

# **SHEFFIELD PARK**

Paulding County, GA

DRI #588

## **Supplemental Area Of Influence Analysis**

August 16, 2004

### **Prepared for:**

Georgia Regional Transportation Authority (GRTA)

DRI Review

245 Peachtree Center Ave., NE

Suite 900

Atlanta, GA 30303-1223

(404) 463-3000

### **Prepared on Behalf Of:**

Mr. Barrett Howell, II

Pinehill Investments, Ltd.

4200 Northside Parkway, Building 3B

Atlanta, GA 30327

(404) 237-4675

### **Prepared by:**



# SHEFFIELD PARK – DRI #588

## Area of Influence Analysis

### General

The proposed Sheffield Park DRI is located in northern Paulding County, north of the city of Dallas and generally northwest of Atlanta. Although Paulding is a member of the Coosa Valley Regional Development Center, it is also in the Atlanta “non-attainment” area for pollution control and therefore is subject to GRTA DRI review. The project has an area of influence (AOI), measured by a six-mile “road radius” originating at the center of the site, that includes much of Paulding County, including the city of Dallas.

Project Location Map



The boundary for the AOI was determined by the combined boundaries of the 2000 U.S. Census Tracts included in the 6 road-mile radius as described above. The resultant AOI is comprised of approximately 242.94 square miles as follows:

Paulding Co.				
CT	1201	1202.01	1203	1204
Land Area	100.34	10.43	36.03	96.14

2000 Census Tract Map with AOI Boundary



The 2000 U.S. Census Tract boundaries provide the means to collect social, economic and housing data, without extrapolating or estimating percentages of data within multiple jurisdictions. In addition, salary information was collected from various sources, including Paulding County, the State of Georgia, Claritas, Inc., a private marketing and data collection organization, and estimates provided by HGOR in previous AOI studies approved by GRTA.

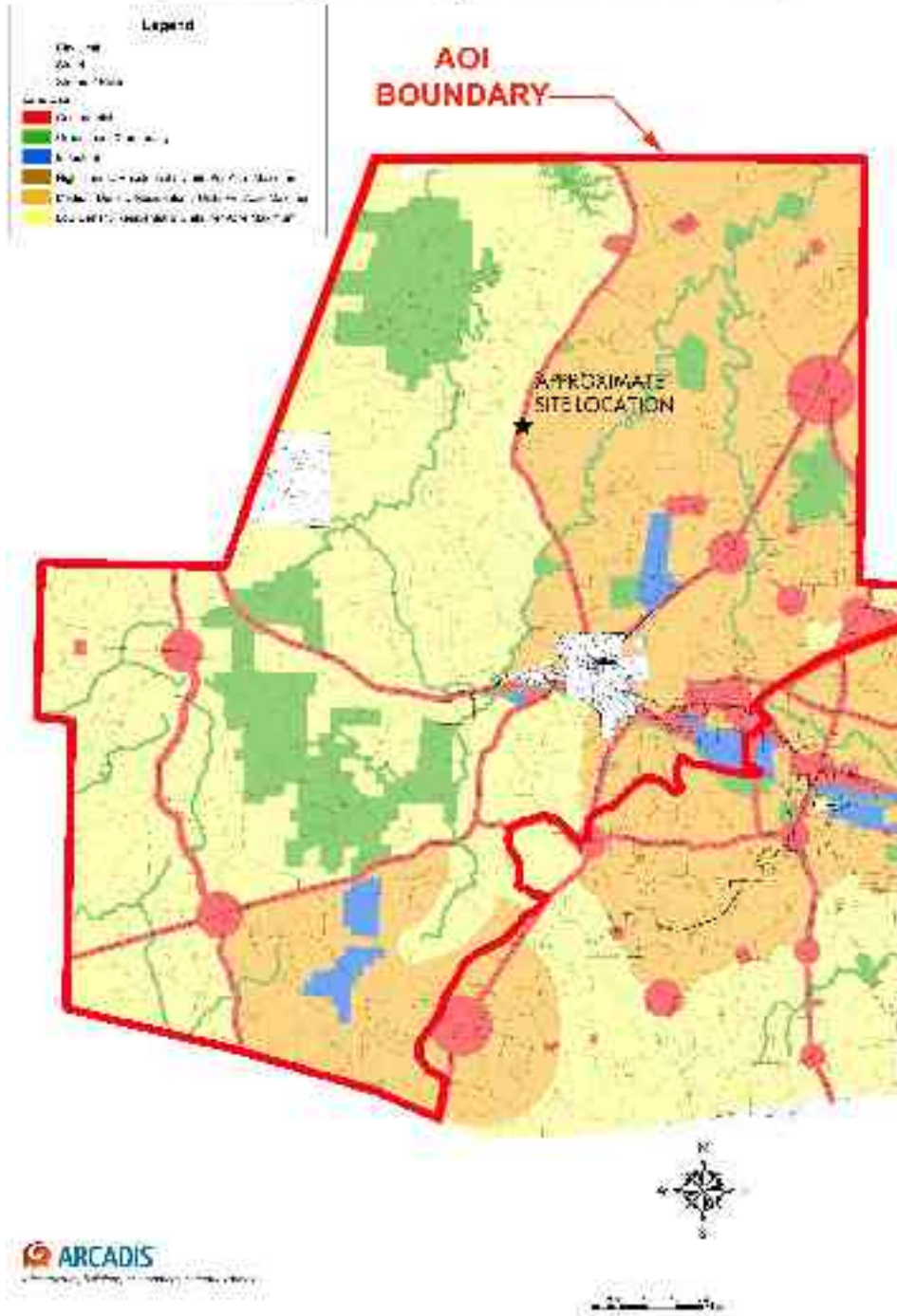
### **Land Use Analysis**

According to Paulding County Future Land Use Map, zoning maps, and available aerial photography, the AOI is primarily (80%) low and medium density residential in nature. Especially in the northern half of Paulding County, where *Low density residential* uses are designated west of 61 and *Medium density residential* uses are designated east of 61, in effect, splitting the AOI in half. There are also (8%) commercial/retail land uses designated along the major transportation corridors (including 61), at a few significant intersections and in Dallas.

There are also large tracts of *greenspace/community/recreation/conservation land* (8%) in the western half of Paulding County and small tracts (4%) of *Industrial* land use northeast of Dallas, in the southwestern portion of the County and on the south side of Hiram.

Paulding County Future Land Use Map with AOI Boundary

### Paulding County Future Land Use



According to the most recent Paulding County Zoning Map, the development site and most of the adjacent property is zoned **R-2 for residential development**. The site is surrounded by

undeveloped property with some residential and retail uses to the north and south. Within the greater AOI, the zoning is primarily low and medium density residential, with R-2 in Paulding. The AOI also includes small pockets of slightly higher density residential, manufactured homes, multi-family residential; general business/commercial, and light industrial land uses. These uses are primarily around Dallas, at intersections, and along the major thoroughfares. Interesting to note, there were no office uses designated in the AOI according to land use and zoning maps. Aerial photography also indicates a low level of development with limited commercial uses along 61, north and south of the subject site.

Aerial Photography of the Site with Approximate Property Boundary



### **GRTA Jobs/Housing Balance Criteria**

In accordance with Section 3-103.A.7 c. Criteria for GRTA DRI Non- Expedited Review, of the Procedure and Principles for GRTA DRI Review, the proposed DRI is analyzed with regard to on-site jobs/housing balance. The purpose of the analysis is to show “the proposed DRI contains a mix of uses which are reasonably anticipated to contribute to a balancing of land uses such that it would be affordable for at least ten percent (10%) of the persons who are reasonably anticipated to be employed in the proposed DRI, to be reasonably anticipated to have an opportunity to reside within the DRI.”

### **Project Phasing**

At its build out date of 2015, the proposed DRI is expected to generate 1,391 jobs and attract 2,328 residents, based on ARC’s regional averages for employment by square footage and persons per household. Adding to both the population and employment base, the proposed DRI includes opportunities for individuals to live and work within the DRI. The following is a summary of development, with a first phase build out of 2009. The jobs-housing balance will utilize total build out figures for both housing and employment opportunities.

<b>Land Use Summary</b>	<b>Phase One S.F./Units (2009)</b>	<b>S.F. Per Employee</b>	<b># Employees On Site</b>	<b>Population</b>
Residential Units	466			1164
Office	51,236	300	171	
Commercial/Retail	262,452	500	525	
Phase I Subtotal			696	
	<b>Phase Two S.F./Units (2015 Build Out)</b>			
Residential Units	465			1161
Office	51,236	300	171	
Commercial/Retail	262,452	500	525	
<b>Total</b>			<b>1,391</b>	<b>2,325</b>

### **Housing (Resident Worker) Analysis**

A regional average of 1.5 workers per household yields approximately 1,397 potential residents seeking employment. A 10% minimum of 140 resident workers would be required to find appropriate employment on site in order to meet the GRTA jobs-housing balance criteria.

Because “appropriate” employment based on education and experience of an unknown population is impossible to allocate with any accuracy, the cost of the proposed housing was determined to be the best determinant of resident salary and possible employment positions.

The housing budget is derived from an estimated 30% of monthly income designated for monthly owner occupied housing payments and 35% of monthly income for monthly rental rates. The proposed DRI includes 931 owner occupied units at various price points. The following analysis provides the annual and monthly income required to make monthly payments on each unit within a given price range. Residential selling prices were provided by the developer.

<b>Number of Units</b>	<b>Selling Price</b>	<b>5% Down Payment</b>	<b>Amt. Financed</b>
466	\$ 150,000	\$ 7,500	\$ 142,500
465	\$ 170,000	\$ 8,500	\$ 161,500

Mortgage Payment	County Taxes	Escrowed Monthly Payment	Annual Income to Qualify	Monthly Income to Qualify
\$ 854.36	\$ 124.40	\$ 979	\$ 39,150	\$ 3,263
\$ 968.27	\$ 140.99	\$ 1,109	\$ 44,370	\$ 3,698

**Assumptions:**

6% interest rate

30 Year Loan

Non-Escrowed Mortgage and Hazard Insurance

Paulding County Taxes, millage rate of 0.02488, and Homestead Exemption

12 annual payments

Monthly payment 30% of gross monthly salary

Employment Analysis

The proposed DRI includes 524,904 s.f. of commercial space and 102,471 s.f. of office space to provide 1,391 employment opportunities, based on regional averages. Utilizing methodology previously discussed with GRTA, the number of on-site employees and associated salary ranges for employees in a variety of general positions are estimated for each employment generating land use within the “adjusted” AOI. Utilizing a breakdown of employees by position and salary ranges for each position, the following numbers for on site employment were derived for the entire project:

On Site Land Uses	Employee Positions	# Employee Positions	Employee Position Breakdown	Annual Salary Range for Anticipated Employment Opportunities	
Retail	Sales Head/Manager	91	9%	\$ 30,000	\$ 35,000
	Sales Staff/Service Employee	795	76%	\$ 20,000	\$ 25,000
Restaurant	Rest.Mgr/Head Cook	27	3%	\$ 25,000	\$ 32,000
	Rest. Staff	136	13%	\$ 13,000	\$ 17,000
	<b>total commercial/retail positions</b>	<b>1050</b>			
Office	Exec./Prof. Level	76	22%	\$ 80,000	\$ 110,000
	Mid Level	228	67%	\$ 50,000	\$ 80,000
	Admin./Entry Level	38	11%	\$ 25,000	\$ 30,000
	<b>total office positions</b>	<b>342</b>			
<b>Total positions on site</b>		<b>1391</b>			

The positions were then sorted in ascending order of average monthly salary to better illustrate the positions that would afford a required monthly housing budget.

# Employee Positions	Employee Positions	Monthly Household (HH)
136	Rest. Staff	\$ 2,125
795	Sales Staff/Service Employee	\$ 3,125
38	Admin./Entry Level	\$ 3,750
27	Rest.Mgr/Head Cook	\$ 4,000
91	Sales Head/Manager	\$ 4,375
228	Mid Level	\$ 10,000
76	Exec./Prof. Level	\$ 13,750



To determine if the proposed employment positions would suit the proposed resident workers, the minimum monthly salaries for the assorted average housing costs were compared to the expected maximum monthly household income. The positions that would afford an appropriate salary and comparable housing budget would be considered appropriate for the residents seeking employment.

**Conclusion**

With a minimum required monthly income of \$3,263, the most affordable housing unit would attract many residents who are employed or seeking employment. The most appropriate job for those individuals, regardless of experience and qualifications, can not be assumed herein, however, the minimum housing budget can generally determine the minimum salary, and in this case, minimum employment position.

<b>On Site Jobs/Housing Balance Conclusion</b>				
<b>Number of Units</b>	<b>Selling Price</b>	<b>Min. Monthly HH Income to Qualify</b>	<b>On-Site Resident-Workers (in HH) with Adequate Income to Qualify</b>	<b>Percent of On-Site Resident-Workers to Qualify</b>
466	\$ 150,000	\$ 3,263	460	33%
465	\$ 170,000	\$ 3,698	460	33%

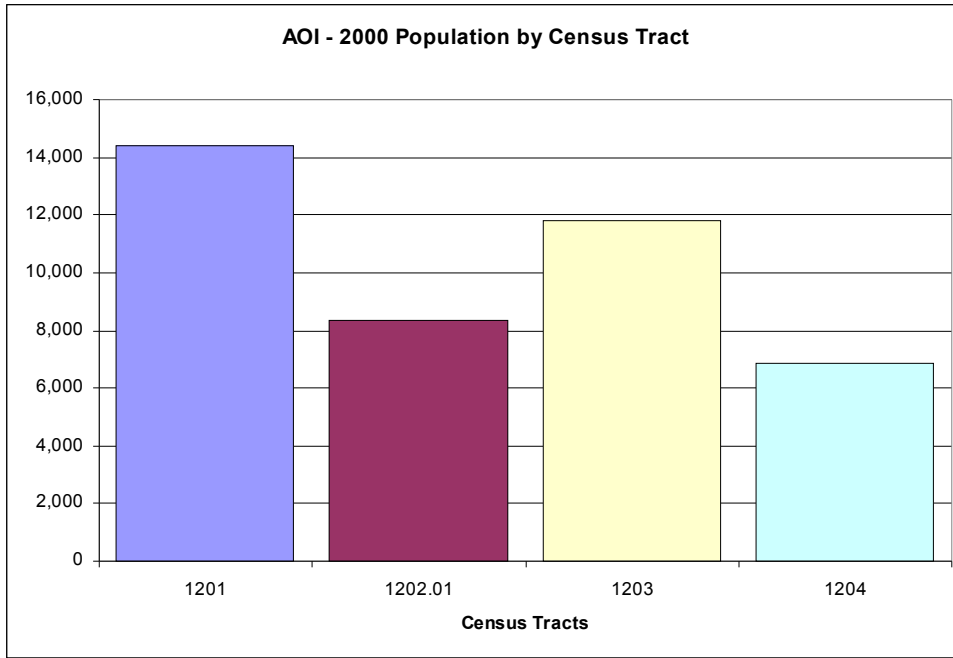
As illustrated above, 460 positions (33%) of the on site positions could afford the resident employees an appropriate position and related monthly salary for the housing in the proposed DRI. Therefore, the number of on-site job opportunities that meet the required minimum salary exceeds the 10% requirement of 140 resident workers to find appropriate employment within the DRI.

In summary, given the undeveloped nature of the area, there is a presumable demand for new housing stock, additional employment opportunities, as well as future commercial/retail services. The proposed DRI provides neighborhood commercial services and employment opportunities within walking distance of owner occupied single-family detached units, as well as a significant greenspace area. Many individuals choosing this location for housing could reasonably find nearby employment that would match their education and job skills. Moreover, the jobs that will be generated at this site are expected to provide an income that would make the proposed housing attractively affordable. This compatible relationship between the mix of uses and jobs-housing balance encourages fewer and shorter vehicular trips as well as the circumstances necessary to promote non-vehicular travel between sites.

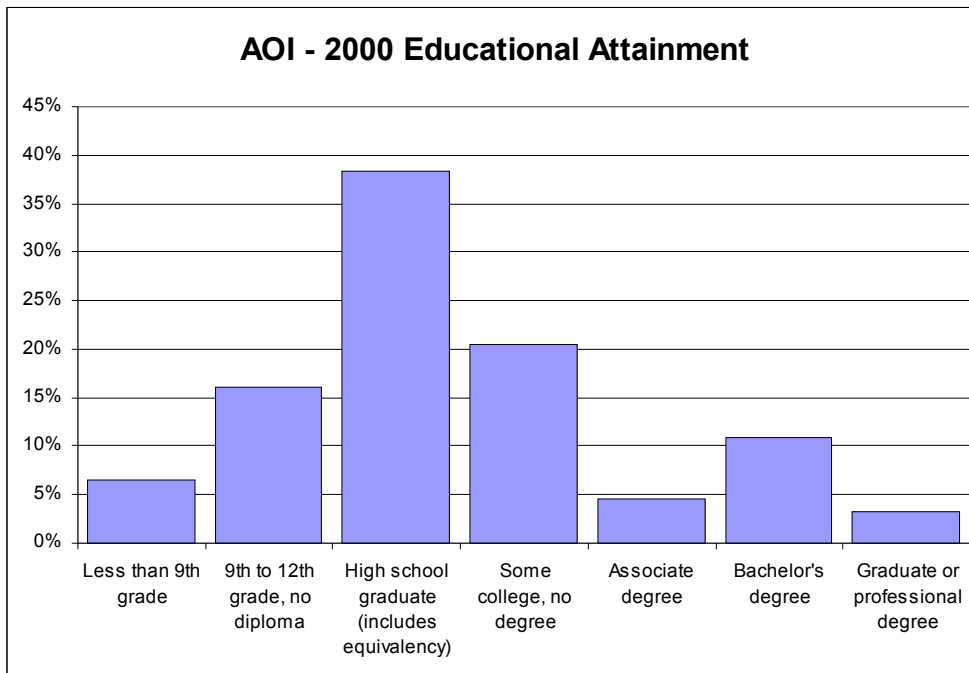
## **AOI - Socioeconomic and Demographic Analysis**

### **Population**

According to the 2000 Census the AOI, including four Census Tracts in Paulding County, is occupied by a total of 41,390 people.



The AOI 2000 population is quite young with a median age of 32. In addition, over 76% of the AOI 1990 population graduated high school and 39% had some college education.



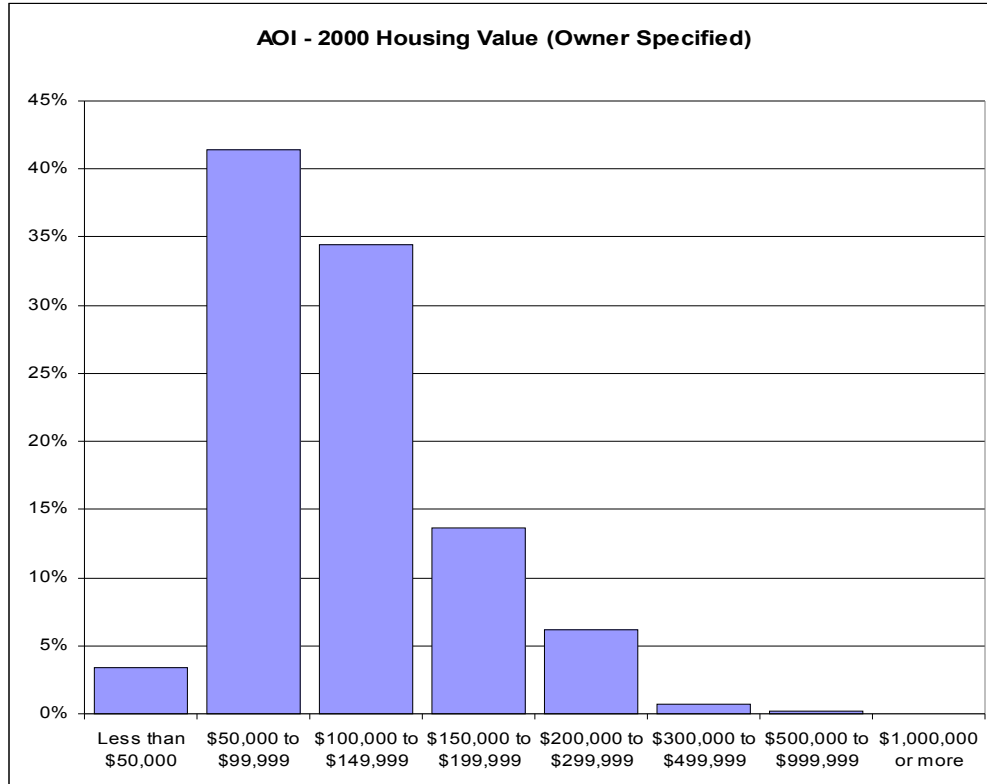
2000 U.S. Census data indicates a population density of 338 people per square mile, and a relatively new housing stock (over 70% built since 1980 and 30% built since 1995).

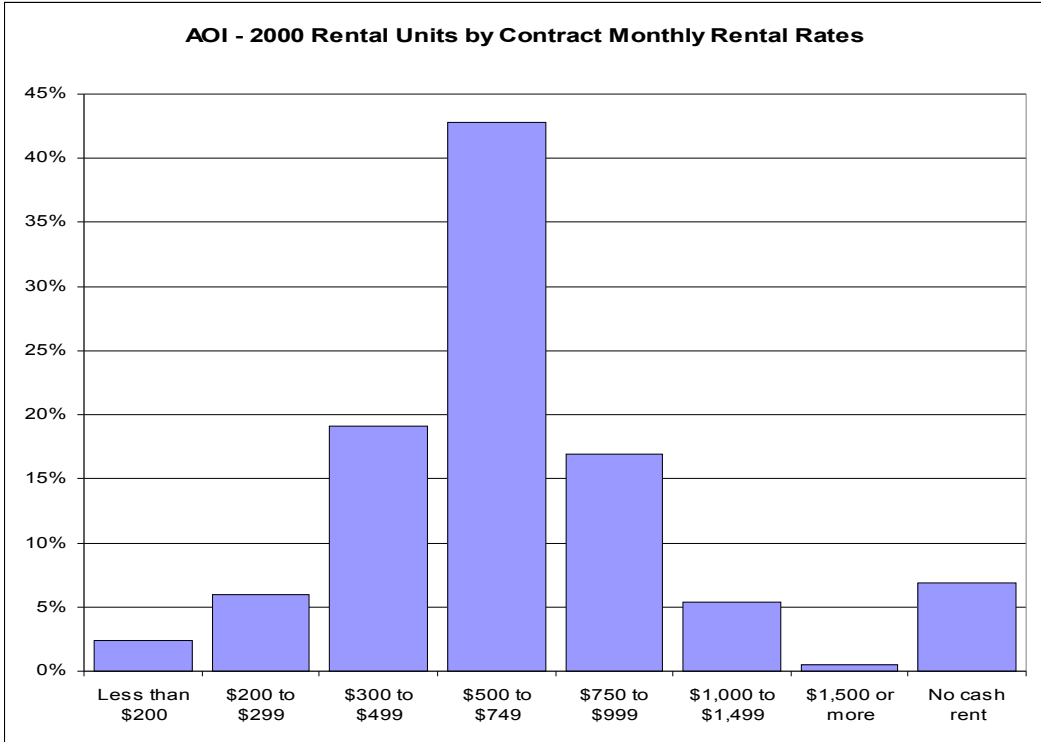
### Housing

Despite the land area covered by the AOI, the 2000 housing stock includes only 15,372 units, with 82% owner occupied, and 18% renter occupied units. The 2000 figures indicate an average household size of 2.80 persons per household in the AOI.

### Home Value/Prices

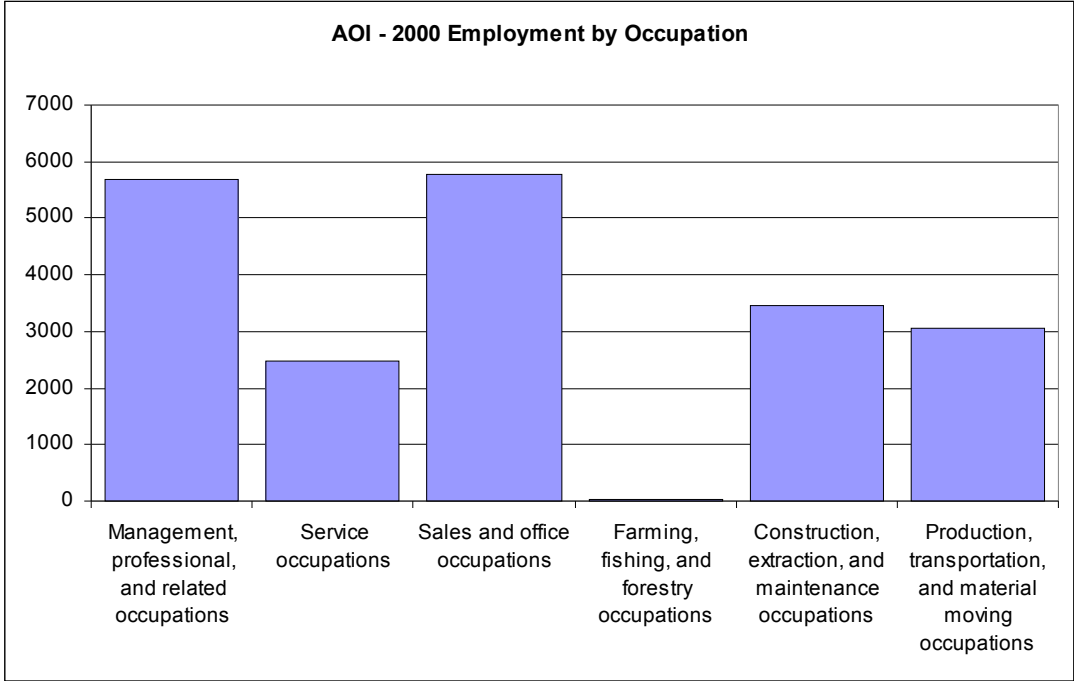
According to the Atlanta Journal Constitution's website ([www.homesales.ajcclassifieds.com](http://www.homesales.ajcclassifieds.com)), and data provided to that site from Market Data Center, LLC, the median home price (based on the most recent 25 homes sold at the time of this study) in this geographic zip code area is \$126,000 with a wide range of prices between \$57,800 and \$311,500. Detailed information from the AJC report is included in the AOI Appendix. In addition, data from the U.S. Census indicated a large range of home values and rental rates; however, the median home value was \$104,350 and median rent was \$606 in 2000.



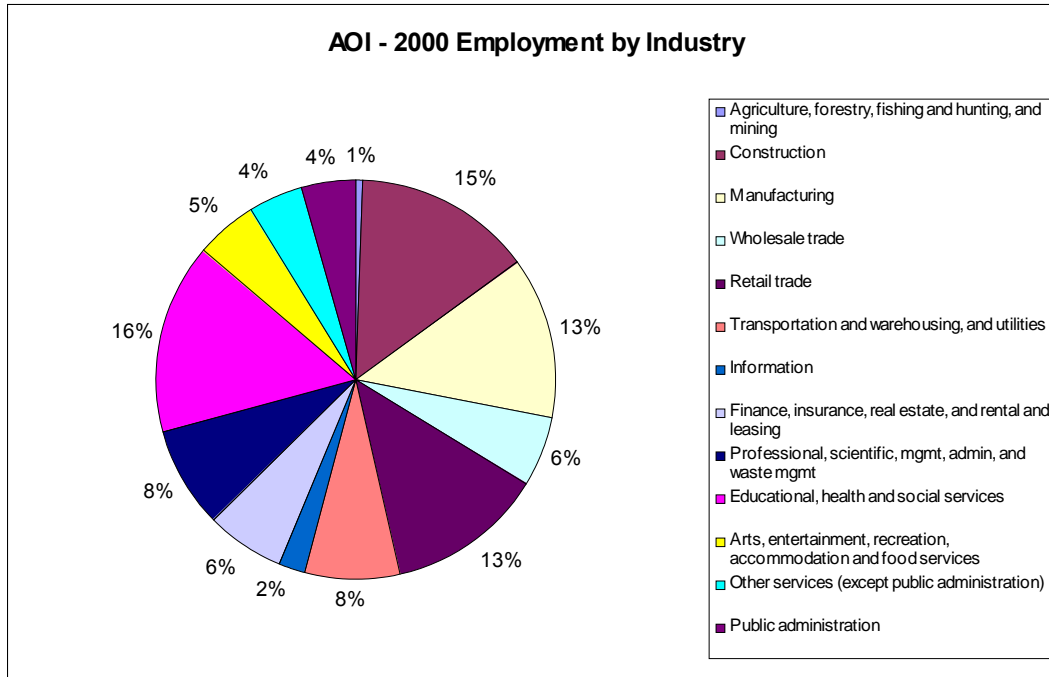


**Employment**

With regard to employment in 2000, the AOI population is employed in approximately 20,473 positions. An equal share of employment (28%) is within the “management, professional and related” and the “sales and office” occupations. In summary, there are approximately 1.33 positions for each housing unit or 0.70 positions per person over the age of 18 years in the AOI.

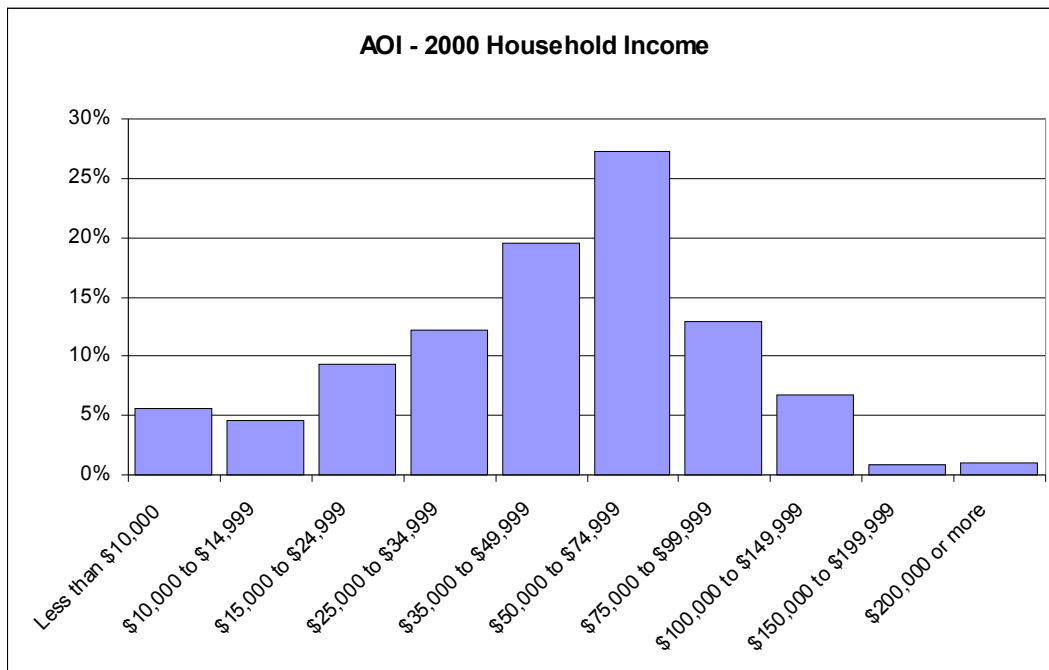


The breakdown of employment by industry for the AOI population is provided to demonstrate both the potential existing labor pool and the demand for a variety of skilled workers to be employed.



### Household Income

The education and employment positions above result in relatively high salary ranges, and 27% of the households earned between \$50,000 and \$74,999 in 1999. Still, the AOI's median household income of \$48,113 is significantly lower than that of Paulding County at \$52,161.



# AOI Appendix

AOI Employment Analysis

AOI Housing Analysis and Jobs-Housing Conclusion

AJC Homesales Data

AOI - 2000 U.S. Census Data

Site Plan (if available)