

# Residential Market Potential

## The City of Warsaw and Kosciusko County

# ZIMMERMAN/VOLK ASSOCIATES

More than 600 studies—  
downtowns, in-town neighborhoods,  
infill sites, new traditional towns—  
in 47 states.

More than 95 downtown studies.

# Target Market Methodology

Market potential,  
Not market demand.

Where does the potential market live now?

How many are likely to move to the study area?

Who are they?

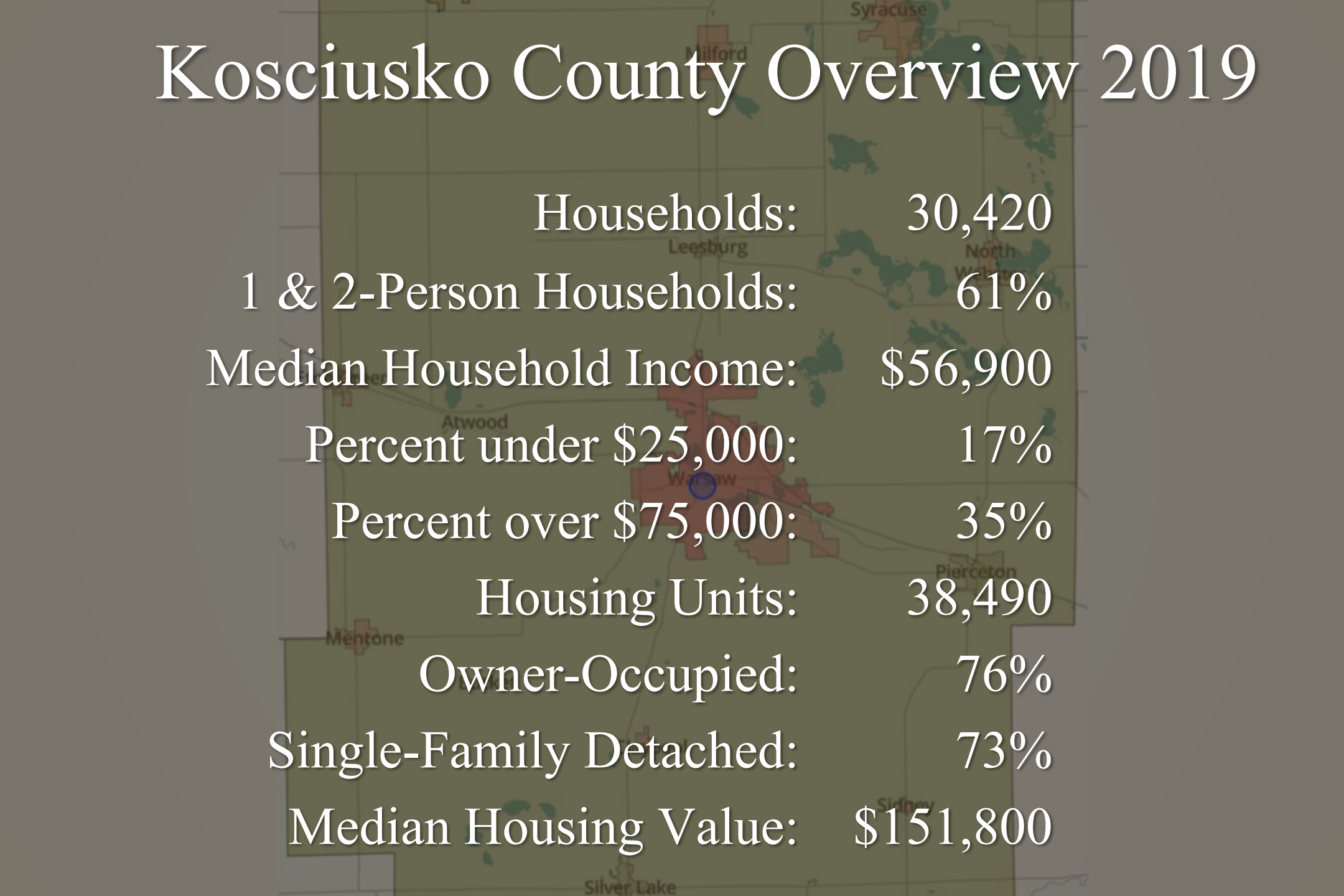
What are their housing preferences?

How much is the market likely to pay?

What should the rents and prices be?

How fast will they rent or buy the new units?

# Kosciusko County Overview 2019



Households:	30,420
1 & 2-Person Households:	61%
Median Household Income:	\$56,900
Percent under \$25,000:	17%
Percent over \$75,000:	35%
Housing Units:	38,490
Owner-Occupied:	76%
Single-Family Detached:	73%
Median Housing Value:	\$151,800



# Kosciusko County Households by Lifestage

Empty Nesters & Retirees: 38%

Traditional &  
Non-Traditional Families: 44%

Younger Singles & Couples: 18%

# City/Towns Overview 2019

	Claypool	Silver Lake	Mentone	Pierceton	Milford	Syracuse	Winona Lake	Warsaw
Number of households	143	367	366	437	624	1,185	1,603	6,127
Percent 1&2pp HHs	53%	60%	54%	59%	62%	68%	59%	65%
Median household income	\$40,268	\$57,856	\$39,470	\$49,853	\$45,776	\$62,332	\$57,502	\$53,374
Percent under \$25,000	34%	16%	25%	28%	24%	17%	18%	19%
Percent over \$75,000	23%	32%	20%	25%	23%	42%	35%	31%
Number of housing units	165	448	419	473	696	1,679	1,827	6,765
Percent vacant	13%	18%	13%	8%	10%	29%	12%	9%
Percent owner-occupied	82%	83%	71%	76%	71%	75%	68%	61%
Percent single family detached	66%	88%	72%	78%	70%	75%	72%	65%
Median housing value	\$92,561	\$100,482	\$75,368	\$94,557	\$126,078	\$216,715	\$153,993	\$136,932
Lifestage								
Empty-Nesters & Retirees	32%	36%	20%	40%	29%	44%	38%	38%
Families	41%	41%	50%	40%	47%	36%	44%	40%
Younger Singles & Couples	27%	23%	31%	20%	24%	20%	18%	22%

# Where Does the Potential Market Live Now?

Kosciusko County: 61%

Elkhart County: 6%

Allen County: 3%

Balance of US: 30%

# How Many Households Have the Potential To Move Within/To Kosciusko County Each Year?

4,255 households of all incomes

1,615 City of Warsaw

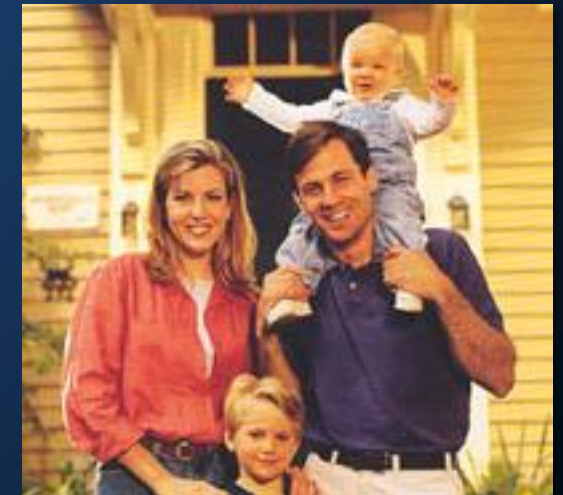
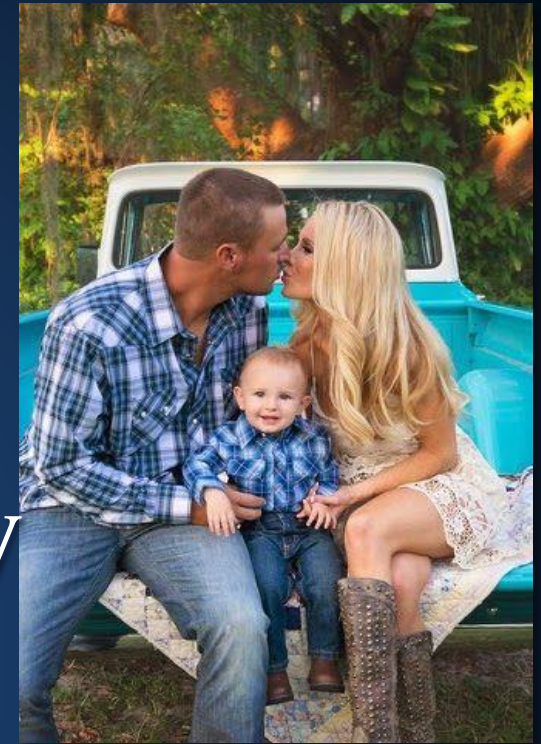
2,640 Balance of County

Who Are They?

Target Market Households

# Traditional & Non-Traditional Families:

45% Warsaw  
47% bal of county



# Younger Singles & Couples:

36% Warsaw  
31% bal of county



# Empty Nesters & Retirees:

19% Warsaw  
22% bal of county



# What Are Their Housing Preferences?

	Warsaw	Bal County
Rentals:	43%	33%
Condominiums:	6%	4%
Townhouses:	11%	9%
Detached Houses:	40%	53%

# The Current Context

General rents and prices  
in the market area.



Milford Meadows



Little Crow Lofts



Redwood Warsaw

# General Rent Ranges

\$500 to \$2,100 per month  
529 sf (1br) to 1,620 sf (2br)  
(\$0.68 to \$1.28 psf)



106 N. Buffalo St.



Harvest Ridge



Harbor Shores

## General Price Ranges (Attached)

\$125,000 (CO) to \$695,000 (CO)  
863 sf (1br CO) to 2,506 sf (4br CO)  
(\$126 to \$302 psf)



Oakland Hills



Summerfield



Harrison Ridge

# General Price Ranges (Detached)

\$162,500 to \$2.9 million  
1,178 sf (3br) to 4,006 sf (5br)  
(\$92 to \$723 psf)

# City of Warsaw

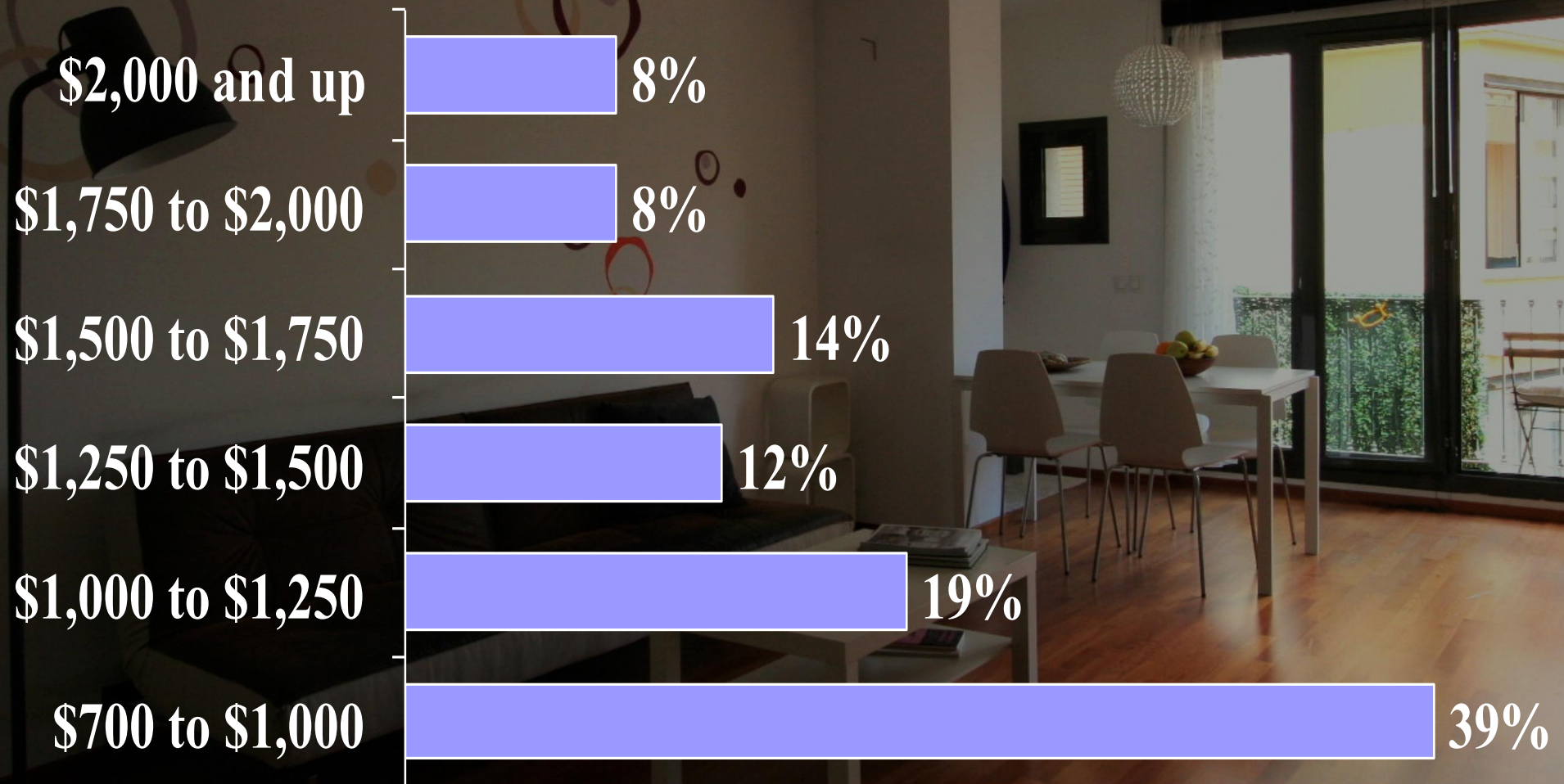
How Much Are They Likely To Pay?

Affordability Ranges

# Financial Capabilities

## 446 Annual Renter Households

Incomes at or above 60% AMI

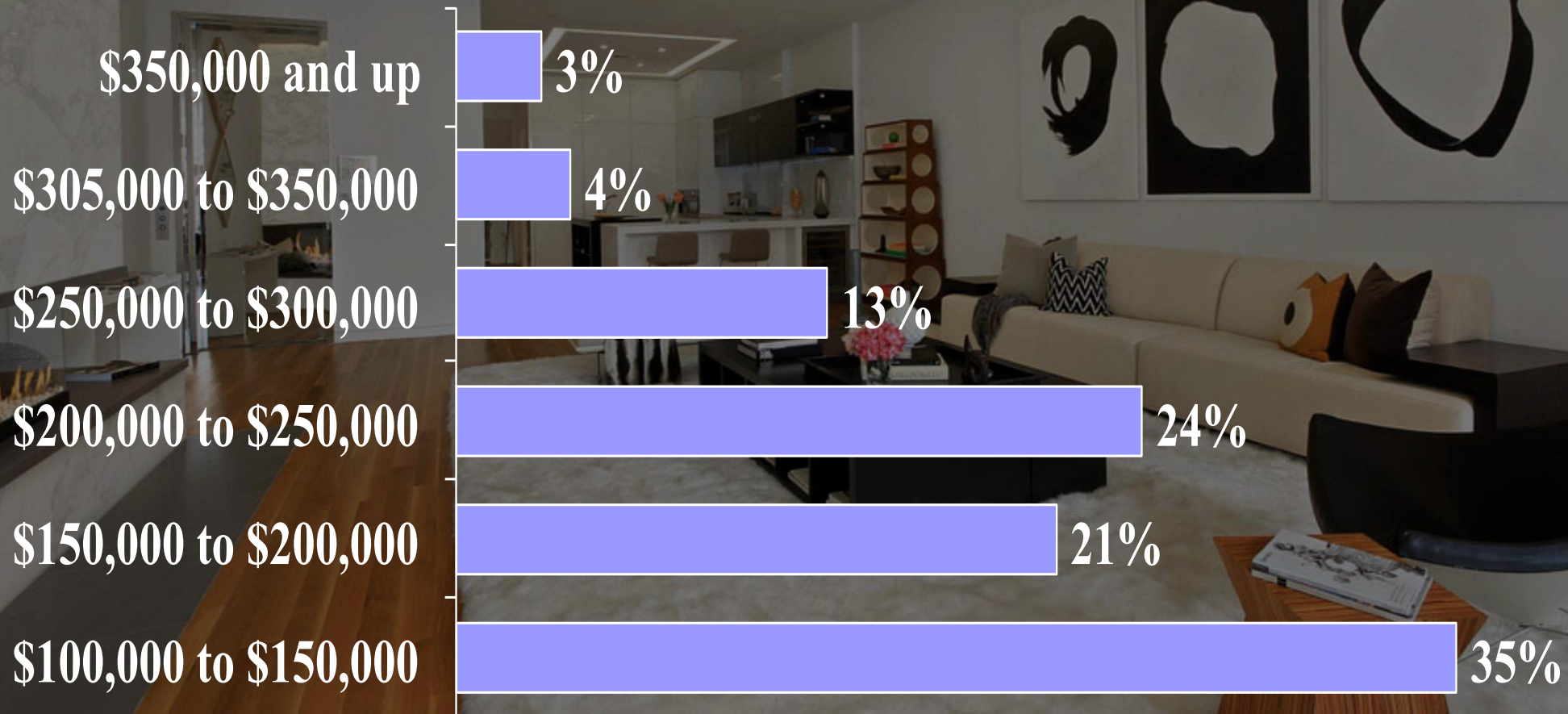


# Financial Capabilities

## 76 Annual Buyer Households

### Condominiums

Incomes at or above 60% AMI



# Financial Capabilities

## 124 Annual Buyer Households

Rowhouses/Townhouses  
Incomes at or above 60% AMI

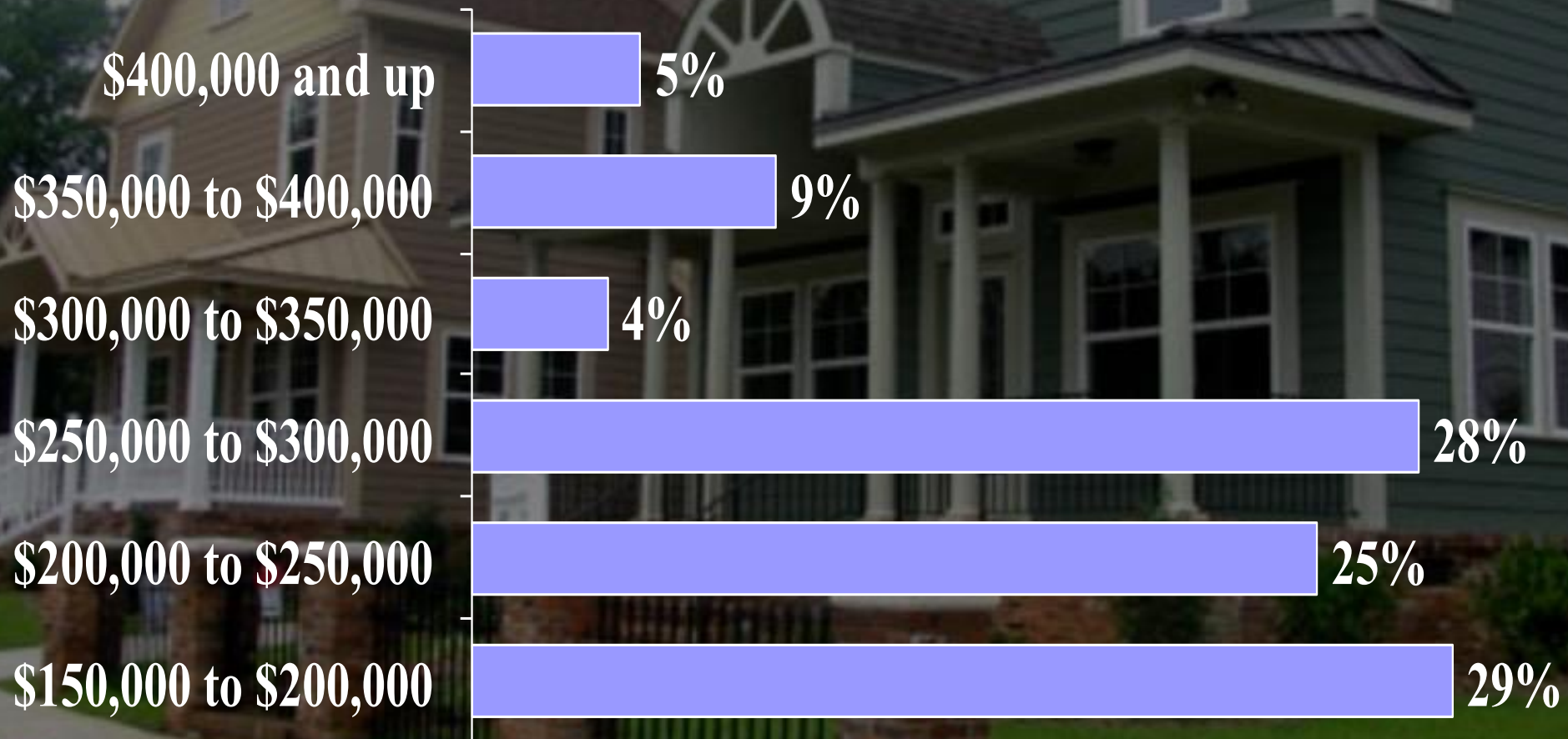


# Financial Capabilities

## 452 Annual Buyer Households

### Detached Houses

Incomes at or above 60% AMI



What should the rents and prices be?

Rent and Price Points  
City of Warsaw

# Optimum Market Position

## Downtown Warsaw

Rental Apartments: \$725 to \$1,200 per month  
500 to 900 sq. ft.  
(\$1.33 to \$1.45 psf)

Condominiums: \$125,000 to \$185,000  
750 to 1,200 sq. ft.  
(\$154 to \$167 psf)

Rowhouses: \$135,000 to \$225,000  
850 to 1,500 sq. ft.  
(\$150 to \$159 psf)

# Optimum Market Position Suburban Neighborhoods

Rental Apartments: \$700 to \$1,350 per month  
600 to 1,250 sq. ft.  
(\$1.08 to \$1.17 psf)

Townhouses: \$150,000 to \$175,000  
1,100 to 1,350 sq. ft.  
(\$130 to \$136 psf)

Houses: \$180,000 to \$300,000  
1,250 to 1,750 sq. ft.  
(\$144 to \$171 psf)

# How Fast Will They Rent or Buy the New Units?

## Annual Capture Rates

15% to 20% multi-family rent and for-sale

5% to 8% single-family for-sale

A photograph of a downtown street scene. In the background, there are multi-story brick buildings with arched windows. A red awning is visible on the right. In the foreground, several cars are parked along the street, including a white sports car, a dark grey car, a red car, a blue car, and another red car. A group of people, including a man in a white cap and a woman in a grey jacket, are walking across the street. The text is overlaid on the image in a white serif font.

# Capture of Annual Market Potential Downtown

43 to 59 New Units per Year  
Over the Next Five Years

Rental Apartments: 29 to 39 units

Condominiums: 11 to 15 units

For-Sale Rowhouses: 3 to 5 units

# Capture of Annual Market Potential Suburban Neighborhoods

64 to 91 New Units per Year  
Over the Next Five Years

Rental Apartments: 38 to 50 units

For-Sale Townhouses: 3 to 5 units

For-Sale Detached Houses: 23 to 36 units

# City of Warsaw After Five Years

535 to 750 new housing units.

Stronger downtown.

New apartments.

New family ownership housing.

# Balance of Kosciusko County

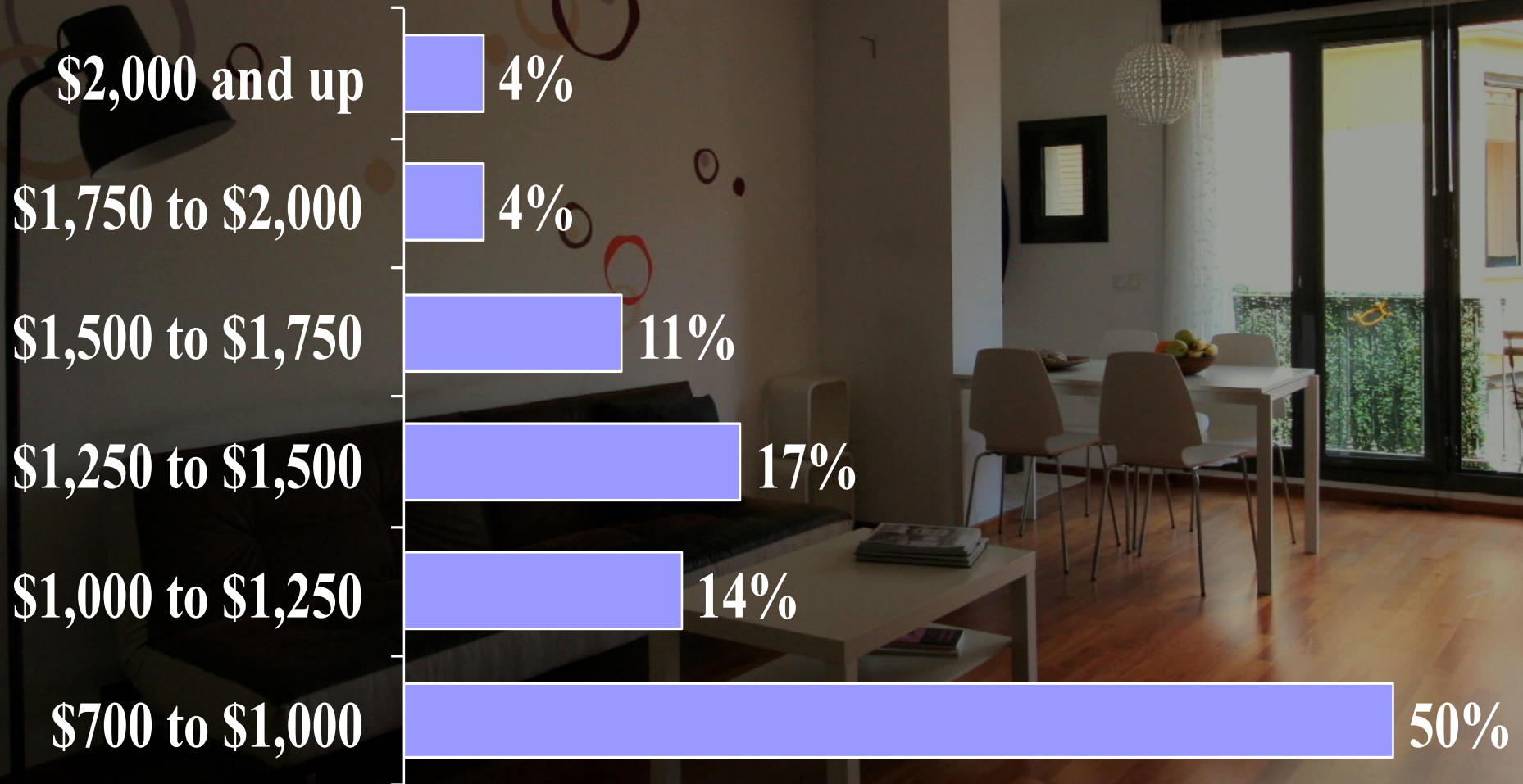
## How Much Are They Likely To Pay?

### Affordability Ranges

# Financial Capabilities

## 661 Annual Renter Households

Incomes at or above 60% AMI

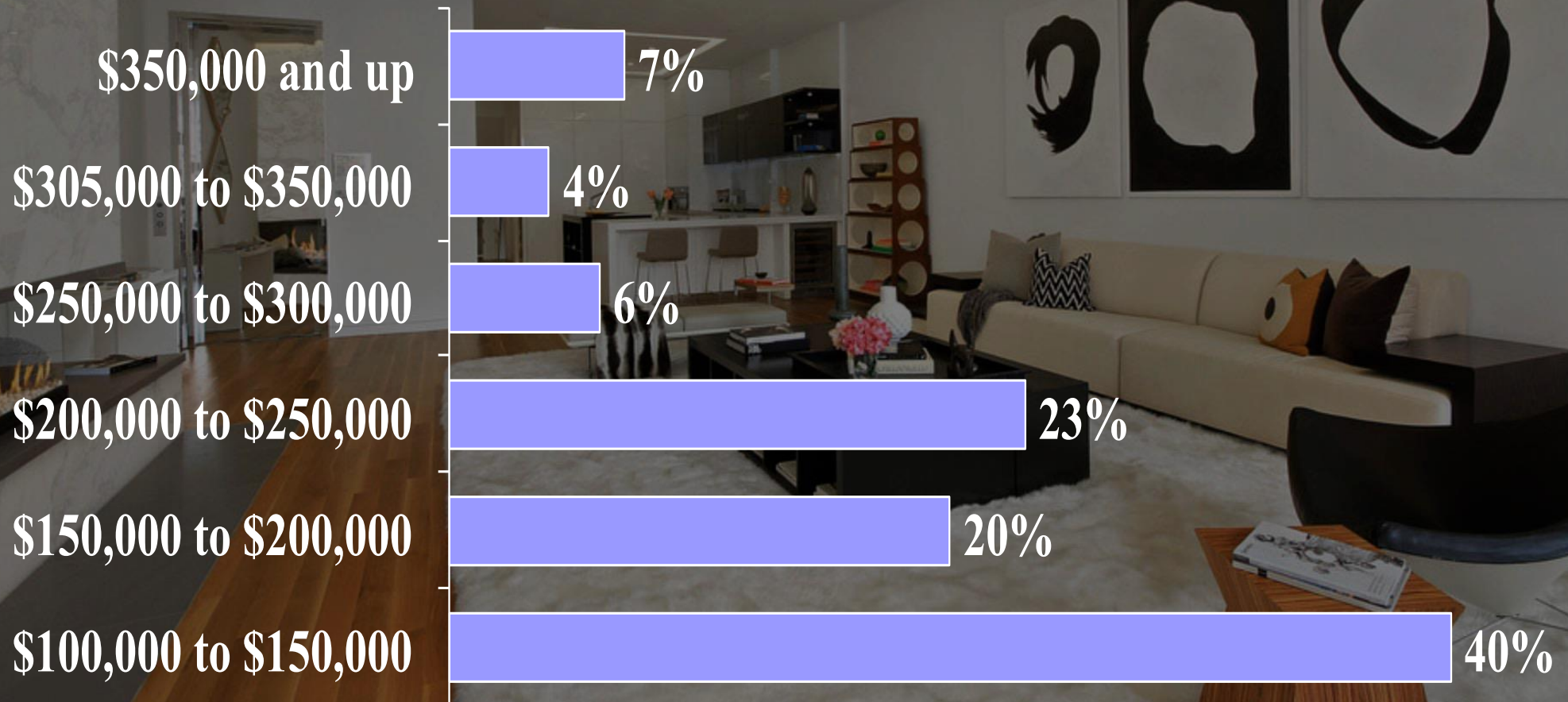


# Financial Capabilities

## 90 Annual Buyer Households

### Condominiums

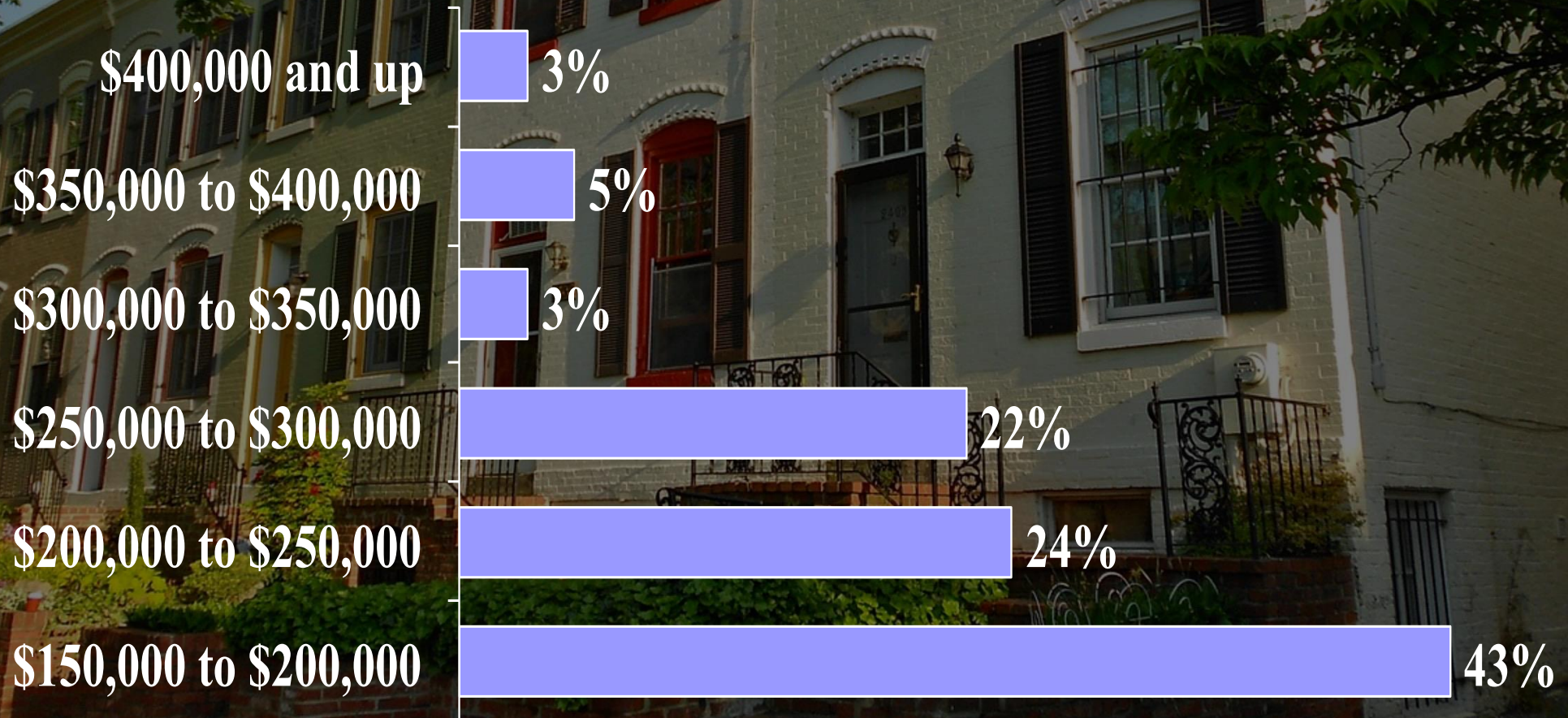
Incomes at or above 60% AMI



# Financial Capabilities

## 196 Annual Buyer Households

Rowhouses/Townhouses  
Incomes at or above 60% AMI

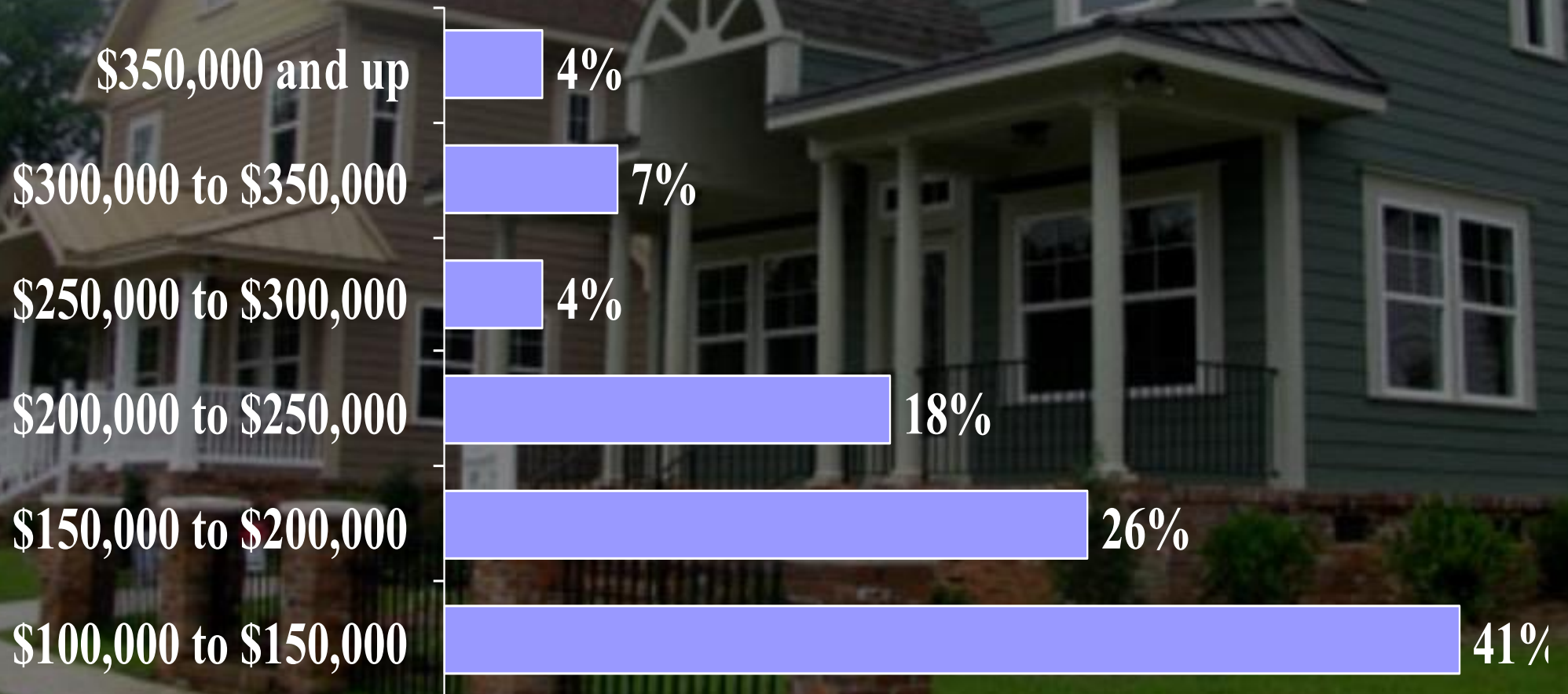


# Financial Capabilities

## 1,078 Annual Buyer Households

### Detached Houses

Incomes at or above 60% AMI



What should the rents and prices be?

Rent and Price Points  
Balance of Kosciusko County

# Optimum Market Position Balance of Kosciusko County

Rental Apartments: \$675 to \$1,300 per month  
600 to 1,250 sq. ft.  
(\$1.04 to \$1.13 psf)

Townhouses: \$135,000 to \$165,000  
1,100 to 1,350 sq. ft.  
(\$122 to \$123 psf)

Houses: \$170,000 to \$275,000  
1,250 to 1,750 sq. ft.  
(\$142 to \$162 psf)

# How Fast Will They Rent or Buy the New Units?

## Annual Capture Rates

15% to 20% multi-family rent and for-sale

5% to 8% single-family for-sale

A map of Kosciusko County, Indiana, is shown in the background. The county is outlined in red. Major roads like US-30, US-15, and US-13 are visible. Towns such as Warsaw, Leesburg, and North Webster are labeled. The text is overlaid on the map.

Capture of Annual Market Potential

Balance of Kosciusko County

163 to 234 New Units per Year  
Over the Next Five Years

Rental Apartments: 99 to 132 units

For-Sale Townhouses: 10 to 16 units

For-Sale Detached Houses: 54 to 86 units

# Annual Absorption By Town

<u>Municipality</u>	<u>Percentage Of Total</u>	<i>..... Rentals .....</i>			<i>Townhouses</i>			<i>Single-Family</i>		
		<u>15% Capture</u>		<u>20% Capture</u>	<u>5% Capture</u>		<u>8% Capture</u>	<u>5% Capture</u>		<u>8% Capture</u>
Claypool	3.0%	3	to	4	0	to	0	2	to	3
Mentone	7.7%	8	to	10	1	to	1	4	to	7
Silver Lake	7.8%	8	to	10	1	to	1	4	to	7
Pierceton	9.3%	9	to	12	1	to	2	5	to	8
Milford	13.2%	13	to	17	1	to	2	7	to	11
Syracuse	25.1%	25	to	33	3	to	4	14	to	21
Winona Lake	<u>33.9%</u>	<u>33</u>	to	<u>46</u>	<u>3</u>	to	<u>6</u>	<u>18</u>	to	<u>29</u>
	100.0%	99	to	132	10	to	16	54	to	86
		dwelling units			dwelling units			dwelling units		

# Balance of County After Five Years

815 to 1,170 new housing units.

Stronger towns.

New residential options.

New family ownership housing.



# Potential Combined Total After Five Years

1,350 to 1,920

New Rental and For-Sale Housing Units.