------------|-------------------|--------|--|--|--|
| Empty Nesters | Below | 30% to | 60% to | 80% to | Above | | | | |
| & Retirees | 30% AMI | <u>60% AMI</u> | 80% AMI | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total | | | |
| Metropolitan Cities | | | | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 4 | 4 | | | |
| Multi-Ethnic Empty Nesters | 0 | 1 | 0 | 0 | 5 | 6 | | | |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 4 | 4 | | | |
| Subtotal: | 0 | 1 | 0 | 0 | 13 | 14 | | | |
| Small Cities/Satellite Cities | | | | | | | | | |
| Second City Establishment | 2 | 3 | 2 | 2 | 13 | 22 | | | |
| Blue-Collar Retirees | 7 | 10 | 6 | 4 | 11 | 38 | | | |
| Middle-Class Move-Downs | 4 | 4 | 1 | 1 | 5 | 15 | | | |
| Hometown Seniors | 5 | 5 | 1 | 1 | 3 | 15 | | | |
| Second City Seniors | 11 | 7 | 3 | 3 | 4 | 28 | | | |
| Subtotal: | 29 | 29 | 13 | 11 | 36 | 118 | | | |
| Metropolitan Suburbs | | | | | | | | | |
| Affluent Empty Nesters | 1 | 1 | 1 | 1 | 5 | 9 | | | |
| Suburban Establishment | 3 | 5 | 3 | 3 | 25 | 39 | | | |
| Mainstream Empty Nesters | 5 | 7 | 5 | 5 | 14 | 36 | | | |
| Middle-American Retirees | 8 | 11 | 7 | 7 | 23 | 56 | | | |
| Subtotal: | 17 | 24 | 16 | 16 | 67 | 140 | | | |
| Total: | 46 | 54 | 29 | 27 | 116 | 272 | | | |
| Percent: | 16.9% | 19.9% | 10.7% | 9.9% | 42.6% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Ownership Income Bands | | | | | | | | | |
|----|---------------------------------|---------|---------|---------|----------|----------|--------|--|--|--|
| | Traditional & | Below | 30% to | 60% to | 80% to | Above | | | | |
| | Non-Traditional Families | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total | | | |
| | | | · | | | | | | | |
| | Metropolitan Cities | | | | | | | | | |
| | Inner-City Families | 1 | 1 | 0 | 0 | 2 | 4 | | | |
| | Single-Parent Families | 3 | 3 | 0 | 0 | 1 | 7 | | | |
| | Subtotal: | 4 | 4 | 0 | 0 | 3 | 11 | | | |
| Sn | ıall Cities/Satellite Cities | | | | | | | | | |
| | Unibox Transferees | 7 | 9 | 7 | 7 | 28 | 58 | | | |
| | Multi-Ethnic Families | 3 | 5 | 2 | 2 | 8 | 20 | | | |
| | Uptown Families | 10 | 14 | 8 | 6 | 17 | 55 | | | |
| | In-Town Families | 11 | 10 | 4 | 3 | 5 | 33 | | | |
| | New American Strivers | 15 | 13 | 5 | 3 | 5 | 41 | | | |
| | Subtotal: | 46 | 51 | 26 | 21 | 63 | 207 | | | |
| | Metropolitan Suburbs | | | | | | | | | |
| | Button-Down Families | 2 | 3 | 2 | 2 | 12 | 21 | | | |
| | Fiber-Optic Families | 1 | 2 | 1 | 1 | 8 | 13 | | | |
| | Late-Nest Suburbanites | 4 | 6 | 4 | 4 | 12 | 30 | | | |
| | Subtotal: | 7 | 11 | 7 | 7 | 32 | 64 | | | |
| | Total: | 57 | 66 | 33 | 28 | 98 | 282 | | | |
| | Percent: | 20.2% | 23.4% | 11.7% | 9.9% | 34.8% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Bands | | | | | | | | | |
|----|------------------------------|---------|----------------|----------------|-------------------|-------------------|--------|--|--|--|
| | Younger | Below | 30% to | 60% to | 80% to | Above | | | | |
| | Singles & Couples | 30% AMI | <u>60% AMI</u> | <u>80% AMI</u> | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total | | | |
| | Metropolitan Cities | | | | | | | | | |
| | New Bohemians | 0 | 0 | 0 | 0 | 5 | 5 | | | |
| | Downtown Couples | 2 | 2 | 0 | 0 | 3 | 7 | | | |
| | Downtown Proud | 1 | 0 | 0 | 0 | 2 | 3 | | | |
| | Subtotal: | 3 | 2 | 0 | 0 | 10 | 15 | | | |
| Sm | uall Cities/Satellite Cities | | | | | | | | | |
| | The VIPs | 5 | 6 | 3 | 3 | 19 | 36 | | | |
| | Small-City Singles | 12 | 13 | 6 | 4 | 10 | 45 | | | |
| | Twentysomethings | 12 | 11 | 5 | 5 | 8 | 41 | | | |
| | Second-City Strivers | 5 | 5 | 2 | 2 | 5 | 19 | | | |
| | Multi-Ethnic Singles | 13 | 8 | 3 | 3 | 2 | 29 | | | |
| | Subtotal: | 47 | 43 | 19 | 17 | 44 | 170 | | | |
| | Metropolitan Suburbs | | | | | | | | | |
| | Fast-Track Professionals | 5 | 6 | 3 | 3 | 18 | 35 | | | |
| | Suburban Achievers | 3 | 4 | 3 | 3 | 6 | 19 | | | |
| | Suburban Strivers | 18 | 19 | 10 | 8 | 23 | 78 | | | |
| | Subtotal: | 26 | 29 | 16 | 14 | 47 | 132 | | | |
| | Total: | 76 | 74 | 35 | 31 | 101 | 317 | | | |
| | Percent: | 24.0% | 23.3% | 11.0% | 9.8% | 31.9% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Richmond City, Henrico County,

Chesterfield County, and Balance of the United States

| | Multi-Family Ownership Income Bands | | | | | | | | |
|-------------------------------|-------------------------------------|---------|---------|----------|----------|--------|--|--|--|
| Household Type/ | Below | 30% to | 60% to | 80% to | Above | | | | |
| Geographic Designation | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total | | | |
| | | | | | | | | | |
| Empty Nesters | | | | | | | | | |
| & Retirees | 10 | 8 | 4 | 3 | 17 | 42 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 0 | 5 | 5 | | | |
| Small Cities/Satellite Cities | 8 | 6 | 2 | 1 | 6 | 23 | | | |
| Metropolitan Suburbs | 2 | 2 | 2 | 2 | 6 | 14 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Traditional & | | | | | | | | | |
| Non-Traditional Families | 9 | 10 | 4 | 4 | 13 | 40 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 1 | 1 | 0 | 0 | 1 | 3 | | | |
| Small Cities/Satellite Cities | 7 | 8 | 3 | 3 | 8 | 29 | | | |
| Metropolitan Suburbs | 1 | 1 | 1 | 1 | 4 | 8 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Younger | | | | | | | | | |
| Singles & Couples | 24 | 20 | 11 | 9 | 39 | 103 | | | |
| | | | | | | | | | |
| Metropolitan Cities | 1 | 0 | 0 | 0 | 5 | 6 | | | |
| Small Cities/Satellite Cities | 15 | 12 | 6 | 5 | 15 | 53 | | | |
| Metropolitan Suburbs | 8 | 8 | 5 | 4 | 19 | 44 | | | |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | | | | | |
| Total: | 43 | 38 | 19 | 16 | 69 | 185 | | | |
| Percent: | 23.2% | 20.5% | 10.3% | 8.6% | 37.3% | 100.0% | | | |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Ownership | Income | Bands | | |
|------|-----------|--------|-------|------|--|
| | | | | | |

| Empty Nesters & Retirees | Below 30% AMI | 30% to 60% AMI | 60% to 80% AMI | 80% to 1 <u>00% AM</u> I | Above 100% AMI | Total |
|-------------------------------|------------------|----------------|----------------|-----------------------------|-------------------|--------|
| Metropolitan Cities | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 2 | 2 |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 2 | 2 |
| Subtotal: | 0 | 0 | 0 | 0 | 5 | 5 |
| Small Cities/Satellite Cities | | | | | | |
| Second City Establishment | 0 | 0 | 0 | 0 | 2 | 2 |
| Blue-Collar Retirees | 1 | 1 | 1 | 0 | 1 | 4 |
| Middle-Class Move-Downs | 1 | 1 | 0 | 0 | 1 | 3 |
| Hometown Seniors | 1 | 1 | 0 | 0 | 0 | 2 |
| Second City Seniors | 5 | 3 | 1 | 1 | 2 | 12 |
| Subtotal: | 8 | 6 | 2 | 1 | 6 | 23 |
| Metropolitan Suburbs | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 3 | 3 |
| Mainstream Empty Nesters | 1 | 1 | 1 | 1 | 1 | 5 |
| Middle-American Retirees | 1 | 1 | 1 | 1 | 2 | 6 |
| Subtotal: | 2 | 2 | 2 | 2 | 6 | 14 |
| Total: | 10 | 8 | 4 | 3 | 17 | 42 |
| Percent: | 23.8% | 19.0% | 9.5% | 7.1 % | 40.5% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | | | Iulti-Family | Ownership | Income Band | s | |
|----|------------------------------|---------|--------------|-----------|-------------------|----------|-------|
| | Traditional & | Below | 30% to | 60% to | 80% to | Above | |
| | Non-Traditional Families | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total |
| | Metropolitan Cities | | | | | | |
| | Inner-City Families | 0 | 0 | 0 | 0 | 1 | 1 |
| | Single-Parent Families | 1 | 1 | 0 | 0 | 0 | 2 |
| | Subtotal: | 1 | 1 | 0 | 0 | 1 | 3 |
| Sn | nall Cities/Satellite Cities | | | | | | |
| | Unibox Transferees | 1 | 1 | 1 | 1 | 3 | 7 |
| | Multi-Ethnic Families | 0 | 0 | 0 | 0 | 1 | 1 |
| | Uptown Families | 1 | 2 | 1 | 1 | 2 | 7 |
| | In-Town Families | 1 | 1 | 0 | 0 | 1 | 3 |
| | New American Strivers | 4 | 4 | 1 | 1 | 1 | 11 |
| | Subtotal: | 7 | 8 | 3 | 3 | 8 | 29 |
| | Metropolitan Suburbs | | | | | | |
| | Button-Down Families | 0 | 0 | 0 | 0 | 1 | 1 |
| | Late-Nest Suburbanites | 1 | 1 | 1 | 1 | 3 | 7 |
| | Subtotal: | 1 | 1 | 1 | 1 | 4 | 8 |
| | Total: | 9 | 10 | 4 | 4 | 13 | 40 |

25.0%

10.0%

10.0%

32.5%

 $\boldsymbol{100.0\%}$

22.5%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Percent:

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

..... Multi-Family Ownership Income Bands

| Younger | | Below | 30% to | 60% to | 80% to | Above | |
|------------------------|----------|-------------|----------------|---------|-------------------|-------------------|--------|
| Singles & Cou | uples | 30% AMI | <u>60% AMI</u> | 80% AMI | 1 <u>00% AM</u> I | 1 <u>00% AM</u> I | Total |
| Metropolitan | Cition | | | | | | |
| New Bohe | | 0 | 0 | 0 | 0 | 3 | 3 |
| Downtown Co | | 0 | 0 | 0 | 0 | 1 | 1 |
| Downtown | ~ | | | | | | |
| | | <u> 1</u> 1 | 0 | 0 | 0 | <u> 1</u> 5 | |
| Su | ıbtotal: | 1 | U | U | U | 5 | 6 |
| Small Cities/Satellite | Cities | | | | | | |
| Th | e VIPs | 2 | 2 | 1 | 1 | 7 | 13 |
| Small-City S | ingles | 1 | 1 | 1 | 0 | 1 | 4 |
| Twentysome | things | 6 | 5 | 2 | 2 | 5 | 20 |
| Second-City St | trivers | 2 | 2 | 1 | 1 | 2 | 8 |
| Multi-Ethnic S | ingles | 4 | 2 | 1 | 1 | 0 | 8 |
| Su | ıbtotal: | 15 | 12 | 6 | 5 | 15 | 53 |
| Metropolitan Sı | ıburbs | | | | | | |
| Fast-Track Profess | | 3 | 3 | 2 | 2 | 10 | 20 |
| Suburban Ach | | 0 | 0 | 0 | 0 | 2 | 2 |
| Suburban S | trivers | 5 | 5 | 3 | 2 | 7 | 22 |
| Su | ıbtotal: | 8 | 8 | 5 | 4 | 19 | 44 |
| | Total: | 24 | 20 | 11 | 9 | 39 | 103 |
| | ercent: | 23.3% | 19.4% | 10.7% | 8.7% | 37.9% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Single | -Family Atta | ched Owner | ship Income | Bands | |
|-------------------------------|---------|--------------|------------|-------------|----------|--------|
| Household Type/ | Below | 30% to | 60% to | 80% to | Above | |
| Geographic Designation | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total |
| | | | | | | |
| Empty Nesters | | | | | | |
| & Retirees | 8 | 11 | 4 | 4 | 25 | 52 |
| | | | | | | |
| Metropolitan Cities | 0 | 0 | 0 | 0 | 5 | 5 |
| Small Cities/Satellite Cities | 6 | 6 | 2 | 2 | 7 | 23 |
| Metropolitan Suburbs | 2 | 5 | 2 | 2 | 13 | 24 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | |
| | | | | | | |
| Traditional & | | | | | | |
| Non-Traditional Families | 14 | 16 | 8 | 6 | 25 | 69 |
| | | | | | | |
| Metropolitan Cities | 1 | 1 | 0 | 0 | 2 | 4 |
| Small Cities/Satellite Cities | 12 | 13 | 7 | 5 | 16 | 53 |
| Metropolitan Suburbs | 1 | 2 | 1 | 1 | 7 | 12 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | |
| | | | | | | |
| Younger | | | | | | |
| Singles & Couples | 25 | 25 | 11 | 11 | 32 | 104 |
| | | | | | | |
| Metropolitan Cities | 1 | 1 | 0 | 0 | 3 | 5 |
| Small Cities/Satellite Cities | 16 | 14 | 6 | 6 | 15 | 57 |
| Metropolitan Suburbs | 8 | 10 | 5 | 5 | 14 | 42 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | |
| m . • | | | | | 2- | |
| Total: | 47 | 52 | 23 | 21 | 82 | 225 |
| Percent: | 20.9% | 23.1% | 10.2% | 9.3% | 36.4% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Single | -Family Atta | iched Owner | ship Income | Bands | |
|-------------------------------|---------|--------------|-------------|-------------|----------|--------|
| Empty Nesters | Below | 30% to | 60% to | 80% to | Above | |
| & Retirees | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total |
| | | | | | | |
| Metropolitan Cities | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 2 | 2 |
| Multi-Ethnic Empty Nesters | 0 | 0 | 0 | 0 | 2 | 2 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 1 | 1 |
| Subtotal: | 0 | 0 | 0 | 0 | 5 | 5 |
| Small Cities/Satellite Cities | | | | | | |
| Second City Establishment | 0 | 0 | 0 | 0 | 2 | 2 |
| Blue-Collar Retirees | 1 | 2 | 1 | 1 | 2 | 7 |
| Middle-Class Move-Downs | 1 | 1 | 0 | 0 | 1 | 3 |
| Hometown Seniors | 1 | 1 | 0 | 0 | 1 | 3 |
| Second City Seniors | 3 | 2 | 1 | 1 | 1 | 8 |
| Subtotal: | 6 | 6 | 2 | 2 | 7 | 23 |
| Metropolitan Suburbs | | | | | | |
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 1 | 1 |
| Suburban Establishment | 0 | 1 | 0 | 0 | 4 | 5 |
| Mainstream Empty Nesters | 1 | 2 | 1 | 1 | 4 | 9 |
| Middle-American Retirees | 1 | 2 | 1 | 1 | 4 | 9 |
| Subtotal: | 2 | 5 | 2 | 2 | 13 | 24 |
| Total: | 8 | 11 | 4 | 4 | 25 | 52 |
| Percent: | 15.4% | 21.2% | 7.7% | 7.7% | 48.1% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | | Single | -Family Atta | iched Owner | ship Income | Bands | |
|----|---------------------------------|---------|--------------|-------------|-------------------|----------|--------|
| | Traditional & | Below | 30% to | 60% to | 80% to | Above | |
| | Non-Traditional Families | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total |
| | | | | | ' <u> </u> | | |
| | Metropolitan Cities | | | | | | |
| | Inner-City Families | 0 | 0 | 0 | 0 | 1 | 1 |
| | Single-Parent Families | 1 | 1 | 0 | 0 | 1 | 3 |
| | Subtotal: | 1 | 1 | 0 | 0 | 2 | 4 |
| Sn | ıall Cities/Satellite Cities | | | | | | |
| | Unibox Transferees | 2 | 2 | 2 | 2 | 6 | 14 |
| | Multi-Ethnic Families | 0 | 1 | 0 | 0 | 2 | 3 |
| | Uptown Families | 2 | 3 | 2 | 1 | 4 | 12 |
| | In-Town Families | 2 | 2 | 1 | 1 | 1 | 7 |
| | New American Strivers | 6 | 5 | 2 | 1 | 3 | 17 |
| | Subtotal: | 12 | 13 | 7 | 5 | 16 | 53 |
| | Metropolitan Suburbs | | | | | | |
| | Button-Down Families | 0 | 0 | 0 | 0 | 2 | 2 |
| | Fiber-Optic Families | 0 | 0 | 0 | 0 | 2 | 2 |
| | Late-Nest Suburbanites | 1 | 2 | 1 | 1 | 3 | 8 |
| | Subtotal: | 1 | 2 | 1 | 1 | 7 | 12 |
| | Total: | 14 | 16 | 8 | 6 | 25 | 69 |
| | Percent: | 20.3% | 23.2% | 11.6% | 8.7% | 36.2% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | | Single | -Family Atta | iched Owner | ship Income | Bands | |
|------|----------------------------|---------|--------------|-------------|-------------------|----------|-------|
| | Younger | Below | 30% to | 60% to | 80% to | Above | |
| | Singles & Couples | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total |
| | | | | | | · | |
| | Metropolitan Cities | | | | | | |
| | New Bohemians | 0 | 0 | 0 | 0 | 1 | 1 |
| | Downtown Couples | 1 | 1 | 0 | 0 | 1 | 3 |
| | Downtown Proud | 0 | 0 | 0 | 0 | 1 | 1 |
| | Subtotal: | 1 | 1 | 0 | 0 | 3 | 5 |
| Smai | ll Cities/Satellite Cities | | | | | | |
| | The VIPs | 2 | 2 | 1 | 1 | 6 | 12 |
| | Small-City Singles | 3 | 3 | 1 | 1 | 2 | 10 |
| | Twentysomethings | 4 | 4 | 2 | 2 | 3 | 15 |
| | Second-City Strivers | 2 | 2 | 1 | 1 | 2 | 8 |
| | Multi-Ethnic Singles | 5 | 3 | 1 | 1 | 2 | 12 |
| | Subtotal: | 16 | 14 | 6 | 6 | 15 | 57 |
| | Metropolitan Suburbs | | | | | | |
| F | ast-Track Professionals | 1 | 2 | 1 | 1 | 6 | 11 |
| | Suburban Achievers | 1 | 1 | 1 | 1 | 0 | 4 |
| | Suburban Strivers | 6 | 7 | 3 | 3 | 8 | 27 |
| | Subtotal: | 8 | 10 | 5 | 5 | 14 | 42 |
| | Total: | 25 | 25 | 11 | 11 | 32 | 104 |

 $\pmb{24.0\%}$

10.6%

10.6%

30.8%

100.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Percent:

24.0%

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Single | -Family Deta | iched Owner | ship Income | Bands | |
|-------------------------------|---------|--------------|-------------|-------------|----------|--------|
| Household Type/ | Below | 30% to | 60% to | 80% to | Above | |
| Geographic Designation | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total |
| | | | | | | |
| Empty Nesters | | | | | | |
| & Retirees | 28 | 35 | 21 | 20 | 74 | 178 |
| | | | | | | |
| Metropolitan Cities | 0 | 1 | 0 | 0 | 3 | 4 |
| Small Cities/Satellite Cities | 15 | 17 | 9 | 8 | 23 | 72 |
| Metropolitan Suburbs | 13 | 17 | 12 | 12 | 48 | 102 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| • | | | | | | |
| | | | | | | |
| Traditional & | | | | | | |
| Non-Traditional Families | 34 | 40 | 21 | 18 | 60 | 173 |
| | | | | | | |
| Metropolitan Cities | 2 | 2 | 0 | 0 | 0 | 4 |
| Small Cities/Satellite Cities | 27 | 30 | 16 | 13 | 39 | 125 |
| Metropolitan Suburbs | 5 | 8 | 5 | 5 | 21 | 44 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| Ü | | | | | | |
| | | | | | | |
| Younger | | | | | | |
| Singles & Couples | 27 | 29 | 13 | 11 | 30 | 110 |
| | | | | | | |
| Metropolitan Cities | 1 | 1 | 0 | 0 | 2 | 4 |
| Small Cities/Satellite Cities | 16 | 17 | 7 | 6 | 14 | 60 |
| Metropolitan Suburbs | 10 | 11 | 6 | 5 | 14 | 46 |
| Town & Country/Exurbs | 0 | 0 | 0 | 0 | 0 | 0 |
| • | | | | | | |
| Total: | 89 | 104 | 55 | 49 | 164 | 461 |
| Percent: | 19.3% | 22.6% | 11.9% | 10.6% | 35.6% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | | -Family Deta | ached Owner | rship Income | Bands | |
|------------------------------|---------|----------------|-------------|-------------------|----------|--------|
| Empty Nesters | Below | 30% to | 60% to | 80% to | Above | |
| & Retirees | 30% AMI | <u>60% AMI</u> | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total |
| Metropolitan Citie | s | | | | | |
| Multi-Ethnic Empty Nester | | 1 | 0 | 0 | 2 | 3 |
| Cosmopolitan Couple | | 0 | 0 | 0 | 1 | 1 |
| Subtotal | | 1 | 0 | 0 | 3 | 4 |
| Small Cities/Satellite Citie | s | | | | | |
| Second City Establishmer | nt 2 | 3 | 2 | 2 | 9 | 18 |
| Blue-Collar Retiree | s 5 | 7 | 4 | 3 | 8 | 27 |
| Middle-Class Move-Down | s 2 | 2 | 1 | 1 | 3 | 9 |
| Hometown Senior | rs 3 | 3 | 1 | 1 | 2 | 10 |
| Second City Senior | rs 3 | 2 | 1 | 1 | 1 | 8 |
| Subtotal | 15 | 17 | 9 | 8 | 23 | 72 |
| Metropolitan Suburb | s | | | | | |
| Affluent Empty Nester | rs 1 | 1 | 1 | 1 | 4 | 8 |
| Suburban Establishmer | nt 3 | 4 | 3 | 3 | 18 | 31 |
| Mainstream Empty Nester | rs 3 | 4 | 3 | 3 | 9 | 22 |
| Middle-American Retiree | es 6 | 8 | 5 | 5 | 17 | 41 |
| Subtotal | 13 | 17 | 12 | 12 | 48 | 102 |
| Tota | l: 28 | 35 | 21 | 20 | 74 | 178 |
| Percen | | 19.7% | 11.8% | 11.2% | 41.6% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | Single | -Family Deta | ached Owner | ship Income | Bands | |
|---------------------------------|---------|--------------|-------------|-------------|----------|--------|
| Traditional & | Below | 30% to | 60% to | 80% to | Above | |
| Non-Traditional Families | 30% AMI | 60% AMI | 80% AMI | 100% AMI | 100% AMI | Total |
| | | | | | | |
| Metropolitan Cities | | | | | | |
| Inner-City Families | 1 | 1 | 0 | 0 | 0 | 2 |
| Single-Parent Families | 1 | 1 | 0 | 0 | 0 | 2 |
| Subtotal: | 2 | 2 | 0 | 0 | 0 | 4 |
| Small Cities/Satellite Cities | | | | | | |
| Unibox Transferees | 4 | 6 | 4 | 4 | 19 | 37 |
| Multi-Ethnic Families | 3 | 4 | 2 | 2 | 5 | 16 |
| Uptown Families | 7 | 9 | 5 | 4 | 11 | 36 |
| In-Town Families | 8 | 7 | 3 | 2 | 3 | 23 |
| New American Strivers | 5 | 4 | 2 | 1 | 1 | 13 |
| Subtotal: | 27 | 30 | 16 | 13 | 39 | 125 |
| Metropolitan Suburbs | | | | | | |
| Button-Down Families | 2 | 3 | 2 | 2 | 9 | 18 |
| Fiber-Optic Families | 1 | 2 | 1 | 1 | 6 | 11 |
| Late-Nest Suburbanites | 2 | 3 | 2 | 2 | 6 | 15 |
| Subtotal: | 5 | 8 | 5 | 5 | 21 | 44 |
| Total: | 34 | 40 | 21 | 18 | 60 | 173 |
| Percent: | 19.7% | 23.1% | 12.1% | 10.4% | 34.7% | 100.0% |

SOURCE: Claritas, Inc.;

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years *Richmond City, Henrico County,*

Chesterfield County, and Balance of the United States

| | | Single | -Family Deta | iched Owner | rship Income | Bands | |
|----|-----------------------------|---------|--------------|-------------|-------------------|----------|-------|
| | Younger | Below | 30% to | 60% to | 80% to | Above | |
| | Singles & Couples | 30% AMI | 60% AMI | 80% AMI | 1 <u>00% AM</u> I | 100% AMI | Total |
| | | | | | | | |
| | Metropolitan Cities | | | | | | |
| | New Bohemians | 0 | 0 | 0 | 0 | 1 | 1 |
| | Downtown Couples | 1 | 1 | 0 | 0 | 1 | 3 |
| | Subtotal: | 1 | 1 | 0 | 0 | 2 | 4 |
| Sm | all Cities/Satellite Cities | | | | | | |
| | The VIPs | 1 | 2 | 1 | 1 | 6 | 11 |
| | Small-City Singles | 8 | 9 | 4 | 3 | 7 | 31 |
| | Twentysomethings | 2 | 2 | 1 | 1 | 0 | 6 |
| | Second-City Strivers | 1 | 1 | 0 | 0 | 1 | 3 |
| | Multi-Ethnic Singles | 4 | 3 | 1 | 1 | 0 | 9 |
| | Subtotal: | 16 | 17 | 7 | 6 | 14 | 60 |
| | Metropolitan Suburbs | | | | | | |
| | Fast-Track Professionals | 1 | 1 | 0 | 0 | 2 | 4 |
| | Suburban Achievers | 2 | 3 | 2 | 2 | 4 | 13 |
| | Suburban Strivers | 7 | 7 | 4 | 3 | 8 | 29 |
| | Subtotal: | 10 | 11 | 6 | 5 | 14 | 46 |
| | Total: | 27 | 29 | 13 | 11 | 30 | 110 |

26.4%

11.8%

10.0%

27.3%

100.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Percent:

24.5%

ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907 Clinton, New Jersey 08809 908 735-6336

info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis.

Demographic and economic estimates and projections have been obtained from government

agencies at the national, state, and county levels. Market information has been obtained from

sources presumed to be reliable, including developers, owners, and/or sales agents. However,

this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the

proprietary residential target market methodology™ employed in this analysis allows for a margin

of error in base data, it is assumed that the market data and government estimates and

projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will

prevail in a relatively steady state during development of the subject property. Absorption paces

are likely to be slower during recessionary periods and faster during periods of recovery and high

growth. Absorption scenarios are also predicated on the assumption that the product

recommendations will be implemented generally as outlined in this report and that the developer

will apply high-caliber design, construction, marketing, and management techniques to the

development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant

accounting, tax, and legal matters should be substantiated by appropriate counsel.

4



ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907 Clinton, New Jersey 08809 908 735-6336 info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.



TARGET MARKET DESCRIPTIONS — Appendix Two —

An Analysis of Residential Market Potential

The Gilpin Court Study Area

Richmond City, Virginia

March, 2023

Conducted by ZIMMERMAN/VOLK ASSOCIATES, INC. P.O. Box 4907 Clinton, New Jersey 08809





ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

TABLE OF CONTENTS

| TARGET MARKET DESCRIPTIONS | 1 |
|--|----|
| EMPTY NESTERS & RETIREES—Metropolitan Cities | |
| The Social Register | 3 |
| Urban Establishment | 4 |
| Multi-Ethnic Empty Nesters | 5 |
| Cosmopolitan Couples | 6 |
| EMPTY NESTERS & RETIREES—Small Cities/Satellite Cities | |
| Second-City Establishment | 8 |
| Blue-Collar Retirees | 9 |
| Middle-Class Move-Downs | 10 |
| Hometown Seniors | 11 |
| Second City Seniors | 12 |
| EMPTY NESTERS & RETIREES—Metropolitan Suburbs | |
| The One Percenters | 14 |
| Old Money | 15 |
| Affluent Empty Nesters | 16 |
| Suburban Establishment | 17 |
| Mainstream Empty Nesters | 18 |
| Middle-American Retirees | 19 |
| EMPTY NESTERS & RETIREES—Town & Country/Exurbs | |
| Small-Town Patriarchs | 21 |
| Pillars of the Community | 22 |
| New Empty Nesters | 23 |
| Traditional Couples | 24 |
| RV Retirees | 25 |
| Country Couples | 26 |
| Hometown Retirees | 27 |
| Heartland Retirees | 28 |
| Village Elders | 29 |
| Small-Town Seniors | 30 |
| Back Country Seniors | 31 |

| Traditional & Non-Traditional Families— <i>Metropolitan Cities</i> | |
|--|----|
| e-Type Families | 33 |
| Multi-Cultural Families | 34 |
| Inner-City Families | 35 |
| Single-Parent Families | 36 |
| Traditional & Non-Traditional Families—Small Cities/Satellite Cities | |
| Unibox Transferees | 38 |
| Multi-Ethnic Families | 39 |
| Uptown Families | 40 |
| In-Town Families | 41 |
| New American Strivers | 42 |
| Traditional & Non-Traditional Families—Metropolitan Suburbs | |
| Corporate Establishment | 44 |
| Nouveau Money | 45 |
| Button Down Families | 46 |
| Fiber-Optic Families | 47 |
| Late-Nest Suburbanites | 48 |
| Full-Nest Suburbanites | 49 |
| Kids 'r' Us | 50 |
| Traditional & Non-Traditional Families—Town & Country/Exurbs | |
| Ex-Urban Elite | 52 |
| New-Town Families | 53 |
| Full-Nest Exurbanites | 54 |
| Rural Families | 55 |
| Traditional Families | 56 |
| Small-Town Families | 57 |
| Four-by-Four Families | 58 |
| Rustic Families | 59 |
| Hometown Families | 60 |

| YOUNGER SINGLES & COUPLES—Metropolitan Cities | |
|---|----|
| New Power Couples | 62 |
| New Bohemians | 63 |
| Cosmopolitan Elite | 64 |
| Downtown Couples | 65 |
| Downtown Proud | 66 |
| Younger Singles & Couples—Small Cities/Satellite Cities | |
| The VIPs | 68 |
| Small-City Singles | 69 |
| Twentysomethings | 70 |
| Second-City Strivers | 71 |
| Multi-Ethnic Singles | 72 |
| YOUNGER SINGLES & COUPLES—Metropolitan Suburbs | |
| Fast-Track Professionals | 74 |
| Suburban Achievers | 75 |
| Suburban Strivers | 76 |
| Younger Singles & Couples—Town & Country/Exurbs | |
| Hometown Sweethearts | 78 |
| Blue-Collar Traditionalists | 79 |
| Rural Couples | 80 |
| Rural Strivers | 81 |
| RIGHTS AND OWNERSHIP | 82 |

TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, the Claritas, Inc. PRIZM PREMIER household cluster segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of newly-created housing within the marketplace.

Ÿ

Ÿ

EMPTY NESTERS & RETIREES

– Metropolitan Cities –

¥

THE SOCIAL REGISTER

Configuration: Empty-nest couples.

Typical household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$127,600.

2022 national median home value (for the more than three-quarters who own):

\$732,650

Median Net Worth over \$1,100,000.

Nearly 95% are college educated; 42% have advanced degrees.

Over 46% are retired; those still working are CEOs and high-ranking individuals in

management, business and finance, and the legal profession.

Housing characteristics: Downtowns and exclusive urban neighborhoods.

Elegant mansions on small, manicured lots; townhouses (the city version);

apartments and condominiums (the mid- to high-rise version).

80% have lived in their current dwelling for more than 10 years.

Consumption patterns: Drive a Mercedes S-Class hybrid.

Shop at Nordstrom.

Contribute to PBS.

Read The Atlantic.

Would not miss The Kennedy Center Honors.

Eat at The Capital Grille.

Icons: The red Cartier box; California whites in the undercounter wine cooler.



"Luxury must be comfortable, otherwise it is not luxury."

— Coco Chanel



URBAN ESTABLISHMENT_

Configuration: Singles and couples.

Average household size—1 or 2 persons.

Predominant age range of adults— 45 to 64.

Characteristics: 2022 national median household income: \$106,400.

2022 national median home value (for the nearly one-third who own): \$917,250

Averaging over \$220,000 of liquid assets. Above average technology use.

Just under 85% are college-educated; 23% have advanced degrees. Single-income

households.

Car-free households 2.7 times the national average.

More than 80% are still working; many work in arts and entertainment industries

and the media, and upper management in business.

Housing characteristics: Live in diverse urban neighborhoods.

Nearly half of the housing stock was built pre-1960.

Condominiums and apartments; rowhouses and townhouses; and bungalows and

other urban houses.

Consumption patterns: Shop at Trader Joe's.

Attend theater.

Read The New Yorker.

Own a Lexus.

Snack on brie cheese.

Icons: Theater subscription; Senior transit pass.

*

"Culture is the habit of being pleased with the best and knowing why."

- Henry Van Dyke



MULTI-ETHNIC EMPTY NESTERS

Configuration: Predominantly married couples; a few with a teen-ager or an older child at home.

Average household size—2 to 4 persons.

Predominant age range of adults—45 to 74.

Characteristics: 2022 national median household income: \$75,850

2022 national median housing value (for the nearly two-thirds who own): \$380,950

Most of their nest egg lies in home equity.

High proportion of Latinos; nearly 28% speak Spanish.

Half are college graduates; 15% have advanced degrees.

A quarter are dual-income households.

More than three-quarters are still working, in offices, as well as sales-related jobs;

managers or supervisors in business and finance.

Housing characteristics: Postwar detached or attached housing stock.

Urban houses, rowhouses, and condominiums.

57% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at 7-Eleven.

Buy weekly lottery ticket.

Own a Hyundai.

Watch Access Hollywood.

Know the best local taqueria.

Icons: Costco membership; Well-worn futbol jersey.



"There is communion of more than our bodies when bread is broken and wine drunk."

- M.F.K. Fisher



COSMOPOLITAN COUPLES

Configuration: Middle-aged to older singles and couples.

Average household size—1 or 2 persons.

Predominant age range of adults—45 to 64; 27% are over 65.

Characteristics: 2022 national median household income: \$68,050.

2022 national median housing value (for the nearly one-quarter who own): \$639,500

Below average retirement savings in a location with high cost of living. Above average

technology use.

Approximately 72% are college-educated; 8% have advanced degrees.

18% are African American; 19% Latino.

30% are retired. Those who are working are employed primarily behind a desk.

Some are part-timers in health care support jobs and food service industry jobs.

Housing characteristics: Live in ethnically diverse in-town neighborhoods.

Approximately half of the housing stock was built pre-1960.

Urban houses, rowhouses, and condominiums.

Consumption patterns: Shop at the neighborhood market.

Use a laundry service.

Read Popular Photography.

Own a Volkswagen.

Snack on Entenmann's.

Icons: The Seamless app; Name brand everything.



"Ah, but a man's reach should exceed his grasp,

Or what's a heaven for?"

- Robert Browning



Ÿ

EMPTY NESTERS & RETIREES

- Small Cities/Satellite Cities -

¥

SECOND CITY ESTABLISHMENT

Configuration: Empty-nest married couples.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$90,350

2022 national median home value (for the more than three-quarters who own):

\$299,850

Median Net Worth of nearly half a million dollars.

Nearly 84% attended college; over 22% have advanced degrees.

Nearly two-thirds are retired; if not retired, single-income households.

Housing characteristics: Live in outer-ring suburbs of smaller cities.

Over 47% of all dwelling units have been constructed since 1980.

New single-family houses, relatively-new townhouses, and garden apartments or

condominiums.

More than 73% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at Chico's.

Drive a Buick.

Read Birding.

Watch MSNBC.

Take an annual European vacation.

Icons: Pin-riddled world map; Rimowa luggage.



"I travel not to go anywhere, but to go."

- Robert Louis Stevenson



BLUE-COLLAR RETIREES

Configuration: Primarily singles, some married couples.

Average household size—1 person.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$56,450

2022 national median home value (for the two-thirds who own): \$162,350

Counting on a stable pension.

Over 75% attended or graduated from college.

Two-thirds are retired; those still working are retail clerks or office workers.

No computer; one mobile phone.

Housing characteristics: Live in older suburbs of small to mid-size cities.

Over 60% live in dwellings built between 1950 and 1980.

Detached houses and townhouses.

Just over 55% have lived in their current dwelling for more than 10 years.

Consumption patterns: Order from Lands End catalogue.

Shop at Stein Mart.

Still own the Olds.

Watch The Gameshow Network.

Eat at Bennigan's.

Icons: Well-used workbench; Hallmark Channel.



"And love can come to everyone,

The best things in life are free."

- Buddy De Sylva



MIDDLE-CLASS MOVE-DOWNS

Configuration: Older married couples and widows/widowers.

Average household size—1 to 2 persons.

Predominant age range of adults— 65 and older.

Characteristics: 2022 national median household income: \$54,550

2022 national median home value (for the nearly three-quarters who own):

\$190,100

Modest retirement savings.

9% have advanced degrees; nearly 70% have attended or graduated from college.

84% are retired.

Rarely uses new technology.

Housing characteristics: Retire to newer suburbs.

Just over two-thirds live in post-1970s construction.

Well-kept bungalows, ranch houses, and older townhouses.

64% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at T.J. Maxx.

Sew from patterns.

Read AARP Magazine.

Watch Turner Classic Movies.

Still drive the Mercury.

Icons: Quilting; coupon organizer.



"You will be safest in the middle."

- Ovid



HOMETOWN SENIORS

Configuration: Singles, widows and widowers, and couples.

Average household size—1 or 2 persons.

Predominant age ranges—65 and older.

Characteristics: 2022 national median household income: \$38,900

2022 national median home value (for the more than half who own): \$108,850

Shrinking disbursements and reverse mortgages.

Approximately 32% have high-school diplomas; 60% have some college.

More than 72% are retired.

Below average technology use.

Housing characteristics: Live in older suburbs of mid-size cities.

Over 43% live in dwellings built before 1960.

Small detached houses, townhouses.

Nearly 71% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at Sears.

Drive an old Lincoln.

Read Christianity Today.

Watch CBS Face The Nation.

Eat at Church's Chicken.

Icons: Night out at a fast-casual restaurant; the old Lincoln.



"Wrinkles should merely indicate where the smiles have been."

- Mark Twain



SECOND CITY SENIORS

Configuration: Mostly singles (widowed/divorced), a few couples.

Average household size—1 person.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$34,300

2022 national median housing value (for the more than one-quarter who own):

\$167,450

Low assets, low cost of living. Prefer conversations on the park bench to the smart

phone.

Nearly a third attended some high school or have high-school diplomas; 20% have

college diplomas and only 5% have advanced degrees.

70% are now retired; those still working hold low-level office jobs.

Housing characteristics: Live in first-ring suburbs of small cities.

Nearly 30% live in dwellings built before 1950.

Pre-war and mid-century low- and mid-rise apartment buildings.

Consumption patterns: Shop at Kroger.

Play bingo.

Read House Beautiful.

Watch Wheel of Fortune.

Eat at Captain D's.

Icons: TV Guide (print version); Barcalounger.

*

"Where's the remote?"

– Internet meme



g,

EMPTY NESTERS & RETIREES

– Metropolitan Suburbs –

Ÿ

THE ONE PERCENTERS

Configuration: Primarily married couples; some singles (divorced/widowed.)

Average household size—2 persons.

Predominant age range of adults—55 to 64.

Characteristics: 2022 national median household income: \$168,950

2022 national median housing value (for the nearly 90% who own): \$720,400

Very high income-producing assets. Financial news-related push notifications.

Well educated—82% are college graduates; 40% have achieved advanced degrees.

Half are in the upper tiers of management, business or finance. One quarter are top

executives. Only 17% have retired.

Housing characteristics: Live in mansions in the most affluent suburbs; high-value condominiums in the city.

44% of the housing units were built post-1980.

For those who rent, typically large expensive apartments.

Single-family detached houses.

Over 73% have lived in their dwellings for 10 years or more.

Consumption patterns: Shop at Lord & Taylor.

Attend classical concerts.

Read The Wall Street Journal.

Watch Bloomberg Television.

Stay at Hilton hotels.

Icons: His and Hers BMWs; European ski vacations.



"Wealth is like sea water; the more we drink, the thirstier we become."

– Arthur Schopenhauer



OLD MONEY

Configuration: Empty-nest couples; children away at boarding school or college.

Average household size—2 persons.

Predominant age range of adults—65 and older.

Characteristics: 2022 national median household income: \$165,700

2022 national median housing value (for the nearly 90% who own): \$880,150

Averaging nearly \$2 million in Net Worth. Spare time to explore new technology.

High levels of education; 80% with college degrees and 46% having graduate

degrees.

57% have retired; those still working are judges; medical specialists; chief executive

officers. Upper crust, wealthy American families.

Housing characteristics: Live in older, exclusive metropolitan suburbs.

Over 61% of the housing stock was built pre-1980.

Estate houses in high-prestige neighborhoods, townhouses in the city, urban pieds-à-

terre.

Just under 80% of these households have lived in their dwelling for more than 10

years.

Consumption patterns: Shop at J. Press.

Attend the opera.

Own classic show cars, but drive a Lexus.

Watch PBS Newshour.

Eat at Ruth's Chris Steakhouse.

Icons: Threadbare Oriental carpets; chipped Waterford crystal.

**

"They [the very rich] are different from you and me."

- F. Scott Fitzgerald

*

AFFLUENT EMPTY NESTERS

Configuration: Empty-nest couples, very few with children still living at home.

Average household size—2 persons.

Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: \$134,450

2022 national median housing value (for the nearly 90% who own): \$572,250

74% graduated from college; just under 38% hold advanced degrees. Over \$1

million in income-producing assets. Prefers travel & activities to technology.

More than half are retired, but have significant financial resources. Those employed

are small-business owners; corporate officers; sales directors.

Housing characteristics: Live in older suburbs; likely to move to or near downtown or an urban

neighborhood when last child has left home.

Half of the housing stock was built between 1960 and 1990.

Single-family detached houses; high percentage of second/vacation homes.

Nearly 73% have lived in their dwellings for more than 10 years.

Consumption patterns: Shop at Talbots.

Drive a Lexus.

Belong to a country club.

Read Architectural Digest.

Watch The Golf Channel.

Own a vacation home.

Icons: His and Hers Golf Shoes; Columbia Valley reds.



"We made our money the old-fashioned way; we earned it."

- Variation on Advertisement



SUBURBAN ESTABLISHMENT_

Configuration: Mostly older couples.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$111,550

2022 national median housing value (for the nearly 90% who own): \$395,300

Median Net Worth over half a million dollars.

Approximately two-thirds hold college degrees; another 28% have attended graduate

school.

39% are retired. Those still working are professionals, mid-to upper-level

management, and business and financial experts.

Housing characteristics: Live in established suburbs surrounding smaller cities.

Single-family neighborhoods built primarily in the 1970s and 1980s.

Primarily single-family detached houses, some townhouses, very few apartments or

condominiums.

Like other older suburban couples, long-time homeowners; nearly 72% have lived in

their dwellings for more than 10 years.

Consumption patterns: Shop at Whole Foods.

Depends on an older Volvo.

Read Barron's.

Would not miss the Tour de France.

Eat at Sbarro.

Icons: Blue-chip stock portfolio; cruise line loyalty club.

**

"Just enjoy your ice cream while it's on your plate."

Thornton Wilder



MAINSTREAM EMPTY NESTERS

Configuration: Dual-income married couples.

Average household size—2 persons.

Predominant age range of adults—45 to 74.

Characteristics: 2022 national median household income: \$73,700

2022 national median housing value (for the two-thirds who own): \$237,750

Little in liquid assets. Wish their kids would take their stuff. Follow their children on

social media.

79% are college-educated; 13% have advanced degrees.

20% are retired; those still working are managers or superiors in business and finance

professions, computer or technology related jobs.

Housing characteristics: Close-in suburbs.

Detached residences in small postwar suburban detached developments.

Over 45% have lived in their current dwelling for over 10 years.

Some live in '70s era apartment properties.

Consumption patterns: Shop at Lane Bryant.

Enjoy karaoke.

Read Sunset.

Watch MLB Network.

Eat at Jason's Deli.

Icons: Remodeling to-do list; college football jersey.



"The home should be the treasure chest of living"

- Le Corbusier



MIDDLE-AMERICAN RETIREES

Configuration: Empty-nest couples, few children still at home.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$72,800

2022 national median housing value (for the nearly three-quarters who own):

\$238,750

Low income-producing assets.

Just over 37% are college graduates; another 23% have attended college, but not

graduated.

40% are retired. Those still working are employed in a variety of professions,

ranging from teachers, bank employees to middle management and sales positions.

Housing characteristics: Live in older inner-ring suburbs. '50s, '60s, and '70s construction.

Renters live in suburban mid-sized apartment complexes.

Owners live in townhouses and duplexes.

Just over 62% have lived in their dwellings for more than 10 years.

Consumption patterns: Drive a Kia.

Belong to a union.

Read Popular Woodworking.

Watch the Home Shopping Network.

Eat at Friendly's.

Icons: Home workshop; AARP card.



"If you want something done well, do it yourself."

- Napoleon Bonaparte



g.,

EMPTY NESTERS & RETIREES

- Town & Country/Exurbs -

Ÿ

SMALL-TOWN PATRIARCHS

Configuration: Empty-nest couples.

Average household size—2 persons.

Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: \$127,600

2022 national median housing value (for the nearly 90% who own): \$535,050

Averages over \$1 million in net worth.

35% have college degrees; 35% have advanced degrees.

57% are retired; those still working are small-town lawyers, doctors, bankers and

small-business owners.

Housing characteristics: Large single-family house owners on the best street in town. The leading citizens of

small-town communities.

About half still live in their updated older houses which were bought after 1970.

Consumption patterns: Order from Travelsmith.

Own a dependable Suburu, but drive a muscle car on Sundays.

Contribute to NPR.

Read The Economist.

Would not miss The Masters.

Own a timeshare.

Icons: On-line brokerage account; Framed advanced degrees.



"The life of the wealthy is one long Sunday."

- Anton Chekhov



PILLARS OF THE COMMUNITY_

Configuration: A few still have a child at home.

Average household size—2 to 4 persons.

Predominant age range of adults—45 to 64.

Characteristics: 2022 national median household income: \$98,500

2022 national median housing value (for the nearly 90% who own): \$302,600

Nearly \$200,000 in liquid assets.

38% are college graduates; 18% have advanced degrees.

A third are dual-income households. Many occupy important positions in local

businesses and the educational and protective governmental services.

Housing characteristics: Suburban houses in a small-town setting.

Nearly half bought single family houses built after 1990.

61% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Eddie Bauer.

Own a Kia.

Read Boating.

Watch The History Channel.

Eat at Panera Bread.

Icons: Bass boat; vintage Chevy Stepside.



"This is a small town, so everyone talks.

Ironic, isn't it—so few people, so many opinions?"

- Katarina Bivald



NEW EMPTY NESTERS

Configuration: Primarily empty-nest couples.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$103,600

2022 national median housing value (for the more than 80% who own): \$447,100

Averaging over half a million in liquid assets; ready to trade in the big house but

can't find a buyer. Can't keep up with the kids on social media.

A third have college degrees; 30% have advanced degrees.

About half are retired; a high percentage of those working are CEOs and upper

managers in business and finance.

Housing characteristics: Most live in luxury apartment or townhouse properties built post-1970.

64% have lived in their current dwelling for over 10 years.

Consumption patterns: Order from L.L. Bean.

Vacation by motor home.

Read Outdoor Life.

Would not miss the Kentucky Derby.

Eat at Ruby Tuesday.

Icons: Gun dog; Maine hunting shoes.



"I do hunt and I do fish, and I don't apologize to anybody for hunting and fishing."

Norman Schwarzkopf



TRADITIONAL COUPLES

Configuration: Older couples.

Average household size—2 persons.

Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: \$98,900

2022 national median housing value (for the nearly 90% who own): \$352,750

Averaging over \$750,000 in net worth. Smart phone still has the same apps and

settings their kids set up for them.

A third have college degrees; a quarter have advanced degrees.

Two-thirds are retired; the rest are lawyers, local business owners and managers who

are nearing retirement in their professions.

Housing characteristics: Detached houses in small towns.

More than one-third of them bought between 1990-2009.

62% have lived in their current dwelling for over 10 years.

Many have a vacation/weekend house.

Consumption patterns: Local country club members.

Read Traditional Home.

Own a Lincoln.

Would not miss the Westminster Dog Show.

Eat at Bonefish Grill.

Icons: Matching golf bags; "their booth" at the breakfast place.



"Grow old along with me!

The best is yet to be."

Robert Browning



RV RETIREES

Configuration: Most are empty nest couples.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$79,650

2022 national median housing value (for the more than 80% who own): \$246,550

Approximately \$80,000 in liquid assets. Prefer travel to technology.

Almost 30% have college degrees; almost 20% have advanced degrees.

Half are retired; those still working range from maintenance workers to educators,

local business owners and professionals.

Housing characteristics: Majority are older single-family houses with the mortgage paid off.

A fifth live in pre-war farmhouses.

Two-thirds have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Tractor Supply Co.

Own a GMC.

Own a farmette.

Read The American Legion Magazine.

Watch Live with Kelly.

Eat at Bob Evans.

Icons: Winnebago; Cracker Barrel rocking chair.



"To travel hopefully is a better thing than to arrive."

- Robert Louis Stevenson



COUNTRY COUPLES

Configuration: Mostly empty-nest couples, and some with older children at home.

Average household size—2 persons.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$72,850

2022 national median housing value (for the more than three-quarters who own):

\$231,300

Very little in income-producing assets, not enough in the retirement account.

26% have college degrees; another 11% also have advanced degrees.

43% are retired; those still working are unionized on the assembly line, on the

construction crew, or working in clerical jobs.

Housing characteristics: Long-time residents of older stick or brick detached and townhome developments.

58% have lived in their dwelling for over 10 years.

Consumption patterns: Shop at Hobby Lobby.

Belong to a veterans club.

Read Field & Stream.

Watch The Hallmark Channel.

Eat at Cracker Barrel.

Icons: Signed major league jersey; coin collection.



"If you wish to get rich, save what you get."

- Brigham Young



HOMETOWN RETIREES

Configuration: Two-thirds are married couples, and one-third are widowed or divorced singles.

Average household size—1 or 2 persons

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$63,450

2022 national median housing value (for the more than three-quarters who own):

\$180,750

69% attended college; only 31% finished.

Living in a low-cost location makes for a healthy retirement fund.

More than half were born and raised in the same town; one of the least likely

households to use new technology. Many have never owned a computer.

56% are retired; Used to driving all over town to construction and maintenance jobs.

Housing characteristics: Small-town environments.

'90s and '00s developments surrounding old town centers.

About half own detached houses, be it two-story, bi-level, ranch, or mobile home.

62% have lived in their current dwelling for over 10 years.

Consumption patterns: Keeping the Saturn

Shop at True Value.

Read Deer & Deer Hunting.

Watch The Weather Channel.

Eat at Bojangle's.

Icons: Well-used vice-grips; needlepoint.

*

"His first, best country ever is, at home."

Oliver Goldsmith

*

HEARTLAND RETIREES

Configuration: Singles and couples.

Average household size—1 or 2 persons

Predominant age range of adults—65 and older.

Characteristics: 2022 national median household income: \$61,800

2022 national median housing value (for the more than three-quarters who own):

\$226,150

Have saved enough for retirement.

Dislike people fiddling on smartphones all the time; "That's for the coastal elites."

A third have high school diplomas; 18% have college degrees.

85% are retired.

Housing characteristics: Two-thirds live in single-family detached houses built post-1970.

Over 80% have lived in their current dwelling for over 10 years.

Consumption patterns: Order from JC Penney catalogue.

Own a working farm.

Read VFW.

Would not miss the Thanksgiving Day Parade.

Eat at Bonanza Steakhouse.

Icons: The pop-up camper; bib overalls.



"The farmer has to be an optimist or he wouldn't still be a farmer."

- Will Rogers



VILLAGE ELDERS

Configuration: Primarily single-person households; many of them widowers.

Average household size—1 person.

Predominant age range of adults—65 and over.

Characteristics: 2022 national median household income: \$50,750

2022 national median housing value (for the nearly three-quarters who own):

\$176,900

Never owned an investment account; worry over pensions.

Many have never owned a computer.

A quarter have graduated college; 35% did not attend anything more advanced than

high school.

86% are retired.

Housing characteristics: Just under 58% live in modest detached houses. Some rent apartments in town.

The majority bought between 1970-2010.

56% lived in their current dwelling for over 10 years.

Consumption patterns: Still drive the old Buick.

Belong to a Veteran's Club.

Read Grit.

Watch NBC Nightly News.

Eat at Shoney's.

Icons: The trusty Buick; the corner booth at Shoney's.



"Maybe it's a symptom of a small town,

but for some, even after graduation.

high school never really ends."

Matt Abrams



SMALL-TOWN SENIORS

Configuration: 56% single, half of whom are separated/divorced/widows/widowers.

Average household size—1 person.

Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: \$49,200

2022 national median housing value (for the nearly two-thirds who own): \$150,000

Not much in savings. Below average technology use.

38% dropped out of college; 22% graduated, and only 4% have advanced degrees.

59% are retired; and the rest occupy sales, office and clerical positions.

Housing characteristics: Single-family detached houses; small rental apartments.

A large portion bought '70s era construction.

46% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Kmart.

Use a prepaid calling card.

Listen to gospel music.

Watch HLN.

Eat at Golden Corral.

Icons: Canasta; scrapbooking.



"If I'd known I was going to live this long,

I'd have taken better care of myself."

- Eubie Blake



BACK COUNTRY SENIORS

Configuration: Almost half are single-person households.

Average household size—1 or 2 persons.

Predominant age range of adults—55 and over.

Characteristics: 2022 national median household income: \$45,200

2022 national median housing value (for the more than three-quarters who own):

\$136,350

Never had an investment account. The only screen they'll look at is the TV.

36% only have high school diplomas; 38% dropped out of college, and 20%

graduated.

70% are retired; those working have agricultural, construction and maintenance

related jobs.

Housing characteristics: Small farming communities.

A few own old farmhouses; most need fixing-up.

Older single-family houses.

Most own their ranch houses, ramblers or mobile homes.

57% have lived in their current dwelling for over 10 years.

Consumption patterns: Drive a GMC pickup.

Would not miss the National Finals Rodeo.

Listen to Christian radio.

Eat at Hardee's.

Icons: John Deere gimme hats; kitchen canning equipment.



"Some folks rail against other folks,

because other folks have what some folks would be glad of."

Henry Fielding



Ÿ

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Cities –

Ÿ

E-Type Families

Configuration: Two-thirds are married couples with children.

Average household size—3 or 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$132,150.

2022 national median housing value (for the nearly three-quarters who own):

\$670,600

Nearly \$1.7 million in net worth. Part of the tech-savvy knowledge economy.

Highly educated: 96% attended college, a third have advanced degrees. Multi-ethnic, with significant numbers of Asians. Half of the households are dual-income. 13% use

public transportation.

High-living, high-energy city-dwellers. Frequent home re-modelers.

Jobs require significant networking resources; e-Businesses, information technologies.

Top executives, financial analysts; planning and design firm employees.

Housing Characteristics: Trendy detached and multi-family housing in upscale urban neighborhoods, often

near universities. 19% live in post-2000 construction.

Older classic apartment buildings that have at least been updated post-1985.

Consumption Patterns: Shop at Bloomingdale's

Own a Tesla Model S.

Read NYTimes app on an iPad

Use Uber.

Snack at Starbucks.

Icons: Virtual Private Network on every device; Blockchain.

*

"Innovation distinguishes between a leader and a follower."

- Steve Jobs



MULTI-CULTURAL FAMILIES

Configuration: Couples and singles with children.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$64,750.

2022 national median housing value (for the more than half who own): \$218,550

Diligently saving for the future at an impressive pace.

Middle-income households from diverse backgrounds.

Over 88% attended college; 22% have advanced degrees.

Mid-level positions in business, management, and finance, or have their own small

businesses.

Housing Characteristics: Long-time residents of in-town neighborhoods.

52% have lived in their current dwelling for more than 10 years.

Nearly half of all housing units were built prior to 1960.

Owners live in rowhouses and duplexes; renters in apartment buildings.

Consumption Patterns: Shop at Safeway.

Lovingly-maintained old Cadillac.

Read Kiplinger's Personal Finance.

Watch The View.

Eat at Jack-in-the-Box.

Icons: The essential DIY toolbox; NHL jersey.

*

"The dictionary is the only place that success comes before work."

- Vince Lombardi



INNER-CITY FAMILIES

Configuration: One-third are married couples with children.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$48,500.

2022 national median housing value (for the more than one-quarter who own):

\$259,200

Few income-producing assets.

25% have high school diplomas; more than half who attended college dropped out.

Nearly half speak Spanish. 28% are African American.

Employed as waiters or waitresses, bartenders, factory workers on the night shift,

sales clerks in small stores, building maintenance and housekeeping crews.

Housing characteristics: Public housing.

Struggling neighborhoods.

Consumption patterns: Shop at La Michoacana Meat Market.

Pre-paid metro PCS mobile.

Listen to Hispanic format radio.

Drive a Mitsubishi.

Eat at Sizzler Steakhouse.

Icons: American Latino TV; Hip hop for kids.



"Hold fast to dreams for if dreams die, life is a broken-winged bird that cannot fly."

Langston Hughes



SINGLE-PARENT FAMILIES

Configuration: 25% are single adult households. Children across all ages.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$51,350

2022 national median housing value (for the more than one-quarter who own):

\$328,750

Housing is a disproportionate share of income.

28% have college degrees; 9% have advanced degrees.

Two-thirds are Latino, 15% are African American, and 65% speak Spanish.

Many first-generation Americans.

Hard-working middle-class families committed to paying the bills (and saving); even

the kids contribute.

Housing Characteristics: Downtown, in-town neighborhoods in immigrant gateway cities.

"Urban Renewal" era mid- and high-rise apartments.

Consumption Patterns: Shop at Ross Dress for Less.

Avid moviegoers.

Drive a Nissan.

Watch TeenNick.

Eat at Carl's Jr.

Icons: USCIS case status; Liga MX warm-ups.

*

"Over time, grit is what separates fruitful lives from aimlessness."

John Ortberg



Ŷ,

TRADITIONAL & NON-TRADITIONAL FAMILIES

- Small Cities/Satellite Cities -

Ÿ

Unibox Transferees

Configuration: Married couples with children, most of them school-age.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$105,150

2022 national median housing value (for the nearly three-quarters who own):

\$391,800

High income-producing assets. Above-average technology use.

Upper-middle-income families; both spouses work.

Highly educated: 50% are college graduates, and 22% advanced degrees.

Highly mobile salespersons, professionals; architects and engineers, IT specialists and

web developers, accountants, financial analysts and day traders, to business

executives.

Housing characteristics: Some are older updated detached houses inside established neighborhoods in second-

tier cities. Nearly a third live in new construction.

Consumption patterns: Shop at Express.

Trade stock online.

Read Dwell.

Watch TV shows on their phones.

Eat at Chevy's.

Own a Mitsubishi.

Icons: National Park annual pass; 529 college savings plans.



"They change their clime, not their disposition."

- Horace



MULTI-ETHNIC FAMILIES

Configuration: Married couples with children.

Average household size—3 or 4 persons.

Predominant age ranges—25 to 54.

Characteristics: 2022 national median household income: \$79,300

2022 national median housing value (for the nearly two-thirds who own): \$279,100

Multi-ethnic, multi-racial American families. 35% speak Spanish.

79% attended college for one year; 9% have advanced degrees. Low income-

producing assets.

Many own their own start-up company.

High percentage of military, former military.

Jobs include secretaries, bank tellers, construction workers, mechanics, truck and taxi

drivers, and electricians.

Housing characteristics: New mid and high-rise apartments and condominiums.

Smaller cities and suburbs. Over a third live in post-2000 construction.

Consumption patterns: Shop at military commissary.

Do needlepoint.

Own a GMC.

Watch WWE pay per view.

Eat at CiCi's Pizza.

Icons: Deployment mementos; staycations.



"It's almost worth having been in the army

for the joy that freedom gives you."

- John Dos Passos



UPTOWN FAMILIES

Configuration: Couples with young school-age children.

Average household size—3 or 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$73,900

2022 national median housing value (for the more than half who own): \$251,350

Struggling to save for the future. Dual-income, dual-career couples.

40% are college grads, and 12% have advanced degrees.

10% carpool to work, but most drive alone.

Yesterday: Twentysomethings. Tomorrow: Nouveau Money.

White-collar professionals and department heads; in tech businesses.

Housing characteristics: Middle-class neighborhoods in second-tier cities and suburbs.

New, upscale condos and townhouses in town, 1970s detached houses in the neighborhoods. Only a quarter have lived in their dwelling for over 10 years.

Consumption patterns: Drive a new Cadillac.

Go to karaoke.

Read Wired.

Watch the Cartoon Network.

Eat at Joe's Crab Shack.

Icons: Media credenza; Frequent diner cards.



"It's all fun and games until you have to wake up and be a parent at 6 am."

- Greeting card



IN-TOWN FAMILIES

Configuration: Couples with infants and school-age children; a quarter are families with more than

two generations present.

Typical household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$47,750.

2022 national median housing value (for the more than half who own): \$142,500

Very little in liquid assets.

40% have taken college-level online classes; 30% graduated high school. Nearly half

are Spanish speaking.

Younger families with Abuelita or Lito helping out.

High proportions of Latinos and African Americans.

Work in mostly in health care support positions. In one out of four households,

another member works part-time.

Housing characteristics: Affordable detached houses in and around second- and third-tier cities.

About 7% rent in new construction.

More than a third have lived in their current dwelling for over 10 years.

Consumption patterns: Buy baby food.

Burritos for breakfast.

Read People En Espanol.

Watch Univision.

Eat at Whataburger.

Icons: Budget family vacations; SNAP.



"Every house needs a grandmother in it."

Louisa May Alcott



NEW AMERICAN STRIVERS

Configuration: Older married couples with children. Some grandfamilies.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$44,450

2022 national median housing value (for the more than one-quarter who own):

\$174,250

One works full-time, the other part-time.

29% only have high school diplomas; 61% attended college; 21% graduated.

30% Spanish language speakers. High percentage of "other" race classification.

Most work in food service jobs, maintenance and housekeeping jobs, construction

and landscaping, and healthcare support services; only a few in offices. 17%

unemployed.

Housing characteristics: Second tier cities, often with military presence.

Sections of the city where there are restaurants and food vendors selling ethnic fare,

places to buy items from back home and traditional garb.

Consumption patterns: Shop at Rent-A-Center.

Own a Mazda.

Read Spin.

Watch Nick at Nite.

Eat at Krispy Kreme.

Icons: Latin pop, A-pop, J-pop, K-pop; poblanas, saris, kimonos and djellabas.



"The land flourished because it was fed from so many sources – because it was nourished by so many cultures and traditions and peoples."

Lyndon B. Johnson



Ÿ

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Suburbs –

Ÿ

CORPORATE ESTABLISHMENT_

Configuration: Older families with children in school.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$174,200

2022 national median housing value (nearly all own): \$658,500

Averaging over \$1.5 million in net worth. Internet of Things.

Very high dual-income white and Asian families.

97% are college-educated; 43% have undergraduate degrees, 43% have advanced

degrees.

Prominent professionals and executives in business, finance, law, and

communications industries.

Housing characteristics: Tech-enhanced updated estates built in the '90s. 47% are in newer (post 2000)

construction. Million-dollar homes.

Most are detached houses in wealthy enclaves, often near the country club; expensive

condominiums or exclusive co-ops in the city.

39% have lived in their current dwelling for over 10 years

Consumption patterns: Shop at Brooks Brothers.

Read Investor's Business Daily.

Play tennis.

Watch Saturday Night Live.

Stay at Courtyard By Marriott.

Icons: Acoustically-neutral audiophile multi-media room; the genuine club tie.



"Wealth is not without its advantages."

- John Kenneth Galbraith



Nouveau Money

Configuration: Married couples with mostly older children.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$131,150

2022 national median housing value (for the more than three-quarters who own):

\$456,000

Very high income-producing assets. Posting travels on Instagram.

White and Asian dual-income households.

Big spenders with high incomes. He's a portfolio manager, she's a high school

teacher.

Half have college degrees and a third have advanced degrees.

Investment analysts; high-tech careers; had a successful start-up, sold it for millions.

Housing characteristics: Two-thirds live in McMansions in new-money suburban subdivisions built after

1990.

37% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Ralph Lauren.

Own a BMW.

Visit wsj.com.

Watch the NHL Network.

Drink Perrier.

Icons: The black titanium AmEx Centurion card; outdoor kitchen.



"A sumptuous dwelling the rich man hath."

- Mary Elizabeth Hewitt



BUTTON-DOWN FAMILIES

Configuration: Married couples with older children.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$115,000

2022 national median housing value (for the more than three-quarters who own):

\$403,450

Over a quarter million in income-producing assets.

Computer-savvy and career-oriented; both spouses work full-time.

Many own team or brand-specific cycling gear.

91% are college-educated; 23% have advanced degrees.

About half work in the corporate environment. Several are middle managers.

Housing characteristics: Summer vacation home in a walkable.beach town.

From large older updated houses on small lots to new condominiums.

51% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Ethan Allen Galleries.

Belong to a country club.

Read Money.

Watch CNBC.

Snacks at Auntie Anne's.

Drink O'Doul's.

Icons: Golf cart; Team-specific cycling gear.



"So always look for the silver lining

And try to find the sunny side of life."

- P.G. Wodehouse



FIBER-OPTIC FAMILIES

Configuration: Older families.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$102,400

2022 national median housing value (for the nearly 90% who own): \$306,150

Meeting their investment goals. Everything is in the Cloud.

More than half have college degrees; 21% have advanced degrees.

Mid- to upper-level executives in tech, business, education, accounting, financial

services, planning and design.

Housing characteristics: Detached houses in close-in suburban subdivisions.

Nearly half bought between 1990 and 2009.

40% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Anthropologie.

High-speed internet with mega bandwidth.

Visit CNET.com.

Own a Mazda.

Watch Sundance Channel.

Eat at Five Guys.

Icons: Fandor and Indieflix subscriptions; Organic LED television.



"Any sufficiently advanced technology is indistinguishable from magic."

- Arthur C. Clarke



LATE-NEST SUBURBANITES

Configuration: Older married couples with school-age children, some away at college.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$90,850

2022 national median housing value (for the nearly two-thirds who own): \$394,350

Upper-middle-income suburban families; a third are dual-income; some are minivan

soccer moms. College tuition sticker shock. Everything Amazon Prime.

43% have college degrees; 23% have advanced degrees.

Officers of small corporations; sales managers; communications and technology.

Housing characteristics: New upscale suburban subdivisions.

Half live in older houses. Relatively high property values.

A third have lived in their current dwelling for over 10 years.

Consumption patterns: Own an Acura.

Attend soccer games.

Visit Disney.com.

Watch The Tennis Channel.

Eat at Fuddrucker's.

Icons: Family YouTube channel; "My child is an honor student at . . ." bumper stickers.



"Hail wedded love, mysterious law, true source of human offspring."

- John Milton



FULL-NEST SUBURBANITES

Configuration: Married couples with children.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$85,400

2022 national median housing value (for the more than two-thirds who own):

\$354,250

Low income-producing assets. Above-average technology use.

Over 60% have college degrees, 21% have advanced degrees.

A third of the households are dual-income.

Business managers, supervisors, and accountants, along with other white-collar jobs.

Many are employed in the educational system at all levels.

Housing characteristics: Suburban subdivisions outside fast-growing metro areas.

Pre-crash detached houses.

46% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Publix.

Own a Lexus.

Weekly Pilates class.

Read *Entrepreneur*.

Watch The Cooking Channel.

Eat at Romano's Macaroni Grill.

Icons: Babolat AeroPro Drive tennis racquets; WebMD.



"Other things may change us,

but we start and end with the family."

- Anthony Brandt



Kids 'r' Us

Configuration: Family households with above-average number of children.

Average household size—3 to 5 or more persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$78,550

2022 national median housing value (for the nearly three-quarters who own):

\$250,900

Very little in income-producing assets. Weekly grocery delivery ordered online saves

time.

Living the Middle-Class Dream. A third are dual-income, but 56% are still provided

for by only one parent. 18% are African American.

82% are college-educated; 12% have advanced degrees.

10% carpool to work. Employment across all job categories.

Housing characteristics: Detached houses in '90s and '00s subdivisions. 11% live in new construction.

The quarter-acre lot, USA.

Consumption patterns: Shop at New York & Company.

Visit Walt Disney World.

Read Sports Illustrated.

Watch Nick Jr.

Eat at Wingstop.

Own a Kia.

Icons: Amazon Fresh; family Google Calendar.



"These are your peak earning years, my friend.

You've got kids to think about"

- Garth Risk Hallberg



g,

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –

Ÿ

EX-URBAN ELITE

Configuration: Married couples; most with older children, a few away at college.

Average household size—2 to 4 persons.

Predominant age range of adults—45 to 64.

Characteristics: 2022 national median household income: \$133,650

2022 national median housing value (nearly all own): \$451,500

Very high income-producing assets. Keeps up with acquaintances online.

76% graduated college; 29% have advanced degrees.

Former residents of cities or metropolitan suburbs who have "escaped" urban stress.

Wealthy families living in private luxury.

Executives; professionals; entrepreneurs; consulting businesses.

Housing characteristics: "Retreat" locations—the New England coast; horse farms in Virginia and New

Jersey; Monterey County, California.

Only one-third live in pre-1990 buildings.

"Estate" houses—custom if new; restored if old.

Consumption patterns: Shop at Pottery Barn.

Own a Steinway grand.

Read Forbes.

Play golf.

Eat at Bertucci's.

Icons: E*Trade; Rolex chronographs.



"Far from the madding crowd's ignoble strife,

Their sober wishes never learn'd to stray;

Along the cool sequester'd vale of life

They kept the noiseless tenor of their way."

- Thomas Gray



NEW TOWN FAMILIES

Configuration: Young, upper middle-class families with babies or school-age children.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 44.

Characteristics: 2022 national median household income: \$102,500

2022 national median housing value (for the more than three-quarters who own):

\$292,650

High income-producing assets. Mobile-friendly.

Educated townsfolk; typically close to outdoor recreational activities.

Half are dual-income.

Two-thirds have college degrees; 21% have advanced degrees.

Range of employment from contractors to business executives, with a high

percentage of educators.

Housing characteristics: Detached houses in rural townships, clustered suburban subdivisions near the town

center.

Lake towns, large amounts of preserved land close by.

53% live in post-2000 construction.

Consumption patterns: Shop at Ann Taylor.

Own a powerboat.

Own a Subaru.

Watch Nickelodeon.

Eat at Cold Stone Creamery.

Icons: PlayStation 4; Everything Gore-Tex.



"Welcome to the great American two-career family and pass the aspirin, please."

Anastasia Toufexis



FULL-NEST EXURBANITES

Configuration: Older married couples with children; mostly school-age.

Average household size—3 or 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$102,400

2022 national median housing value (for the more than three-quarters who own):

\$363,550

Saving well for the future. Can't wait for AVs to ease the pain of commuting.

58% have college degrees; 16% have advanced degrees.

Professionals and tech-related business careers; a high proportion of executives and

upper managers.

Housing characteristics: Cookie-cutter detached houses in exurban subdivisions.

Half live in units built post-1990.

Consumption patterns: Shop at BJ's Wholesale Club.

Travel internationally.

Read Audubon Magazine.

Watch college basketball.

Eat at Qdoba.

GMC SUV.

Icons: Her horse; his power boat.



"A piece of land not so very large, which would contain a garden, and near the house a spring of ever-flowing water,

and beyond these a bit of wood."

Horace



RURAL FAMILIES

Configuration: Married couples with mainly older children.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$80,600

2022 national median housing value (for the more than three-quarters who own):

\$228,300

Above average retirement savings.

Middle-class dual-income families. Preference for outdoor activities.

A quarter did not finish college; while 13% have advanced degrees.

Policemen or firefighters, truck drivers, oil riggers, lumberjacks, and craftsmen.

Housing characteristics: Older detached houses and townhouses usually in subdivisions around main

intersections.

43% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Cabela's.

Own a Jeep.

Read American Angler.

Watch The Outdoor Channel.

Eat at Pizza Inn.

Icons: Sports equipment wall rack; cowboy boots.



"Sport is the bloom and glow of a perfect health."

Ralph Waldo Emerson



TRADITIONAL FAMILIES

Configuration: Married couples; children of all ages.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$80,250

2022 national median housing value (for the more than three-quarters who own):

\$256,500

Anticipating the day the mortgage is done.

51% have undergraduate degrees; 17% have advanced degrees.

Outdoor recreation-oriented family activities.

A third are dual-income households.

Middle to upper income white-collar employment; Management and professionals.

Small percentage of military personnel.

Housing characteristics: Detached houses in small town neighborhoods.

41% live in housing constructed after 2000.

45% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Dillard's.

Own a timeshare.

Visit NFL.com.

Watch ESPN Classic.

Eat at Zaxby's.

Icons: Mountain bikes; NCAA basketball bracket family competition.



"It [tradition] cannot be inherited, and if you want it you must obtain it by great labor."

- T.S. Eliot



SMALL-TOWN FAMILIES

Configuration: Middle-class families with babies and younger children.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$80,100

2022 national median housing value (for the more than half who own): \$300,600

Little in savings and a large mortgage. House hunting on Realtor.com.

One-third are dual-income.

80% attended college; 31% dropped out.

Home-improvement professionals, maintenance crews, franchise managers, auto

salesmen.

Housing characteristics: Detached houses in and around small towns with about 11% in new construction.

Many bought pre-crash.

41% have lived at the same address for the past one to four years.

Consumption patterns: Shop at Bass Pro Shops.

Own a motorcycle.

Visit MLB.com.

Watch the DIY Network.

Eat at Logan's Roadhouse.

Icons: Minor league baseball; Pat the Bunny.

**

"In the small town each citizen had done something

in his own way to build the community"

- Daniel J. Boorstin



FOUR-BY-FOUR FAMILIES

Configuration: Families with school-age children.

Average household size—3 to 5 or more persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$75,600

2022 national median housing value (for the nearly three-quarters who own):

\$238,150

Low income-producing assets.

55% at least attended college.

Some dual-income couples.

Middle-class technical school graduates, health-care support workers, unionized plant

workers; repairman of everything from plumbing to roof.

Housing characteristics: Detached and attached houses in small towns.

Half are older houses that need constant maintenance and upkeep.

Consumption patterns: Shop at Academy Sports + Outdoors.

Buy a home computer online.

Own a 4WD pickup.

Visit accuweather.com.

Watch Extra.

Eat at Krystal.

Icons: His John Deere Gator; her GMC Canyon 4WD pickup.



"A happy family is but an earlier heaven."

- George Bernard Shaw



RUSTIC FAMILIES

Configuration: Married couples with children.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$63,050

2022 national median housing value (for the more than three-quarters who own):

\$176,150

Below average income-producing assets. Below average technology use.

A third didn't go past high school; just over a quarter have college degrees. Mostly

single-income households.

Construction and maintenance staff, electricians, truck drivers and delivery staff, and

production and assembly workers.

Housing characteristics: '90s construction and older townhouses, detached houses and mobile homes in the

rural heartlands.

37% have lived in their current dwelling for over 10 years.

Consumption patterns: Purchase work boots.

Own a horse.

Read *Hunting*.

Watch The Sportsman Channel.

Eat at Hardee's.

Icons: NHRA drag races; a six-pack of Mountain Dew.



"Life ain't always beautiful,

but it's a beautiful ride."

– Gary Allen



HOMETOWN FAMILIES

Configuration: Couples with children. Many are non-traditional families; only 37% are married.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$51,700.

2022 national median housing value (less than half own): \$181,250

More likely to save in a bank than an investment account. Single-income families.

10% carpool to work.

30% are high school graduates; more than 60% attended college, 5% did not finish

high school.

Employment in restaurants and the food service industry, as landscapers or building maintenance employees, cash register clerks in retail, personal and child care services and as health care support workers. Some students, full- or part-time.

Housing characteristics: Rent older attached and detached houses in small towns.

'70s, '80s, and '90s development.

Consumption patterns: Own a Dodge.

Go horseback riding.

Read American Baby.

Watch WE (Women's Entertainment).

Eat at Sonic.

Icons: Diaper hamper; Swing set.



"Perhaps the greatest social service that can be rendered by anybody to the country and to mankind is to bring up a family."

- George Bernard Shaw



Ÿ

Younger Singles & Couples

– Metropolitan Cities –

¥

NEW POWER COUPLES_

Configuration: Mostly couples, few with children.

Typical household size—1 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$96,950

2022 national median housing value (for the more than half who own): \$509,800

Averaging over a quarter million in net worth.

Active social lives; many unmarried couples living together. Too busy IRL.

Two-thirds of the couples both work in high-level job positions.

60% have college-level degrees; 20% have advanced degrees.

High-ranking professionals mostly in management, business and finance, as well as high-end law firms, architectural firms, product and apparel design teams, marketing

and public relations firms. Above average bicycle commuters.

Housing characteristics: Vibrant urban neighborhoods in high-growth cities.

Urban pre-war townhouses and high-rises; vintage houses on urban lots.

Consumption patterns: Own a BMW.

Shop at Crate & Barrel.

Go snowboarding.

Read Wine Spectator.

Watch E!.

Eat at Au Bon Pain.

Icons: Next week's opening; European activewear



"Wine and cheese are ageless companions, like aspirin and aches, or June and moon, or good people and noble ventures."

- M.F.K. Fisher



NEW BOHEMIANS

Configuration: Primarily singles and couples.

Average household size—1 to 2 persons.

Predominant age range of adults—25 to 34.

Characteristics: 2022 national median household income: \$93,100

2022 national median housing value (for the nearly one-fifth who own): \$667,800

Moderate income-producing assets. Very actively cultivating online connections.

Unconventional, ethnically-diverse, upper-middle-income households.

Two-thirds graduated from college; 82% attended.

Tech-savvy executives, students, actors, artists, writers, boutique owners, and public-

interest advocates. The social and political avant-garde; one-third are gay. Heart of

the real "creative class;" alternative lifestyles: hippies, radical leftists, community

activists.

Housing characteristics: In-town and downtown neighborhoods.

Funky flats in brownstones, apartment houses, and converted lofts in emerging

neighborhoods. Nearly 13% live in new construction/renovation.

Consumption patterns: Own a hybrid vehicle.

Shop at IKEA.

Use Twitter.

Goes skiing/snowboarding.

Subscribe to Spotify.

Airline miles cards.

Icons: Cold brewed, fair-trade coffee, everything urban.



"Sacred cows make the tastiest hamburger."

– Abbie Hoffman



COSMOPOLITAN ELITE

Configuration: Primarily couples, a few with children.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 64.

Characteristics: 2022 national median household income: \$88,950

2022 national median housing value (for the almost two-thirds who own): \$559,950

Plenty in traditional investment assets; mutual funds; index funds.

Almost 40% have college-level degrees; nearly 12% have advanced degrees. Diverse

and successful.

One quarter of households are dual-income, and 14% take public transit.

Job types include business management and finance, accountants and educators.

Housing characteristics: Multi-lingual urban neighborhoods.

5% live in new construction.

Almost half live in single-family detached housing.

Relatively settled—78% have lived in the same dwelling for more than five years;

60% over 10 years.

Consumption patterns: Own a Lexus.

Shop at Costco.

Frequent comedy clubs.

Read The New York Times.

Would not miss the Screen Actors Guild Awards.

Eat at Cheesecake Factory.

Icons: Eurosport on Kodi; New Lexus.

*

"Neighborhood is a word that has come to sound like a Valentine."

Jane Jacobs



DOWNTOWN COUPLES

Configuration: 26% are married couples, the rest are singles.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$43,350

2022 national median housing value (for the 44% who own): \$166,100

Low income-producing assets.

High proportions of African Americans and Latinos.

About a quarter speak Spanish.

Nearly 20% are college graduates; over 45% attended.

14% use public transport. Twice as likely to not own a car.

Employment includes tellers, clerks, and secretaries, sales representatives and

telemarketers.

Housing characteristics: Old buildings in ethnically-diverse urban neighborhoods.

27% live in prewar houses, townhouses and apartment buildings.

Consumption patterns: Own a Nissan.

Buy groceries online.

Shop at Burlington Coat Factory.

Read Ebony.

Watch BET.

Eat at White Castle.

Icons: Cricket mobile phone; Manny Pacquiao hoodie



"In this country 'American' means white.

Everyone else has to hyphenate."

- Toni Morrison



DOWNTOWN PROUD

Configuration: 41% are single-person households; some married couples.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$40,750

2022 national median housing value (for the 10% who own): \$339,800

Below average income-producing assets. Social networking on Tuloko.

Diversity of African Americans, Latinos, Caucasians, high percentage of "other" race

reported.

27% have college-level degrees; 8% have advanced degrees, but most didn't finish

college or never attended.

Primarily blue-collar and service jobs;.

Nearly three and a half times as likely not to own a car.

Housing characteristics: High-density apartments or rowhouses in inner-city, often

distressed neighborhoods.

18% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Mitsubishi.

Shop at Banana Republic.

Attend professional basketball games.

Watch Telemundo.

Snacks at Starbucks.

Icons: Prepaid smartphone; LeBron; Beyonce.



"Start where you are. Use what you have.

Do what you can."

Arthur Ashe



Ÿ

Younger Singles & Couples

- Small Cities/Satellite Cities -

¥

THE VIPS

Configuration: Singles, sometimes with roommates; 39% are married couples.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$82,250

2022 national median housing value (for the 40% who own): \$395,900

High proportions of white and black upper-middle-income households.

Nearly half are college graduates; 17% have advanced degrees.

Type-A college grads. Career- and lifestyle-oriented techies.

More than half of the married couples are working in prominent positions. Many are

employed by software and IT companies, communications firms, and some are

supervisors or upper managers in business and finance.

Housing characteristics: Downtowns of small cities; high-value close-in suburbs.

Only 21% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Volkswagen GTI.

Shop at The Limited.

Go to the movies monthly.

Read Rolling Stone.

Watch The Tonight Show.

Eat at Panera.

Icons: The gold Apple Watch; The Alumni Athletic Club.



"Action is the foundational key to all success."

- Pablo Picasso



SMALL-CITY SINGLES

Configuration: Mostly singles; but about a third are married couples.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$44,250

2022 national median housing value (for the more than half who own): \$119,000

Don't have an investment account.

23% are African American, 14% speak Spanish.

About 46% are college-educated; almost a quarter with a diploma.

Sales, telemarketing and tele-representation jobs as well as personal and child care

services. Some work as secretaries, tellers or clerks.

Housing characteristics: Detached and attached houses in diverse second city neighborhoods.

21% live in prewar construction.

A few still live with their parents; some still live in college dormitories.

Consumption patterns: Own a Chevrolet.

Order from Victoria's Secret.

Shop at Sam's Club.

Visit abcnews.com

Watch Syfy.

Eat at Papa John's.

Icons: The *only* nightclub; taco Tuesdays.

*

"Where there is no struggle, there is no strength."

- Oprah Winfrey



TWENTYSOMETHINGS

Configuration: 18% are married, but the majority are singles.

Average household size—1 person.

Predominant age range of adults—18 to 34.

Characteristics: 2022 national median household income: \$43,650

2022 national median housing value (for the few who own): \$255,250

Believe Boomers are holding their future hostage.

Ethnically-mixed. Tech-savvy content creators.

Two-thirds have been or still are going to college; 15% have advanced degrees.

Office workers in business and finance, as well as call center reps, secretaries, tellers

and clerks; many still looking for a career.

Housing characteristics: Rental apartments in college towns; some still living in dorms or at home.

10% live in new construction.

Only 8% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Chrysler.

Purchase designer shoes.

No landline.

Visit MTV.com.

Watch MTV2.

Eat at Taco Bell.

Icons: Snapchat; Taylor Swift.



"But first, let me take a selfie."

- Instagram caption



SECOND-CITY STRIVERS

Configuration: Almost a third are single-person households, a quarter are married couples.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: \$43,600

2022 national median housing value (for the few who own): \$195,800

Low income-producing assets.

55% are white, nearly 10% are Native American.

Over half attended college; 26% have college degrees.

Transient blue- and white-collar workers seeking upward mobility.

Housing characteristics: Rental duplexes, triplexes, quadruplexes and apartments in modest close-in

neighborhoods.

Only 16% live in single-family detached houses.

Consumption patterns: Own a Volkswagen.

Frequent cash advances.

Go to the movies monthly.

Read *Jet*.

Would not miss the BET Awards.

Eat at Dunkin Donuts.

Icons: Monster.com; Fandango.



"In America, getting on in the world means getting out of the world we have known before."

- Ellery Sedgwick



MULTI-ETHNIC SINGLES

Configuration: 46% are single-person households, a fifth are married couples.

Average household size—1 person.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: \$27.700

2022 national median housing value (for the one-quarter who own): \$108,700

Struggling to save.

44% are African-American, 22% are Hispanic. 21% speak Spanish.

62% did not attend college; 17% have degrees.

Ethnically diverse, and often on the move.

Entry-level service jobs; 9% are students.

Housing characteristics: Small city older inner-city neighborhoods.

Small garden apartment properties, rowhouses, duplexes and modest

single-family houses.

Consumption patterns: Own a Mercury.

Shop at Albertsons.

Travel by bus.

Read *Jet*.

Watch ABC World News Hour.

Dinner at Long John Silver's.

Icons: Check-cashing store; Online training course.



"If in doubt, just walk until your day becomes interesting."

- Rolf Potts



Ÿ

Younger Singles & Couples

– Metropolitan Suburbs –

¥

FAST-TRACK PROFESSIONALS

Configuration: A third are dual-income married couples; a few have infants. Some are co-living.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$81,200

2022 national median housing value (for the few who own): \$422,600

Low income-producing assets.

Nearly all of them went to college. Almost a fifth have advanced degrees.

Highest average household technology use; often alone together.

15% are African-American, 15% are Asian.

Professionals and corporate jobs, from computer and tech, such as statistician,

programmer and web developer, to clerks, secretaries and tellers.

Housing characteristics: Well-located new apartments in old and new suburbia.

13% live in new construction.

Consumption patterns: Own a Mercury.

Shop at Best Buy.

Own an e-reader.

Read Harvard Business Review.

Watch Adult Swim.

Eat at Benihana.

Icons: iPad Pro, health club to dance club clothing.



"Have nothing in your homes that you do not know to be useful or believe to be beautiful."

- William Morris



SUBURBAN ACHIEVERS

Configuration: 37% are married couples. 33% are single person households. Some are non-

traditional households.

Average household size—1 to 3 persons.

Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: \$55,650

2022 national median housing value (for the 60% who own): \$165,900

Below average income-producing assets.

57% are college-educated; 30% have degrees.

10% carpool to their daily activity.

Employed in sales and office jobs as secretaries, tellers and clerks, telemarketing and

tele-representation staff, as well as construction/maintenance crew.

Housing characteristics: Apartments and townhouses in inner-ring suburbs and second cities.

48% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a GMC.

Shop at Banana Republic.

Soccer games (as player and fan).

Read Brides.

Watch South Park.

Eat at Blimpie.

Icons: LinkedIn; 1999 GMC Suburban.



"The key is not to prioritize what's on your schedule,

but to schedule your priorities."

Stephen Covey



SUBURBAN STRIVERS

Configuration: Young couples; almost a third are married.

Average household size—1 to 3 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$50,650

2022 national median housing value (for the more than one-third who own):

\$203,650

Not much in an investment account. Active social media users.

Twice as likely than the average to bike to work.

Two-thirds are college educated; 33% have graduated college.

Employed in food service jobs, healthcare support jobs, and construction and

maintenance jobs; 9% are students.

Housing characteristics: Renters in new suburban townhouses, owners of older detached housing stock.

'70s and '80s construction.

Consumption patterns: Own a Nissan.

Shop at GameStop.

Attend soccer games.

Read *GQ*.

Watch MTV.

Eat at Burger King.

Icons: Fan blogs; Pokémon GO.



"Everything not saved will be lost."

- Nintendo quit screen message



Ÿ

Younger Singles & Couples

– Town & Country/Exurbs –

¥

HOMETOWN SWEETHEARTS

Configuration: Some singles, but mainly couples, some with children.

Average household size—2 to 4 persons.

Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: \$54,750

2022 national median housing value (for the nearly two-thirds who own): \$164,200

Saving means putting money in the bank. Below-average technology use.

High school educated; 24% have college degrees.

Building, landscaping and housekeeping, personal and childcare services, as well as

sales and office related jobs.

Housing characteristics: Single family houses, townhouses, and apartments in and around small towns in the

rural hinterlands.

Almost a third live in dwellings built between 1990-2010.

Close to 70% have lived in their current dwelling for over five years.

Consumption patterns: Own a Lincoln.

Shop at Walmart Supercenter.

Drive a recreational vehicle (RV).

Follows Grand Prix.

Would not miss the Country Music Awards.

Eat at Little Caesars.

Icons: High School Reunions; Peyton Manning.

*

"Blame it all on my roots,

I showed up in boots."

- Garth Brooks



BLUE-COLLAR TRADITIONALISTS

Configuration: Middle-aged singles and unmarried couples, some married couples.

Average household size—1 to 4 persons.

Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: \$50,650

2022 national median housing value (for the more than three-quarters who own):

\$141,650

Working class whites. Disdainful of tech.

Nearly 40% have attended college; but only 20% have degrees.

Making the challenging transition from blue-collar farming, factory, construction

and maintenance jobs, to service industry jobs.

Housing characteristics: Large-lot detached houses outside small towns and rural villages.

Most own houses built between 1980 and 2000.

Consumption patterns: Own a Jeep.

Shop at Save-a-Lot.

Read U.S. Veterans.

Monster truck enthusiasts.

Watch Ultimate Fighting Championship.

Eat at Ponderosa.

Icons: Job retraining certificate; Monster Jam polo shirt.



"My parents had always preached the virtues of hard work.

But hard work is one thing; economic struggle is another"

- Sargent Shriver



RURAL COUPLES

Configuration: A third are single and slightly more than a third are married couples.

Average household size—1 or 2 persons.

Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: \$40,850

2022 national median home value (for the nearly two-thirds who own): \$113,600

Averaging \$15,000 in net worth. Rarely checks social media.

Long for a simple life without the economic woes.

15% dropped out of high school, another 38% never attended college. 12% carpool

to work.

Employed in construction and maintenance, sales, office, and telemarketing and tele-

representation jobs.

Housing characteristics: Rural crossroads villages. Areas that haven't seen new development in decades.

Mobile homes; modest ranch houses on small lots.

Consumption patterns: Own a Ford.

Shop at Dollar General.

Follows monster trucks.

Go on overnight camping trips.

Read Bassin'.

Watch CMT.

Eats at Sonic.

Icons: NASCAR bumper stickers; The doublewide.



"Driving a race car is like dancing with a chainsaw."

- Cale Yarborough



RURAL STRIVERS

Configuration: Primarily singles, room-mates, and a few married couples.

Average household size—1 to 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: \$33,500

2022 national median home value (for the nearly half who own): \$112,200

62% white, 27% African American.

Just under a quarter never graduated high school (a third with their diplomas); 20%

dropped out of college. 17% speak Spanish.

Service workers; some are students renting together.

Housing characteristics: Small, isolated rural settlements. Older clapboard houses that require constant

upkeep, and mobile homes.

Over 70% were built before the 1990s.

Consumption patterns: Own a Chrysler.

Shop at Walmart Neighborhood Market.

Take karate or other martial arts.

Read Transworld Motocross.

Watch Tru TV.

Drink Hi-C.

Icons: Double coupon day; American Le Mans Series on TV.



"Rust never sleeps."

- Neil Young



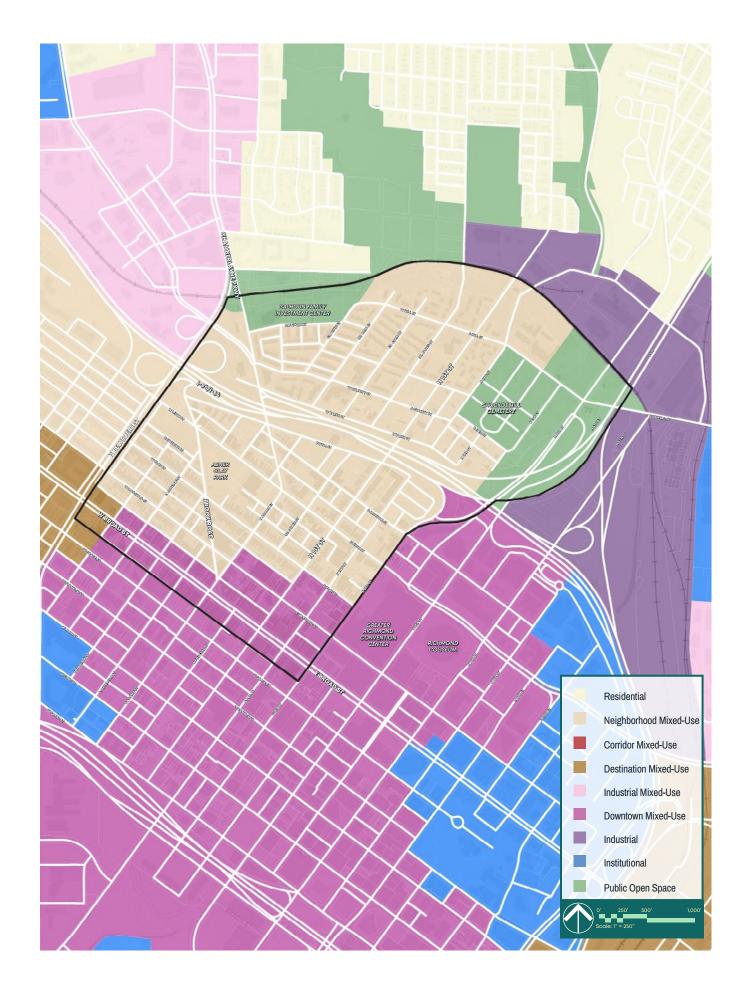
RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodologyTM and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

© Zimmerman/Volk Associates, Inc., 2023











LEED v4 for Neighborhood Development Plan Project Checklist

Yes ? No

| 23 | 2 | 0 | Smart I | _ocation & Linkage | 28 | | |
|----|----------|---|---------|---|----------|--|--|
| Υ | | | Prereq | Smart Location | Required | | |
| Υ | | | Prereq | Imperiled Species and Ecological Communities | Required | | |
| Υ | Y Prereq | | Prereq | Wetland and Water Body Conservation | Required | | |
| Υ | Y Prereq | | Prereq | Agricultural Land Conservation | Required | | |
| Υ | | | Prereq | Floodplain Avoidance | Required | | |
| 8 | | | Credit | Preferred Locations | 10 | | |
| 2 | | | Credit | Brownfield Remediation | 2 | | |
| 6 | | | Credit | Access to Quality Transit | 7 | | |
| 2 | | | Credit | Bicycle Facilities | 2 | | |
| 3 | | | Credit | Housing and Jobs Proximity | 3 | | |
| 1 | | | Credit | Steep Slope Protection | 1 | | |
| 1 | | | Credit | Site Design for Habitat or Wetland and Water Body Conservation | 1 | | |
| | 1 | | Credit | Restoration of Habitat or Wetlands and Water Bodies | 1 | | |
| | 1 | | Credit | Long-Term Conservation Management of Habitat or Wetlands and Water Bodies | 1 | | |

| 27 | 4 | 1 | Neighl | oorhood Pattern & Design | 41 |
|----|---|---|--------|------------------------------------|----------|
| Υ | | | Prereq | Walkable Streets | Required |
| Υ | | | Prereq | Compact Development | Required |
| Υ | | | Prereq | Connected and Open Community | Required |
| 7 | | | Credit | Walkable Streets | 9 |
| 4 | | | Credit | Compact Development | 6 |
| 1 | | | Credit | Mixed-Use Neighborhoods | 4 |
| 6 | | | Credit | Housing Types and Affordability | 7 |
| 1 | | | Credit | Reduced Parking Footprint | 1 |
| 2 | | | Credit | Connected and Open Community | 2 |
| | 1 | | Credit | Transit Facilities | 1 |
| | 2 | | Credit | Transportation Demand Management | 2 |
| 1 | | | Credit | Access to Civic & Public Space | 1 |
| | 1 | | Credit | Access to Recreation Facilities | 1 |
| 1 | | | Credit | Visitability and Universal Design | 1 |
| 1 | | | Credit | Community Outreach and Involvement | 2 |
| 1 | | | Credit | Local Food Production | 1 |
| 2 | | | Credit | Tree-Lined and Shaded Streetscapes | 2 |
| | | 1 | Credit | Neighborhood Schools | 1 |

Project Name: Jackson Ward Community Plan Date: 11/17/2023

| Yes | ? | No | | | |
|-----|-----|-----|--------|---|----------|
| 17 | 5 | 0 | Greer | Infrastructure & Buildings | 31 |
| Υ | | | Prereq | Certified Green Building | Required |
| Υ | | | Prereq | Minimum Building Energy Performance | Required |
| Υ | | | Prereq | Indoor Water Use Reduction | Required |
| Υ | | | Prereq | Construction Activity Pollution Prevention | Required |
| 4 | | | Credit | Certified Green Buildings | 5 |
| 2 | | | Credit | Optimize Building Energy Performance | 2 |
| 1 | | | Credit | Indoor Water Use Reduction | 1 |
| 1 | | | Credit | Outdoor Water Use Reduction | 2 |
| 1 | | | Credit | Building Reuse | 1 |
| 1 | | | Credit | Historic Resource Preservation and Adaptive Reuse | 2 |
| 1 | | | Credit | Minimized Site Disturbance | 1 |
| 2 | | | Credit | Rainwater Management | 4 |
| 1 | | | Credit | Heat Island Reduction | 1 |
| 1 | | | Credit | Solar Orientation | 1 |
| | 1 | | Credit | Renewable Energy Production | 3 |
| | 1 | | Credit | District Heating and Cooling | 2 |
| 1 | | | Credit | Infrastructure Energy Efficiency | 1 |
| | 1 | | Credit | Wastewater Management | 2 |
| | 1 | | Credit | Recycled and Reused Infrastructure | 1 |
| | 1 | | Credit | Solid Waste Management | 1 |
| 1 | | | Credit | Light Pollution Reduction | 1 |
| 1 | 5 | 0 | Innov | ation & Design Process | 6 |
| ' | 5 | U | Credit | Innovation | 5 |
| 1 | 3 | | Credit | LEED® Accredited Professional | |
| | | | Credit | LEED Accredited Professional | 1 |
| 0 | 0 | 0 | Regio | nal Priority Credits | 4 |
| | | | Credit | Regional Priority Credit: Region Defined | 1 |
| | | | Credit | Regional Priority Credit: Region Defined | 1 |
| | | | Credit | Regional Priority Credit: Region Defined | 1 |
| | | | Credit | Regional Priority Credit: Region Defined | 1 |
| 68 | 16 | 1 | DPO.I | ECT TOTALS (Certification estimates) | 110 |
| 00 | ם ו | ' ' | FROJ | LOT TOTALS (Certification estimates) | 110 |

Certified: 40-49 points, Silver: 50-59 points, Gold: 60-79 points, Platinum: 80+ points

EARLY ACTION ACTIVITY PROPOSAL



Early Action Activity Proposal











Table of Contents

| Proposal | 3 |
|-------------|----|
| Drawings | 8 |
| Master Plan | 10 |
| Schedule | 21 |
| Budget | 27 |

Proposal

Jackson Ward Community Plan: Proposed Early Action Activity

Description and Justification of the Early Action Activity

The Jackson Ward community has selected a splash pad at the Calhoun Recreation Area as the Early Action Activity for the Jackson Ward Community Plan (JWCP). The image below shows the Calhoun Recreation Area Master Plan. The splash pad is marked with yellow dashes.



Project Context:

The Calhoun Recreation Area project aims to enhance existing features in the park and revitalize access to recreational resources within the Gilpin Court community. The existing outdoor recreational resources include newly paved basketball courts, a playground, a sports field, and the Charles Gilpin Community Farm. Through public meetings, surveys, and events on site the community identified a splash pad as the priority project to not only kick-off the development of the Recreation Area Master Plan but to serve as the Early Action Activity.

Calhoun Recreation Area is located within the Gilpin Court Community, the oldest public housing site in the City of Richmond and the largest between The District of Columbia and Atlanta. The master plan and revitalization for this park is done in

parallel to the larger Jackson Ward Community Plan (JWCP). While this park is owned and managed by the City of Richmond Parks, Recreation and Community Facilities (PRCF) a number of local, state, and federal agencies, community non-profits, and local landscape architecture firms collaborated to design a park that is tailored to the Jackson Ward community.

Site Concerns:

Safety, visibility, shade, and universal navigation and accessibility are major concerns for

residents in the Gilpin Court community. Partners of this project acknowledge that despite the posted hours of operation, from sunrise to sunset, residents will likely still use the park facilities after the sun sets. Pedestrian scale lighting is planned for safety, wayfinding, and navigation at night. While proposed lighting is not meant to encourage the use of the park outside of official hours, it will increase the perception of safety and discourage vandalism. Additional concerns voiced by the community and stakeholder groups aim to address the lack of storage on site (particularly for garden activities and pop-up events), disorganized placement of fencing, and proper screening of the dumpsters near the playground.

Community Driven Design:

PRCF staff and the resident support group, Brothers Concerned for Gilpin Court, conducted and distributed a survey to residents of Gilpin and visitors to the Calhoun Recreation Area. The survey was open from April to May 2022 and received a total of 122 unique responses. The highest priority amenity for outdoor improvement for residents was a splash pad. These results were utilized to inform conceptual designs that were then put in front of community members at four in-person meetings held by the Jackson Ward Community Plan's team members. Residents were again asked to prioritize their favorite features and designs. The splash pad element remained the highest priority and was selected, underscoring the previous survey work conducted by PCRF. **Table 1** summarizes the community engagement for the Early Action Activity by the Jackson Ward Community Plan team. PRCF deployed a temporary mobile splash pad on-site on Saturday, August 27th, during the Brothers Concerned for Gilpin Court's "Back to School Event," where the feature was a main draw for youth.

The overall Calhoun Recreation Area Master Plan received conceptual approval from the City of

The conceptual design package submitted to UDC is a part of this document, they are called: Early action Activity Calhoun recreation Area Master Plan and Early Action Activity Splash Park Conceptual Design.

Richmond Planning Commission (CPC) and Urban Design Committee (UDC) in November 2022.

Table 1.

| Meeting | Date | Time | Location | Estimated | Notes |
|-------------|-----------|---------|-------------|-----------|-------------------------|
| Name | | | | Attendees | |
| JWCP | 4/12/2022 | 5:30 PM | Zoom | 37 | Collect Early Action |
| Working | | | | | Activity ideas |
| Group | | | | | |
| Meeting #1 | | | | | |
| JWCP – | 5/10/2022 | 6:00 PM | Faye Towers | 23 | Collect Early Action |
| Gilpin | | | | | Activity ideas |
| Resident | | | | | |
| Information | | | | | |
| Exchange | | | | | |
| JWCP | 5/12/2022 | 6:00 PM | Hippodrome | 36 | Collect Early Action |
| Community | | | Theater | | Activity ideas |
| Expo | | | | | |
| JWCP | 5/24/2022 | 5:30 PM | Online | 23 | Narrow the list of |
| Steering | | | | | Action Activity to five |
| Committee | | | | | |
| #2 | | | | | |

| | - 1 - 1 | | | | |
|---------------|-----------|---------|----------------|-----------|--------------------------|
| JWCP - Gilpin | 6/14/2022 | 6:00 PM | Faye Towers | 42 | JW community Vote for |
| Resident | | | | | prefer Action |
| Listening | | | | | Activity/share the first |
| Workshop | | | | | draft layout of the |
| | | | | | Calhoun Park. Plaza and |
| | | | | | Splash Pad got 42 votes |
| | | | | | (highest number) |
| JWCP | 6/16/2022 | 6:00 PM | Gallery5 | 20 | Gilpin Residents Vote |
| Community | | | | | for prefer Action |
| Listening | | | | | Activity/share the first |
| Workshop | | | | | draft layout of the |
| | | | | | Calhoun Park. Plaza and |
| | | | | | Splash Pad got 14 votes |
| | | | | | (highest number) |
| JWCP | 7/26/2022 | 5:30PM | Richmond | 30 | Included comments of |
| Working | | | Public Library | | first draft and Show |
| Groups | | | | | draft 2 of the park |
| Meeting | | | | | layout to get comments |
| JWCP - Gilpin | 8/6/2022 | 10:00AM | Calhoun | 15 | Included comments |
| Resident Plan | | | Family | | from first draft and |
| Workshop | | | Investment | | Show draft 2 of the park |
| | | | Center | | layout to get comments |
| JWCP | 8/18/2022 | 5:00PM | Third Street | 20 | Included comments |
| Community | | | Bethel AME | | from second draft and |
| Plan Meeting | | | Church | | Show draft 3 of the park |
| | | | | | layout to get comments |
| Brothers | 8/27/2022 | noon | Calhoun Park | 60 | Included comments |
| Concerned | | | | (From | from second draft and |
| for Gilpin | | | | 9am-noon) | Show draft 3 of the park |
| Back to | | | | | layout to get comments |
| School Event | | | | | |

Administration Details

The Early Action Activity will be administered by City staff from the Office of Equitable Development and staff from Parks, Recreation and Community Facilities (PRCF). Long term administration and maintenance of the overall Calhoun Recreation Area will be PRCF. The splash pad will remain in place at the Calhoun Center park even after the redevelopment of Gilpin Court.

In addition to the prioritized splash pad, several design interventions will address accessibility for seniors, safety, visibility, and shade. The design includes linear walking paths that are easy for seniors and mothers with strollers to navigate. Shade sails and shade structures are proposed to provide comfortable access to the existing playground and proposed plazas. Shade trees will be preserved and planted within the site and along Calhoun Street, providing an opportunity to partner with the Richmond Urban Forestry Division (UFD). The existing extensive fencing will be removed and strategically replaced along the existing basketball courts, the existing playground, and the proposed splash pad area. Street murals and crosswalks will be employed to provide safe pedestrian travel routes into the site via Calhoun Street and St. Peter Street. The master plan also includes a proposed sidewalk along St. Peter Street where a sidewalk does not exist currently. The four main entrances into the site will have unique character and provide visibility into the site. These entrances will include focal elements with native landscape treatments, one with a skate friendly plaza with a

stair/ramp feature, and another with the proposed public art gateway project. Additional amenities envisioned as part of the master plan include expanded play opportunities for children, teen areas with shade and social spaces, adult conversation areas, and walking paths and fitness equipment for all. The master plan focuses on creating flexible spaces that are multi-generational and create a high community impact. The design objectives aim to remove as little existing vegetation as possible. Selective clearing of potentially hazardous trees and invasive species is necessary along the northern edge of the site, but no individual specimen trees are planned for removal at this stage in the design process.

Project Budget and Funding Sources:

The overall master plan up for conceptual review by the UDC is not yet funded but anticipated to be funded in the future through the PRCF CIP or possible local, state, and/or federal grant opportunities. The Early Action Activity is currently funded with a budget of:

- HUD Choice Neighborhoods grant: \$100,000
 - o Choice Neighborhood Planning Grant funds will be used for the following items:
 - Water/Sewer Utility Connections: \$15,000
 - ➤ PIP Resilient Water Park Surfacing, Base, and Edging: \$30,000
 - Splash Park Fixtures & Equipment: \$55,000
- City of Richmond Housing and Community Development: \$100,000
- Parks, Recreation and Community Facilities: \$75,787

For more detail for Budget Proposal of the Early Action Activity see Early Action Activity Project Schedule Timeline.

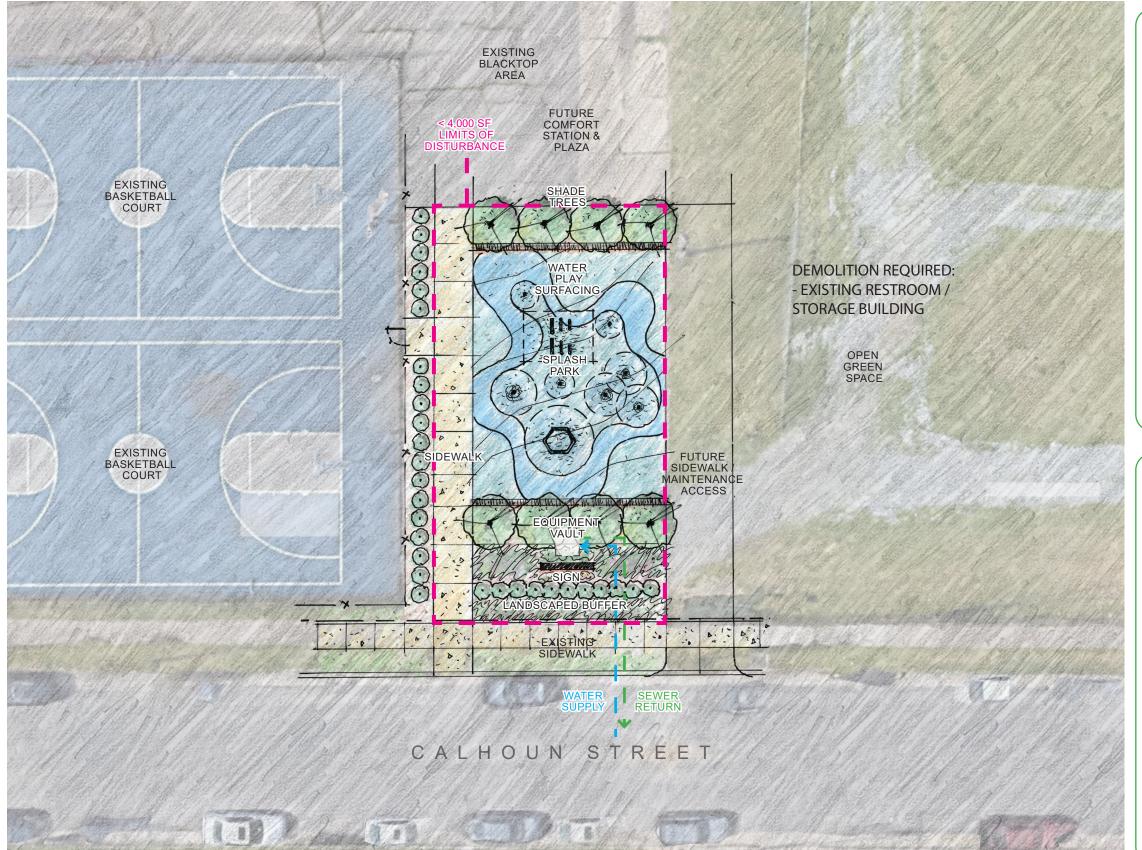
Project Timeline:

Proposed Project Schedule

| Task / Milestone | Date Start | Date Complete |
|--|-------------------|--------------------|
| | | |
| Contract execution, PO issuance, and NTP | February 6, 2023 | February 24, 2023 |
| Design Survey & Underground Utility Survey | March 1, 2023 | April 28, 2023 |
| HUD Categorical Exclusion | March 1, 2023 | May 19, 2023 |
| Schematic Design Documents | March 27, 2023 | April 12, 2023 |
| Design Development Documents | April 19, 2023 | May 10, 2023 |
| Urban Design Committee Final Approval | May 18, 2023 | June 8, 2023 |
| Construction Documents / Permit Drawings | May 18, 2023 | June 9, 2023 |
| Permitting | June 19, 2023 | October 27, 2023 |
| Procurement, Bidding, & Contractor Award | June 19, 2023 | September 29, 2023 |
| Construction | November 13, 2023 | March 15, 2024 |
| Grand Opening (Tentative) | May 6, 2024 | |

For more detail for Timeline proposal of the Early Action Activity see Early Action Activity Project Schedule.

Drawings



SITE DATA:

SPRAY PARK SIZE: 2,150 SF +/AREA OF DISTURBANCE: 4,000 SF OR LESS
UTILITIES: WATER / SEWER / ELECTRIC REQUIRED
(AVAILABLE IN IMMEDIATE VICINITY / STREET)

DEMOLITION REQUIRED:

- EXISTING RESTROOM / STORAGE BUILDING
- EXISTING UTILITIES (WATER/SEWER) W/ BUILDING
- EXISTING POWER & LIGHTING W/ BUILDING
- EXISTING PAVEMENT WITHIN LIMITS OF DISTURBANCE
- LIMITED FENCE REMOVAL

ANTICIPATED APPROVALS & PERMITS:

- HUD & CITY AGENCY APPROVALS
- FINAL URBAN DESIGN COMMITTEE APPROVAL
- ENVIRONMENTAL REVIEW / CATEGORICAL EXCLUSION
- HEALTH DEPARTMENT APPROVAL
- WORK IN STREETS PERMIT
- UTILITY PERMITS

SPRAY PARK EQUIPMENT EXAMPLES













Calhoun Recreation Area | HUD Conceptual Review | 10/26/22 436 Calhoun St. Richmond, VA 23220



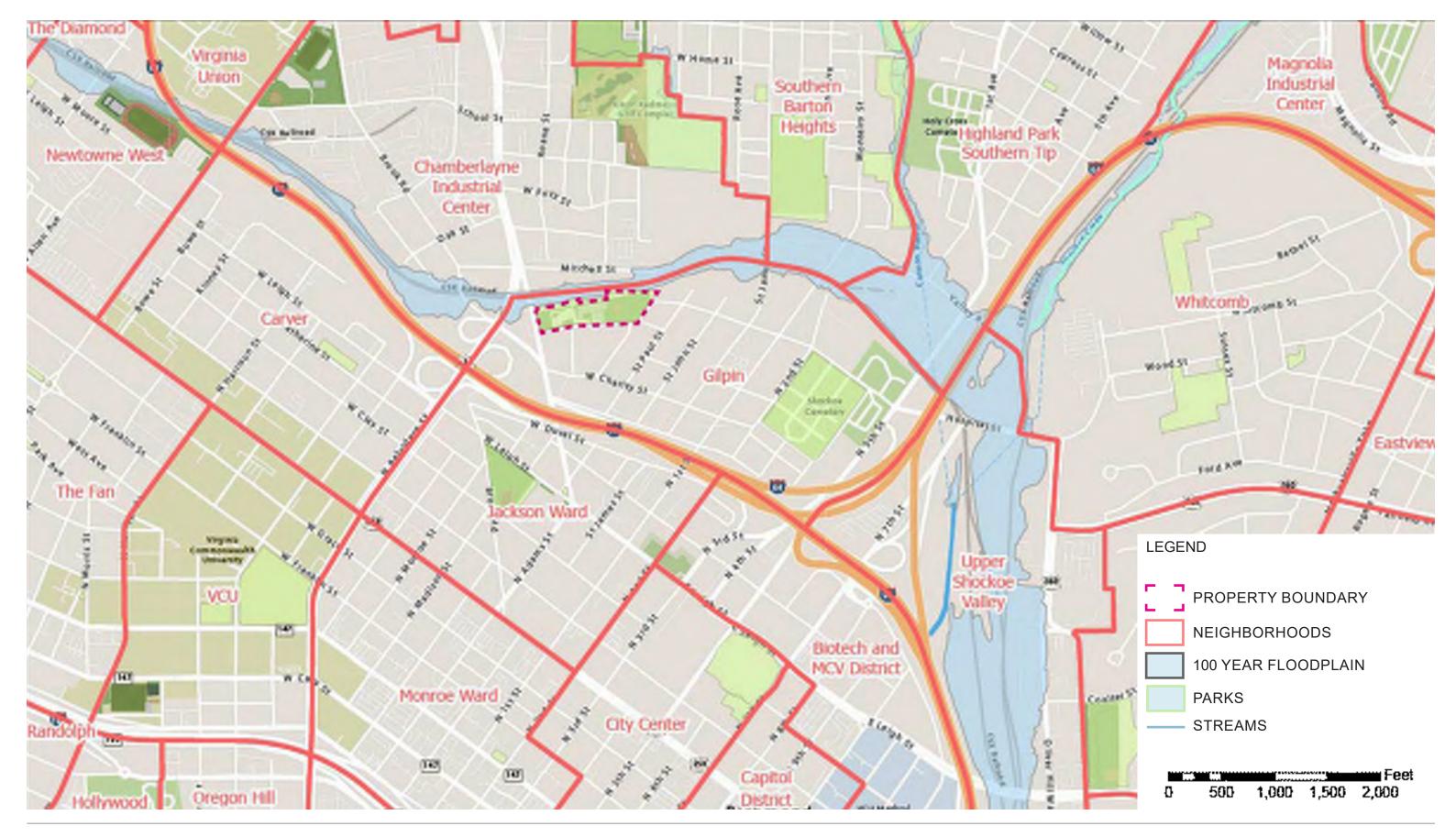








Master Plan













EXISTING CONDITIONS MAP





























EXISTING SITE PHOTOS



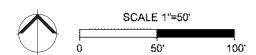






CONCEPTUAL MASTER PLAN

Calhoun Recreation Area | Urban Design Committee | Conceptual Review | 9/15/22 436 Calhoun St. Richmond, VA 23220





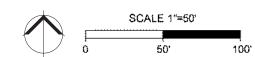






CONCEPTUAL MASTER PLAN - PROPOSED LIGHTING PLAN

Calhoun Recreation Area | Urban Design Committee | Conceptual Review | 9/15/22 436 Calhoun St. Richmond, VA 23220



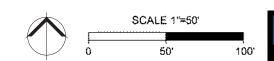








EARLY ACTION ACTIVITY



























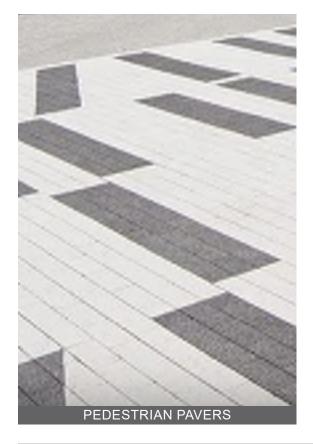
PLANTING MATERIALS



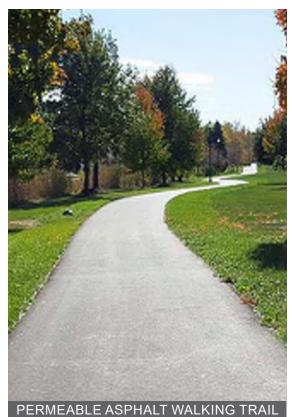


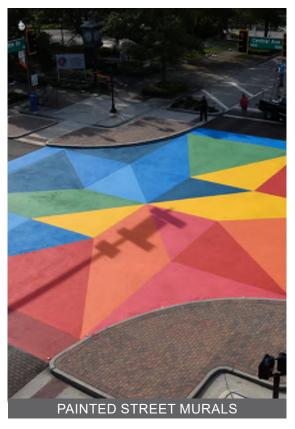




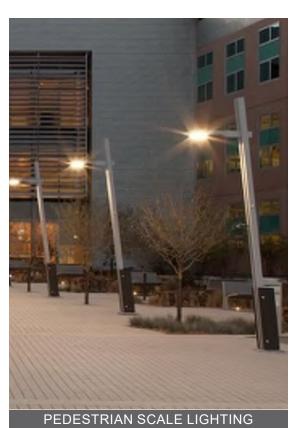


























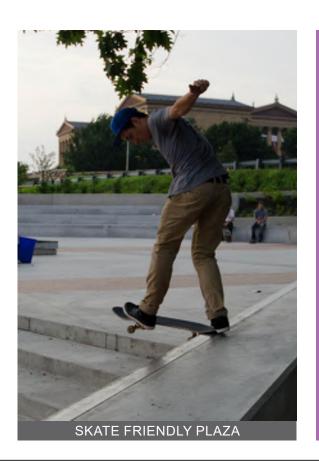






























COMMUNITY ENGAGEMENT PROCESS



5 community and resident listening workshops



person to person conversations



3 virtual and in person steering committee and working group meetings







Community Expo

Brothers of Gilpin Back to School Event with portable splash pad



COMMUNITY PRIORITIES

bold text denotes items being implemented

PROMOTE COMMUNITY

PLAZA

ART

OUTDOOR KITCHEN

COMMUNITY GARDEN

PICNIC TABLES

CONNECTION TO NEIGHBORHOOD HISTORY **OUTDOOR MUSIC FEATURE/ STAGE**

PET WASTE STATIONS

CORNER STORE

FLOW

CONNECTIONS TO RECONNECT JACKSON WARD CONNECTIONS TO/FROM RECREATION CENTER **WALKING CIRCUIT**

SAFETY

LIGHTING

TRAFFIC CALMING MEASURES MAKE THE BACK OF THE PARK FEEL SAFER **LOCATE PATH NEAR ACTIVE USES**

ACTIVITIES FOR YOUTH

TEEN HANGOUT SPACES SPLASHPAD/ WATER FEATURE

BALLFIELDS

PLAYGROUNDS

SKATEBOARD FEATURE

SELFIE WALL

ACCESSIBILITY

STRAIGHT PATHS EASIER FOR NAVIGATION MEET THE NEEDS OF WHEELCHAIR AND STROLLER USERS WALKING CIRCUIT **EXERCISE EQUIPMENT**

HEAT RELIEF

PAVILION SPLASH PAD SHADE TREES





Schedule



A Proposal for the Calhoun Recreation Area Early Action Activity Splash Park

Submitted to:

The City of Richmond Department of Parks, Recreation and Community Facilities

November 16, 2022 (Revised January 16, 2023)

Timmons Group understands that the City of Richmond Department of Parks, Recreation, and Community Facilities (PRCF) in cooperation with the office of Equitable Development (OED) is seeking a proposal for design of the spray park as identified in the Calhoun Recreation Area Master Plan. This project is funded in part by HUD as part of the Gilpin Redevelopment Early Action Activity.

Scope of Services

Task 1: HUD Categorical Exclusion subject to Part §58.5

In accordance with Title 24 of the Code of Federal Regulation (CFR) Subtitle A Part 58 Subpart D Subsection 58.35(a), Timmons Group proposes to evaluate the applicability of the Calhoun Recreation Area project to a categorical exclusion subject to (CEST) Subsection 58.5 of U.S. Housing and Urban Development (HUD) National Environmental Policy Act (NEPA) regulations. Under 58.35 (a)(1), a CEST applies to projects involving the acquisition, repair, improvement, reconstruction, or rehabilitation of public facilities and improvements (other thana buildings) when the facilities are in place and will be retained for the same use without change in size or capacity of more than 20 percent. Also applicable under 58.35 (a)(2), based on our understanding of the project, a CEST also applies to special projects directed to the removal of material and architectural barriers that restrict the mobility of and accessibility to elderly handicapped persons. Based on the above, the site is an apparent candidate for a HUD Categorical Exclusion under 24 CFR Part 58.

The report will be based primarily on desktop resource review and analysis, in coordination with local, state, and federal agencies, as applicable. A site inspection may be completed but is considered optional based on the initial findings. The following factors will be considered, understanding that all may not require extensive discussion based on the nature and location of the proposed action:

- Airport Hazards per 24 CFR Part 51 Subpart D
- Coastal Barrier Resources per Coastal Barrier Resources Act, as amended by the Coastal Barrier Improvement Act of 1990 [16 USC 3501]
- Flood Insurance per Flood Disaster Protection Act of 1973 and National Flood Insurance Reform Act of 1994 [42 USC 4001-4128 and 42 USC 5154a]
- Clean Air per Clean Air Act, as amended, particularly section 176(c) & (d); 40 CFR Parts 6, 51, 93
- Coastal Zone Management per Coastal Zone Management Act, sections 307(c) & (d)
- Contamination and Toxic Substances per 24 CFR Part 50.3(i) & 58.5(i)(2)
- Endangered Species per Endangered Species Act of 1973, particularly section 7; 50 CFR Part 402
- Explosive and Flammable Hazards per 24 CFR Part 51 Subpart C

- Farmlands Protection per Farmland Protection Policy Act of 1981, particularly sections 1504(b) and 1541; 7 CFR Part 658
- Floodplain Management per Executive Order 11988, particularly section 2(a); 24 CFR Part 55
- Historic Preservation per National Historic Preservation Act of 1966, particularly sections 106 and 110; 36 CFR Part 800
- Noise Abatement and Control per Noise Control Act of 1972, as amended by the Quiet Communities Act of 1978; 24 CFR Part 51 Subpart B
- Sole Source Aquifers per Safe Drinking Water Act of 1974, as amended, particularly section 1424(e); 40 CFR Part 149
- Wetlands Protection per Executive Order 11990, particularly sections 2 and 5
- Wild and Scenic Rivers per Wild and Scenic Rivers Act of 1968, particularly section 7(b) and (c)
- Environmental Justice per Executive Order 12898

Task 2: Design Survey & Underground Utility Location Survey

Design Survey

Timmons Group will prepare a field run topographical survey for the Project Limits to include location of visible improvements, storm and sanitary sewer alignments with invert data (including one offsite downstream structure), and surface indications of subsurface utilities. Contouring to be plotted at a 1' interval. The field and office work will be performed per DPOR guidelines and will include location of record parcel boundary lines within the project limits. Property corner monuments will not be reset as part of this survey.

Underground Utility Location Survey

Timmons Group will also prepare an underground utility survey to designate and map underground facilities within the bounds of the Project Limits. This utility survey will include horizontal designation through geophysical methods and is defined as Quality Level "B" by the American Society of Civil Engineers (ASCE). The accuracies of the markings are subject to the depth and electrical conductivity of the utility as well as site conditions and manhole access. Plastic and fiber optics lines without tracer wires may be unlocatable. This service does not include the use of ground penetrating radar.

Task 3: Splash Pad Permit Drawings

Timmons Group will prepare plans for the splash pad and associated Early Action Activity project. This proposal assumes the total land disturbance associated with the project will not exceed 4,000 SF. If final limits exceed this threshold, additional fee will be required to prepare erosion and sediment control plans, stormwater management plans, and to assist with permitting of the project. Schematic design documents for the splash pad will be completed as the first step in this task and done in collaboration with a vendor. Once schematic design of splash pad is approved, final designs will be prepared as construction documents.

Anticipated documents and coordination items are as follows:

- Schematic design for splash pad
- Existing conditions & demolition plan
- Layout & materials plan
- Grading & drainage plan
- Splash pad specialty layout plan
- Utility plan
- Landscape plan

• Notes & details associated with the above plans

Three (3) in-person meetings or conference calls with City staff for project coordination are included. Meetings, coordination, and review sets for HUD approval are also included.

Task 4: Electrical Design (sub-consultant MSG & Assoc.)

Timmons Group will work with MBE consultant MSG & Associates to prepare electrical site plans and support the electrical scope of services through project through construction. The scope of electrical work will include the following:

- · Kickoff meeting and site visit
- Coordination with power company for power supply to sign lighting, loading, and load letter with power company
- Electrical design, site plan, detailing and specifications for the work
- City electrical permit submittal and coordination
- Bidding support and construction oversight to include RFI responses and general coordination during construction (no site visits during construction are included for the electrical scope)

Task 5: Final Urban Design Committee Approval

The Calhoun Recreation Area splash pad will be designed and installed with public funding on public property, therefore the Urban Design Committee (UDC) will be required to review and comment on the proposed design. As the site is on public park land and adjacent to the Gilpin community, public involvement in the design process will be important to ensure the project will adequately meet the needs of the surrounding community and stakeholders. PRCF, OED, and other stakeholders have already engaged the Gilpin community and minimal engagement will be required to finalize plans for the Early Action Activity. Timmons Group will support the city by attending one additional meeting or open house (as needed) with the Gilpin community during the final UDC process. Timmons Group will prepare the application, exhibits, and material required to submit a complete application to the UDC for final approval of the project.

Anticipated documents and coordination items are as follows:

- Preparation of a design presentation and attendance at one final public meeting or open house (if required)
- Up to two (2) meetings with City staff to prepare for the public meeting and/or coordinate the final UDC submittals
- Preparation of application, exhibits, and submittal to UDC for final review
- Attendance and presentation at UDC meeting(s) until approval of the project is obtained

Task 6: Bid Assistance & Construction Administration

During the bidding process, we will respond to requests for information (RFIs) and coordinate with the City to ensure fair and reasonable bids are received.

During construction we will address RFIs, review submittals, perform periodic site visits, respond to questions, and attend meetings as needed to represent the City. Upon substantial completion, we will prepare a punch list and perform a final walk through with the City until the project is accepted.

Proposed Fee

We propose to provide the services outlined above on a fixed fee basis.

| Task 1: HUD Categorical Exclusion subject to Part §58.5\$ | 3,996.71 |
|---|-----------|
| Task 2: Design Survey & Underground Utility Location Survey\$ | 9,564.84 |
| Task 3: Splash Pad Permit Drawings\$ | 19,470.04 |
| Task 4: Electrical Design\$ | 5,000.00 |
| Task 5: Final Urban Design Committee Approval\$ | 6,258.97 |
| Task 6: Bid Assistance & Construction Administration\$ | 3,384.84 |
| Reimbursable Expenses\$ | 300.00 |

Total \$ 47,975.40

Proposal Exclusions:

The following services have not been included in this proposal:

- Building demolition plans assumed by annual contractor vias separate scope
- Hazardous materials studies assumed by annual contractor vias separate scope
- Building abatement plans assumed by annual contractor vias separate scope
- Geotechnical engineering
- Meetings, beyond those already described above
- Site lighting design assumed daytime use only
- · Security camera design
- Visualization services for 3D modeling of exterior elements
- Structural engineering
- Erosion and sediment control plans
- Stormwater management plans
- RSMP, LDIS, or associated permits (assumed to be under disturbance thresholds)
- Signage and monument design and permitting
- · Post approval revisions to plans
- Fees for permit or review submittals
- Cost estimates

Proposed Project Schedule

| Task / Milestone | Date Start | Date Complete |
|--|-------------------|--------------------|
| | | |
| Contract execution, PO issuance, and NTP | February 6, 2023 | February 24, 2023 |
| Design Survey & Underground Utility Survey | March 1, 2023 | April 28, 2023 |
| HUD Categorical Exclusion | March 1, 2023 | May 19, 2023 |
| Schematic Design Documents | March 27, 2023 | April 12, 2023 |
| Design Development Documents | April 19, 2023 | May 10, 2023 |
| Urban Design Committee Final Approval | May 18, 2023 | June 8, 2023 |
| Construction Documents / Permit Drawings | May 18, 2023 | June 9, 2023 |
| Permitting | June 19, 2023 | October 27, 2023 |
| Procurement, Bidding, & Contractor Award | June 19, 2023 | September 29, 2023 |
| Construction | November 13, 2023 | March 15, 2024 |
| Grand Opening (Tentative) | May 6, 2024 | |



Project Name: Project Number: Client: Date: Prepared By: Calhoun Rec Center - Spray Park

 $\label{lem:permutation} Department of Parks, Recreation, and Community Facilities (PRCF) \& Office of Equitable Development (OED) $11/16/2022$ Scott Wiley, PLA / Principal$

| | | | ee Proposa | | | Employ | ee Title | | | | | | | |
|---|------------------------------------|---|--|-----------------------------|---|---------------------------------|--|--|---|---|--|---------------------|--|--|
| Task | Sr. Project Manager | Project Manager | Project Engineer III / Sr. Designer | Project Engineer I | Project Manager / Landscape Architect | Landscape Planner III | Sr. Project Manager / Environ. | Environmen tal Scientist | Project Manager / Survey | Survey Technician | | (Lump Sum) | Т | Fask Total |
| | \$ 191.99 | \$ 130.90 | \$ 115.73 | \$ 93.43 | \$ 112.12 | \$ 100.70 | \$ 177.65 | \$ 78.56 | \$ 124.59 | \$ 83.75 | \$ 66.51 | | | |
| Task 1: HUD Categorical Exclusion Desktop resource review and analysis | | | | | | | 1 | 10 | | | | | s | 963.2 |
| Preparation of HUD submittal package | | | | + | | t | 2 | 10 | | | | | \$ | 1,298.0 |
| Coordination with HUD for submittals, comments, revisions | - | | | | | | 8 | 4 | | | | | \$ | 1,735.4 |
| | .1 | | | | | • | | | Sub-Total | for Task 1: H | UD Categoric | cal Exclusion: | | 3,996.7 |
| Total hours for Task 1: HUD Categorical Exclusion: | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 26 | 0 | 0 | 0 | 0 | | |
| Task 2: Design Survey & Underground Utility Location | | | | | | | | | | | | | _ | |
| Design Survey | T | | | | | | | | 8 | 24 | 52 | 1 | \$ | 6,465.2 |
| Underground Utility Location Survey | | | | | | | | | 4 | 12 | 24 | | \$ | 3,099.6 |
| | .1 | | | | | | Sub- | Total for Tas | | | | lity Location: | | 9,564.8 |
| Total hours for Task 2: Design Survey & Underground Utility Location: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 36 | 76 | 0 | Ť | -,00 |
| | | | | | | | | | - 12 | 50 | | | | |
| Task 3: Splash Pad Permit Drawings | | | | | | | | | | | | | | |
| Schematic Design Documents | 2 | 2 | 4 | 8 | 4 | 12 | | | | | | | \$ | 3,513.0 |
| Design Development Documents | 2 | 2 | 6 | 12 | 8 | 20 | | | | | | | \$ | 5,372.28 |
| Construction/Permit Documents | 4 | 2 | 12 | 24 | 12 | 32 | | | | | | | \$ | 9,228.6 |
| Project Management, Meetings, and Coordination | 2 | 4 | | | 4 | | | | | | | | \$ | 1,356.06 |
| | | | | | | | | | Sub-Total fo | r Task 3: Spla | sh Pad Pern | nit Drawings: | | 19,470.0 |
| Total hours for Task 3: Splash Pad Permit Drawings: | 10 | 10 | 22 | 44 | 28 | 64 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | | | | | | | | | | | | | | |
| Task 4: Electrcial Design | | | | | | | | | | | | | | |
| Sub-consultant budget | | | | | | | | 1 | | | | 5000 | \$ | 5,000.0 |
| | | | | | | | | | 5 | Sub-Total for | Task 4: Elect | trcial Design: | \$ | 5,000.0 |
| Total hours for Task 4: Electrcial Design: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5000 | | |
| | | | | | | | | | | | | | | |
| Task 5: Final Urban Design Committee Approval | | | | | | | | | | | | | | |
| Design presentation package | 1 | 1 | 2 | <u> </u> | 4 | 12 | | | | | | | \$ | 2,211.23 |
| UDC and PC meetings | 12 | | 4 | | 4 | + | 1 | ļ | | | | | \$ | 3,215.28 |
| Project management, coordination, comments, responses to UDC feedback | 2 | | | | 4 | L | | 1 | | | | | \$ | 832.4 |
| | | | | | | | | | | | | tee Approval: | \$ | 6,258.9 |
| Total hours for Task 5: Final Urban Design Committee Approval: | 15 | 1 | 6 | 0 | 12 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | | | | | | | | | | | | | | |
| Task 6: Bidding Assistance & Construction Admin. | | | | | | | | | | | | | | |
| Bid assistance to procurement, preparation of plans and specs, etc. | 1 | | | | | | | | | | | | | |
| | | 2 | - | | 2 | | <u> </u> | | | | | | \$ | |
| RFIs, Shop Drawings, Submittals, general coordination during construction | 1 | 2 | | | 4 | | | | | | | | \$ | |
| RFIs, Shop Drawings, Submittals, general coordination during construction | 1 | | | | 4 | | | | | | | | 7 | 902.2 |
| | | 2 | | | | | | | | | | | \$ | 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report | 1 1 1 | 2 2 2 | | | 4 4 4 | | | Sub-Total for | Task 6: Bidd | ing Assistanc | e & Construc | ction Admin.: | \$ \$ | 902.2 902.2 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis | 1 1 1 | 2 | 0 | 0 | 4 | 0 | 0 | Sub-Total for 0 | Task 6: Bidd | ing Assistand | ce & Construc | ction Admin.: | \$ \$ | 902.2 902.2 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. | 1 1 1 | 2 2 2 8 | | | 4 4 4 | | 0 | 0 | 0 | 0 | 0 | 0 | \$ \$ | 902.27 902.27 902.27 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report | 1 1 1 | 2 2 2 | 0 | 0 | 4 4 4 | 0 | | | | | | | \$ \$ | 902.2: 902.2: 902.2: 902.2: 3,384.84 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. | 1 1 1 | 2 2 2 8 | | | 4 4 4 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | \$ \$ | 902.2 902.2 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. | 1 1 1 | 2 2 2 8 | | | 4 4 4 | 0 | 0 | 26 | 0 | 0 | 76 | 0 | \$ \$ | 902.2 902.2 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. Total Hours for Timmons Group | 1 1 1 4 | 2 2 2 2 8 8 | 0 | 0 Copying / | 4 4 4 14 | 0 Direct Reimb | 0 11 oursable Costs | 0 26 Overnight | 12 | 36 | 0 76 Overnight | 0 | \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. | 1 1 1 1 4 4 Mileage | 2 2 2 2 8 8 Printing | 0 Mylars | O Copying / Binding | 4 4 4 14 14 Mileage | 0 Direct Reimb Mileage | 0 11 oursable Costs Mileage | 0 26 Overnight Shipping | 0 12 Mileage | 0 36 Mileage | 76 Overnight Shipping | 0 0 Courier | \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. Total Hours for Timmons Group | 1 1 1 4 | 2 2 2 2 8 8 | 0 | 0 Copying / | 4 4 4 14 | 0 Direct Reimb | 0 11 oursable Costs | 0 26 Overnight Shipping (per | 12 | 36 | 76 Overnight Shipping (per | 0 | \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task | 1 1 1 1 4 4 Mileage | 2 2 2 2 8 8 Printing | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping | 0 12 Mileage | 0 36 Mileage | 76 Overnight Shipping | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task Task Rate Timmons Group Reimbursable Expenses (Budget) | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin Total Hours for Timmons Group Task Task Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 902.2' 902.2' 902.2' 902.2' 3,384.8- |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task Task Fask Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ T | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task Task Rate Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) Printing Mylars | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task Task Rate Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) Printing Mylars Copyring/Binding | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin.: Total Hours for Timmons Group Task Task Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) Printing Mylars Copying/Bidding Overnight Shipping | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 oursable Costs Mileage (\$/mile) | 0 26 Overnight Shipping (per package) | 0 12 Mileage (\$/mile) | 0 36 Mileage (\$/mile) | 0 76 Overnight Shipping (per package) | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |
| RFIs, Shop Drawings, Submittals, general coordination during construction Construction meetings and reports on a monthly basis Punch list and final inspection report Total hours for Task 6: Bidding Assistance & Construction Admin. Total Hours for Timmons Group Task Task Rate Timmons Group Reimbursable Expenses (Budget) Travel (vehicle miles) Printing Mylars Copyring/Binding | 1 1 1 1 1 4 4 29 Mileage (\$/mile) | 2 2 2 8 8 Printing (\$/SF) | 0 Mylars (\$/SF) | Copying / Binding (\$/page) | 4 4 4 14 14 Mileage (\$/mile) | Direct Reimb Mileage (\$/mile) | 0 11 uursable Costs Mileage (\$/mile) \$ 0.535 | 0 26 Overnight Shipping (per package) \$ 20.00 | 0 12 Mileage (\$/mile) \$ 0.535 | 0 36 Mileage (\$/mile) \$ 0.535 | 0 76 Overnight Shipping (per package) \$ 20.00 | 0 Courier (\$/trip) | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 902.2 902.2 902.2 3,384.8 |

Budget



Calhoun Park - HUD Early Action Activity Project Budget Estimate

City of Richmond, Virginia November 16, 2022

Site Work

| Item | | Cost |
|---|----------|------------------|
| | | |
| Site Work | | |
| Construction Entrance | | \$ 1,500.00 |
| Construction Fencing | | \$ 750.00 |
| Demolition of Existing Features | | \$ 20,000.00 |
| Erosion and Sediment Control Measures | | \$ 1,000.00 |
| Water / Sewer Utility Connections | | \$ 15,000.00 |
| Fine Grading | | \$ 2,000.00 |
| Splash Park | | |
| PIP Resilient Water Park Surfacing, Base, and Edging | | \$ 30,000.00 |
| Splash Park Fixtures / Equipment | | \$ 55,000.00 |
| Equipment, Pumps, Controls, Enclosures, Drains, Pipes, Valves, Fittings, etc. | | \$ 16,000.00 |
| Other Site Improvements | | |
| Concrete Sidewalks | | \$ 8,000.00 |
| Benches / Seat Walls | | \$ 7,500.00 |
| Park Signage | | \$ 2,000.00 |
| Seeding | | \$ 1,000.00 |
| Landscaping | | \$ 9,000.00 |
| | Subtotal | \$ 168,750.00 |
| Estimated Construction Cost | | \$ 168,750.00 |
| Contingencies & Escalation | 20.00% | \$ 33,750.00 |
| Mobilization | 10.00% | \$ 16,875.00 |
| Construction Management / Testing / Inspections | 5.00% | \$ 8,437.50 |
| Estimated Total Project Cost | | \$ 227,812.50 |

RESIDENT HOUSEHOLD NEEDS ASSESSMENT

Gilpin Court Resident Assessment

Richmond and Henrico Health Districts, along with their partners at Richmond Redevelopment and Housing Authority and the City of Richmond, is conducting a survey with all Gilpin Court households to gain detailed information about residents needs in various topics and identify ways to address those needs in the context of the Jackson Ward Community Plan.

This survey includes questions about you and members of your household and will touch on topics of income, employment, education, health and wellness, housing, and others. All of the responses are confidential and individual responses will not be shared with other residents or anyone outside of the survey process. Please be assured that your answers have no impact on your current or future housing status at Gilpin Court.

Once these surveys are completed, we will compile, analyze, and share the results with Gilpin Court residents. With this information, we will be able to move forward with the planning process and identify solutions for key concerns and priorities important to you!

Thank you for taking some time to provide your feedback. This assessment may take you approximately 45 minutes to complete

Introduction Questions

| 1. | What is the best way to communicate with you about opportunities in the |
|----|---|
| | community? Please select all that apply. |

| Check all that apply. | |
|-----------------------|--|
| Email | |
| Flyers | |
| In Person | |
| Newsletters | |
| Talk with Neighbors | |
| Telephone Calls | |
| Text Message | |
| Other: | |

| <u>.</u> . | Does anyone in your household participate in the neighborhood association, resident tenant council, or any civic group? Mark only one oval. | | | | | |
|------------|--|---|--|--|--|--|
| | | | | | | |
| | Yes | | | | | |
| | No | | | | | |
| | Client Declined or Does Not Know | | | | | |
| | Not Yet, But I'd be Inte | erested | | | | |
| 3. | | ne last question, Please specify the neighborhood int council, or any civic group you participate in | | | | |
| •• | If you are interested in participating in the neighborhood association, resident tenant council, or any civic group, Please list your contact information here | | | | | |
| | | | | | | |
| | About You and Your Household | The next set of questions will help us better understand you and your household. | | | | |
| j. | Including yourself, how m person? | any adults live in your household and how old is each | | | | |
| | | | | | | |

| 6. | How long have you lived in Gilpin Court? |
|----|---|
| | Mark only one oval. |
| | Less than a Year |
| | 2-5 Years |
| | 6-10 Years |
| | 11+ Years |
| | |
| 7. | Have you lived in other public housing communities before Gilpin? |
| | Mark only one oval. |
| | Yes |
| | No |
| | |
| | |
| 8. | What is the primary language spoken in your household? |
| | Mark only one oval. |
| | English |
| | Spanish |
| | Chinese |
| | Tagalog |
| | Vietnamese |
| | Arabic |
| | French |
| | Other: |
| | |

| 9. | Are you or any member of your household a veteran? |
|-----|---|
| | Mark only one oval. |
| | Yes |
| | ○ No |
| | |
| 10. | If yes, which Veteran programming or services do you use? |
| | |
| 11. | Are you currently receiving any type of government assistance? Select all that apply. |
| | Check all that apply. |
| | TANF (Temporary Assistance for Needy Families)SNAP/EBT (Food Stamps) |
| | WIC (Women and Infant and Children Food Voucher Program) |
| | Child Care Subsidy None |
| | |
| | Other: |

12. Have you or anyone in your household experienced any of the following as a result of COVID-19? Select all that apply. Check all that apply. Decreased work hours Unable to work (sick or caring for sick family member, caring for children) Loss of job/income (laid off, furloughed) Decreased employment income (reduced income, partial pay) Increased Public Assistance Income Loss of Employment Benefits (insurance, sick leave) Loss of Childcare Unable to purchase needed household supplies My household has not experienced any of these situations due to COVID-19 Resident Declined or does not know Other: 13. Which of the following technology devices do you have in your home that are in working order? Select all that apply. Check all that apply. Cell Phone Computer **Tablet** None Client Declined or Does not know 14. Do you have reliable internet/WiFi in your home other than through your cell phone? Mark only one oval. Yes Client declined or does not know

Education and Employment The next set of questions will help us better understand the current education, employment, and related activities of the adults in your household.

| 15. | What is | your | highest | education | level? |
|-----|---------|------|---------|-----------|--------|
|-----|---------|------|---------|-----------|--------|

| Mark only one oval. | | |
|----------------------------------|--|--|
| 8th Grade or Less | | |
| Some High School | | |
| High School Diploma or GED | | |
| Some College | | |
| Job Training Program | | |
| Vocational Certificate | | |
| Associates Degree | | |
| Bachelor's Degree | | |
| Graduate Degree | | |
| Master's Degree | | |
| Octoral Degree | | |
| Client declined or does not know | | |
| Other: | | |

| 16. | If you or another adult in your household would like to further their education, what type of education would be of interest? | | | | |
|-----|---|--|--|--|--|
| | Mark only one oval. | | | | |
| | GED Courses Job Training Program Vocational/ Trade Program (Certificate) | | | | |
| | | | | | |
| | | | | | |
| | Community College (Associates Degree) Undergraduates Studies (Bachelor's Degree) | | | | |
| | | | | | |
| | Graduate Studies (Graduate Certificate, Master's, Doctoral Degree) | | | | |
| | None | | | | |
| | Client declined or does not know | | | | |
| 17. | What is the primary barrier to you or another adult in your household furthering their education at this time? | | | | |
| | Check all that apply. | | | | |
| | Financial Reasons | | | | |
| | Lack of Childcare | | | | |
| | Lack of Transportation | | | | |
| | Unsure how to get started/connected | | | | |
| | Client declined or does not know | | | | |
| | Other: | | | | |
| | | | | | |

| 18. | What is your current employment status? |
|-----|--|
| | Mark only one oval. |
| | Employed Full-time (35 or more hours/week) |
| | Employed Part-time (less than 35 hours a week) |
| | Not currently employed (seeking employment) |
| | Not currently employed (Not seeking employment) |
| | Resident declined or does not know |
| | |
| | |
| 19. | If currently employed, how long have you been working at your current job? |
| | Mark only one oval. |
| | Less than a year |
| | 2-5 years |
| | 6-10 years |
| | 11+ years |
| | |

20. If unemployed, what is the primary reason?

| Check all that apply. | | | |
|--|--|--|--|
| Cannot find work that aligns with interests Caring for a family member who is elderly/sick/disabled Chosen to stay home with children Criminal history Cultural Discrimination | | | |
| Do not have a high school diploma/GED Immigration status | | | |
| In school | | | |
| Lack of childcare availability Laid off/between jobs | | | |
| Language barriers Long term limited ability | | | |
| Not enough job experience or skills | | | |
| Personal health issues Retired | | | |
| Transportation issues | | | |
| Resident declined or does not know | | | |

If seeking employment, what types of jobs are of interest? Select all that apply

21.

| | Check all that apply. |
|-----|--|
| | Administrative/Clerical |
| | Childcare |
| | Computer/Technology |
| | Construction |
| | Education |
| | Food Industry |
| | Health/Medical |
| | Hospitality (hotel, restaurant, events) |
| | Maintenance |
| | Manufacturing |
| | Personal Services (Hairdresser, nails) |
| | Retail/Sales |
| | Self-Emplyment |
| | Transportation |
| | Resident declined or does not know |
| | Other: |
| 22. | What type of skill development training would most benefit you or other adults in your household? (Check all that apply) Check all that apply. Computer Skills Budgeting/ Finances English Skills Relationship skills Vocational Training Leadership Training Cooking/ Food Preparation Child Development/ Parenting College Preparation |
| | Small Business Training |
| | Other: |

Health and Wellness

The following questions will help us better understand the health of the adults in your household.

| 23. | How would you describe your physical health in general? |
|-----|---|
| | Mark only one oval. |
| | Excellent |
| | Very good |
| | Good |
| | Fair |
| | Poor |
| | No Response |
| | |
| 24. | Where do you and other members of your household access healthcare regularly? |
| | Mark only one oval. |
| | Primary Care Doctor |
| | Urgent Care Doctor |
| | Emergency Department |
| | Not seeking regular healthcare |
| | Other: |
| | |

25. Do you or any other members of your household have any of the following medical conditions? (Check all that apply and indicate if adult or child)

Check all that apply.

| | Adult | Child | None | Dont know |
|---|-------|-------|------|--------------|
| Asthma | | | | |
| Diabetes | | | | |
| Depression | | | | |
| Extreme stress or anxiety | | | | |
| High Blood Pressure or Hypertension | | | | |
| Other heart disease | | | | |
| Weight Problem | | | | |
| | | | | |

26. What type of health insurance do you have?

Mark only one oval.

| -) | Madiaara |
|-----|----------|
| -) | Medicare |

___ Medicaid

Employer Provided

Independent

O None

Other:

| 27. | running, biking)? |
|-----|---|
| | Mark only one oval. |
| | Rarely |
| | Once/Week |
| | Twice/Week |
| | 3 or More Times/Week |
| | |
| | |
| 28. | What are some of the challenges, if any, that keep you and your family from being more physically active? Check all that apply. |
| | Check all that apply. |
| | Don't have time |
| | Too tired |
| | Health conditions (i.e. asthma) |
| | Limited physical ability |
| | There is nowhere to walk or exercise in my neighborhood |
| | Neighborhood is not safe for me/my children |
| | Poor quality of the parks/playgrounds or other outdoor facilities in neighborhood, or their equipment |
| | Poor quality of the gym/indoor recreation facilities in neighborhood, or their equipment |
| | There are no organized sports teams in my neighborhood |
| | I need more information on how to exercise and be healthy |
| | No barriers |
| | No response |
| | Other: |
| | <u> </u> |
| | |

| 29. | Do you believe you and members of your household have a healthy diet? | |
|-----|---|---|
| | Mark only one oval. | |
| | Yes | |
| | O No | |
| | O Declir | ned or does not know |
| | | |
| 30. | What would | d help you and members of your household have a healthy diet? Select ly. |
| | Check all tha | at apply. |
| | Access | to affordable fresh food |
| | Access | to affordable prepared healthy food |
| | | me during the week to shop, plan and prepare meals |
| | Learning | g about nutrition, cooking and food preparation |
| | Other: | |
| | Food Access | Next, we have some questions to help us better understand your family's access to food and how you primarily do your food shopping. |
| | | |
| 31. | | ne primary place you go to shop for food for your household? Select all and indicated name below: |
| | Check all tha | at apply. |
| | Corner | store |
| | Food pa | |
| | Grocery | Store |
| | Farmers | s Market |
| | Mobile I | |
| | | ore Delivery |
| | ☐ No resp | UIISE |
| | Other: | |

| 32. | How often is there not enough food for you and members of your household? Select one. | | |
|-----|---|--|--|
| | Mark only one oval. | | |
| | We always have enough | | |
| | Only 1 or 2 times a year | | |
| | More than twice but not every month | | |
| | Every month | | |
| | | | |
| 33. | If yes, why isn't there enough food to eat? Select all that apply. | | |
| | Check all that apply. | | |
| | Not enough money to buy food | | |
| | Not enough time to go food shopping | | |
| | Too hard to get to the grocery store | | |
| | Other: | | |
| | | | |
| 34. | How interested would you be in taking a class on healthy living, nutrition, and/or | | |
| | cooking? Select one. | | |
| | Mark only one oval. | | |
| | Very interested | | |
| | Somewhat interested | | |
| | Not interested | | |
| | Client declined or does not know | | |
| | | | |
| | Next, we have some questions to help us better understand your | | |
| | Transportation family's use of transportation. | | |
| | | | |

| 35. | Do you find it easy to travel to the place you go most often? | | |
|-----|--|--|--|
| | Mark only one oval. | | |
| | Yes | | |
| | No | | |
| | Declined or does not know | | |
| | | | |
| | | | |
| 36. | What is your primary means of reliable transportation? Select one. | | |
| | Mark only one oval. | | |
| | Bike | | |
| | Bus | | |
| | Driven by Family living in household | | |
| | Driven by Friend/Other family not living in household | | |
| | Drive self | | |
| | Ride Share Service (Lyft/Uber/Taxi) | | |
| | Walk | | |
| | Client declined or does not Know | | |
| | Other: | | |
| | | | |

| 37. | What factors discourage you from riding the bus or riding it more often? Select all that apply. | | | |
|-----|---|--|--|--|
| | Check all that | apply. | | |
| | The bus of | doesnt come near my home doesnt come often enough for me to use it doesnt go where I need to go ride for where I need to go is too long using or dont know how to ride the bus y transfers or stops discourages me from riding the bus clined or does not know | | |
| | Safety and Security | The next set of questions will help us better understand your family's perceptions of the safety of your neighborhood. | | |
| 38. | How safe doday? Mark only or | you feel in your neighborhood and the surrounding area during the ne oval. | | |
| | Very safe Pretty safe A little unsafe | | | |
| | Very unsafe | | | |
| | Client declined or does not know | | | |

| 39. | How safe do you feel in your neighborhood and the surrounding area after c | |
|-----|--|--|
| | Mark only one oval. | |
| | Very safe | |
| | Pretty safe | |
| | A little unsafe | |
| | Very unsafe | |
| | Client declined or does not know | |
| | | |
| 40. | How often would you say that crime occurs in the neighborhood? | |
| | Mark only one oval. | |
| | Daily | |
| | Frequently (1-2 times per week) | |
| | Sometimes (1-2 times per month) | |
| | Rarely (once every three months) | |
| | Never | |
| | Client declined or does not know | |
| | | |

41. What would make you feel safer in your neighborhood? Select three. Check all that apply. Youth violence/crime prevention programs Neighborhood events Anti-gang initiatives Better security systems (i.e. cameras, license plate readers) Better and/or more street lighting Community crime watch program Community policing Building features that increase "eyes on the street" (e.g. porches, sidewalks) Fencing and gates More frequent and/or visible police patrol A cleaner community Dont know No Response Other: The next set of questions will help us better understand your Jackson family's needs and perceptions of the needs of your neighborhood. Ward Neighborhood 42. Overall, how do would you rate the neighborhood (Gilpin and Jackson Ward) as a place to live? Mark only one oval. Excellent Very good Good Fair Poor Declined or does not know

| 43. | Overall, how do would you rate the neighborhood as a place to raise children? | |
|-----|--|--|
| | Mark only one oval. | |
| | Excellent | |
| | Very good | |
| | Good | |
| | Fair | |
| | Poor | |
| | Declined or does not know | |
| | | |
| 44. | What do you consider to be the strengths of your neighborhood? Select top three. | |
| | Check all that apply. | |
| | History | |
| | Culture | |
| | Schools | |
| | Housing Affordability | |
| | Location | |
| | Public Transportation | |
| | Entertainment Options | |
| | Shopping/retail Stores | |
| | Employmeny opportunities | |
| | Close to your family/friends | |
| | Recreation Places | |
| | ☐ Youth Programs | |
| | Places of worship | |
| | Social Services | |
| | Parks Social Fuents | |
| | Social Events | |
| | ☐ Safety ☐ Childcare | |
| | Medical Center | |
| | | |
| | Other: | |

45. Federal grant money is available to help improve some aspects of your neighborhood. With that in mind, which of the following improvements or additions would you most want in your neighborhood? Select the top five.

| Check all that apply. |
|--|
| Additional Biking and Walking Trails |
| Additional or Improved Parks |
| Additional Public Art |
| Additional Public Plaza or Gathering Spaces |
| Cleaned Up Residential Lawns |
| Cleaned up Trash and Debris (along streets etc.) |
| Community Garden |
| Community Resource Center |
| Farmers Market |
| Fixed up Business Buildings |
| Fixed up/improved houses |
| Flea Market |
| Improvements for biking (bike lanes, signs, bike racks etc.) |
| Improvements for walking (better sidewalks, lighting, crosswalks etc.) |
| Outdoor event space for concerts, theater, festivals etc. |
| Slower/reduced traffic speeds |
| Client declined or does not know |
| Other: |

46. If there was a new park in the area or improvements made to current parks, which of the following features would you most like to have? Select the top four.

| Check all that apply. | | |
|---|--|--|
| Athletic Playfields (e.g. basketball, baseball, football, tennis) | | |
| Barbecue Area | | |
| Bike Path | | |
| Covered Benches/Tables/Chairs | | |
| ☐ Dog area | | |
| Inclusive Play area for all abilities | | |
| Open lawn | | |
| Playground for older kids | | |
| Playground for younger kids | | |
| Swimming pool | | |
| Walking/running path | | |
| client declined or does not know | | |
| Other: | | |

47. What services would most benefit you or your family? Select the top five.

| Che | ck all that apply. |
|-----|--|
| | Adult Education (e.g., GED preparation, computer classes) |
| | Arts/Dance/Music/Theaters |
| | Career Counseling/ Finding Employment |
| | Childcare or Early Learning Programs |
| | Chronic Disease Management Classes or Programs |
| | Citizenship Classes/Services |
| | College Preparation and Enrollment Assistance |
| | Community Garden |
| | ESL Classes |
| | Financial Counseling (e.g., financial literacy, budgeting, credit counseling, credit repair) |
| | Health Care/Medical Services |
| | Health, Wellness, Physical Fitness Information or Programs |
| | Homeownership Classes |
| | Job Skills Training/ On-the-Job Training |
| | Legal Counseling (e.g., remove or expunge criminal conviction, other legal services) |
| | Mental or Behavioral Health Counseling or Assistance |
| | Nutrition/Cooking Classes |
| | Parent/Family Support (e.g., counseling, parenting classes) |
| | Physical Fitness for Adults |
| | Senior Services (e.g., benefits counseling, home visiting services, activities) |
| Ш | Social Services |
| | Training to Help Start a Small Business |
| Ш | Transportation |
| Щ | Youth Programs (e.g., after school, summer camp, arts, sports) |
| | Client Declined or Does Not Know |
| | Other: |
| | |

| 48. | How much longer do you plan to live in the Gilpin/Jackson Ward community? | | |
|---|---|--|--|
| | Mark only | one oval. | |
| Plan to move within six months | | | |
| | Plan to live here about a year more | | |
| | Plan to live here two or more years | | |
| | No plans of leaving | | |
| | Clie | nt declined or does not know | |
| | | | |
| | | | |
| 49. | 9. How interested are you in owning your own home? | | |
| | Mark only one oval. | | |
| | Very | / Interested | |
| | Somewhat Interested | | |
| Not at all Interested Client declined or does not know | | at all Interested | |
| | | nt declined or does not know | |
| | | | |
| | Gilpin | The next set of questions will help us better understand your family's needs in the redevelopment of Gilpin Court. | |
| | Court | | |

If Gilpin Court is redeveloped, what are the top FIVE physical improvements that

50.

you would like to see? Select five. Check all that apply. Central air conditioning **Larger Units** More accessible features (e.g., grab bars, ramps) More attractive buildings/building design More community/shared space More in-unit amenities (e.g., dishwashers, microwaves, washer dryer) More storage Private yards/outdoor space More parking More recreational space More frequent trash pickup Client Declined or Does Not Know Other: 51. What type of housing do you feel would best meet your family's needs? Mark only one oval. Single Family Detached Home Townhome Duplex/Triplex/Fourplex **Apartment Building Apartment Building for Seniors Assisted Living** Client Declined or Does Not Know Other:

52. If Gilpin Court is redeveloped, would you prefer to: Mark only one oval. Stay in Gilpin Court/Jackson Ward Move to another public/assisted housing community in Richmond Move into a Senior housing complex Relocate with a tenant-based housing voucher (Section 8) Move into a private market-rate apartment Purchase a home Client Declined or Does Not Know Other: 53. If you could live anywhere in Richmond area, where would you live? Mark only one oval. East End Southside Downtown West End Henrico County Where I currently live Client Declined or Does Not Know Other: We are almost finished with your household's survey! The next couple questions will help determine which of the remaining questions are Next applicable to your household. Section

| 54. | Do you have children under 18 your household? Mark only one oval. | |
|-------------------------|--|---|
| | | |
| Yes Skip to question 55 | | Skip to question 55 |
| | No | Skip to question 75 |
| | Children | The next set of questions will help us better understand the needs of the children (i.e., individuals 18 and younger) in your household. The section can be skipped if it does not apply to your household. |
| 55. | How many o | children live in your household under age 18 and how old is each child? |

56. In which of the following day care or education levels are your children currently enrolled? Select all that apply.

| Check all that apply. |
|---|
| Day Care |
| Head Start |
| Pre-K |
| Kindergarten |
| 1st Grade |
| 2nd Grade |
| 3rd Grade |
| 4th Grade |
| 5th Grade |
| 6th Grade |
| 7th Grade |
| 8th Grade |
| 9th Grade |
| 10th Grade |
| 11th Grade |
| 12th Grade |
| Graduated High School |
| Graduated Vocational School |
| Enrolled in University or Vocational School |
| Client Declined or Does Not Know |

| 57. If yes, please select the types of childcare arrangements you have for y children. Select all that apply. | |
|---|--|
| Check all that apply. | |
| | Attends childcare in a professional center. Please specify Attends paid childcare in a private home Receives childcare in your own home using a nanny or babysitter Receives care in your own home from yourself Is cared for by other family or friends for free Attends Richmond Public Schools preschool. Please specify which school Attends Richmond Public Schools kindergarten. Please specify which school Client Declined or Does Not Know Other: |
| 58. | Do you currently have Childcare? |
| | Mark only one oval. |
| | Yes |
| | ◯ No |
| | Declined or does not know |
| 59. | If yes, please select the types of childcare arrangements you have for your children. Select all that apply. |
| | Check all that apply. |
| | Attends childcare in a professional center. Please specify Attends paid childcare in a private home Receives childcare in your own home using a nanny or babysitter Receives care in your own home from yourself Is cared for by other family or friends for free Attends Richmond Public Schools preschool. Please specify which school Attends Richmond Public Schools kindergarten. Please specify which school |
| | Client Declined or Does Not Know Other: |
| | Utilei. |

| 60. | What type of childcare do you need? | |
|---------|---|--|
| | Mark only one oval. | |
| Daytime | | |
| | Evenings | |
| | Weekends | |
| | Open 24/7 | |
| | Respite Care (for children with disabilities) | |
| | None | |
| | Client Declined or Does Not Know | |
| | Other: | |
| | | |
| | | |
| 61. | Is your children's daycare, Head Start, preschool, early learning program, or K-12 school located in your neighborhood? | |
| | Mark only one oval. | |
| | Yes | |
| | ◯ No | |
| | If yes please specify below | |
| | Declined or does not know | |
| | Other: | |
| | | |
| | | |
| 62. | Overall, how would you rate your children's school attendance? | |
| | Mark only one oval. | |
| | Excellent | |
| | Good | |
| | Average | |
| | Poor | |
| | Client Declined or Does Not Know | |

| 63. Overall, how would you rate your children's behavior in schoo | |
|---|--|
| | Mark only one oval. |
| | Excellent |
| | Good |
| | Average |
| | Poor |
| | Client Declined or Does Not Know |
| | |
| 64. | Overall, how would you rate your children's grades in school? |
| | Mark only one oval. |
| | Excellent |
| | Good |
| | Average |
| | Poor |
| | Client Declined or Does Not Know |
| | |
| 65. | Do any of your children need an Individualized Education Plan (IEP)? |
| | Mark only one oval. |
| | Yes, they have one already. |
| | Yes, they need one. |
| | No, they do not need one. |
| | Client Declined or Does Not Know |
| | |

| 66. | Do any of your children have a diagnosed special need (ex., academic/learning disability, behavioral issues)? |
|-----|---|
| | Mark only one oval. |
| | Yes, and he/she is receiving services to support that need |
| | Yes, but he/she is not receiving services to support that need |
| | No |
| | Not Sure |
| | No Response |

67. Do your children participate in any of the following enrichment programs or activities? Select all that apply.

| Che | ck all that apply. |
|-----|---|
| | Afterschool Programs |
| | Art |
| | Computer Classes |
| | Drug Prevention |
| | Employment Assistance |
| | Faith-Based/Mosque/Church Activities |
| | Gang Prevention |
| | Job Skills Training |
| | LGBTQ+/Inclusivity Groups |
| | Life Skill/Financial Literacy |
| | Mentoring |
| | Music/Band/Singing/Dance |
| | Opportunities for Cultural Development/Learning/Integration |
| | Sex Education |
| | Social Activities |
| | Sports/Recreational Activities |
| | Tutoring |
| | Violence/Safety Prevention Programs |
| | Volunteering |
| | Parks and Rec |
| | S.T.E.P (Strategies to Elevate People) |
| | Fitness Warriors |
| | Youth leadership and Employment Academy |
| | Healthy Heart PlusMommies, Babies, Bellies, and Daddies |
| | Youth Leadership |
| | My child does not participate in any activities |
| | Client Declined or Does Not Know |
| | Other: |

| 68. | How would you describe your children's health in general? | | |
|-----|--|--|--|
| | Mark only one oval. | | |
| | Excellent | | |
| | Very good | | |
| | Good | | |
| | Fair | | |
| | Poor | | |
| | | | |
| | | | |
| 69. | In the last year, did the children get a routine physical check-up? | | |
| | Mark only one oval. | | |
| | Yes | | |
| | No | | |
| | | | |
| | | | |
| 70. | On average, how often do your children do some form of physical exercise (e.g., walking, running, biking)? | | |
| | Mark only one oval. | | |
| | Rarely | | |
| | Once per week | | |
| | Twice per week | | |
| | 3 or more times per week | | |
| | Client Declined or Does Not Know | | |
| | | | |

| 71. | . What do you do if you or one of your children are sick? | | |
|-----|--|--|--|
| | Mark only one oval. | | |
| | Go to the pharmacy for over-the-counter medication Get an appointment with a minute clinic/urgent care center | | |
| | Get an appointment with a doctor at the local clinic/pediatrician | | |
| | Seek emergency care | | |
| | Other: | | |
| 72. | How safe do you feel when your children walk to/from school and/or bus stop? | | |
| | Mark only one oval. | | |
| | Very Safe | | |
| | Somewhat Safe | | |
| | Somewhat Unsafe | | |
| | Very Unsafe | | |
| | Client Declined or Does Not Know | | |
| 73. | How likely are you to allow your child to play outside in your neighborhood? Select | | |
| | one. | | |
| | Mark only one oval. | | |
| | Very Likely | | |
| | Somewhat likely | | |
| | Somewhat unlikely | | |
| | Very unlikely | | |
| | No Response | | |

74. What activities would you like to have available in your neighborhood for the children in your household? Select the top four. Check all that apply. Afterschool Programs Art Computer Classes **Drug Prevention Employment Assistance** Faith-Based/ Mosque/ Church activities **Gang Prevention Job Skills Training** LGBTQ+/ Inclusivity Groups Life Skill/ Financial Literacy Mentoring Music/ Band/ Singing/ Dance Opportunities for Cultural Development/ Learning/ Integration Sex Education Social Activities Sports/Recreational Activities **Tutoring** Violence/ Safety Prevention programs Volunteering Youth Leadership Client Declined or Does Not Know Other: We are almost finished with your household's survey! The next couple Next questions will help determine which of the remaining questions are applicable to your household. Section 75. Do you or anyone in your household have limited ability? Mark only one oval. Skip to question 77 Yes No Skip to question 76

Next Section We are almost finished with your household's survey! The next couple questions will help determine which of the remaining questions are applicable to your household.

| 76. | Are vou or | anyone in your household age 55 or older? | |
|-----|---|---|--|
| | Mark only one oval. | | |
| | | | |
| | Yes No | Skip to question 82 Skip to question 87 | |
| | Limited Ability | Next, are some additional questions to help us better understand the needs of the individual(s) with disabilities in your household. The section can be skipped if it does not apply to your household. | |
| 77. | Does anyone in your household have the following special needs? Select all that apply. Check all that apply. | | |
| | () Limit | ed Physical Ability (i.e., in wheelchair, blind, hearing impaired, etc.) ed Mental Disability esponse r (specify limited ability disability) | |
| 78. | Does a limi | ited disability keep you or anyone in your household from participating k, school, housework, or other activities? | |
| | Mark only o | one oval. | |
| | Yes No Client | declined or does not know | |

| 79. | Do you feel that there are currently enough social supports in your neighborhood to assist residents with disabilities? | | |
|-----|---|--|--|
| | Mark only one oval. | | |
| | Yes | | |
| | ◯ No | | |
| | Client declined or does not know | | |
| 80. | Is there any special equipment or type of assistive device that you currently need for the individual(s) with disabilities in your household but do not have? | | |
| | ior the individual(s) with disabilities in your household but do not have: | | |
| | Mark only one oval. | | |
| | Yes | | |
| | ◯ No | | |
| | Client declined or does not know | | |
| | | | |
| 81. | What services would help the individual(s) with disabilities in your household? | | |
| | Select all that apply. | | |
| | Check all that apply. | | |
| | Assistance with grocery shopping | | |
| | Assistance with paying bills/handling finances | | |
| | Day Service Center (e.g., classes in cooking and other life skills) | | |
| | Home visits from a social worker | | |
| | Homemaker services (e.g., cleaning, laundry, meal preparation) | | |
| | In-home assistance with personal care (e.g., bathing, grooming, getting dressed) | | |
| | In-home companionship services (e.g., socialization, entertainment, activities)Transportation services | | |
| | No services are needed | | |
| | Client Declined or Does Not Know | | |
| | Other: | | |
| | | | |

Seniors

The next set of questions will help us better understand the needs of the senior(s) (i.e., individuals 55 or older) in your household. The section can be skipped if it does not apply to your household.

| 82. | Are you retired? |
|-----|--|
| | Mark only one oval. |
| | Yes |
| | No |
| | Client declined or does not know |
| | |
| 83. | Does the senior(s) in your household currently receive any of the following services? Select all that apply. |
| | Check all that apply. |
| | Assistance with grocery shopping Assistance with paying bills/handling finances Assistance with scheduling and attending medical appointments Day Service Center (e.g., classes in cooking and other life skills) Home visits from a social worker Homemaker services (e.g., cleaning, laundry, meal preparation) In-home assistance with personal care (e.g., bathing, grooming, getting dressed) In-home companionship services (e.g., socialization, entertainment, activities) Transportation services No services are currently received Client Declined or Does Not Know Other: |

| 84. | Has there been a time in the past six months when you needed services to help with basic needs for the senior(s) in your household but were not able to get them? |
|-----|--|
| | Mark only one oval. |
| | Yes |
| | No |
| | Client declined or does not know |
| 85. | What services would help the senior(s) in your household or would you be interested in learning more about? Select all that apply. |
| | Check all that apply. |
| | Assistance with paying bills/handling finances Assistance with scheduling and attending medical appointments Day Service Center (e.g., classes in cooking and other life skills) Home visits from a social worker Homemaker services (cleaning, laundry, meal preparation, etc.) In-home assistance with personal care (e.g., bathing, grooming, getting dressed) In-home companionship services (e.g., socialization, entertainment, activities) Transportation services No services needed at this time Client Declined or Does Not Know Other: |
| 86. | Would the senior(s) in your household be interested in senior housing (e.g., 55+ housing, assisted housing)? |
| | Mark only one oval. |
| | Yes |
| | No |
| | Client declined or does not know |

Feedback

| 87. | Please enter any additional feedback or information you would like us to know about your household here. |
|-----|--|
| | |
| | |
| | |
| | |
| | |

This content is neither created nor endorsed by Google.

Google Forms

RESIDENT ASSESSMENT SURVEY RESULTS

GILPIN COURT RESIDENT ASSESSMENT SURVEY RESULTS

Project Overview

Objective and Purpose

The Department of Housing and Urban Development awarded the Richmond Redevelopment Housing Authority (RRHA), in partnership with the City of Richmond and the Richmond Henrico Health District (RHHD) a Choice Neighborhood Planning Grant. Through this planning grant award, the organizations have collectively worked together to gain insight from residents, businesses, developers, landowners, churches, social service agencies, government organizations, and elected officials to develop the Jackson Ward Community Plan. The plan centers on the redevelopment of the 781-unit Gilpin Court public housing community.

Through extensive community engagement, RRHA, the City, and RHHD worked with residents and community leaders to gain a better understanding of the conditions and needs of residents in Gilpin Court today.

Data Collection and Analysis

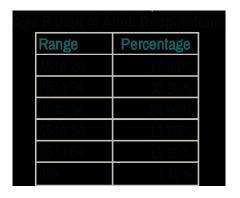
RHHD administered the resident assessment from May 2022 to present. RHHD recruited residents in the community to go door to door to ask these questions. Assessments were also available at community plan meetings and other events in the neighborhood. Residents could also fill it out online using a QR code that was available at several locations in the neighborhood.

The City of Richmond staff analyzed the data and grouped findings by the five major themes that are identified in the plan. Data presented in this summary reflects the goals of the major themes that were identified through numerous community meetings.

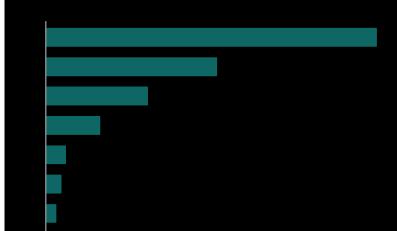


Respondent Profile

490 of the 800 Gilpin Court households (61.3%) responded to the assessment. Most heads of household are under the age 36 years old. The mean age for adult residents in Gilpin Court is 47 years old. The largest age group is 25-34 years old. The majority of adults, 72.3%, are under the age of 45. On average, child residents are 7.4 years old. 33.6% of children are under the age of 6. Households, on average, are small with an average of 1-2 people but can range up to seven members.







| Age Range of Children | | |
|---------------------------------|------------|--|
| Age (Years) | Percentage | |
| Infant (younger than 12 months) | 1.80% | |
| Toddler (1-3) | 21.40% | |
| Preschooler (3-5) | 1.80% | |
| School Age (6-17) | 45.10% | |

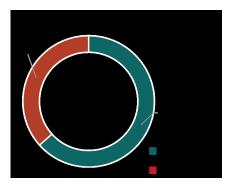
Diverse Economy

Education

65.1% of Gilpin adults have a High School Diploma, GED, or education beyond high school.

63.4% of Gilpin Court residents indicated interest in further education. Some expressed interest in skill development training including small business training (44.2%) and computer skills (55%).

Households were primarily interested in budgeting/finances (37.4%) and computer skills (55%) training. Some (31.1%) reported that none of the skill development training options would be beneficial.



Childcare and School

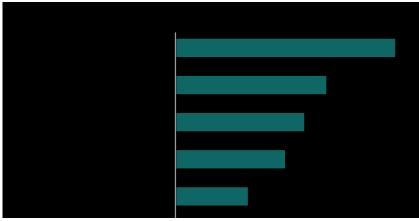
97.7% of child residents are enrolled in day care or an education program with 10.2% of those enrolled in day care, Head Start, or Pre-K and 87.5% enrolled in

K-12 education. 17.7% of children attend day care in the neighborhood. 12.6% of children enrolled have an individualized education program (IEP). Of those who do not have an IEP, 8.1% need one according to their parent or guardian.

75.9% of children have what they need for virtual learning implemented in response to COVID-19. 26.1% need access to WiFi, traditional school supplies, or a computer tablet.

Adult residents were asked to rate their children's school performance, attendance, and behavior.

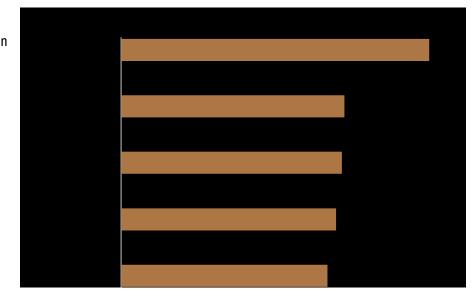
81.7% rated this category as excellent or good across all areas.



About one-third of children participate in a variety of enrichment activities like art, sports, and computer classes. 17.6% of households report they are currently in need of childcare.

26.4% of adult residents are employed, 11.2% full-time (35+ hours) and 15.2% part-time (< 35 hours).

69.1% of adult residents are unemployed. Of these, 25.4% are seeking employment, and many are interested in self-employment (35.8%) or the health/medical (25.9%) industry. Choosing to stay home with children, long term limited ability, and personal health reasons are top reasons for not working.



Inclusive Housing

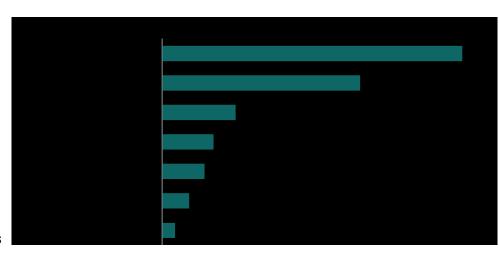
43.9% of households reported that a single family detached home would best meet their family's needs. 28.7% said a

townhome would best meet their needs.

Households reported that they would most want central air conditioning (89.3%) and larger units (60.7%) if Gilpin Court was redeveloped.

Nearly all households were either very interested (52%) or somewhat interested (29.6%) in owning their own home.

8.7% of households have plans to move within 6 months while others plan to live in Gilpin Court for another year (14.5%) or two or more years (34.6%). 20.5% of households declined to respond to this question.



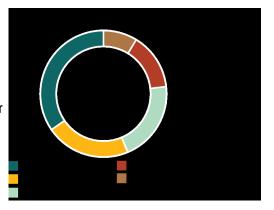
Disability and Elder Housing

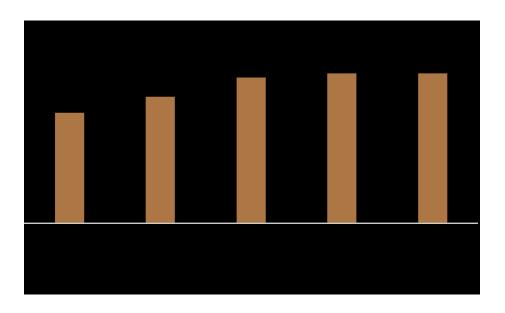
26.7% of households have at least one resident with a disability, and most report not receiving assistance with basic needs. Adults are most likely to have a physical (66.4%) or emotional (24.8%) disability.

31.2% of households needed help with basic needs for their seniors in the past 6 months and couldn't get the help.

31.7% of households with seniors reported there were no services that they needed or were interested in learning more about for their senior. Some mentioned assistance with grocery shopping, bills or finances, and medical appointments.

6.9% of households indicated that housing to accommodate the needs of seniors is needed in the neighborhood. 55.1% reported that the senior(s) in their household would be interested in senior housing (e.g., 55+ housing, assisted housing).





High Quality Places

Neighborhood

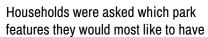


88.3% of households rated their neighborhood as a fair or poor place to live and raise children, whereas 6.5% rated the neighborhood as good or excellent.

Households were asked what they consider to be the strengths of their neighborhood. 71.6% mentioned housing affordability as a top strength. Others included lcoation (54%), public transportation (34.4%), history (30.3%), and close to family/friends (28.4%).

Many households would like to see neighborhood improvements related to cleaning up trash and debris and fixing up and improving houses. 55.5% of residents would like to see trash and debris removed, improvements for walking (33.8%), fixed-up and improved houses (59.7%), farmer's market (32.9%), and a community resource center (28%).





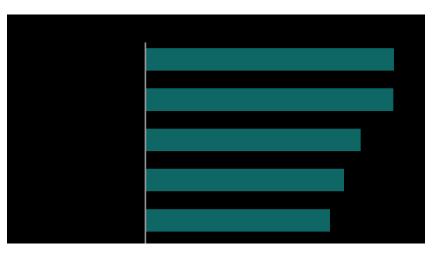
in new or existing parks. The top features were athletic playfields (59.7%), barbeque area (51.4%), and swimming pool (59.5%).

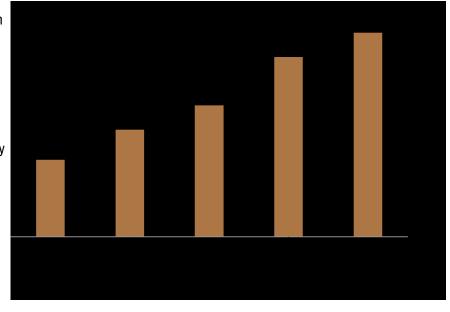
Households reported multiple services that they felt would benefit their families including financial counseling (40.1%), career counseling (38.9%), and adult education (36.5%) among others.

Households report feeling safer during the day than after dark in their neighborhood. 48.4% felt safe during the day while 4.3% felt safe after dark.

Households report that community policing and youth violence/crime prevention programs (54.1%) would make them feel safer in their neighborhood. Other helpful safety implementations and methods include better security systems (33.1%), community crime watch program (28.6%), and a cleaner community (28.4).







Communications

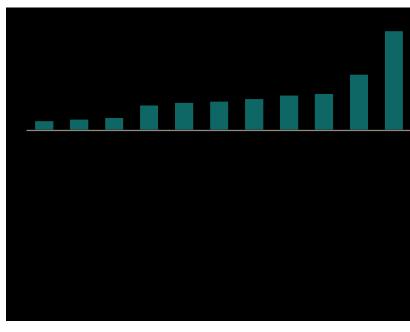
The majority of devices in homes are cell phones and almost 76% of households report having reliable internet in their homes other than through their cell phone.

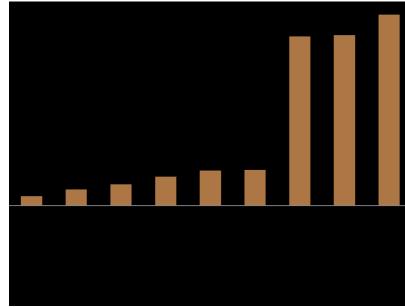
Nearly all households reported having a cell phone in their homes while fewer reported having a tablet (36.5%) or computer (20.5%). 2% reported having none of these devices.

Equitable Transportation

Households report that their primary means of reliable transportation is take the bus (29.6%), be driven by friends or family outside the household (26.3%), or drive themselves (26.1%).

Households were asked about what discourages them from riding the bus. The top response was nothing discourages them from riding (43.5%), others reported they worry about their personal safety (22.8%), or that the bus was confusing to them (13.7%).





Thriving Environment

Food Access

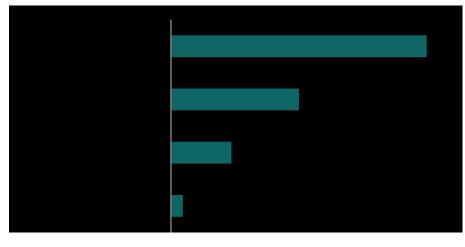
91.7% of households receive financial benefits. 80.2% of households reported receiving public assistance in the form of

food stamps.

Most households do their grocery shopping at a grocery store or large retail store (92.2%). Almost half of households reported having some food insecurity at some point due to a lack of money for food (77.4%).

59.6% of Gilpin Court households said they always have enough food.

In terms of desired services pertaining to healthy living resources, households were more interested in having access to a garden (11.3%) than in taking a class on healthy living, nutrition, and/or cooking (8.6%). 13.5% reported being very interested in a



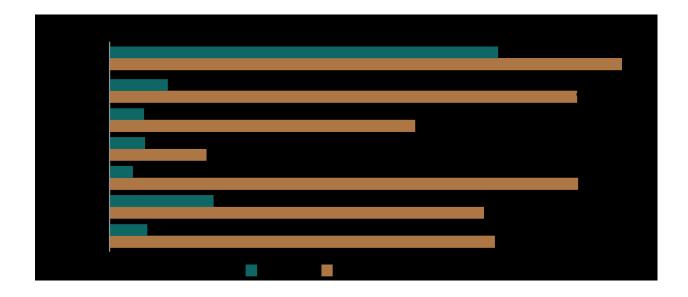
class, 34.2% somewhat interested, and 46.7% not interested.

Health

54.5% of adults rated their health as either good or fair while the health of nearly all children, 83.1%, was rated as excellent, very good, or good. 96.3% of parents have gotten their children a routine physical in the last year.

Adult residents (35.3%) are more likely than children (9%) to have a chronic health condition. Almost all children with chronic conditions (9%) are connected with the health care needed to manage their condition. The top conditions for adults include mental health issues (41.2%), asthma (49.6%), and hypertension (45.3%), while the top conditions for children include asthma (37.5%) and mental health issues (8.4%).

86% of adult residents have a regular doctor or medical home that they access for their health care needs outside of emergency care. 96.7% of all adult residents are covered by health insurance. The majority of adults (81.1%) rely on Medicaid for their insurance.

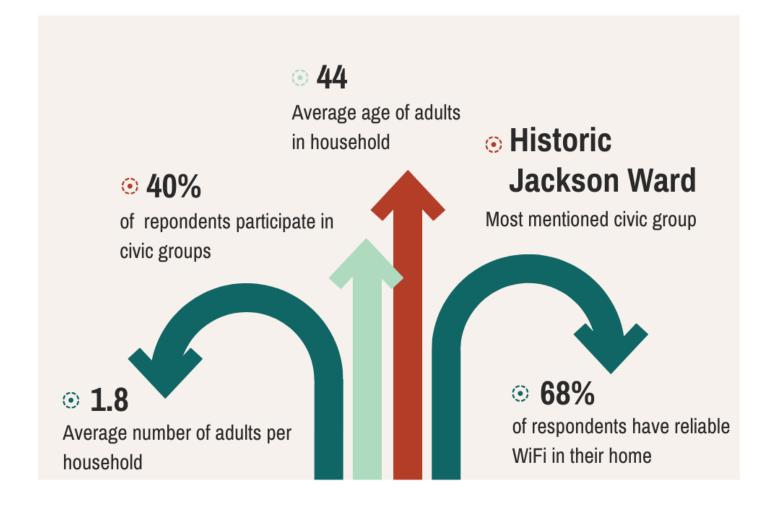


COMMUNITY SURVEY RESULTS



Jackson Ward Community Survey Results

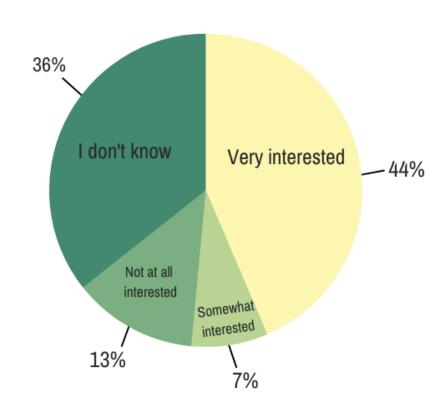
84 total responses

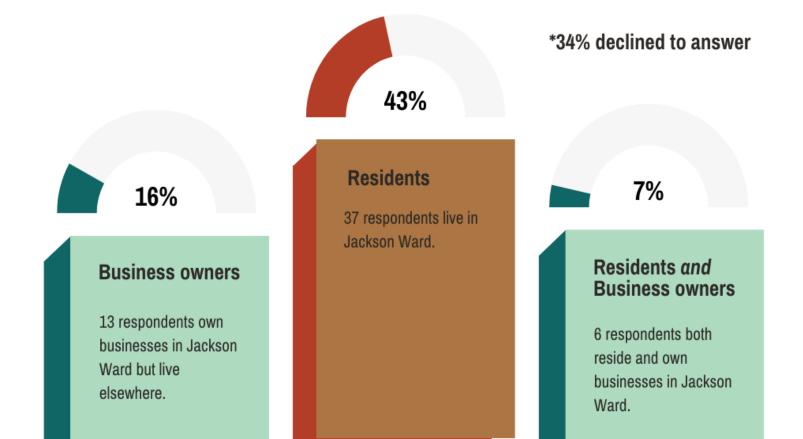


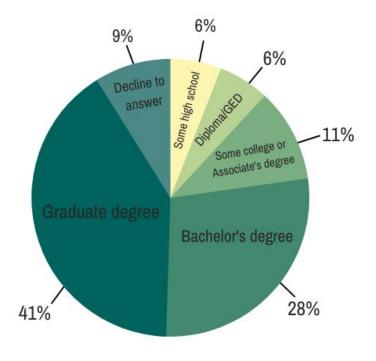
Average Length of Residency:

Interest in homeownership

| <1 year | 6% |
|---------------|-----|
| 1 - 5 years | 36% |
| 6 - 10 years | 15% |
| 11 - 15 years | 9% |
| 16 - 20 years | 11% |
| 21 - 30 years | 13% |
| 31+ years | 10% |





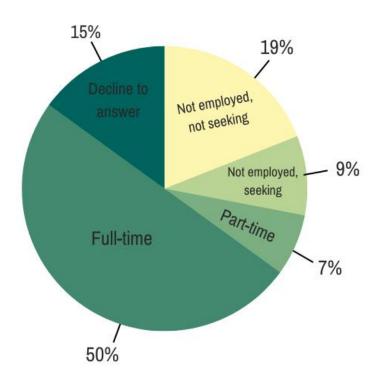


Highest Level of Education

The majority of respondents have a graduate-level education

3 respondents (6%) have not completed high school

18 respondents (35%) said the primary barrier to further education is financial resources



Employment Status

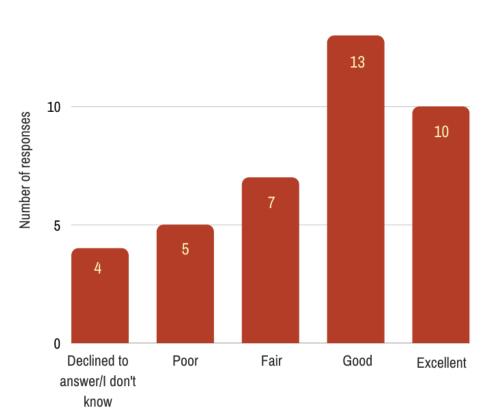
15 respondents (28%) are currently unemployed

The top preferred industries for job seekers are Health/Medical and Self-Employment

Respondents are most interested in small business training, budgeting/finances training, and improving their computer skills

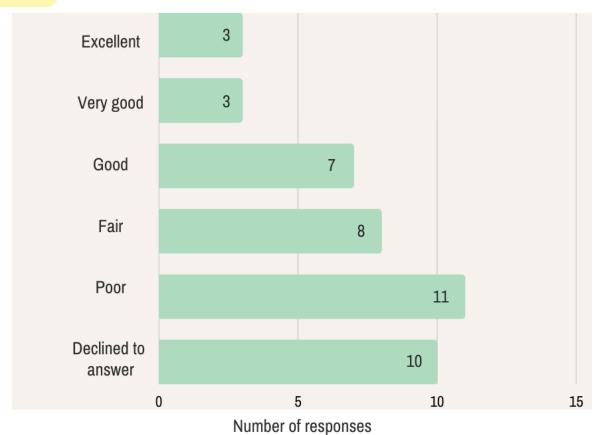
How would you rate Jackson Ward as a place to live?



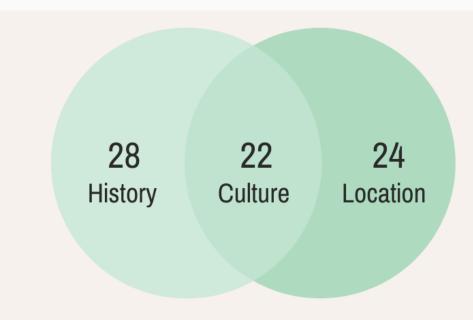


- 59% of respondents rated Jackson Ward as a good or excellent place to live
- 31% said Jackson Ward is a fair or poor place to live

How would you rate Jackson Ward as a place to raise children?



What do you consider to be the top 3 strengths of Jackson Ward? Select your top three.



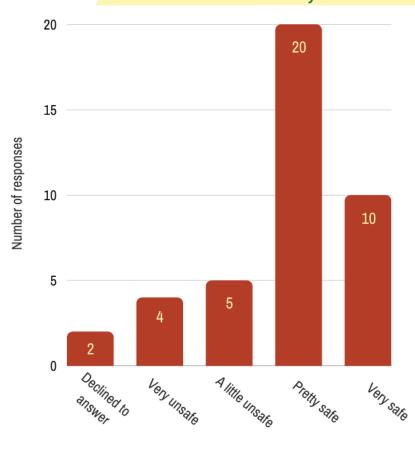
None of the respondents selected *childcare*, *youth programs*, or *employment opportunities* as neighborhood strengths.

Most desired neighborhood improvements

The top 5 responses are listed below:

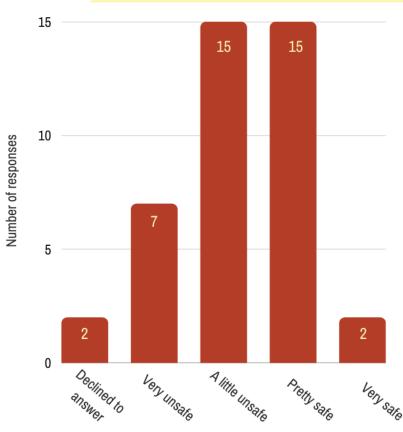


How safe do you feel in Jackson Ward during the day?

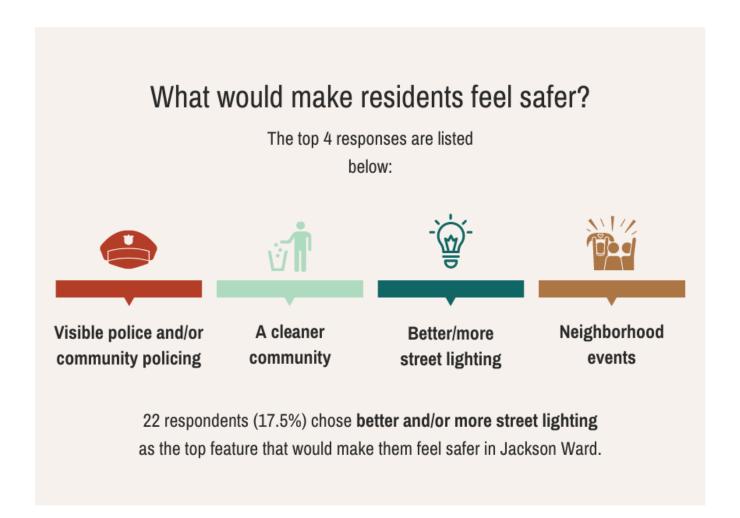


- During the day,
 49% of respondents
 feel "pretty safe"
- 22% of respondents feel unsafe

How safe do you feel in Jackson Ward after dark?

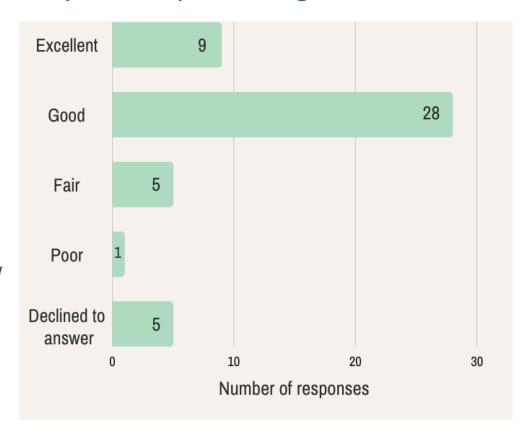


- After dark, 54% of respondents said they feel unsafe
- 54% said crime occurs either daily or frequently
- 31% feel safe after dark



How would you describe your health in general?

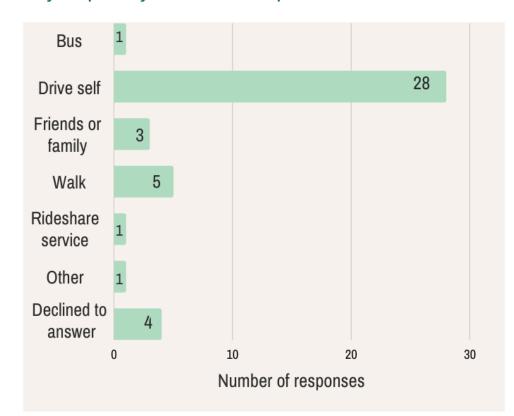
- 77% of respondents rated their health as good or excellent
- The top two medical conditions within respondent households are extreme stress/anxiety and hypertension
- 36% of respondents are enrolled in Medicaid or Medicare



What is your primary means of transportation?

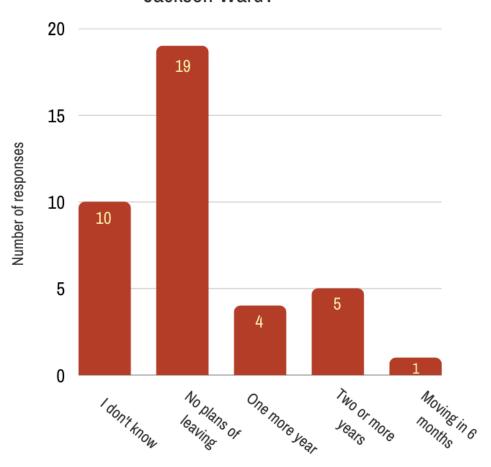
The primary factors discouraging bus use are

- Personal safety concerns
- The bus doesn't go where respondents are traveling
- 3. Bus ride is too long
- 4. Low frequency

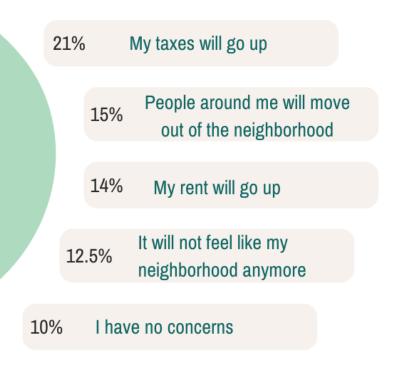




How much longer do you plan to live in Jackson Ward?



As changes in your neighborhood begin to happen, what are you concerned about? Top 5 responses:



THE STORY OF JACKSON WARD A LIVING TIMELINE

