

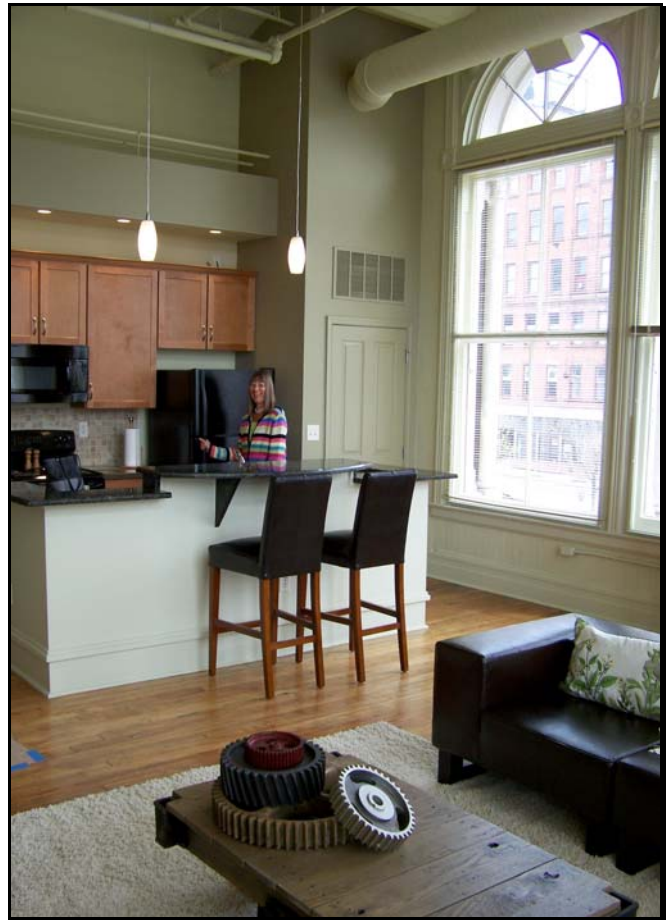


SURVEY OF DOWNTOWN RENTAL HOUSING

June 2009



208 Mill Street Lofts



H.H. Warner Lofts

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Table of Contents

I. SURVEY RESULTS

- Executive Summary, 2008-093
- National Picture4
- New York State & City; Western New York Markets5
- Downtown Rochester Market7
- Absorption8
- Additional Findings9
- Rent Price-Per-Square-Foot9
- Downtown Tour9
- About the 2009 Survey12

II. APPENDICES:

- A: Units by Neighborhood14
- B: Loft Living Units16
- C: Proposed, Under Construction, and Existing, 1980-2009.....17
- D: Downtown Residential Population, estimate 18
- E: Tenant Profile, Market Demand, & Amenities Analysis20
- F: Sample Survey Documents22

SURVEY OF DOWNTOWN RENTAL HOUSING, June 2009

EXECUTIVE SUMMARY, 2008-09

High demand and busy leasing activity continued to propel the story of downtown Rochester's residential rental market in 2008 and the first half of 2009, according to a first quarter survey of owners and property managers. Those findings were further reinforced by a late June 2009 snap poll of managers of several of the largest downtown complexes.

Of the 2,271 units accounted for in the first quarter of 2009 (92% of the total 2,463 leasable offerings at that time), the vacancy figures for market-rate residences fell to 3.8 percent from 4.9 percent in 2008, while subsidized apartments settled at a 6.4 percent vacancy figure. The six residential managers surveyed again in June 2009 are responsible for 1,150 units or over one-third of the market.

DOWNTOWN OVERVIEW

In a year that has seen average housing prices plummet nationwide, Wall Street experience widespread value losses, and unemployment spike to a 26-year-high of 9.4 percent in May 2009, it is striking to note in mid-2009 that it wasn't until the ninth paragraph of our *2008 Downtown Rental Survey* that the following (under)statement appears: "a roiling sub-prime market crisis rolled through the national rental market in the first quarter of 2008".

At the same time, Rochester's now decade-long downtown resurgence continued seemingly unabated, led by the steady addition of new housing units (with an additional 500 either under renovation, construction, or planned); the rapid construction progress at *ESL's* Chestnut Street headquarters; planning for the Midtown block; and the addition of "cranes in the sky" at high-profile locations on East Avenue and High Falls. Furthermore, in early 2009 *Nothnagle Realty's* announcement that it planned on relocating its headquarters to W. Main Street in the Cascade District followed on the heels of similar downtown moves and expansion plans that include: *Chase Bank*; *CGI Communications*; *Fifth Year Productions*; *KCI Technologies*; *FRA Engineering & Architecture*; and *Stantec*.

Meanwhile, Monroe County officials and their partners remained steadfast in their plans to clear the future Renaissance Square site at the northwest corner of Main and Clinton Streets in preparation for a new Monroe Community College campus, transit facility, and performing arts center. Underscoring their determination, in mid-2009 they released a three-year, fundraising campaign schedule for the arts center.

Understanding the Demand

A combination of factors have bolstered nationwide demand for downtown or urban experiences, including: the overwhelming effect of the baby boom generation's sheer purchasing power in regards to its desire for a downtown lifestyle; an increasingly positive media depiction of the "authenticity" of work, live and play opportunities in metropolitan areas; and economic and social factors linked to fuel prices and the "sustainability" movement.

NATIONAL PICTURE: 2009 1st Quarter Rental Vacancy & Housing Snapshot

The national vacancy rate for all residential rental units remained at 10.1 percent in the first quarter of 2009, unchanged from the previous two years, according to a report issued by the *U.S. Department of Commerce* in April 2009.

Measurably significant rental vacancy changes occurred on a year-to-date basis only the West (+) and the Midwest (-). In particular, the South continued to experience the highest vacancy rates at 12.9 percent (+ .02% y-t-d), followed by the Midwest at 10.1 percent (- 1.7%), the West at 8.6 percent (+ 1.6%), and the Northeast at 6.9 percent (- 1.4%). Combined with reports of dramatically declining overall property values, national media attention turned stateward towards significant rental vacancy rates in Florida (18.6%), Arizona (17.5%), Nevada (16.6%), and South Carolina (15.8%).

In addition, according the Commerce Department report, "for rental housing by area the first quarter 2009 vacancy rates inside principal cities (10.6%) was higher than in the suburbs (9.5%), but not statistically different from outside Metropolitan Statistical Areas (MSA's) 9.8 percent."

Among the reasons cited for the higher vacancy rates in a *Business Week* magazine list of "25 Top Metro Areas" the following were included: home purchasing; singles and "young-married(s)" occupying the "gray market" of family owned rentals; and rising homelessness. In response, landlords have reportedly begun offering dramatic concessions, topped by rent forgiveness, rental security in the case of job losses, and paying broker fees.

Forecasts

Commercial rental space leasing activity tends to lag behind the broader economy, according to a April 2009, *Multi-Housing News* interview of senior *Grubb & Ellis* economist Bob Bach, who further asserted that "the real estate sector may not begin a recovery until the first half of 2010 or 2011 – if the rest of the economy is to experience even tepid growth in 2009".

Regarding the apartment market, Bach suggested that as "the labor market may be the last economic indicator to recover, the apartment market, which relies on job creation to stimulate tenant demand, may bottom out somewhat later". In May 2009 the Commerce Department reported that the construction starts for new homes and apartments had fallen 12.8 percent from March to April, and the rate was now at a 50-year low.

In June 2009, analysts speaking with the *New York Times* asserted that while “fundamentals” for all real estate indicators – vacancies and rents – would likely weaken further, apartment builders might fare better as a result of “access to relatively inexpensive financing from Fannie Mae and Freddie Mac, the government controlled mortgage companies”. Such rental analysis comes just months after the *National Association of Realtors* (NAR) reported in January that while sales of previously owned homes had risen sharply from November to December of 2008 (4.45 million to 4.74 million), median sales prices had sharply declined by on a national average by 15.3 percent since December 2007.

Homeowner and Renter Households

According to the Commerce Department, homeowners as “shares of total households” continued its decline from a 2005 high of 69.1 percent to 67.3 percent in early 2009 (the lowest level since 2000). At 32.7 percent of total households, the percentage of renter households reached its highest rate since 2000, although still below the mid-30s rates of the 1980s and 1990s.

The home ownership rates for those below 35 years of age, the 35 to 44 year cohort, and the 55 to 64 years group were lower than a year ago. While rate changes for other age groups were not statistically significant from corresponding rates in the first quarter 2008, at 39.8 percent, the home ownership rate of the under 35 age group fell below 40 percent.

Longitudinal View of Vacancy Rates

Between 1968 and 2008 annual vacancy rates for the nation and for each of the four major regions grew from a national average of just below 6 percent in 1968 to 10.1 percent in 2009. The South experienced some of the greatest spikes during those years and along with the Midwest, saw the largest overall vacancy rate hikes, with the former rising from approximately 7.5 percent in 1968 to approximately 13 percent in 2009. The Midwest climbed from 5.5 percent in 1968 to approximately 12.5 percent in 2004 before falling to below 11 percent in 2009. Only the West proved able to absorb the vast majority of its new product during that 40-year span, as its 1968 rate of 7 percent had risen to only 7.5 percent by 2009.

As first reported in 2007, a recent US Census Bureau *Survey of Market Absorption of Apartments* cited the following demographic factors as influencing trends in household formation rates:

- Age at first marriage (expected to increase, although slower than previously);
- Divorces (trending down since 1979 heights);
- Non-marital childbearing;
- Postponed or foregone childbearing; and,
- Longer life expectancy.

All these demographic factors may be accentuated by changes in the ‘age composition of the population’.

SNAPSHOTS: NEW YORK STATE & CITY; WESTERN NEW YORK MARKETS

New York State and New York City

The New York Federal Reserve Bank reported in late 2008 that New York State ranked first in the nation regarding the proportion of residents born in the state where they currently reside, or 81 percent of all New Yorkers -- with upstate New Yorkers being even less mobile. Nationwide and in New York, the primary reasons for *not moving* or *moving* were, respectively, family and jobs.

To that point, in April 2009 the Department of Labor reported that New York State had recorded its eighth consecutive monthly loss of jobs, a fact that revealed itself starkly in New York City, where according to a May 5, 2009, *New York Times* article: “Lawyers, judges, and tenant advocates say the staggering economy has sent an increasing number of middle-class renters across NYC to the brink of eviction, straining the legal and financial services of city agencies and charities”. The paper reported that court records show that “the number of cases filed citywide for nonpayment of rent jumped about 19 percent in the first two months of 2009 from the same period last year”

Tangentially, the NAR’s first quarter 2009 report put New York City and Upstate in the context of a Northeast region where housing property values had fallen 15.9 percent in the quarter (nationally the average decline was 13.8%).

Buffalo & Syracuse

Bolstered by an increasingly sophisticated array of data collection and analytical tools, the Western New York Federal Reserve Bank and The Brookings Institute released survey reports in late 2008 and mid-2009 that captured a snapshot of western New York’s biggest three cities as the nation experienced the longest and deepest recession since the depression.

Rankings in the Brookings Institute’s “Top 100 Metro Areas”, or “MetroMonitor” study were based on a combination of the following: unemployment levels; wages; economic output per capita; home prices; and home foreclosure rates. Moreover, overarching economic health turned both in Western New York and nationally on the metro areas dependency on the auto industry and tourism (negative relationships) and/or the preponderance of medical and educational research and institutions (positive).

Ranked 45th out of 100 in the Brookings study, Buffalo suffers from high unemployment, falling wages and per capita productivity, as well as an economy “weighed” by an automotive manufacturing “legacy”. However, researchers credited its above the median ranking to a low home foreclosure rate due to little speculative investment during the last decade and rising home prices (second nationwide in percentage increases year-to-date and first nationwide in the first quarter of 2009 with a 2.7% median increase).

Buffalo’s downtown development highlights include a growing University of Buffalo medical campus, efforts to return street traffic to Main Street, and expansion of its “affordable” market-rate residential rental units. Such factors played a role in Buffalo being the sole upstate city

included in Forbes.com's Top 40 listing of "Best Place for Singles" in September 2008. In addition, downtown has seen the introduction of high-end residential condominiums, as exemplified by Uniland Development Corporation's \$85M *Avant* mixed-use project, which is topped by owner occupied residences selling for a reported average price of \$777,000. Such efforts are a "heavy lift", however, according to Buffalo developer Rocco Termini, who told the *Buffalo News* that his plans to restore the former AM&A department store to a mixed-use facility would require substantial government assistance.

According to the researchers, Syracuse was also dogged by falling "gross metropolitan product" or per capita economic productivity (-5.4% since late 2007 and 11th worst of the Top 100) and the second worst average wages declines (with a 2.2% drop recorded between late 2008 and the first quarter of 2009 alone). Conversely, Syracuse owes its 26th place ranking to relatively strong employment figures and a "healthy" housing market. In particular, analysts credited its position in the "second-strongest tier" of 20 cities to its having the lowest rate of foreclosed homes in the nation at .59 per 1,000 homes owned by banks.

Greater Rochester Region

Propelled by the aforementioned "Eds and Meds" sectors (education and medical), Rochester ranked 20th overall regarding overall economic health, according to Brookings' MetroMonitor report of June 2009.

A dead-last ranking in "rise in average wages" and 72nd place in "improvement in economic output" was positively counterbalanced by "improvement in housing prices" (10th) and "lowest foreclosure rate" (14th). In particular, the *Democrat & Chronicle* noted that, "Rochester's quarterly unemployment rate of 8.3 percent was below the national average of 9 percent, and Brookings said the regions's 2.5 percent increase in housing prices between early 2008 and early 2009 was 10th-best in the country and far exceeded the U.S. average".

Challenges remain, however, as in May 2009 the Labor Department reported that the region had lost approximately 4,800 private sector jobs during the previous year (albeit at 1.1 percent it fared far better than the 4.7 percent national average), and in mid-2009 the NAR reported that the region's median home prices had fallen 2.7 percent from \$108K to \$105K. Local analysts remained bullish that a first-time, homebuyer tax credit program, a stabilizing economy, and the general lack of speculative investing over the last decade would result in a sustainable recovery once it begins.

A June 2009 forecast by a real estate market analysis concern, *Local Market Monitor*, echoed this assertion, noting that cities that did not have big housing booms and that have prices below the national average were expected to have the best home price performance over the next 12 months.

"These are markets where home prices never got out of synch with local incomes," said Ingo Winzer, president of Local Market Monitor. "In such markets, the recession has less of an impact on home values than in markets that were over-priced."

According to the U.S. Census Bureau the Rochester region's rental vacancy rate fell from an average of 7.3 percent in 2005 to 6.0 percent in 2006, 6.4 percent in 2007, and rose again to 7.0

percent in 2008. In comparison, New York State's rate has fluctuated between 6.5 percent and 4.3 percent over the last four years – 2005-2009.

DOWNTOWN ROCHESTER MARKET

June 2009 Update

Notwithstanding over a dozen rental units that have been “permanently” pulled off the market by their owners, as of June 30, 2009, there were approximately 2,732 rental units in leasable condition, under renovation, or being actively created anew in existing buildings where previously there were no units. In particular, 387 residential units were either under active renovation or construction (96) or proposed (291).

By the end of 2009-10 these additional housing units -- recently built, under construction, and planned -- will have translated into approximately 2,927 downtown rental units, bringing the total residential population to well over 4,400.

The 2009 survey accounted for approximately 92 percent, or 2,271 of the 2,471 known leasable rental units on the market as of March 31 -- 839 (or 36%) of which are subsidized. (While only vacancy figures reported by March 31, 2009, were used for this survey's computations, additional interview and anecdotal survey work continued through the end of June 2009.)

Downtown Market-Rate Vacancy Measures 3.8 percent

According to the residential rental property owners and managers, the vacancy rate for those downtown, market-rate rental housing units polled fell to 3.8 percent in the 1st quarter of 2009 from 4.9 percent in 2008. This is the second year of tightening in a row, with a 6.7 percent rate recorded in 2007, according to information provided to the Rochester Downtown Development Corporation (RDDC). Of the 2,271 total units surveyed, 55 market-rate and 54 subsidized units were reported vacant. The overall vacancy rate for 839 subsidized units was reportedly 6.4 percent. All subsidized units were accounted for in the 2009 study.

Collaterally, a large block of non-respondents to the survey (55) were located in the St. Joseph's District neighborhood where, for the last several years, property owners and managers have reported difficulty with leasing, and others have intermittently pulled product off of the market as they considered renovation plans. Consequently, the completion of 96 Liberty Way Building and announcement of developers for the neighboring Block F should speed efforts to integrate this housing pocket with the Grove Place and East End neighborhoods.

The 5 percent vacancy mark is considered a bellwether in the real estate industry, reflecting a healthy market wherein a would-be, first-time tenant can find a unit, and once in the marketplace, a downtown resident has the option of either increasing their unit size or downsizing. As importantly, “at 95 percent capacity a building owner should be able to cover all building costs, including maintenance, utilities and mortgage payments,” according to analysts at Delta Associates, an Alexandria, Virginia-based, real-estate services firm.

Key Findings

Since the commencement of its residential survey work, RDDC has sought to track the “unit style” and “amenities” interests of downtown residential tenants. Furthermore, property owners and managers have been polled annually regarding their perception of the demand for their respective products – anecdotally and statistically – as expressed by the maintenance of waiting lists and/or lack of demand.

More recently, RDDC has sought to better understand the absorption rate of both new residential products and those units that become available across the course of the year. Regarding the former, proprietary issues, overworked leasing agents, and varied tracking mechanisms have slowed efforts to access “real-time” numerical feedback on the lease-up rates of new units.

Regarding the lease-up rates for existing units, in 2009 RDDC surveyors asked owners and managers how long it was taking them to re-lease vacated units. Of the 17 respondents, 16 reported that were refilling units within *a month*; and one reported units sitting vacant for *a month or more*.

Among the other key findings from the 2009 Survey were the following:

- Professionals, students, and empty-nesters continued to dominate the downtown tenant profile, respectively.
- The 260 lofts units surveyed included only 11 vacancies and commanded average monthly rents of \$1,253.
- Secure parking facilities continued to top the list of amenities most desired by existing and would-be residents. Free utilities, laundry facilities, and internet connectivity followed in apparent order of importance, with security systems and hardwood floors also noted.

Rent Per Square Foot

In response to the urging of developers and lenders, property owners were first queried regarding their price-per-square-foot (psf) rents in 2004. According to those surveyed for this study and throughout the year, the \$1.00 psf return is seen as a minimum requirement for building renovators. For developers of new construction units, the psf requirement is seen as hovering at approximately \$1.35 or greater. Property owners receiving \$1.00 or greater are universally located in updated structures or prestigious locations. In those cases where the psf is reportedly \$1.25 or and greater, the psf reportedly declines as the unit size crests 1,500 square feet.

While providing an interesting anecdotal view, the small number of respondents in 2009 makes it difficult to forward any statistically supportable claims regarding the broader marketplace as a whole. Property owners and managers responsible for a total of 259 market-rate units reported that tenants were paying an average of \$1.26 per square foot in 2008-09. In early 2008 the reported average was approximately \$1.17 psf. The reported pricing range for 2009 started at \$1.00 psf and reached as high as \$1.69 psf.

PROJECT UPDATES, 2009-10

Cascade District

On the far west side of downtown attention turned to the 214 West Main Street Building after *Nothnagle Realtors* announced their intention to renovate and relocate their headquarters to this now-several-years-vacant, triangle-shaped building. In addition to put their enterprise at the highly visible, gateway intersection of Main and Broad streets, the vitality of Nothnagle's real estate professionals would add street life and serve as another anchor for the neighborhood.

As of mid-2009 potential developers continued to await the City's issuance of two, much anticipated Request for Proposals (RFP). First, the Josh Lofton Building redevelopment site on the corner of Cascade Drive and Main Street has long been seen as a potential cap to the residential development efforts further down the street (led by the Loftus Brothers, Buckingham Properties, the Daily Record Building Lofts, and at Andy Olenick's studio/former city morgue). In addition, the Josh Lofton site could serve as a linchpin between the district's ongoing residential successes and the hopes it has for the Open Door Mission block and the future Nothnagle building.

The second site expected to capture developers' attention – currently a surface parking lot across Plymouth Avenue from the Hochstein Building - runs from Main Street to the Buckingham Commons Building. Planners see this site as connecting the Four Corners and Cascade districts.

Four Corners

Fans of the mid-century modern 44 Exchange Street Building, located at the northeast corner of Exchange and Broad Streets near the western end of the proposed Aqueduct Project, may finally see that structure get a refreshing and repurposing thanks to the assistance of Restore NY monies. In early 2009 the City identified the building as part of its Restore New York package, and Philipone Associates and partners at Empire Living LLC have announced their intention to team to create a mixed-use residential and commercial site.

Meanwhile, developer George Traikos continues to work “on the design of the rehabilitation of the Academy Building” and, even confronted with a difficult lending environment, is seeking additional financing for this much-beloved Fitzhugh Street building. His long-term plans there include residential rentals, commercial office space, and destination eateries.

High Falls District

With the completion of construction at The Mills at High Falls and 208 Mill Street Lofts (the former Parazin Building), the High Falls District now is now home to 88 residential units spread across five structures -- where just two years ago there were only three residences. Both of the new buildings began leasing after first quarter survey reports were due, consequently neither are accounted for in the overall vacancy rate; however, officials at both reported high initial demand, with The Mills early lease-up rate exceeding their developer's expectations. Furthermore, the revitalization of the Centers at High Falls and fledgling efforts to highlight the neighborhood as a home to architect and engineering firms should aid in residential activity.

St. Paul Quarter & St. Joseph's Neighborhoods

Ribbon-cuttings in the Quarter! A ribbon-cutting celebration in early 2009 christened the newly renovated Andrews Terrace complex on St. Paul Street, where ten new units have been added to the preexisting 518, and the new façade and fencing create a welcoming entrance and sense of security.

Meanwhile, across the street Restore NY grants fueled Mark IV's redevelopment at Warner Place, and at the Cox Building planning continues in efforts to add to the seven new lofts already in place. Also aided by Restore NY, the Kirstein Building redevelopment effort took a dramatic step forward in late 2008-2009 with extensive demolition and remediation work reported.

Rentals in the St. Joseph's neighborhood continue to go slowly, with owners wrestling with redevelopment plans. On the other hand, several years worth of residential redevelopment work reached fruition at 96 Liberty Pole Way, where Dave Fallon's team introduced nine new residential units to the neighborhood and consequently strengthened the ties between that pocket of housing and the Temple and Chestnut Square buildings.

Grove Place

In late 2008 the Cultural Commission's awarded the "Block F" or former Rascal's Restaurant site to the 518 E. Main Street LLC joint development and design team of Tom Ferrara, Doug Jerum, and architect Philip Brown, respectively. Seeking to position their dramatic, mixed-use proposal as a mini-Lincoln Center, the 518 E. Main team's offerings included a combination of for-sale, street-level and tower housing; hotel; "media-tech" commercial square footage; and outdoor public gathering spaces. Extensive use of glass and see-through vistas seek to visually link the site with architect Bob Macon's modern Miller Center across Main Street, while at the same time not overshadowing existing, Grove Place residential vibrancy.

The Cathay Pagoda building, another housing site long considered a linchpin between the Grove Place and East End neighborhoods, changed hands in 2008-2009 with the new owners reportedly seeking to build on the excitement generated by the addition and renovation of the Eastman Theatre and its location near the Eastman School. On the far side of the neighborhood, three eclectic, new townhomes on Windsor Street have been completed with one already sold and two awaiting purchasers. The site enjoys two "traditional" residences linked by a modern loft-style home.

Washington Square

The early 2009 leasing of all three lofts at the recently completed, mixed-use 250south Building beside Route.490 and the Genesee River buoyed hopes for sales at neighboring 1 Capron Lofts, where Belmont Properties continued to seek to build-out 19 condominiums. Responding to demand for secure parking facilities, the developers recently decided to include indoor first floor parking spaces.

East End & Upper East End

In the East End, progress has stalled at the Charlotte Street housing site between Main Street and the still extremely popular apartments owned by Conifer and Stern Properties on East Avenue and Matthews Street, respectively. Although representing the addition of only three new residences to the market, the high-profile East Avenue construction of a single-family residence and two rental units at 230 and 250, respectively, have created a singular “buzz” about downtown residential opportunities.

Main & Clinton

Plans to renovate the 67 Chestnut Street Building at the corner of Chestnut, Broad Street, and the former Greyhound Bus Terminal at Midtown Plaza have gone dormant since Matthew Wood and his team first announced plans to introduce condominiums there over a year and a half ago. However, those plans and others might be getting new life with the energy being generated by three recent responses to a City RFP for the Midtown Tower. At the core of at least two of those proposals is the introduction of approximately 168-170 residential units into the 17-story structure, which will likely be the only remnant of the former Midtown Plaza site.

The proposed demolition of Midtown and the Renaissance Square footprint has also prompted speculation that the Sibley Building’s value and the likelihood of its being renovated will both increase. Meanwhile, at least one owner of property at the northwest corner of Main & Clinton has proposed that private developers be given an opportunity to explore the potential for mixed-use, residential development there in lieu of the development of a performing arts center. As of mid-2009 it remained unclear whether such proposals were simply strategic or had financial backing.

ABOUT THE 2009 SURVEY

RDDC formally surveyed downtown rental properties between January 1 and March 31, 2009, and in late June 2009 the managers of six properties representing 1,150 units responded to an informal poll regarding mid-year, 2009 vacancy and leasing activity.

The properties are located as follows:

- All “Inner Loop” addresses
- In the High Falls Historic District
- Corn Hill rental properties border on either side of Exchange Street
- Market-rate units in the Alexander and Upper East End districts

The subsidized units are concentrated in three buildings and were identified by property owners and managers.

Eight different unit styles are tracked in this survey, including:

1. Studio apartments
2. One-bedroom units
3. Two-bedroom units
4. Three-bedroom units
5. Four-bedroom units
6. Lofts
7. Work/live combinations
8. Penthouse

Any properties under renovation at the time of the study were not included in the vacancy analysis, although their feedback regarding demand and amenities are reflected in this text wherever pre-occupancy leasing activity was underway.

This survey is based on the following chronological compilations: a list of downtown rental properties prepared in 1995 by the Cultural Center Commission; edited and expanded by RDDC in 2000 under a City of Rochester-funded downtown housing study; updated by RDDC in advance of the mid-2002 launch of its www.rochesterdowntown.com website; and newly surveyed on an annual basis in 2003-2009.

RDDC tracks the increasingly diverse product offerings in the downtown rental market as part of a larger effort to provide investors and lenders with detailed and relevant data, thereby encouraging the development of more market-rate housing in the Center City core.

Using direct input from individual property owners and managers, RDDC regularly updates information for residential rental units on its www.rochesterdowntown.com website. In addition to listing all of the rental units downtown, the properties listed in the “Living” section of the website can be searched using a number of different variables, such as: bedroom configuration, unit type, pricing, and neighborhood.



APPENDIX A

Rochester Downtown Development Corporation

DOWNTOWN RENTAL HOUSING SURVEY - Rochester, New York

Market-Rate Rental Units By Neighborhood, March 2009

	<i>TOTAL UNITS TRACKED</i>	<i>TOTAL UNITS SURVEYED</i>	<i>NUMBER VACANT</i>	<i>PERCENT VACANT</i>	<i>RENT RANGE</i>
Cascade District	59	59	0	0%	\$850-3,200
Corn Hill	219	219	4	1.8%	\$725-1,950
East End/Upper East	681	626	39	6.2%	\$375-2,800
Four Corners	5	5	1	20.0%	\$495-850
Grove Place	103	64	1	1.6%	\$400-1,650
High Falls	7	7	0	0%	\$875-1750
Manhattan Square	250	250	0	0.0%	\$478-1,009
St. Joseph's Park	66	2	0	0.0%	\$450-750
St. Paul Quarter	231	197	7	3.6%	\$435-1,500
Washington Square	3	3	3	100%	\$1295-3395
MARKET RATE	1,624	1,432	55	3.8%	\$375-3,395
SUBSIDIZED	839	839	54	6.4%	n/a
TOTALS *	2,463	2,271	(92% of leasable units surveyed)		

* This figure does not reflect an additional 128 units that subsequently came on the market or units considered unleaseable at the time of this survey. As of August 2009 there were approximately 2,631 rental units.

(RDDC - 2009)

APPENDIX B
Downtown Rochester, New York
LOFT LIVING UNITS, JUNE 2009

<i>EXISTING</i>	<u>UNITS</u>
H.H. Warner Lofts *	48
Michaels/Stern Bldg.	45
Temple Building	40
Buckingham Commons	36
Riverview Lofts. (Water St.)	36
Smith-Gormley Bldg.	22
East End Lofts	17
Knowlton Bldg.	17
The Mills at High Falls*	17
Halo Lofts @ 60 Grove	12
208 Mill Street *	12
Cox Bldg.	7
Parry Bldg. (High Falls)	6
116 St. Paul (Harry Forman Bldg.)	6
Andrews Bldg.	5
Cascade Center Lofts	4
State Street Bldgs. (121 &139)	3
54 University Ave.	3
Gauss Bldg.	3
250south	3
High Falls Lofts@104 Platt Street*	2
Daily Record Bldg.	2
Gibbs Place	1
234 Mill Street	1
<hr/>	
TOTAL, EXISTING	348
<i>UNDER CONSTRUCTION</i>	
Cox Building	63
Kirstein Building	30
250 East Avenue	2
<hr/>	
TOTAL, UNDER CONST.	95
<i>PROPOSED</i>	
Searle Building	32
1Capron Lofts	19
Grove Place	14
Academy Building	14
<hr/>	
TOTAL, PROPOSED	79
<i>TOTAL, EXISTING, UNDER CONSTRUCTION, & PROPOSED</i>	522

* = not included in 2009 Survey as construction/renovation not yet complete
RDDC - June 2009

Appendix D

Rochester Downtown Development Corporation

DOWNTOWN RESIDENTIAL POPULATION, 2003 - 2010

YEAR	NUMBER OF UNITS	ESTIMATED DOWNTOWN RESIDENTS	PERCENT INCREASE OVER PRIOR YEAR
2003	2,042	3,063	
2004	2,134	3,201	4.5%
2005	2,251	3,377	5.5%
2006	2,401	3,602	6.7%
2007	2,634	3,951	9.7%
2008	2,663	3,995	1.1%
2009-10 *	3,185	4,778	19.6%
<i>Projects in pipeline (522):</i>			
Under construction (283 units)			
Planned (239 units)			
INCREASE, 2003 TO 2008 = 932 units, 1,398 residents			
TOTAL INCREASE IF EVERYTHING IN PIPELINE IS BUILT, 2003 to 2010 = 1,454 units, 2,181 residents			
<i>(NOTE: The pipeline projects do not include Midtown Tower or Charlotte Street.)</i>			
* <i>(Projected.)</i>			
RDDC - 4/23/09			

APPENDIX E

2009 Downtown Rental Housing Survey

TENANT PROFILE, MARKET DEMAND, & AMENITIES ANALYSIS

TENANT PROFILE (All units)

When asked to describe their tenant composition, owners and managers of *market-rate* units described their residents as follows:

- Professionals **54.0%**
- Student-age **32.0%**
- “Empty Nesters” **10.0%**
- Corporate **2.0%**
- Seniors **1.0%**
- ADA **-1%**
- Families w/children **-1%**

APARTMENT STYLE DEMAND (All Units)

When asked to describe overall demand for their units, the respondents indicated as follows:

- More inquiries than available product – (18)
- Experiencing “hard-to-fill” vacancies -- (2)

When asked which unit size or type was in the greatest demand, the respondents indicated the following order of preference:

1. 1-bedrooms
2. Loft-style
3. Studios
4. “All types”

AMENITIES DEMAND ANALYSIS (All Units)

When asked which type of amenities were in greatest demand, the respondents indicated the following (in order of frequency):

- Off-street parking (*1st in 2008*)
- Laundry facilities, hook-ups or laundry rooms (*#3 in 2008*)
- Utilities included in monthly rent (*#2 in 2008*)
- High Speed Internet
- Wireless Internet Access
- Updated Kitchens/New Appliances
- Security
- Outdoor facilities
- Air conditioning
- Cable
- “Quiet”

CURRENT AMENITIES OFFERED (All Units, longitudinal compilation)

- Cable TV (72)
- Access to mass transit (72)
- Street Parking (56)
- Surface Parking Lot available (55)
- Storage Space (53)
- Fast Internet Service available (54)
- Laundry Room (53)
- Security System (53)
- Updated Kitchens (49)
- Utilities included in monthly rent (42)
- Elevators (33)
- Laundry Hook-ups in units (29)
- Shared Common Areas (26)
- Fireplaces (26)
- ADA accessible (24)
- Covered Parking (21)
- Balconies (16)
- Exercise Rooms (8)
- Concierge (2)
- Doorman (2)

APPENDIX F

***** PLEASE MAKE ANY CORRECTIONS NEEDED AND ADD 2009 INFORMATION *****

2009 Rental Housing Survey

Property Address _____
Owner Name: _____
Contact Name: _____
Contact Company: _____
Contact Address: _____
City, State, Zip: _____
Contact Phone No.: _____
Contact e-mail: _____

SAMPLE
DOCUMENT

<i>Type of Unit</i>	<i># of Units</i>	<i># of Units Available</i>	<i>Rent Range</i>
Studio			
1-Bedroom			
2-Bedroom			
3-Bedroom			
4-Bedroom			
Loft			
Penthouse			
Townhouse			

Amenities:

Please check which of the following are available.

- | | |
|---|--|
| <input type="checkbox"/> Cable Hook-Up | <input type="checkbox"/> Fireplace |
| <input type="checkbox"/> High Speed Internet Access | <input type="checkbox"/> Shared Common Space |
| <input type="checkbox"/> Security | <input type="checkbox"/> Balcony |
| <input type="checkbox"/> Doorman | <input type="checkbox"/> Elevators |
| <input type="checkbox"/> Concierge | <input type="checkbox"/> ADA |
| <input type="checkbox"/> Laundry Hook-Up in units | <input type="checkbox"/> Near Mass Transit |
| <input type="checkbox"/> Laundry Room | <input type="checkbox"/> Utilities Included |
| <input type="checkbox"/> Storage Space | <input type="checkbox"/> Covered Parking |
| <input type="checkbox"/> Updated Kitchen | <input type="checkbox"/> Parking Lot |
| <input type="checkbox"/> Health Club | <input type="checkbox"/> On-street Parking |

Additional amenities: _____

Thank you for participating.

APPENDIX F

2009 DOWNTOWN RENTAL HOUSING SURVEY

Tenant Profile: (Please describe your current tenant profile):

Young professionals _____%

Empty-nesters, older professionals _____%

Students _____%

Seniors _____%

Families with children _____%

Disabled _____%

Corporate units _____%

Market Demand: (please check one)

More applicants than units available _____

Experiencing “hard-to-fill” vacancies _____

Absorption:

On average, how many weeks does it take to fill an available apartment? _____

Additional Questions

1. For which unit style do you get the greatest demand (e.g. *1-bed, loft*, etc.)?

2. Which types of amenities are in the greatest demand? _____

3. What is your approximate price-per-square-foot rent range (eg. \$.75-\$1.35)?
