

**EXHIBIT H-15**

**MARKET INFORMATION FOR PROPOSED PROJECT  
RENTAL WITHOUT TAX CREDITS**

**PROJECT DESCRIPTION**

Project Name: \_\_\_\_\_

City: \_\_\_\_\_

- Rural location with population less than 5,000
- Suburban location with population between 5,000 & 15,000
- Urban location with population over 15,000

Units

Total Number of Units: \_\_\_\_\_  
 Number of HOME Units: \_\_\_\_\_  
 Number of other Affordable Housing Units: \_\_\_\_\_  
 (LIHTC, USDA, RD, Section 8, Public Housing)  
 Number of Market Units: \_\_\_\_\_

Bldg. Info.

- Duplex
- Row/Townhouse
- Single Family Detached
- Standard Apt.

Tenant Income Levels (Area Median Income Levels)

- 30% AMI, # of units \_\_\_\_\_
- 40% AMI, # of units \_\_\_\_\_
- 50% AMI, # of units \_\_\_\_\_
- 60% AMI, # of units \_\_\_\_\_
- 80% AMI, # of units \_\_\_\_\_
- Market Rate, # of units \_\_\_\_\_

Construction Type: \_\_\_\_\_  
 Number of Buildings: \_\_\_\_\_  
 Number of Stories: \_\_\_\_\_  
 Elevator:  Yes  No  
 Parking:  Yes  No,  
 If Yes, # of Spaces \_\_\_\_\_  
 Garages:  Yes  No,  
 If Yes, # of Garages \_\_\_\_\_, Rent \_\_\_\_\_

Existing or proposed project-based rental assistance:  Yes  No

Occupancy Type

- Family
- Senior 55+
- Senior 62+

**Unit Mix, Size, Rent, Applicant's Proposed Rents**

# BR / # Bath	# of Units That Size	Sq. Ft	Gross Rent	Utility Allowance	Net Rent (Gross Rent Minus Utility Allowance)	% AMI Level or Market Rate

**Amenities**

Project Amenities (laundry room, computer room, etc.)	
Unit Amenities (dishwasher, washer/dryer, ceiling fans, storage area, etc.)	
Special Needs Population (if applicable)	
Special Services (if applicable)	

**Location Amenities**

Type	Name	Distance From Project
Grocery Store(s) (not gas stations or convenience stores, etc.)		
Medical Clinic(s) or Hospital(s)		
Park & Recreation Area(s)		
Pharmacy(s)		
Public Transportation Mode(s)		
School(s)		
Shopping Store(s)/Area(s) (specify each)		
Other (specify each)		

Indicate if there are any road or infrastructure improvements planned or under construction in the market area:

General description of neighborhood and adjacent parcels surrounding the site:

Comment on access, ingress/egress, and visibility of the site:

Note any environmental or other concerns:

Must attach a map clearly identifying the location of the project. Map is attached:  Yes

Overall conclusion/recommendation about the site as related to the marketability of the proposed project.

**MARKET AREA(S)**

***Identify the primary market area, secondary market area & tertiary market area boundaries by street names or other geography forming boundaries.***

**Primary Market Area**

**(At least 50% or more of renters must come from the primary market area.)**

Define/Identify Primary Market Area:

Current median household income levels & 10-year trend:

**Population Trends**

Total population:



Population by age groups:

If a Targeted Population is proposed for the project, provide additional information on population growth patterns specifically related to this population.

Overall conclusion relating data to impact on housing demand.

Household Trends

Total # of renter households:

Total # of owner households:

Average household size:

Average household income:

Overall conclusion relating data to impact on housing demand.

Employment Levels & Trends

Major employers, anticipated reductions or expansions, newly planned employers and impact on employment in the market area.

Overall conclusion relating data to impact on housing demand.

Unemployment Levels & Trends

Current unemployment levels & 10-year trend:

Overall conclusion relating data to impact on housing demand.

**Secondary Market Area**

**(No more than 40% of renters from the secondary market area.)**

Define/Identify Secondary Market Area:

Current median household income levels & 10-year trend:

Population Trends

Total population:

Population by age groups:

If a Targeted Population is proposed for the project, provide additional information on population growth patterns specifically related to this population.

Overall conclusion relating data to impact on housing demand.

Household Trends

Total # of renter households:

Total # of owner households:

Average household size:

Average household income:

Overall conclusion relating data to impact on housing demand.

Employment Levels & Trends

Major employers, anticipated reductions or expansions, newly planned employers and impact on employment in the market area.



Overall conclusion relating data to impact on housing demand.

\_\_\_\_\_

Unemployment Levels & Trends

Current unemployment levels & 10-year trend:

Overall conclusion relating data to impact on housing demand.

\_\_\_\_\_

**Tertiary Market Area**

**(No more than 10% of renters from the tertiary market area.)**

Define/Identify Tertiary Market Area:

Overall conclusion on why this area can attract 1-10% of renters for the proposed project.

\_\_\_\_\_

**MARKETING/RENT-UP**

List the number of units that will be rented-up every 3 months until the project is fully occupied. (Numbers may differ for each 3- month period)

Anticipated full occupancy date:

What marketing methods will be used to attract potential tenants?

Advertising

Explain: \_\_\_\_\_

Outreach

Explain: \_\_\_\_\_

Methods

Explain: \_\_\_\_\_

