

## Market Assessment – Faith Manor (Hartford, CT)

### I. Description Of Property - Elderly Housing

**Subject Property Description & Location** – Faith Manor is an affordable elderly complex located in the Clay-Arsenal neighborhood of Hartford. The property consists of a single three-story building fronting Albany Avenue, a major corridor serving north Hartford. The complex was constructed in 1990 and includes 40 units, all one bedrooms.

Each unit comes with a refrigerator and stove. In-sleeve AC units offer cooling for units though it is unknown as to how many are functional. The complex includes laundry facilities. On-site parking is provided in back of the building and at time of field inspection appeared to be half-filled.

Household rent for these units is determined as a portion of income, or base rent, whichever is greater. Household eligibility is restricted to persons 62 years or older, or younger persons if certified disabled. Units are restricted to households with incomes at 80% of AMI or below. Base rent for the one bedrooms is \$618/m, all utilities included. According to rent information on the Subject Property, 95% of the residents received a RAP subsidy or voucher paying difference between 30% of income and the base rent. In September 2012, there were 3 reported vacancies.

Below is chart on unit mix.

#### Faith Manor

402 Albany Ave.  
Hartford, CT, 06120

#### Faith Manor

| Type         | Property Type | Baths | # of units | Living Area SF | Base Rate |
|--------------|---------------|-------|------------|----------------|-----------|
| 1 Bedroom    | Ranch         | 1     | 40         | N/A            | \$618     |
| <b>Total</b> |               |       | <b>40</b>  |                |           |

#### Additional Property Info

|                |                  |
|----------------|------------------|
| Property Type  | Elderly          |
| Program        | SR Elderly       |
| Year Built     | 1990             |
| Parking        | N/A              |
| # of Buildings | 1 Building       |
| Acres          | N/A              |
| Handicap Units | 0                |
| Vacancy        | 3 (9-30-2012)    |
| Waiting List   | 0                |
| Owner          | Housing One Corp |

***Subject Property Features and Amenities –***

- Utilities Provided in Rent: Yes
- Refrigerator: Yes
- Stove: Yes
- Microwave: No
- Laundry Room: Yes
- Hook-Up: No
- Community Room: Unknown
- Elevators: Yes
- Other: Community Outdoor deck area



Faith Manor

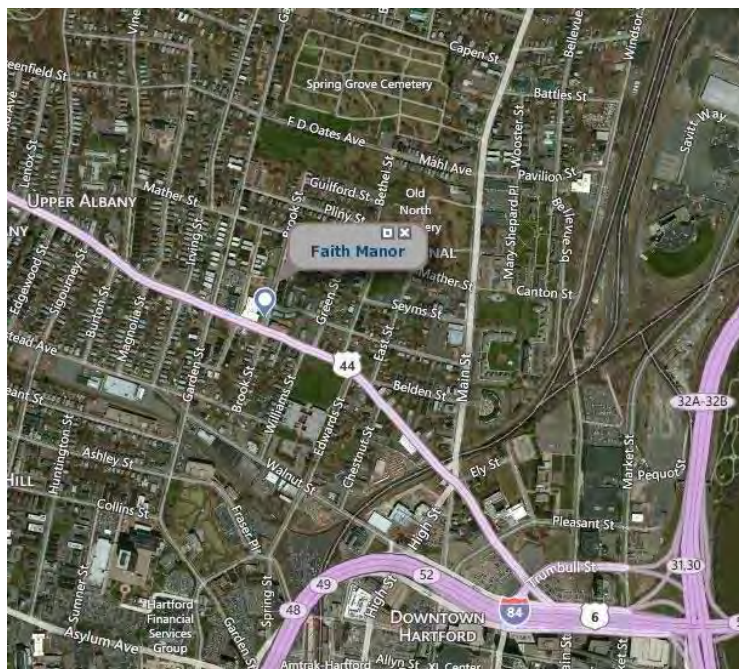
## II. Description of Site and Neighborhood

**Map of the Area** – Below is Exhibit 1a & 1b : Site Locator Map identifying the Subject Properties in relation to surrounding transportation corridors, land uses and physical features.

**Exhibit 1a – Subject Site Map**



**Exhibit 1b – Subject Site Map**



***Neighborhood Description & Land Uses*** – The Subject Property is located in North Hartford on Albany Avenue in the Clay Arsenal neighborhood. Clay Arsenal and its adjoining neighborhood Upper Albany are one of the oldest neighborhoods in the city. They are also one of the more economically challenged districts in Hartford though on-going redevelopment initiatives and renewal projects are making some in-roads into stabilizing sections of both neighborhoods. However, poverty levels continue to remain high in both neighborhoods exceeding 35%, and unemployment is estimated at over 20% (source HartfordInfo.org).

Both neighborhoods are almost exclusively minority. Clay Arsenal is more mixed with over 50% Hispanics vs 45% African American (non-Hispanic). Upper Albany on the other hand reports a population base closer to 83% African American. In recent years Upper Albany and to some degree Clay Arsenal have seen the emergence of an active West Indian/Caribbean community that has begun to manifest itself in the district's commercial (particularly food), cultural and entertainment base.

The Subject Property is located near the border of both neighborhoods. Much of the immediate neighborhood consists of small bodegas and businesses, shops, and multi-family properties and church. Just west of the property on the next block is the Wilson-Grey YMCA Youth and Family Center. Of more immediate interest to residents of the Subject Property is the Community Health Service Center on the next block up from the YMCA offering a wide range of medical services including dental.

***Access*** – Albany is one of several major commercial corridors serving North Hartford providing easy access to goods and services in the area. Health care services include the nearby community center noted above and St. Francis Hospital just over one mile from the Subject property. Public transportation is available on Albany Avenue with both east and west direction bus stops located on corner of Subject Property and across the street. Residents also have access to Dial-A-Ride services provided by the Greater Hartford Transit District to accommodate shopping needs, essential services, and medical appointments.

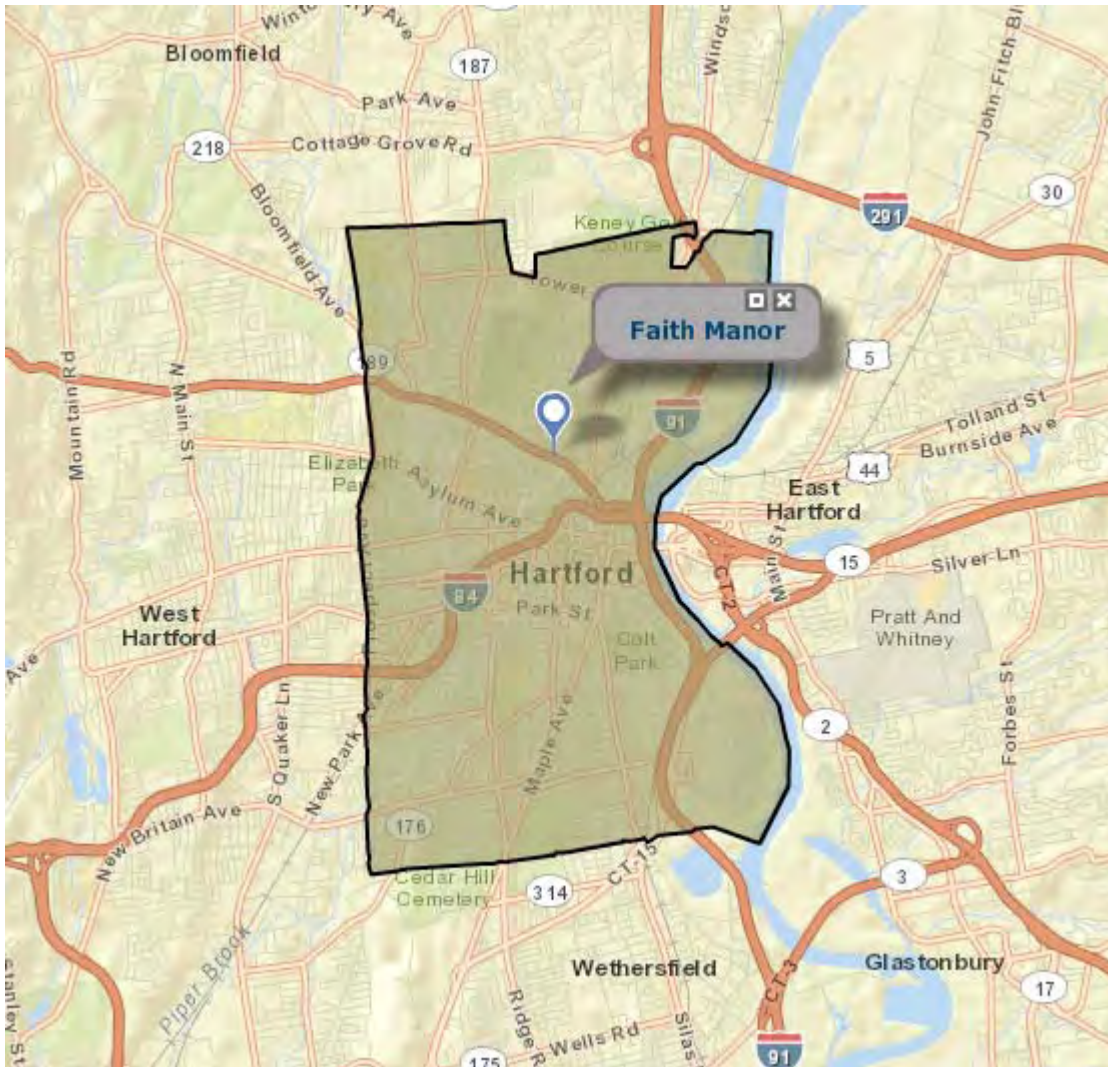
***Delineation of Market Area*** – The defined primary Source Market Area (SMA) of demand for units at the Subject Property is North Hartford (zips: 06105, 06112, 06120).

The Competitive Trade Area is the geographic area within which we expect the majority of prospective households to consider affordable housing alternatives. Factors that are considered in the establishment of the Competitive Trade Area include consistency in housing options, access to housing options, distance from the subject property and character of neighborhood. For purpose of this analysis, we have defined the Competitive Trade Area to be Hartford with specific focus on the neighborhoods of Hartford that include Clay Arsenal and Upper Albany (zip codes 06120, 06112).

*Refer to Exhibit 2 on following page for map of the Competitive Trade Area.*



## Exhibit 2 – Competitive Trade Area Map



### III. Economics & Demographics of Market Area

[PLEASE REFER TO MARKET BRIEF IN THE APPENDIX ON TRENDS RELATED TO ECONOMIC AND DEMOGRAPHIC TRENDS FOR THE AREA]

## IV. Rental Survey

### *Housing Rental Survey Summary Analysis –*

According to 2010 Census Hartford's population in 2010 was 124,775. This represented an increase of nearly 3% over 2000 levels and a significant turn-around from the previous decade when Hartford lost more than 15,000 residents. Nevertheless, Hartford's ranking in the state in population actually slipped to third from second – with New Haven moving up into second position. Hartford is one the most ethnically diverse community in the state with minorities accounting for 82% of the population.

Despite evidence of population stabilization, Hartford is still feeling the effects of the major out-migration that occurred in the 1990s<sup>1</sup> with housing vacancy in the city topping 13% in 2010. This in turn has led to low rents in most areas of the city<sup>2</sup> as landlord look for ways to achieve optimum occupancy. Adding to the pressure on rents in the city is the sheer volume of rental units in the city with three-quarters of all occupied housing in Hartford housed by renters. Issues of poverty also place heavy pressure on rents with only seven census tracts out of 32 in the city reporting median incomes above \$30,000 in 2010.

Much of the apartment product in Hartford outside the downtown is linked to modest size low-rise apartments most often built between 1950s to 1970s. Supplementing this market are rentals offered in multi-family properties which make up as much as one-quarter to a third of the private rental. The city also has a heavy inventory of affordable housing as will be seen in the discussion on affordable rentals that follows.

In the survey undertaken for the Subject Property, we have chosen to concentrate our research in the area of North Hartford inclusive of Clay Arsenal and Asylum Hill (the neighborhood of the Subject Property as being most representative of the market environment for the Subject Property.

Based on a review of apartments in this area, nine complexes were identified deemed most relevant to the Subject Property in terms of product type, layout and configuration.

*Below is a summary of the results of the rental survey within the market area.*

### **Summary of Rental Market Analysis**

A summary of the rental analysis indicates the following market factors:

- Eight open-age market rate apartments were identified that best reflect the market environment for unit rent at the Subject Property (separate from any support services).
- The majority of the properties selected were built in the 1960s or 1970s. All are considered low rise apartments. Average complex size calculated to 40 units.
- The eight properties selected offer basic amenities that include laundry room and off-street parking. Adds-on are generally limited to dishwashers and microwaves.

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<sup>1</sup> Hartford's out-migration of the 1990s equaled 18,161, superseded only by the 70's outmigration of 21,625.

<sup>2</sup> Areas of stronger rent support in Hartford are found in Downtown, and certain areas of West End.

- Average rent for the studio and one bedroom calculated to \$588/m and \$670/m, respectively. Six of the eight properties included utilities in the rent.
- There was insufficient sample on unit sizes to arrive at a statistically valid average.
- All properties reported availability.

*A summary of the analysis of rental data for apartment survey is provided in the table 1 below.*

Table 1

**Rental Survey - Market Rate Apartment Alternatives – North Hartford- Asylum Hill Area**

| Property                                 | Total Units | Prop. Type | Age  | Eff          | 1BR size | \$/sf  | 1 BR         | 2BR size | \$/sf  | Utilities In Rent | Unit Availability |
|------------------------------------------|-------------|------------|------|--------------|----------|--------|--------------|----------|--------|-------------------|-------------------|
| <b>Niles St</b><br>16 Niles St           | 48          | Low Rise   | 1968 |              |          |        | \$625        |          |        | H&HW              | Available         |
| <b>Ashley St</b><br>73 Ashley St         | 36          | Low-Rise   | 1970 |              |          |        | \$650        |          |        | H&HW              | Available         |
| <b>Huntington St</b><br>91 Huntington St | 13          | Low Rise   | 1963 |              |          |        | \$600        |          |        | H&HW              | Available         |
| <b>Garden St Apts</b><br>98 Garden St    | 84          | Low-Rise   | 1947 | \$700        | 460      | \$1.52 | \$850        | 525      | \$1.61 | H,HW&E            | Available         |
| <b>Sigourney St</b><br>195 Sigourney St  | 35          | Low Rise   | 1968 | \$485        |          |        | \$700        |          |        |                   | Available         |
| <b>Huntington St</b><br>99 Huntington St | 24          | Low Rise   | 1965 |              |          |        | \$650        |          |        | H&HW              | Available         |
| <b>Collins St</b><br>148 Collins St      | 46          | Low Rise   | 1958 | \$585        | 600      | \$0.97 | \$650        | 800      | 0.81   | H&HW              | Available         |
| <b>Bedford Gardens</b><br>131 Brook St   |             | Low Rise   | 1920 | \$585        |          |        | \$635        |          |        |                   | Available         |
| <b>Average</b>                           | 40          |            |      | <b>\$588</b> |          |        | <b>\$670</b> |          |        |                   |                   |

Source: Property Managers, Internet, Rental Agents. Hartford Assessor

**Survey of Affordable Elderly Housing**– In order to better understand the options for affordable senior housing in Hartford specific to the neighborhood of the Subject property, a survey was undertaken of affordable housing for the elderly North Hartford (zip codes 06112 & 06120). In total we identified 8 elderly affordable properties in North Hartford area, including the Subject property, totaling 486 units. This compares to 2,123 elderly units identified city-wide. The Hartford Housing Authority owns and manages one of the complexes in the survey: Mary Mahoney Village (50 units).

*Refer to Table 2 below for results of survey of affordable elderly housing in North Hartford area.*

Table 2  
**Survey of Affordable Elderly Housing – North Hartford**

| Property Name                     | Address         | Owner                          | Public Funder | Deter.<br>Of Rent | Elderly<br>Units | Age  | Vacancy<br>Waitlist |
|-----------------------------------|-----------------|--------------------------------|---------------|-------------------|------------------|------|---------------------|
| Faith Manor<br>(Subject Property) | 402 Albany Ave  | Housing One Corp               | CHFA/DECD     | Base Rent         | 40               | 1990 | 3/0*                |
| Horace Bushnell Apts              | 51 Vine St      | Home Inc. Hor.<br>Bushnell     | HUD           | Income            | 60               | 1955 | 0 vac.              |
| Mary Mahoney Vlg                  | 73 Vine St      | Hartford HA                    | HUD           | Income            | 50               | 1963 |                     |
| Second Village                    | 1132 Albany Ave | First Housing<br>Corp.         | HUD           |                   | 39               | 1987 | 2 studios           |
| St. Monica's Apts                 | 3545 Main St    | S.T.M Elderly<br>Housing Corp. | DECD/HUD      | Income            | 60               | 1993 |                     |
| Tuscan Brotherhood<br>Homes       | 37 Tower Ave    | Tuscan Bro. of<br>Homes        | HUD           | Income            | 50               | 1960 | 0 V/6 m<br>WL       |
| Tuscan Homes                      | 49 Montville St | Tuscan Bro. of<br>Homes        | HUD           | Income            | 119              | 1971 | 0 V/6 m<br>WL       |
| Vine Apts                         | 68 Vine St      | Vine Associates                | HUD           | Income            | 68               |      |                     |
| <b>Total</b>                      |                 |                                |               |                   | <b>486</b>       |      |                     |

Source: Property Owners/Managers, Internet, Hartford Assessor

\* as of Sept 30, 2012



## V. Analysis of Current Tenant Base

### *Demographics-Economics-Rent Structure of Current Tenant Base:*

- Total Units: **40**
- Total Occupied Units: **37** \* As of 9-30-2012
- Total Residents: **41 (4 --dual/HHs)**
- Total # of Children: **0**
- Average Age: **71**
- % Minority: **100% (38 HH)**
- % of Disabled HH under 62: **14% (5 HHs)**
- % at Base Rent or below: **92% (34 HHs)**
  
- Income Below 25%AMI: **54% (20)**
- Income 25% at 50% AMI: **43% (16)**
- Income 50% AMI or greater: **1% (1)**
- Average Income: **\$14,387**
- Average Tenant Rent: **\$374, 1 BR**
  
- Waiting List: **0/ 0 (young disabled).**

### Faith Manor- Income Distribution

| Resident HH<br>Income | Rent<br>Equivalent | % of HH |
|-----------------------|--------------------|---------|
| < \$10,000            | \$250              | 33%     |
| \$10000-\$15000       | \$250-\$375        | 17%     |
| \$15000-\$20000       | \$375-\$500        | 28%     |
| \$20000-\$25000       | \$500-\$625        | 14%     |
| \$25000-\$30000       | \$625-\$750        | 6%      |
| >\$30000              | >\$750             | 3%      |

## VI. Conclusions/Recommendations

### a. Rent Structure Opportunity

#### **Market & Property Factors**

##### Positives

- Relatively new building
- Close to shops and services; access to public transportation
- Nearby Community Health Center.
- Availability of subsidies

##### Challenges

- Future of subsidies
- Challenging Neighborhood
- Elevator? (It is assumed to exist, but not Confirmed).

*Below is a summary of data compiled on Subject Property and average rents identified within various market segments. **Considering the size, age, layout, amenities and utility configuration of the subject units, a rental range of \$550 to \$625 for the one bedroom would be considered competitive with the area inventory involving properties with basic amenities.** (Disclaimer – this is not a projection of what could be achieved at the subject property, which would need to consider income eligibility parameters, target market and policy goals of the program, nor an “estimate of rent value”<sup>3</sup>, but a statement of possible rent ranges that have the potential of being competitive in the marketplace if no affordable housing restrictions were in place).*

| Unit Type | Subject Property | Subject Property | Local Market Alternatives | Hartford MLS Multifamily | Hartford MLS Condo | Hartford Managed Apartments |
|-----------|------------------|------------------|---------------------------|--------------------------|--------------------|-----------------------------|
|           | Contract Rent    | Avg Rent         | Avg Rent                  | Avg Rent                 | Avg Rent           | Avg Rent                    |
| Studio    |                  |                  | \$588                     |                          | \$1098             | \$789                       |
| 1 BR      | \$618            | \$374            | \$670                     | \$781                    | \$1151             | \$852                       |
| 2 BR      |                  |                  |                           | \$868                    | \$1327             | \$989                       |

#### **Tenant Base Income Trends**

<sup>3</sup> Among Market Analysts and Appraisers the term “Estimate of Rent Value” has a distinct meaning calling for analytical process for determining value, typically requiring at a minimum a Rent Comparability Study. The “Estimate of Rent Value” study includes the use of a Rent Comparability Grid for valuing and documenting adjustments to comparables in order to calculate an “estimate of rent” for the Subject Property. The Market Assessment conducted herein is designed to offer a broad assessment of the market environment and a statement on possible rents for subject units potentially competitive within the marketplace, discounting any age or income restriction or other program parameter in affect at the subject property. These factors along with issues related to policy goals and market served would need to be considered as part of any final rent determination.

- Due to lack of historic data on tenant profile, no trend analysis could be made on any shifts in the income base of residents at the Subject Property over the last ten years.

| Faith Manor Resident HH Income | Year 2003 | Year 2012 |
|--------------------------------|-----------|-----------|
| < 25%AMI                       | N/A       | 11        |
| 25-50% AMI                     | N/A       | 22        |
| 50%-80% AMI                    | N/A       | 3         |
| Occupancy                      | 100%      | 100%      |

Source: CHFA Tenant Profile Report

### Market Depth

To evaluate the capacity for rent restructuring at the Subject property, we have performed a market penetration analysis. This type of analysis bases its assessment of potential market capture on the relationship between the size of the development and its target market, taking into consideration housing options likely to compete with the Subject Property.

The market penetration rate represents the share of eligible target market that the Subject Development must capture in order to achieve full/optimum occupancy, assuming all existing and planned facilities are operating at capacity.

As a first step in testing market depth for Rent Stratification, we must first estimate the number of renters from homeowners by income in the primary source market area (*in this case the Primary Source Market Area is defined as North Hartford- zip 06105, 06112, 06120*). We assume that most, if not all of the market for the available units will come from households renting homes, rather than from those who are homeowners. As this data is not available at town level for 2010, we start by using data from both 2010 Census and American Community Survey 2011 to arrive at distribution within the county, the lowest level for which current tenure HH data by income is available. Using that data, an adjustment factor was applied to better reflect the tenure base of the the Source Market Area (SMA)<sup>4</sup>.

|                     | Hartford County Tenure Distribution |     | Adjustment Factor – Hartford |     |
|---------------------|-------------------------------------|-----|------------------------------|-----|
| Income Distribution | Rent                                | Own | Rent                         | Own |
| under 15,000        | 76%                                 | 24% | 91%                          | 9%  |
| 15000-25000         | 61%                                 | 39% | 85%                          | 15% |
| 25000-35000         | 52%                                 | 48% | 82%                          | 18% |
| 35000-50000         | 42%                                 | 58% | 78%                          | 22% |

Source: US Census 2010, American Community Survey, 2011

<sup>4</sup> The adjustment was determined based on the ratio of ownership in the SMA to County home ownership.

The chart below reflects estimated distribution of senior households in the North Hartford SMA by tenure and income. Based on our analysis of tenure by income, we estimate the primary Source Market Area contains 3306 households whose incomes fall within the income threshold for the target market of which 2847 are renters. The chart also shows current distribution within the Subject Property of senior tenants by income (excludes young disabled).

| Hartford N.E.      | Source Mkt Senior HH 65+ |                    |            | Subject            |
|--------------------|--------------------------|--------------------|------------|--------------------|
| Income Distrik     | Total                    | Rent               | Own        | Property           |
|                    |                          |                    |            | Senior Tenant Base |
| under 15,000       | 1339                     | 1218               | 121        | 16                 |
| 15000-25000        | 958                      | 818                | 140        | 13                 |
| 25000-35000        | 586                      | 480                | 106        | 3                  |
| 35000-50000        | 423                      | 331                | 92         | 0                  |
| <b>Total</b>       | <b>3306</b>              | <b>2847</b>        | <b>459</b> | <b>32</b>          |
| <b>Young/Disab</b> |                          |                    |            | 5                  |
| <b>Vacancy</b>     |                          |                    |            | 3                  |
|                    |                          | <b>Total Units</b> |            | <b>40</b>          |

Source: US Census 2010, American Community Survey, 2011

### ***Other Factors for Determining Market Depth***

Other defining factors in determining market capacity of the source market for the proposed rental units of the Subject Property is overall rental turnover in the marketplace and expected absorption of units by source market renters.

- Based on discussions with area property managers and census data on mobility patterns, we have assumed a 30% turnover rate within the market place with respect to renters.
- Relative to market penetration, we have assumed that 80% of the units will be filled by residents in North Hartford area.

As a rule, for housing projects looking to capture very low income households , market penetration rates of 10 to 20% attest to the project's potential feasibility (and often higher depending on an areas housing availability at such income levels) assuming most or all existing housing options are operating at capacity. As you ratchet up the income brackets and come closer to a household's financial ability to find housing in the broader market, more conservative penetration rates are applied to test feasibility/potential depth of market. Thus at income brackets \$25,000-\$50,000 rates of 3 to 5% are being applied to test market depth.

To assist in determining potential for rent structuring, we looked at both market depth on an annual based on assumption of turnover per year in the marketplace as well as the potential demand overall among all households 65+ within the source area in each bracket. Our analysis of potential demand annually was compared with estimate of senior households from source market currently in the property.

In the chart below are the results on the analysis for estimating demand on an annual basis. Not surprisingly more market depth is observed at the lower incomes levels \$25,000 and below. At incomes below \$25,000, source market potential shows 71 units. While above



\$25,000, the potential market base is estimated at 9 units based on a 3 to 5% penetration of market.

| Hartford N. End          | Hartford N. End - 65+ Households |                               |                                   |                  |                           |
|--------------------------|----------------------------------|-------------------------------|-----------------------------------|------------------|---------------------------|
| Income Distribution      | Total                            | Rent                          | Turnover ratio                    | # Renters Moving | Current Senior HH Tenants |
| under 15,000             | 1339                             | 1218                          | 30%                               | 366              | 16                        |
| 15000-25000              | 958                              | 818                           | 30%                               | 245              | 13                        |
| 25000-35000              | 586                              | 480                           | 30%                               | 144              | 3                         |
| 35000-50000              | 423                              | 331                           | 30%                               | 99               | 0                         |
| Young/disabled           |                                  |                               |                                   |                  | 5                         |
| Vacancy                  |                                  |                               |                                   |                  | 3                         |
| <b>Total</b>             | <b>3306</b>                      | <b>2847</b>                   | <b>459</b>                        | <b>854</b>       | <b>40</b>                 |
|                          |                                  |                               |                                   |                  |                           |
| Potential capture rates: |                                  | Annual Potential Capture Rate | Current # Senior HHs at Sub. Prop |                  |                           |
| under 15,000             | 15%                              | 49                            | 16                                |                  |                           |
| 15000-25000              | 10%                              | 22                            | 13                                |                  |                           |
| 25000-35000              | 5%                               | 6                             | 3                                 |                  |                           |
| 35000-50000              | 3%                               | 3                             | 0                                 |                  |                           |
| <b>Total</b>             |                                  | <b>81</b>                     | <b>32</b>                         |                  |                           |

\* Formula = ( # Renters Moving X % from Source Mkt ) X Potential Capture Rate

Source: US Census 2010, American Community Survey, 2011

In the chart below, we identify the capture potential for total number of 65+ households within the defined source market area at each income bracket without consideration to turnover.

| Hartford N. End     | SMA - HH 65+ |                | Aggregate Potential Capture Total HH 65+ |                                   |
|---------------------|--------------|----------------|------------------------------------------|-----------------------------------|
| Income Distribution | Total        | 65+ HH Renters | Capture Rates                            | Total Senior HH Capture Potential |
| under 15,000        | 1339         | 1218           | 15%                                      | 183                               |
| 15000-25000         | 958          | 818            | 10%                                      | 82                                |
| 25000-35000         | 586          | 480            | 5%                                       | 24                                |
| 35000-50000         | 423          | 331            | 3%                                       | 10                                |
| <b>Total</b>        | <b>3306</b>  | <b>2847</b>    |                                          | <b>298</b>                        |

Source: US Census 2010, American Community Survey, 2011

### ***b. Recommendations for Improving Marketability***

A field inspection of Faith Manor revealed exterior of Subject Property in fair condition. We believe, without the benefit of viewing units, most needed steps for improving marketability at the Subject Property would be associated with interior improvements – including any upgrading kitchen appliances, new cabinets, ADA upgrades, etc.

### ***c. Redevelopment Scenario***

From a Market perspective, Faith Manor does not reflect a strong need for a redevelopment scenario.

**APPENDIX**

**PROPERTY PHOTOS**

**MARKET BRIEF**



Faith Manor  
Frontage on Albany Ave.



Faith Manor  
Rear of Bldg – Parking

## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 1. Economic Trends

#### Major Employers - Hartford

| Employer                |
|-------------------------|
| State of Connecticut    |
| Aetna Life and Casualty |
| The Hartford            |
| Travelers Co.           |
| Hartford Hospital       |

Source: CERC Town Profile

Government, Insurance and health care essentially define Hartford's economy with Hartford the home of the state capital , two major hospitals , and numerous Insurance & financial service firms.

#### Key Economic Sectors - Hartford

| Industry Sector - 2011    | % Share of Jobs |
|---------------------------|-----------------|
| Finance & Insurance       | 22.1%           |
| Health Care               | 21.8%           |
| Prof.& Technical Services | 7.4%            |
| Administrative & Support  | 5.3%            |
| Accom & Food Services     | 4.0%            |
| Government                | 17.8%           |

Source: CT Dept. of Labor

Insurance-Financial Services, Health Care and Government account for nearly two-thirds (61%) of Hartford's job base.

#### Labor Force & Employment Trends

| Labor Force +Employment     | Hartford | Hartford County |
|-----------------------------|----------|-----------------|
| Labor Force-2011            | 51,766   | 472,551         |
| Unemployment -2011          | 16.2%    | 9.2%            |
| Total Employment -Workplace | 109,246  | 487,169         |
| 2005 - 2011 - Annual Growth | -0.8%    | 0.1%            |
| 2010 - 2011 - Annual Growth | 0.3%     | 1.1%            |

Source: CT Dept. of Labor

Hartford's labor force has been significantly impacted by the economic downturn with unemployment averaging 16.2% in 2011, the highest of all communities in the state. Nor has the employment picture improved in 2012 with a posted unemployment rate of 17.8% in August 2012. Hartford's job base , however, has seen improvement last year after sliding 0.8% between 2005 and 2011.

As can be seen in the chart, Hartford is a significant net importer of workers relative to its resident base.



## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 2. Demographic Trends

#### Population Trends

| Population                           | Hartford | Hartford County |
|--------------------------------------|----------|-----------------|
| <b>2000 Total population</b>         | 121,547  | 857,183         |
| <b>2010 Total Population</b>         | 124,775  | 894,014         |
| <b>Annual Percentage Growth</b>      | 0.27%    | 0.42%           |
| <b>2011 Total Population (est.)</b>  | 124,300  | 894,443         |
| <b>2016 Total Population (proj.)</b> | 125,024  | 904,416         |
| <b>2011– 2016 Annual Rate</b>        | 0.12%    | 0.22%           |

Source: 2010 Census, ESRI Business Systems

Hartford's population expanded last decade by 2.6% representing a reversal of the previous decade when it lost 13% of its population base. Notably, projections call for moderate increase through 2016.

#### Household Trends

| Household                            | Hartford | Hartford County |
|--------------------------------------|----------|-----------------|
| <b>2000 Total Households</b>         | 44,973   | 335,098         |
| <b>2010 Total Households</b>         | 45,124   | 350,854         |
| <b>Annual Percentage Growth</b>      | 0.03%    | 0.47%           |
| <b>2011 Total Households (est.)</b>  | 44,986   | 351,028         |
| <b>2016 Total Households (proj.)</b> | 45,409   | 355,438         |
| <b>2011– 2016 Annual Rate</b>        | 0.19%    | 0.25%           |

Source: 2010 Census, ESRI Business Systems

Although population growth was impressive last decade, household growth was not suggesting a pattern of households doubling up in response to the economy. Projections point to better growth going forward equating to 0.2% annually.

#### Race & Ethnicity

##### % Share of Population

| Population - 2010          | Hartford | Hartford County |
|----------------------------|----------|-----------------|
| <b>White Alone</b>         | 24.2%    | 72.4%           |
| <b>Black Alone</b>         | 37.2%    | 13.3%           |
| <b>Asian Alone</b>         | 2.2%     | 4.2%            |
| <b>Hispanic (Any Race)</b> | 45.5%    | 15.3%           |

##### Change - 2000 to 2010

|                            |        |       |
|----------------------------|--------|-------|
| <b>White Alone</b>         | -12.6% | -5.9% |
| <b>Black Alone</b>         | -2.4%  | 13.7% |
| <b>Asian Alone</b>         | 29.4%  | 68.0% |
| <b>Hispanic (Any Race)</b> | 12.3%  | 33.0% |

Source: 2010 Census, ESRI Business Systems

Minorities outnumber whites in Hartford with 37% African American and 45% Hispanics. Over the last decade, Asians saw the greatest gains on a percentage basis - though still comprise only a small share of the city's population.

## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 2. Demographic Trends (Cont'd)

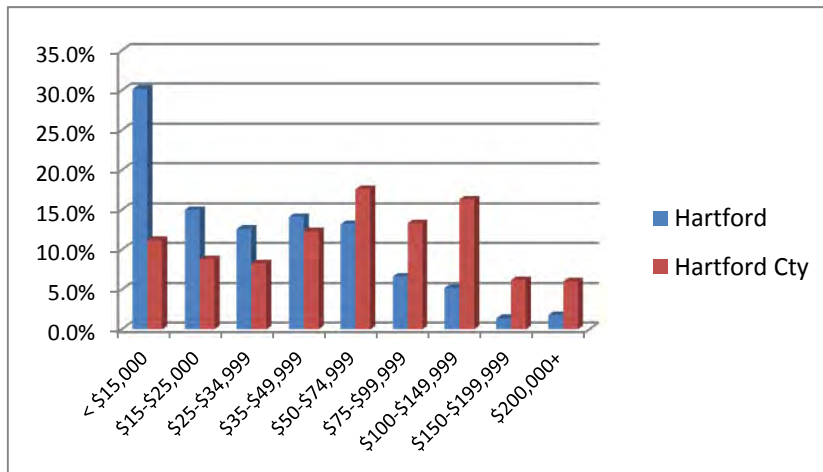
#### Median Income

| Median HH Income           | Hartford | Hartford County |
|----------------------------|----------|-----------------|
| <b>2000</b>                | \$24,814 | \$50,777        |
| <b>2011 (est.)</b>         | \$28,165 | \$61,074        |
| <b>Annual Avg % Growth</b> | 1.2%     | 1.8%            |

Source: 2010 Census, ESRI Business Systems

The income base in Hartford is one of the lowest in the state with a median of \$28,165 in 2010.

#### HH Income Distribution (2011)



30% of Hartford's household base report incomes of under \$15,000 annually. 45% earn under \$25,000.

#### HH Income Distribution - 65+ (2010)

| HH's                   | Hartford        |                 | Hartford County |                 |
|------------------------|-----------------|-----------------|-----------------|-----------------|
|                        | 65-74           | 75+             | 65-74           | 75+             |
| <b>Total HHs</b>       | <b>4,230</b>    | <b>3,636</b>    | <b>39,468</b>   | <b>41,833</b>   |
| <b>&lt; \$15,000</b>   | 33.1%           | 39.9%           | 11.5%           | 19.5%           |
| <b>\$15-\$25,000</b>   | 13.8%           | 14.0%           | 11.1%           | 16.2%           |
| <b>\$25-\$34,999</b>   | 12.5%           | 8.9%            | 10.4%           | 12.7%           |
| <b>\$35-\$49,999</b>   | 12.0%           | 11.7%           | 16.2%           | 14.1%           |
| <b>\$50-\$74,999</b>   | 11.8%           | 10.3%           | 20.0%           | 15.0%           |
| <b>\$75-\$99,999</b>   | 9.8%            | 7.9%            | 13.6%           | 10.3%           |
| <b>\$100-\$149,999</b> | 4.4%            | 3.1%            | 9.1%            | 6.1%            |
| <b>\$150-\$199,999</b> | 1.6%            | 1.2%            | 3.6%            | 3.2%            |
| <b>\$200,000+</b>      | 1.1%            | 2.9%            | 4.4%            | 3.0%            |
| <b>Med Inc.</b>        | <b>\$26,992</b> | <b>\$21,335</b> | <b>\$50,601</b> | <b>\$36,308</b> |

Source: 2010 Census, ESRI Business Systems

Poverty is most accentuated among Hartford's seniors with 50% of its households 65 and older living off incomes of \$15,000 or less. This compares to 15% for the county.

## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 2. Demographic Trends (Cont'd)

#### Poverty Rates

| Households - 2010                            | Hartford<br>% Total | Hartford Ct<br>% Total |
|----------------------------------------------|---------------------|------------------------|
| <b>Married Couple - Family</b>               | 2.0%                | 1.1%                   |
| <b>Other Family HHs (spouse not present)</b> | 15.1%               | 3.9%                   |
| <b>Non-Family HHs</b>                        | 14.4%               | 5.2%                   |
| <b>Poverty Ratio - Total</b>                 | 31.5%               | 10.2%                  |

Households poverty rates in Hartford are exceptionally high reaching 31.5% in 2010 compared to 10% in the County. Among HH types in Hartford, female headed family HHs are most impacted accounting for 43% of all HH segments in poverty.

Source: ACS Population Survey, ESRI Business Systems

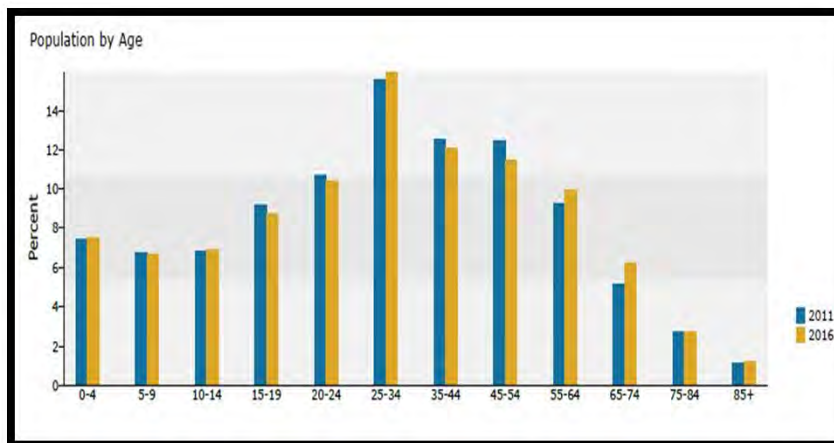
#### Age Trends

| Population - 2010 | Hartford<br>% Total | Hartford Ct<br>% Total |
|-------------------|---------------------|------------------------|
| <b>Age 18+</b>    | 74.2%               | 77.2%                  |
| <b>Age 65+</b>    | 8.9%                | 14.6%                  |
| <b>Age 75+</b>    | 3.8%                | 7.4%                   |
| <b>Median Age</b> | 30.2                | 39.9                   |

Though poverty is highly concentrated among the Hartford elderly, this group only account for 9% of the city's total population.

Source: 2010 Census, ESRI Business Systems

#### Age Distribution 2011-2016



Source: 2010 Census, ESRI Business Systems

Hartford's population is young with a large concentration centered within the 25 to 34 age bracket - representing a 15.5% share in 2010. This is expected to grow slightly to 16% by 2016. A bigger shift, however, is expected in the 65+ population expanding from 8.9% in 2010 to 10.2% in 2016.

## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 3. Housing Trends

#### Tenure and Vacancy

| HH's                  | Hartford |        | Hartford County |         |
|-----------------------|----------|--------|-----------------|---------|
|                       | 2000     | 2010   | 2000            | 2010    |
| <b>Own-Occp</b>       | 24.5%    | 24.4%  | 64.2%           | 65.5%   |
| <b>Own-Units</b>      | 11,040   | 10,988 | 215,275         | 229,920 |
| <b>Rent-Occp</b>      | 75.5%    | 75.6%  | 35.8%           | 34.5%   |
| <b>Rent Units</b>     | 33,931   | 34,136 | 119,823         | 120,934 |
| <b>Ttl Occp Units</b> | 44,972   | 45,124 | 335,098         | 350,854 |
| <b>Vacancy</b>        | 11.2%    | 12.9%  | 5.1%            | 6.3%    |

Source: 2010 Census, ESRI Business Systems

Hartford is overwhelmingly rental with owner occupancy accounting for only 24% of Hartford's occupied housing in 2010, essentially the same as in 2000.

Housing vacancy, a perennial issue in Hartford, was 13% in 2010. Both the city and Hartford public housing have looked to a program of demolishing long vacant

#### Housing Characteristics

##### % Share of Total Housing

| Structure Type - 2010             | Hartford | Hartford County |
|-----------------------------------|----------|-----------------|
| <b>1 Detached</b>                 | 15.0%    | 55.0%           |
| <b>1-Attached</b>                 | 3.1%     | 5.5%            |
| <b>2-unit</b>                     | 13.2%    | 7.8%            |
| <b>3/4 unit</b>                   | 23.2%    | 10.0%           |
| <b>5+ units</b>                   | 45.3%    | 21.7%           |
| <b>Total Housing Units - 2010</b> | 51,822   | 374,249         |

Source: ACS Housing Surveys, ESRI Business Systems

Hartford is a city of attached housing most of it in the form of older pre-1950 multifamily homes ranging from 2 to 9 units (50% of inventory). Only 15% of its housing stock is single family.

#### Rent-occupied Housing by Contract Rent

##### Renters with Contract Rent

| Contract Rent - 2010 Distribution | Hartford | Hartford County |
|-----------------------------------|----------|-----------------|
| <b>Under \$200</b>                | 11.7%    | 6.9%            |
| <b>\$200-\$399</b>                | 10.1%    | 8.7%            |
| <b>\$400-\$599</b>                | 18.5%    | 14.6%           |
| <b>\$600-\$799</b>                | 34.7%    | 28.0%           |
| <b>\$800-\$999</b>                | 16.4%    | 21.8%           |
| <b>\$1000-\$1249</b>              | 4.4%     | 10.5%           |
| <b>\$1250-\$1499</b>              | 1.1%     | 3.4%            |
| <b>\$1500-\$1999</b>              | 0.8%     | 1.3%            |
| <b>above \$2000</b>               | 0.7%     | 1.2%            |
| <b>Median Contract Rent</b>       | \$644    | \$733           |

Source: ACS Housing Surveys, ESRI Business Systems

40% of the rental HHs in Hartford pay under \$600/month compared to 30% for the county. Meanwhile, price support appears to drop off dramatically over \$1,000/m with only 7% of HHs in Hartford renting at this amount or more for housing.



## Connecticut Towns: Market Assessment Briefs

**Town:** *Hartford, CT*  
**County:** *Hartford County*

### 4. Rental Housing Market

#### Mfamily

| BR | # of Prop | Avg List Price | Avg Rent Sale | Avg DOM | Rental Range |
|----|-----------|----------------|---------------|---------|--------------|
| 0  | N/A       |                |               |         |              |
| 1  | 10        | \$781          | \$781         | 60      | \$650-\$935  |
| 2  | 29        | \$897          | \$868         | 60      | \$650-\$1200 |
| 3  | 4         | \$1,003        | \$969         | 62      | \$775-\$1850 |
| 4  | N/A       |                |               |         |              |

Source: CT MLS

(Dom- Days on Market)

#### Condo

| BR | # of Prop | Avg List Price | Avg Rent Sale | Avg DOM | Rental Range  |
|----|-----------|----------------|---------------|---------|---------------|
| 0  | 2         | \$1,098        | \$1,098       | 46      | \$995-\$1200  |
| 1  | 35        | \$1,186        | \$1,151       | 68      | \$550-\$1950  |
| 2  | 18        | \$1,341        | \$1,327       | 86      | \$750-\$2400  |
| 3  | 8         | \$2,612        | \$2,593       | 21      | \$1200-\$3500 |
| 4  | N/A       |                |               |         |               |

Source: CT MLS

(Dom- Days on Market)

#### Apartments

|                   | # of Prop | Avg Studio BR rent | Avg One BR rent | Avg Two BR rent | Avg Three BR rent |
|-------------------|-----------|--------------------|-----------------|-----------------|-------------------|
| <i>Apartments</i> | 31        | \$789              | \$852           | \$989           | \$1,108           |

Source: AMS, Property Mgrs., Internet, RE Journals