

ZVA Appendix of Tables

referenced in the Market Potential section of the
**City-Wide Rochester Housing Market Study
Analysis**



Table 1

Potential Market For New And Existing Housing Units

Distribution Of The Potential Market Based On Housing Preferences And Income Levels
Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
Draw Areas*

Total Target Market Households
With Potential To Rent/Purchase Within The
City of Rochester, Monroe County, New York 17,250

Potential Housing Market

	<i>..... Multi-Family</i>			<i>..... Single-Family</i>			<u>Total</u>
	<i>..... For-Rent</i>			<i>..... For-Sale</i>			
	<i>Below</i>		<i>AllRanges</i>	<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>		<i>Market-Rate*</i>	<i>Market-Rate*</i>		
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>	<u><i>Detached</i></u>	<u><i>Detached</i></u>	
Total Households:	3,670	4,620	2,380	1,650	1,410	3,520	17,250
{Percent}:	21.3%	26.8%	13.8%	9.6%	8.2%	20.3%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 2

Potential Market For New And Existing Housing Units By Household Type
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

	<u>Total</u>	<i>..... Multi-Family</i>			<i>..... Single-Family</i>		
		<i>..... For-Rent</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale</i>		<i>Market-Rate* Detached</i>
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>			<i>Below Market-Rate* Attached</i>	
Number of Households:	17,250	3,670	4,620	2,380	1,650	1,410	3,520
Empty Nesters & Retirees	29%	16%	18%	50%	30%	40%	40%
Traditional & Non-Traditional Families	41%	53%	37%	21%	41%	43%	45%
Younger Singles & Couples	30%	31%	45%	29%	29%	17%	15%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties*City of Rochester, Monroe County, New York***January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
..... Inside the Loop					
..... East End					
Chestnut Square (1905;1995) 328 East Main Street	86 Studio	\$485 to \$560	300 575	\$0.97 to \$1.62	99% occupancy. Elevator,
	1BR/1BA	\$585 to \$665	600	\$0.98 to \$1.11	
	2BR/1BA	\$660 to \$715	850	\$0.78 to \$0.84	
East End Lofts 15 Mathews Street	17 1BR/1BA	\$800 to \$1,900	950 1,140	\$0.84 to \$1.67	82% occupancy.
200 East Avenue (1999) 200 East Avenue (Formerly Chevy Place Apts.)	77 1BR/1BA 2BR/2BA 2BR/1 1/2BA -TH	\$985 to \$1,135 \$1,225 to \$1,340 \$1,165 to \$1,185	722 900 1,068 1,205 1,078 to 1,140	\$1.26 to \$1.36 \$1.11 to \$1.15 \$1.04 to \$1.08	97% occupancy. Elevators. 80% Market Rate, 20% Tax Credit. Garage \$65 mth. Parking \$35 mth.
Temple Building Lofts (1925: 2006) 14 Franklin Street	40 Studio 1BR/1BA 1BR/2BA 2BR/2BA 2BR/2BA -Penthouses 1BR/1 1/2BA -Work/Live 1BR/2BA -Work/Live	\$900 \$1,200 \$1,350 to \$1,475 \$1,550 to \$1,650 \$1,800 to \$2,000 \$1,595 \$1,875	850 1,000 1,300 to 1,500 1,325 to 1,550 1,700 to 2,100 1,750 2,150	\$1.06 \$1.20 \$0.98 to \$1.04 \$1.06 to \$1.17 \$0.95 to \$1.06 \$0.91 \$0.87	95% occupancy. Controlled access, elevators, high-speed internet access.

NOTE: Individual units in small buildings, carriage houses, townhouses, and detached houses range in rent from \$300 to \$1,250 per month.

Summary Of Selected Rental Properties*City of Rochester, Monroe County, New York***January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
<i>..... Grove Place</i>					
Halo Lofts at 60 Grove <i>60 Grove Street</i>	12	\$1,530	1,100	\$1.39	100% occupancy. <i>Eastman students</i>
NOTE: Other properties, including Chestnut Plaza, East Avenue Commons, and the Alexandrian, as well as individual units in townhouses, etc. range in rent from \$335 to \$945 per month.					
<i>..... St. Paul Quarter</i>					
Andrews Building <i>216 Andrews Street</i>	18	\$525 to \$950			89% occupancy. <i>Elevators, high-speed internet.</i>
Michaels Stern Lofts (6/03) <i>1 Pleasant Street</i>	45				96% occupancy. <i>Security system, elevators.</i>
	Studio	\$550	515	\$1.07	
	1BR/1BA	\$725 to \$975	745 to 970	\$0.97 to \$1.01	
	2BR/1BA	\$1,050 to \$1,200	1,030 to 1,270	\$1.02 to \$0.94	
Riverview Lofts (2006) <i>176 Water Street</i>	36				90% occupancy. <i>Elevators, Wi-Fi access.</i>
	1BR/1BA	25 \$625	450 to 600	\$1.04 to \$1.39	
	2BR/1BA	5 \$1,125	800	\$1.41	
	Duplex Lofts	6 \$1,175	940	\$1.25	
Water Street Commons <i>185 N. Water Street</i>	65				98% occupancy.
	1BR/1BA	\$650 to \$700	750	\$0.87 to \$0.93	
	1BR/1BA w/den	\$745	963	\$0.77	
	2BR/1BA	\$800 to \$1,000	1,196 to 1,300	\$0.67 to \$0.77	

Summary Of Selected Rental Properties

City of Rochester, Monroe County, New York

January, 2007

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
. St. Paul Quarter (continued)					
Smith-Gormley Building (1987) 180-82 St. Paul Street	18	\$725 to \$1,050	1,106 2,150	\$0.49 to \$0.66	83% occupancy. Heat included.
. Cascade					
Buckingham Commons (2006) 85 Allen Street	36 1BR/1BA	\$825 to \$1,250	730 to 1,010	\$1.13 to \$1.24	In Lease-up.
Knowlton Building (2000) 69 Cascade Drive	14	\$1,500 to \$3,200	1,500 to 3,200	\$1.00 \$1.00	100% occupancy. WiFi. Indoor parking.
NOTE: The loft at the Daily Record rents for \$1,200 per month; other individual apartments range in rent from \$400 to \$450 per month.					
. Outside the Loop					
Medical Arts Building (1929; 2006) 277 Alexander Street	31 1BR/1.5BA 2BR/2BA	\$800 to \$2,200	600 1,200	\$1.33 to \$1.83	100% occupancy.
. Corn Hill					
Corn Hill Apartments and Townhouses (1980s) 715 Clarissa Street	80 1BR/1BA 2BR/1 1/2BA -TH 3BR/2BA -TH	\$635 to \$675 \$850 \$1,050	500 1,150 1,500	\$1.27 to \$1.35 \$0.74 \$0.70	96% occupancy.

Summary Of Selected Rental Properties*City of Rochester, Monroe County, New York***January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
..... Corn Hill {continued}					
Corn Hill Landing 301 Exchange Boulevard	127 1BR/1BA 2BR/1.5BA 2BR/2BA 3BR/3BA	\$650 to \$2,550			Retail, restaurants.
..... East Side					
The Renaissance (1974; 2001) 2500 East Avenue	186 Studio 1BR/1 1/2BA 2BR/2BA 3BR/2BA	\$995 \$795 to \$1,300 \$1,175 to \$1,950 \$1,795 to \$2,450	500 980 to 1,100 1,437 to 1,580 1,743	\$1.99 \$0.81 to \$1.18 \$0.82 to \$1.23 \$1.03 to \$1.41	90% occupancy. Gated, pool, spa, fitness center, cable TV.
1600 East Avenue Apartments (1958; 1998) 1600 East Avenue	164 Studio 1BR/1BA 2BR/1BA 2BR/2BA 3BR/2BA	\$800 to \$895 \$995 to \$1,345 \$1,095 to \$1,570 \$1,220 to \$1,670 \$1,820 \$2,320	396 634 877 935 1,493	\$2.02 to \$2.26 \$1.57 to \$2.12 \$1.25 to \$1.79 \$1.30 to \$1.79 \$1.22 \$1.55	80% occupancy. Fitness center, media center, billiard room, cable.

Summary Of Selected Rental Properties

City of Rochester, Monroe County, New York

January, 2007

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
 Other				
Imperial South 1577 Elmwood Avenue	132				92% occupancy.
	Studio	\$615	390	\$1.58	
	1BR/1BA	\$710 to \$735	680	\$1.04 to \$1.08	
	2BR/1BA	\$780	820	\$0.95	
	2BR/1 1/2BA	\$795 to \$820	910 1,010	\$0.81 to \$0.87	
1600 Elmwood 1600 Elmwood Avenue	210				95% occupancy. Pool, fitness center, community center, business center.
	Studio	\$730 to \$780	514	\$1.42 to \$1.52	
	1BR/1BA	\$850 to \$865	711	\$1.20 to \$1.22	
	2BR/1BA	\$930 to \$1,010	966	\$0.96 to \$1.05	
	3BR/2BA	\$1,229 to \$1,279	1,124	\$1.09 to \$1.14	

Table 4

**Summary Of Selected For-Sale Multi-Family
And Single-Family Attached Units**

Monroe County, New York

December, 2006

<i>Development (Date Opened)</i>	<i>Unit Type</i>	<i>Unit Price Range</i>	<i>Unit Size Range</i>	<i>Price Per Sq. Ft.</i>	<i>Total Units</i>	<i>Total Sales (Monthly Average)</i>
<i>.... Rochester</i>						
Rowhouses at 100 Union <i>Morris, Architect</i>	TH	\$349,900 †	2,280	\$153	6	0
		\$379,000 †	2,400	\$158		
Sagamore On East (2003) <i>Christa Companies</i>	CO	\$484,900 †	2,150	\$226	23	22 (0.6)
		\$519,900 †	2,150	\$242		
		\$598,000 †	2,400	\$249		
<i>.... Henrietta</i>						
Eagle Pine Way	TH	\$139,900 †	1,230	\$114		
		\$159,359 †	1,218	\$131		
		\$172,000 †	1,809	\$95		
Rivers Run (2006)	TH	\$209,900 †	1,600	\$131		
		\$222,900 †	1,955	\$114		
		\$234,900 †	1,880	\$125		
<i>.... Greece</i>						
Windwood Way area	TH	\$169,900 †	1,445	\$118		
		\$179,900 †	1,406	\$128		
<i>.... Irondequoit</i>						
Audubon Trail	TH	\$189,900 †	1,386	\$137		
		\$212,400 †	1,402	\$151		

† Individual units.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 5

Summary of Current Multi-Family Listings*City of Rochester, Monroe County, New York***January, 2007**

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
<i>..... Condominiums</i>					
270 Latta Road	1984	\$74,900	1,505	\$50	2BR/2BA
947 East Avenue	1903	\$79,000	943	\$84	1BR/2BA
1400 East Avenue	1968	\$87,900	894	\$98	1BR/1BA
1000 East Avenue	1959	\$94,900	975	\$97	2BR/2BA
1000 East Avenue	1959	\$109,000	900	\$121	2BR/1BA
203 Gregory Park	1903	\$109,900	1,580	\$70	2BR/1BA
30 Cornhill Place	1986	\$134,900	1,322	\$102	2BR/2BA
1412 East Avenue	1916	\$209,900	1,550	\$135	2BR/2BA
<i>..... Townhouses</i>					
26 Wangman Street	1995	\$64,900	1,326	\$49	3BR/2BA
682 Broadway	1985	\$73,000	1,090	\$67	2BR/2BA
200 Corn Hill Place	1987	\$79,900	682	\$117	1BR/2BA
354 Frederick Douglas	1983	\$79,900	692	\$115	1BR/2BA
124 Adams Street	1984	\$109,900	1,512	\$73	2BR/2.5BA
374 Frederick Douglas	1983	\$124,900	1,250	\$100	2BR/2BA
359 South Plymouth	1985	\$129,900	1,287	\$101	2BR/2BA
6 Grove Street	1996	\$269,900	1,600	\$169	3BR/3BA
145 Gibbs Street	2003	\$399,900	3,080	\$130	3BR/3BA

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

**Summary of Current Single-Family Listings
New Construction**

Greece, Irondequoit, Chili, and Brighton, Monroe County, New York

January, 2007

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
..... Greece					
Wendy Lane	2006	\$99,900	792	\$126	1BR/1BA
	2007	\$124,900	1,281	\$98	3BR/2BA
	2007	\$124,900	832	\$150	2BR/1BA
	2006	\$129,900	1,011	\$128	2BR/1BA
Haviland Park	2007	\$115,900	1,208	\$96	3BR/2BA
	2007	\$121,900	1,333	\$91	4BR/2BA
Black Duck Trail	2006	\$164,900	1,443	\$114	3BR/2BA
Quarterdeck	2006	\$166,900	1,443	\$116	2BR/2BA
	2006	\$167,900	1,477	\$114	3BR/2BA
	2006	\$189,900	1,735	\$109	3BR/2BA
	2006	\$192,900	2,003	\$96	3BR/3BA
	2006	\$192,900	1,840	\$105	3BR/3BA
	2006	\$209,900	2,157	\$97	4BR/3BA
	2006	\$209,900	2,181	\$96	4BR/3BA
	2006	\$239,900	2,206	\$109	3BR/3BA
	2006	\$249,900	2,440	\$102	3BR/3BA
Emery Run	2006	\$169,900	1,270	\$134	3BR/2BA
	2006	\$198,900	1,720	\$116	3BR/2BA
Pollet Place	2006	\$179,900	1,340	\$134	2BR/2BA
Avery Park Lane	2007	\$180,000	1,498	\$120	3BR/2BA
	2006	\$185,000	1,498	\$123	3BR/4BA
	2007	\$195,000	1,498	\$130	3BR/4BA
Whispering Pines	2007	\$184,900	1,519	\$122	3BR/2BA
	2007	\$224,900	2,100	\$107	4BR/2BA
	2007	\$229,900	2,111	\$109	4BR/3BA

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

**Summary of Current Single-Family Listings
New Construction**

Greece, Irondequoit, Chili, and Brighton, Monroe County, New York

January, 2007

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
. Greece {continued}					
Talnuck Drive	2006	\$198,900	2,164	\$92	4BR/3BA
	2006	\$225,900	2,478	\$91	4BR/3BA
	2007	\$254,900	2,466	\$103	4BR/3BA
	2007	\$269,900	2,613	\$103	4BR/3BA
Mill Road	2007	\$199,900	1,860	\$107	3BR/3BA
Old Country Road	2007	\$199,900	1,540	\$130	3BR/2BA
	2007	\$219,900	1,668	\$132	3BR/2BA
	2007	\$268,335	2,508	\$107	3BR/3BA
	2007	\$269,900	2,910	\$93	4BR/3BA
East Moreno Drive	2007	\$264,900	1,925	\$138	3BR/2BA
	2007	\$274,900	1,925	\$143	3BR/3BA
Raspberry Patch Drive	2006	\$270,000	2,500	\$108	4BR/2BA
	2006	\$329,900	3,050	\$108	4BR/4BA
	2006	\$329,900	2,526	\$131	4BR/4BA
Melwood	2006	\$279,900	2,910	\$96	4BR/3BA
Carrington Drive	2006	\$279,900	2,120	\$132	3BR/3BA
Bronze Leaf Trail	2006	\$279,900	2,295	\$122	3BR/3BA
Emery Run	2006	\$282,000	2,787	\$101	4BR/3BA
Cherry Creek Lane	2006	\$295,000	2,372	\$124	4BR/3BA
	2006	\$310,000	1,995	\$155	3BR/3BA
	2007	\$321,000	2,676	\$120	4BR/3BA
	2006	\$349,900	2,890	\$121	4BR/3BA
North Church Road	2006	\$299,900	2,980	\$101	4BR/3BA
Canal Woods	2007	\$425,450	2,833	\$150	4BR/3BA
	2006	\$585,400	3,473	\$169	4BR/4BA
Whisper Creek Court	2006	\$599,977	3,168	\$189	3BR/3BA

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

**Summary of Current Single-Family Listings
New Construction**

Greece, Irondequoit, Chili, and Brighton, Monroe County, New York

January, 2007

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
<i>..... Irondequoit</i>					
Knapp Avenue	2007	\$114,900	900	\$128	2BR/2BA
	2006	\$129,900	1,220	\$106	3BR/2BA
	2007	\$134,900	1,272	\$106	3BR/2BA
	2007	\$139,900	1,333	\$105	4BR/2BA
Frontenac Heights	2007	\$144,900	1,209	\$120	3BR/2BA
<i>..... Chili</i>					
Chili Avenue	2007	\$139,900	1,200	\$117	3BR/2BA
Marshall Road	2006	\$184,900	1,540	\$120	3BR/3BA
Kings Way	2007	\$189,900	1,660	\$114	3BR/2BA
Attridge Road	2006	\$189,900	1,950	\$97	3BR/3BA
Vintage Lane	2006	\$189,900	1,730	\$110	3BR/3BA
Knights Trail West	2006	\$195,000	1,940	\$101	4BR/3BA
	2006	\$224,900	2,100	\$107	3BR/3BA
Grove Wood	2006	\$219,900	1,721	\$128	3BR/2BA
Chestnut Ridge	2006	\$250,000	2,200	\$114	4BR/3BA
Black Cedar Drive	2007	\$259,900	2,234	\$116	4BR/3BA
East Bellaqua	2006	\$349,900	3,034	\$115	3BR/3BA
<i>..... Brighton</i>					
Babcock Drive	2007	\$630,000	3,400	\$185	4BR/3BA
	2007	\$675,000	3,700	\$182	4BR/3BA
Warren Avenue	2006	\$775,563	3,912	\$198	4BR/4BA
Southern Parkway	2007	\$875,000	4,126	\$212	4BR/4BA
Council Rock Avenue	2006	\$947,700	4,263	\$222	4BR/4BA

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

Table 7

Potential Market For Downtown/High Falls Housing Units
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
 Draw Areas*

Total Target Market Households With Potential To Rent/Purchase Within The City of Rochester, Monroe County, New York	17,250
Total Target Market Households With Potential To Rent/Purchase Within The Downtown/High Falls Study Area	3,090

Annual Downtown/High Falls Housing Market

	<i>..... Multi-Family</i>		<i>.. Single-Family ..</i>		
	<i>..... For-Rent</i>		<i>..... For-Sale</i>		
	<i>Below</i>				
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>	<u><i>Total</i></u>
Total Households:	610	1,130	890	460	3,090
<i>{Percent}</i> :	19.7%	36.6%	28.8%	14.9%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 15.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 8

Annual Potential Market For Downtown/High Falls Housing Units By Household Type
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within/To The City In 2007
 City of Rochester, Monroe County, New York

 Multi-Family Single-Family ..		
 For-Rent For-Sale		
	Below				
	Total	Market-Rate* Apts.	Market-Rate* Apts.	AllRanges Apts.	AllRanges Attached
Number of Households:	3,090	610	1,130	890	460
Empty Nesters & Retirees	37%	26%	22%	61%	43%
Traditional & Non-Traditional Families	17%	34%	17%	6%	14%
Younger Singles & Couples	46%	40%	61%	33%	43%
	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 15.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 9

Target Groups For New Mixed-Income Multi-Family For Rent
The Downtown/High Falls Study Area
City of Rochester, Monroe County, New York

..... Number of Households				
Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	20	20	2
Small-Town Establishment	0	20	20	2
Suburban Establishment	0	40	40	4
Affluent Empty Nesters	0	40	40	4
Cosmopolitan Couples	0	30	30	3
New Empty Nesters	0	10	10	1
Blue-Collar Retirees	0	10	10	1
Downtown Retirees	110	60	170	17
Multi-Ethnic Seniors	40	20	60	6
Second City Seniors	10	0	10	1
Subtotal:	160	250	410	41
Traditional & Non-Traditional Families				
The Entrepreneurs	0	10	10	1
Full-Nest Urbanites	0	20	20	2
Multi-Cultural Families	40	40	80	8
In-Town Families	160	110	270	27
Single Parent Families	10	10	20	2
Subtotal:	210	190	400	40
Younger Singles & Couples				
e-Types	0	50	50	5
Fast-Track Professionals	0	40	40	4
The VIPs	0	10	10	1
Upscale Suburban Couples	0	70	70	7
New Bohemians	40	100	140	14
Urban Achievers	160	380	540	54
Twentysomethings	10	10	20	2
Small-City Singles	10	20	30	3
Blue-Collar Singles	10	10	20	2
Soul City Singles	10	0	10	1
Subtotal:	240	690	930	93
Total Households:	610	1,130	1,740	174

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 10

Target Groups For New Mixed-Income Multi-Family For Sale
The Downtown/High Falls Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Old Money	20	2
Urban Establishment	20	2
Small-Town Establishment	20	2
Suburban Establishment	40	4
Affluent Empty Nesters	50	5
Cosmopolitan Elite	10	1
Cosmopolitan Couples	20	2
New Empty Nesters	10	1
Downtown Retirees	70	7
Hometown Retirees	10	1
Multi-Ethnic Seniors	270	27
Subtotal:	540	54
Traditional & Non-Traditional Families		
Multi-Cultural Families	10	1
In-Town Families	40	4
Single-Parent Families	10	1
Subtotal:	60	6
Younger Singles & Couples		
e-Types	30	3
Fast-Track Professionals	20	2
New Bohemians	50	5
Upscale Suburban Couples	30	3
Urban Achievers	120	12
Twentysomethings	10	1
Small-City Singles	10	1
Soul City Singles	20	2
Subtotal:	290	29
Total Households:	890	89

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 11

Target Groups For New Mixed-Income Single-Family Attached For Sale
The Downtown/High Falls Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Old Money	10	1
Urban Establishment	20	2
Small-Town Establishment	20	2
Suburban Establishment	40	4
Affluent Empty Nesters	30	3
Cosmopolitan Couples	20	2
New Empty Nesters	10	1
Downtown Retirees	20	2
Multi-Ethnic Seniors	30	3
Subtotal:	200	20
Traditional & Non-Traditional Families		
The Entrepreneurs	10	1
Full-Nest Urbanites	10	1
Multi-Cultural Families	30	3
In-Town Families	10	1
Subtotal:	60	6
Younger Singles & Couples		
e-Types	20	2
Fast-Track Professionals	10	1
The VIPs	10	1
New Bohemians	30	3
Upscale Suburban Couples	40	4
Urban Achievers	70	7
Twentysomethings	10	1
Small-City Singles	10	1
Subtotal:	200	20
Total Households:	460	46

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 12

Potential Market For Maplewood Housing Units

Distribution Of The Potential Market Based On Housing Preferences And Income Levels
Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
Draw Areas*

Total Target Market Households With Potential To Rent/Purchase Within The City of Rochester, Monroe County, New York	17,250
Total Target Market Households With Potential To Rent/Purchase Within The Maplewood Study Area	1,550

Annual Maplewood Housing Market

	<i>..... Multi-Family</i>		<i>..... Single-Family</i>				
	<i>..... For-Rent</i>		<i>..... For-Sale</i>				
	<i>Below</i>		<i>Below</i>				
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>	<u><i>Detached</i></u>	<u><i>Detached</i></u>	<u><i>Total</i></u>
Total Households:	350	320	200	50	210	420	1,550
{Percent}:	22.6%	20.6%	12.9%	3.3%	13.5%	27.1%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, and 16 through 19.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 13

Annual Potential Market For Maplewood Housing Units By Household Type

Distribution Of The Potential Market Based On Housing Preferences And Income Levels

Of Draw Area Households With The Potential To Move Within/To The City In 2007

City of Rochester, Monroe County, New York

	Total Multi-Family Single-Family		
	 For-Rent		All Ranges Apts. For-Sale		
		Below Market-Rate* Apts.	Market-Rate* Apts.			Below Market-Rate* Attached	Market-Rate* Detached
Number of Households:	1,550	350	320	200	50	210	420
Empty Nesters & Retirees	34%	23%	16%	40%	20%	62%	40%
Traditional & Non-Traditional Families	34%	34%	34%	30%	60%	24%	39%
Younger Singles & Couples	32%	43%	50%	30%	20%	14%	21%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, and 16 through 19.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 14

Target Groups For New Mixed-Income Multi-Family For Rent
The Maplewood Study Area
City of Rochester, Monroe County, New York

..... Number of Households				
Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Suburban Establishment	0	10	10	2
Affluent Empty Nesters	0	10	10	2
Multi-Ethnic Empty Nesters	30	20	50	6
Mainstream Retirees	10	0	10	2
Middle-American Retirees	10	0	10	2
Suburban Seniors	10	0	10	2
Downtown Retirees	10	10	20	3
Multi-Ethnic Seniors	10	0	10	2
Subtotal:	80	50	130	21
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	20	20	3
Full-Nest Suburbanites	0	10	10	2
Multi-Cultural Families	40	40	80	12
Blue-Collar Button-Downs	10	0	10	2
Struggling Suburbanites	10	10	20	3
In-Town Families	30	20	50	6
Urban Public Housing	30	10	40	6
Subtotal:	120	110	230	34
Younger Singles & Couples				
e-Types	0	10	10	2
Upscale Suburban Couples	10	10	20	3
New Bohemians	10	20	30	5
Urban Achievers	70	50	120	18
Twentysomethings	0	10	10	2
Suburban Achievers	20	30	50	6
No-Nest Suburbanites	10	0	10	2
Small-City Singles	0	10	10	2
Suburban Strivers	30	20	50	6
Subtotal:	150	160	310	46
Total Households:	350	320	670	101

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 15

Target Groups For New Mixed-Income Multi-Family For Sale
The Maplewood Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Multi-Ethnic Empty Nesters	20	2
Mainstream Retirees	10	2
Suburban Seniors	10	2
Downtown Retirees	10	2
Multi-Ethnic Seniors	30	2
Subtotal:	80	10
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	2
Multi-Cultural Families	20	2
Struggling Suburbanites	10	2
In-Town Families	10	2
Urban Public Housing	10	2
Subtotal:	60	10
Younger Singles & Couples		
New Bohemians	10	2
Upscale Suburban Couples	10	2
Urban Achievers	10	2
Suburban Achievers	10	2
Suburban Strivers	20	2
Subtotal:	60	10
Total Households:	200	30

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 16

Target Groups For New Mixed-Income Single-Family Attached For Sale
The Maplewood Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	10	1
Subtotal:	10	1
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
Subtotal:	30	3
Younger Singles & Couples		
Urban Achievers	10	1
Subtotal:	10	1
Total Households:	50	5

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For New Mixed-Income Single-Family Detached For Sale
The Maplewood Study Area
City of Rochester, Monroe County, New York

. Number of Households

Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>10 Percent Capture</i>
Urban Establishment	0	20	20	2
Suburban Establishment	10	30	40	4
Affluent Empty Nesters	10	20	30	3
Cosmopolitan Couples	0	10	10	1
New Empty Nesters	0	20	20	2
Multi-Ethnic Empty Nesters	30	30	60	6
Mainstream Retirees	10	10	20	2
RV Retirees	10	0	10	1
Middle-Class Move-Downs	10	0	10	1
Middle-American Retirees	20	20	40	4
Suburban Retirees	10	0	10	1
Downtown Retirees	10	10	20	2
Multi-Ethnic Seniors	10	0	10	1
Subtotal:	130	170	300	30
Traditional & Non-Traditional Families				
The Entrepreneurs	0	10	10	1
Nouveau Money	0	10	10	1
Full-Nest Urbanites	0	30	30	3
Unibox Transferees	0	10	10	1
Late-Nest Suburbanites	0	30	30	3
Full-Nest Suburbanites	0	40	40	4
Multi-Cultural Families	30	20	50	5
Blue-Collar Button-Downs	10	10	20	2
Struggling Suburbanites	10	0	10	1
Subtotal:	50	160	210	21

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For New Mixed-Income Single-Family Detached For Sale
The Maplewood Study Area
City of Rochester, Monroe County, New York

. Number of Households

Younger Singles & Couples	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>10 Percent Capture</i>
e-Types	0	10	10	1
Fast-Track Professionals	0	10	10	1
The VIPs	0	10	10	1
Upscale Suburban Couples	0	30	30	3
Cross-Training Couples	10	0	10	1
Urban Achievers	10	0	10	1
Suburban Achievers	0	10	10	1
No-Nest Suburbanites	10	20	30	3
Subtotal:	30	90	120	12
Total Households:	210	420	630	63

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 18

Potential Market For North And South Marketview Heights Housing Units
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
 Draw Areas*

Total Target Market Households
 With Potential To Rent/Purchase Within The
 ds With The Potential To Move Within/To The City In 2007 17,250

Total Target Market Households
 With Potential To Rent/Purchase Within The North
 And South Marketview Heights Neighborhood 1,300

Annual North And South Marketview Heights Housing Market

	<i>..... Multi-Family</i>			<i>..... Single-Family</i>			
	<i>..... For-Rent</i>			<i>..... For-Sale</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<u>Total</u>
Total Households:	350	300	290	70	130	160	1,300
{Percent}:	26.9%	23.1%	22.3%	5.4%	10.0%	12.3%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 20 through 23.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 19

Annual Potential Market For North And Marketview Heights Units By Household Type

Distribution Of The Potential Market Based On Housing Preferences And Income Levels

Of Draw Area Households With The Potential To Move Within/To The City In 2007

City of Rochester, Monroe County, New York

	Total Multi-Family Single-Family		
	 For-Rent		AllRanges Apts. For-Sale		
		Below Market-Rate* Apts.	Market-Rate* Apts.			Below Market-Rate* Attached	Market-Rate* Detached
Number of Households:	1,300	350	300	290	70	130	160
Empty Nesters & Retirees	38%	29%	17%	58%	43%	62%	44%
Traditional & Non-Traditional Families	38%	42%	46%	28%	43%	23%	44%
Younger Singles & Couples	24%	29%	37%	14%	14%	15%	12%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 20 through 23.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 20

**Target Groups For New Mixed-Income Multi-Family For Rent
The North And South Marketview Heights Study Area**

City of Rochester, Monroe County, New York

..... Number of Households				
Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	30	10	40	4
Downtown Retirees	40	30	70	7
Multi-Ethnic Seniors	20	10	30	3
Second City Seniors	10	0	10	1
Subtotal:	100	50	150	15
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	20	20	2
Multi-Cultural Families	40	40	80	8
In-Town Families	50	40	90	9
Single-Parent Families	10	10	20	2
Urban Public Housing	50	30	80	8
Subtotal:	150	140	290	29
Younger Singles & Couples				
e-Types	0	10	10	1
New Bohemians	10	20	30	3
Urban Achievers	70	50	120	12
Twentysomethings	0	10	10	1
Small-City Singles	0	10	10	1
Blue-Collar Singles	10	10	20	2
Soul City Singles	10	0	10	1
Subtotal:	100	110	210	21
Total Households:	350	300	650	65

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 21

Target Groups For New Mixed-Income Multi-Family For Sale
The North And South Marketview Heights Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	20	2
Downtown Retirees	30	3
Multi-Ethnic Seniors	120	12
Subtotal:	170	17
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
In-Town Families	20	2
Single-Parent Families	10	1
Urban Public Housing	20	2
Subtotal:	80	8
Younger Singles & Couples		
New Bohemians	10	1
Urban Achievers	10	1
Soul City Singles	20	2
Subtotal:	40	4
Total Households:	290	29

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 22

Target Groups For New Mixed-Income Single-Family Attached For Sale
The North And South Marketview Heights Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	10	1
Downtown Retirees	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	30	3
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
Subtotal:	30	3
Younger Singles & Couples		
Urban Achievers	10	1
Subtotal:	10	1
Total Households:	70	7

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 23

**Target Groups For New Mixed-Income Single-Family Detached For Sale
The North And South Marketview Heights Study Area**

City of Rochester, Monroe County, New York

. Number of Households

Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	10	10	1
Cosmopolitan Couples	0	10	10	1
Multi-Ethnic Empty Nesters	20	10	30	3
Middle-Class Move-Downs	0	10	10	1
Blue-Collar Retirees	10	0	10	1
Downtown Retirees	30	20	50	5
Hometown Retirees	10	0	10	1
Multi-Ethnic Seniors	10	10	20	2
Subtotal:	80	70	150	15
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	30	30	3
Unibox Transferees	0	10	10	1
Multi-Cultural Families	30	20	50	5
Single-Parent Families	0	10	10	1
Subtotal:	30	70	100	10
Younger Singles & Couples				
e-Types	0	10	10	1
The VIPs	0	10	10	1
Urban Achievers	10	0	10	1
Blue-Collar Singles	10	0	10	1
Subtotal:	20	20	40	4
Total Households:	130	160	290	29

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 24

Potential Market For South Wedge Housing Units

Distribution Of The Potential Market Based On Housing Preferences And Income Levels
Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
Draw Areas*

Total Target Market Households
With Potential To Rent/Purchase Within The
ds With The Potential To Move Within/To The City In 2007 17,250

Total Target Market Households
With Potential To Rent/Purchase Within
The South Wedge Neighborhood 1,190

Annual South Wedge Housing Market

	<i>..... Multi-Family</i>			<i>..... Single-Family</i>			
	<i>..... For-Rent</i>			<i>..... For-Sale</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<i>Total</i>
Total Households:	230	390	280	80	70	140	1,190
{Percent}:	19.3%	32.8%	23.5%	6.7%	5.9%	11.8%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 24 through 27.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 25

Annual Potential Market For South Wedge Units By Household Type
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within/To The City In 2007
City of Rochester, Monroe County, New York

	<i>Total</i>	<i>..... Multi-Family</i>			<i>..... Single-Family</i>		
		<i>..... For-Rent</i>	<i>..... For-Rent</i>	<i>..... For-Sale</i>	<i>..... For-Sale</i>	<i>..... For-Sale</i>	<i>..... For-Sale</i>
		<i>Below</i>	<i>Below</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Below</i>	<i>Below</i>
		<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>Apts.</i>	<i>Attached</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>
		<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Detached</i>	<i>Detached</i>	<i>Detached</i>
Number of Households:	1,190	230	390	280	80	70	140
Empty Nesters & Retirees	37%	30%	15%	61%	25%	71%	50%
Traditional & Non-Traditional Families	36%	48%	38%	18%	38%	29%	50%
Younger Singles & Couples	27%	22%	47%	21%	37%	0%	0%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 24 through 27.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 26

Target Groups For New Mixed-Income Multi-Family For Rent
The South Wedge Study Area
City of Rochester, Monroe County, New York

 Number of Households			
Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	0	10	10	2
Multi-Ethnic Empty Nesters	10	10	20	3
Downtown Retirees	40	30	70	11
Multi-Ethnic Seniors	20	10	30	5
Subtotal:	70	60	130	21
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	40	40	6
Multi-Cultural Families	10	40	50	8
In-Town Families	50	40	90	12
Urban Public Housing	50	30	80	10
Subtotal:	110	150	260	36
Younger Singles & Couples				
e-Types	0	30	30	5
New Bohemians	10	70	80	12
Urban Achievers	30	80	110	17
Soul City Singles	10	0	10	2
Subtotal:	50	180	230	36
Total Households:	230	390	620	93

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 27

Target Groups For New Mixed-Income Multi-Family For Sale
The South Wedge Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	10	2
Multi-Ethnic Empty Nesters	10	2
Downtown Retirees	30	5
Multi-Ethnic Seniors	120	15
Subtotal:	170	24
Traditional & Non-Traditional Families		
Multi-Cultural Families	10	2
In-Town Families	20	3
Urban Public Housing	20	3
Subtotal:	50	8
Younger Singles & Couples		
e-Types	10	2
New Bohemians	20	3
Urban Achievers	10	2
Soul City Singles	20	3
Subtotal:	60	10
Total Households:	280	42

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 28

Target Groups For New Mixed-Income Single-Family Attached For Sale
The South Wedge Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Downtown Retirees	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	20	2
Traditional & Non-Traditional Families		
Full-Nest Urbanites	20	2
Multi-Cultural Families	10	1
Subtotal:	30	3
Younger Singles & Couples		
e-Types	10	1
New Bohemians	10	1
Urban Achievers	10	1
Subtotal:	30	3
Total Households:	80	8

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 29

Target Groups For New Mixed-Income Single-Family Detached For Sale
The South Wedge Study Area
City of Rochester, Monroe County, New York

. Number of Households

Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	20	20	2
Cosmopolitan Couples	0	10	10	1
Multi-Ethnic Empty Nesters	10	10	20	2
Downtown Retirees	30	20	50	5
Multi-Ethnic Seniors	10	10	20	2
Subtotal:	50	70	120	12
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	50	50	5
Multi-Cultural Families	20	20	40	4
Subtotal:	20	70	90	9
Total Households:	70	140	210	21

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 30

Potential Market For Plymouth Exchange Housing Units

Distribution Of The Potential Market Based On Housing Preferences And Income Levels
Of Draw Area Households With The Potential To Move Within/To The City In 2006
City of Rochester, Monroe County, New York

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties
Draw Areas*

Total Target Market Households
With Potential To Rent/Purchase Within The
City of Rochester, Monroe County, New York 17,250

Total Target Market Households
With Potential To Rent/Purchase Within The
Plymouth Exchange Neighborhood Study Area 860

Annual Plymouth Exchange Housing Market

	<i>..... Multi-Family</i>			<i>..... Single-Family</i>			
	<i>..... For-Rent</i>			<i>..... For-Sale</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<i>Total</i>
Total Households:	170	250	160	60	100	120	860
{Percent}:	19.8%	29.1%	18.6%	7.0%	11.5%	14.0%	100.0%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 28 through 31.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 31

Annual Potential Market For Plymouth Exchange Housing Units By Household Type
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels
 Of Draw Area Households With The Potential To Move Within / To The City In 2006
City of Rochester, Monroe County, New York

	<u>Total</u>	<i>..... Multi-Family</i>			<i>..... Single-Family</i>		
		<i>..... For-Rent</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale</i>		<i>Market-Rate* Detached</i>
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>		<i>Attached</i>	<i>Below Market-Rate* Detached</i>	
Number of Households:	860	170	250	160	60	100	120
Empty Nesters & Retirees	33%	18%	16%	38%	33%	60%	58%
Traditional & Non-Traditional Families	29%	41%	32%	24%	34%	10%	25%
Younger Singles & Couples	38%	41%	52%	38%	33%	30%	17%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 28 through 31.

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 32

Target Groups For New Mixed-Income Multi-Family For Rent
The Plymouth Exchange Study Area
City of Rochester, Monroe County, New York

..... Number of Households				
Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	0	20	20	3
Multi-Ethnic Empty Nesters	0	10	10	2
Downtown Retirees	20	10	30	4
Multi-Ethnic Seniors	10	0	10	2
Subtotal:	30	40	70	11
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	20	20	3
Multi-Cultural Families	10	20	30	5
In-Town Families	30	20	50	6
Urban Public Housing	30	20	50	6
Subtotal:	70	80	150	20
Younger Singles & Couples				
e-Types	0	20	20	3
New Bohemians	10	20	30	5
Urban Achievers	20	20	40	6
Twentysomethings	0	30	30	5
Small-City Singles	20	30	50	9
Blue-Collar Singles	10	10	20	3
Soul City Singles	10	0	10	2
Subtotal:	70	130	200	33
Total Households:	170	250	420	64

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 33

Target Groups For New Mixed-Income Multi-Family For Sale
The Plymouth Exchange Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	10	2
Multi-Ethnic Empty Nesters	10	2
Downtown Retirees	20	2
Multi-Ethnic Seniors	20	2
Subtotal:	60	8
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	2
Multi-Cultural Families	10	2
In-Town Families	10	1
Urban Public Housing	10	1
Subtotal:	40	6
Younger Singles & Couples		
e-Types	10	2
New Bohemians	10	2
Twentysomethings	10	2
Small-City Singles	10	2
Soul City Singles	20	2
Subtotal:	60	10
Total Households:	160	24

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 34

Target Groups For New Mixed-Income Single-Family Attached For Sale
The Plymouth Exchange Study Area
City of Rochester, Monroe County, New York

Empty Nesters & Retirees	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Cosmopolitan Couples	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	20	2
Traditional & Non-Traditional Families		
Full-Nest Urbanites	10	1
Multi-Cultural Families	10	1
Subtotal:	20	2
Younger Singles & Couples		
Twentysomethings	10	1
Small-City Singles	10	1
Subtotal:	20	2
Total Households:	60	6

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Table 35

Target Groups For New Mixed-Income Single-Family Detached For Sale
The Plymouth Exchange Study Area
City of Rochester, Monroe County, New York

. Number of Households

Empty Nesters & Retirees	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Cosmopolitan Elite	0	30	20	2
Cosmopolitan Couples	0	30	30	3
Multi-Ethnic Empty Nesters	10	0	10	1
Downtown Retirees	20	10	30	3
Multi-Ethnic Seniors	30	0	30	3
Subtotal:	60	70	120	12
Traditional & Non-Traditional Families				
Full-Nest Urbanites	0	30	30	3
Multi-Cultural Families	10	0	10	1
Subtotal:	10	30	40	4
Younger Singles & Couples				
e-Types	0	10	10	1
Urban Achievers	10	0	10	1
Twentysomethings	0	10	10	1
Small-City Singles	10	0	10	1
Blue-Collar Singles	10	0	10	1
Subtotal:	30	20	50	5
Total Households:	100	120	210	21

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.