

Brown Street Properties LLC

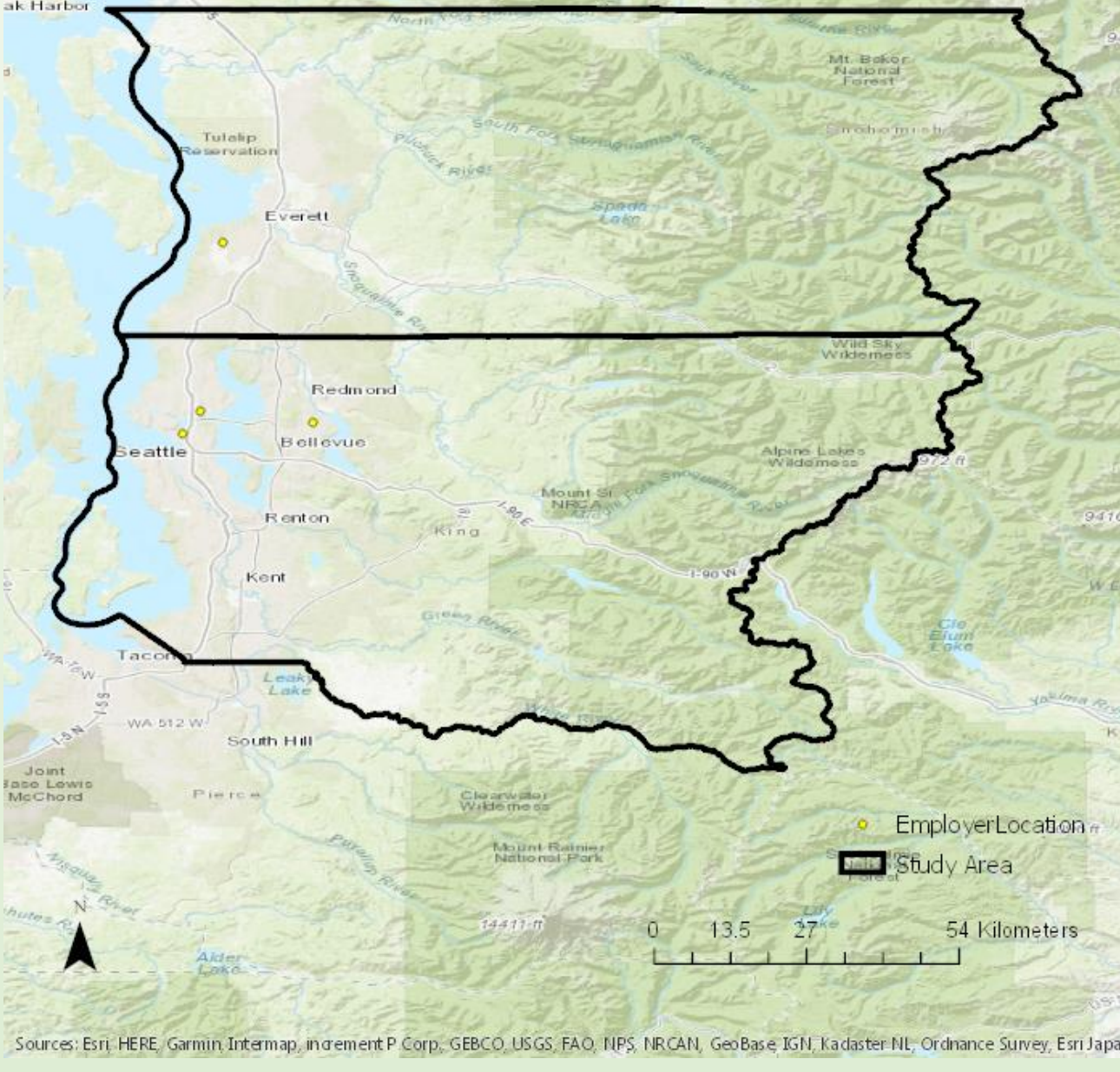
Residential Division

Projected Rental Housing for Commuters

By Mitchell Higgins

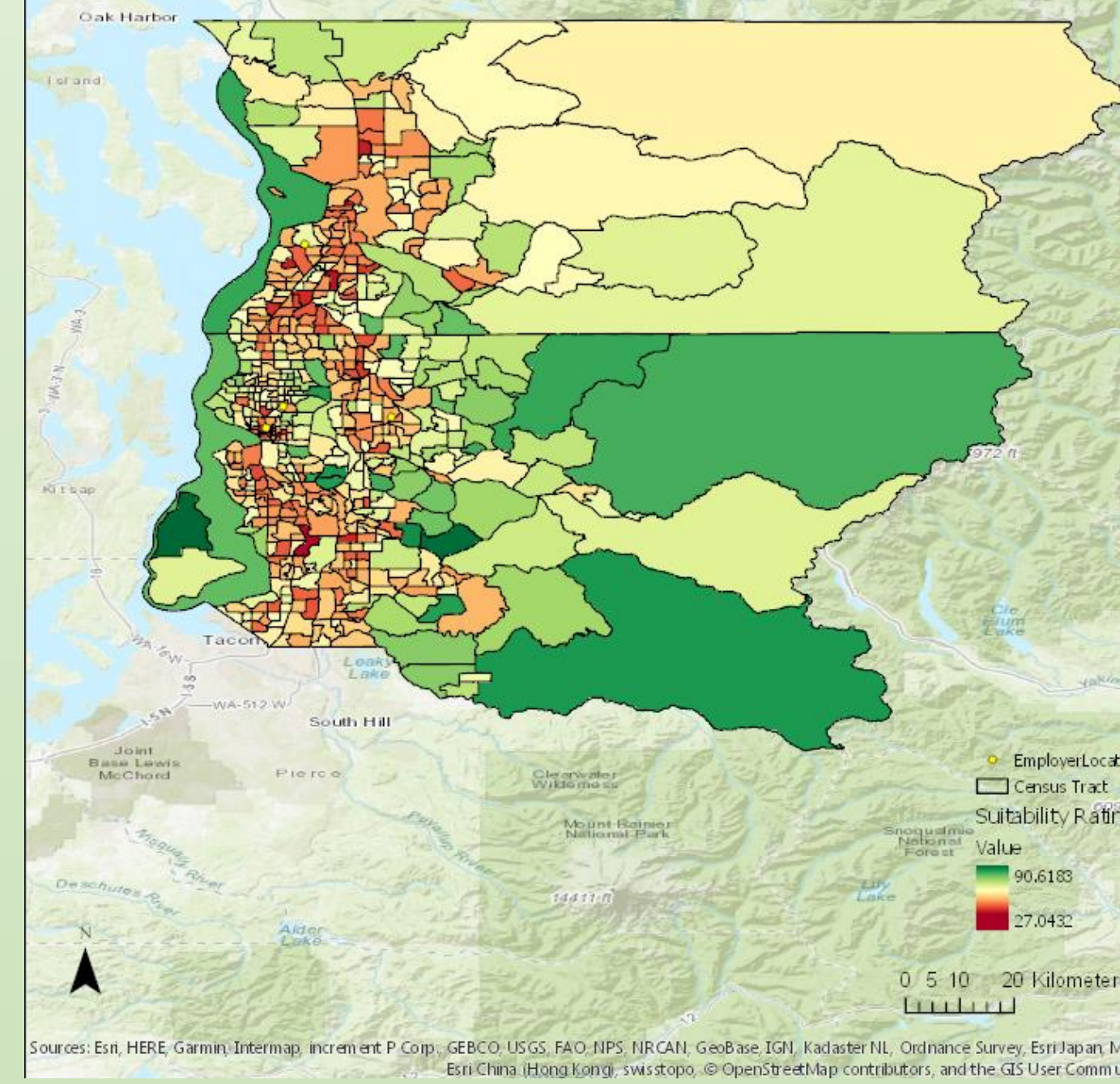
STUDY AREA

The scope of the commuter housing suitability model will be limited to specifically King County and Snohomish County. (Outlined in black)



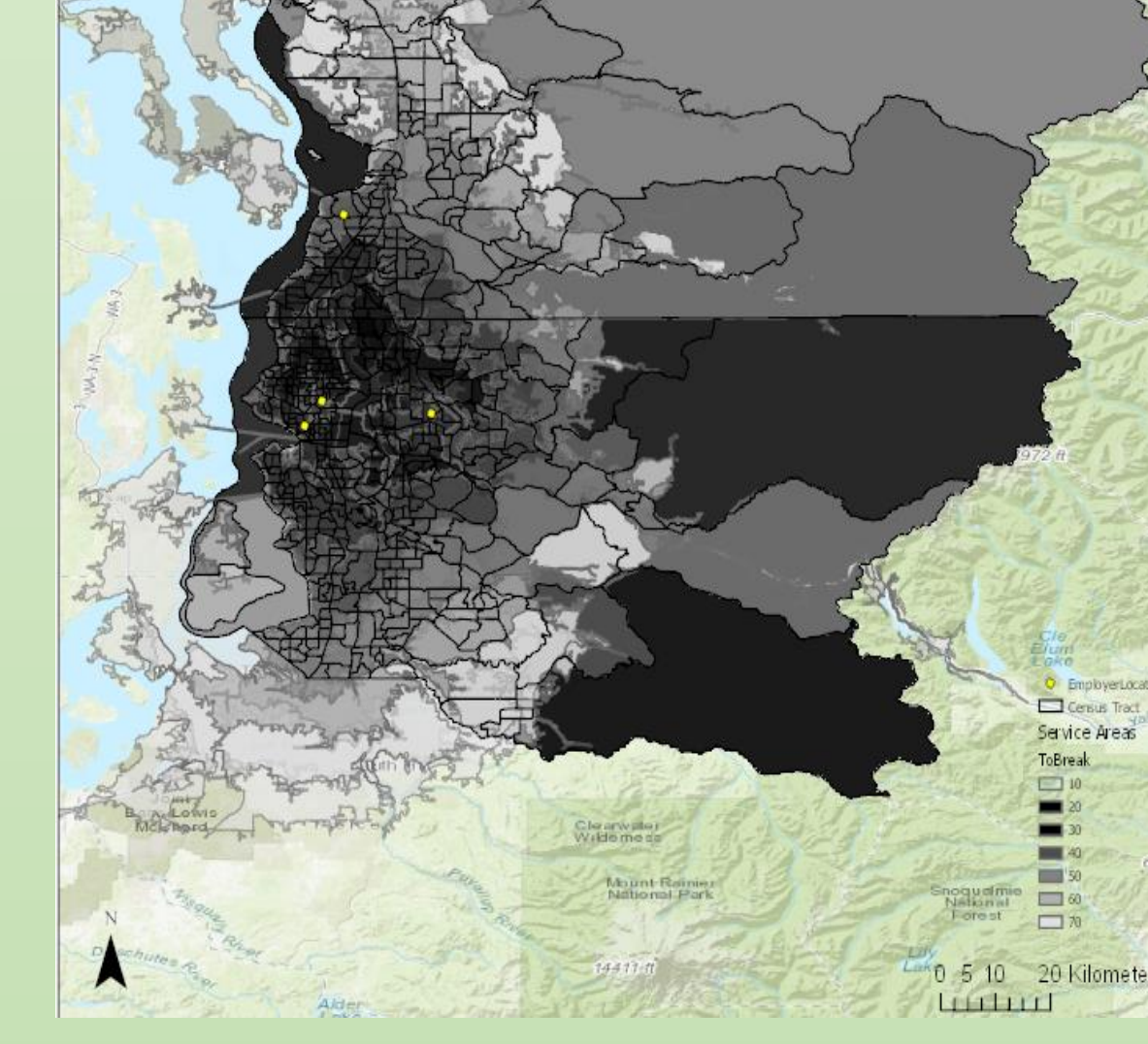
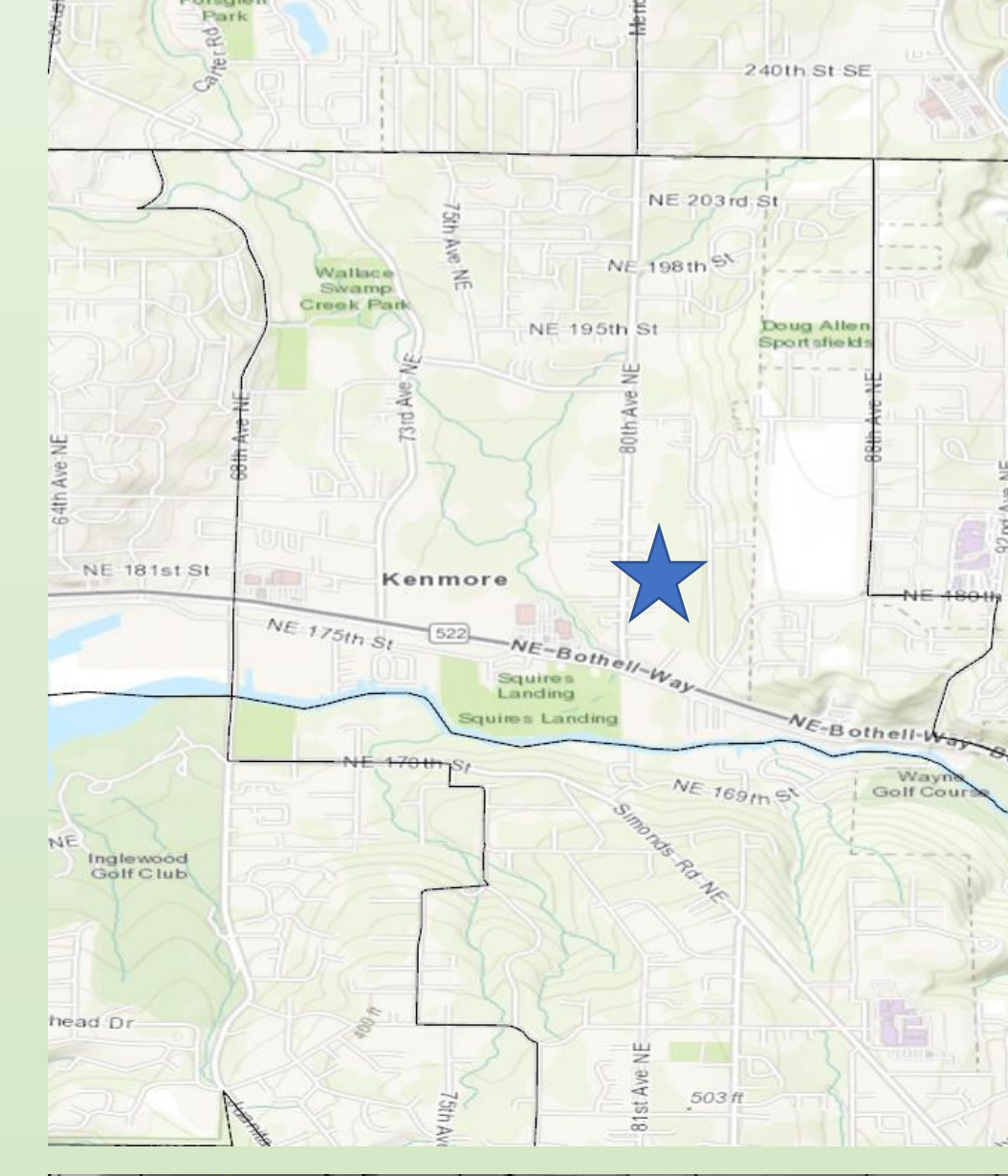
FINDING A SUITABLE LOCATION FOR RENTAL PROPERTY

Western Washington residents near the Seattle metropolitan area are running out of living options. Although there are some vacancies in the city and surrounding area, price has driven many who are looking to rent residential real estate to look outside of heavily urbanized areas. Brown Street Properties expects the population of Western Washington's largest cities to spill over, creating new opportunity for developers looking to build rental properties. After interviews with potential stakeholders, 6 metrics for suitability were defined in order from most to least important: Drive Time, Cost of Rent, Quality of Living Space, Low Crime Rates, Quality of Schools, and Population Density. These variables have been combined to produce Suitability ratings featured in the map below.

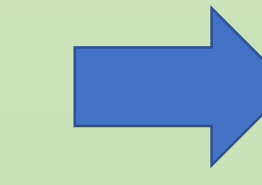


North Kenmore

The most suitable location for Brown Street Properties LLC to develop rental housing is Northern **Kenmore, WA**. Most people in Kenmore, WA commute and drive alone, and the average commute time is **less than 30 minutes**. Median monthly rent in Kenmore averages **less than \$1,000**, while the median property value is **\$427,700** producing a homeownership rate of about 72.5%. The population density was **3,028.7 people per square mile**, which is well below that of Seattle (4,721.6 per square mile). High School seniors graduated at a **rate of 95.4%**. Kenmore has a **crime index of 40**, which is significantly lower than the national average.

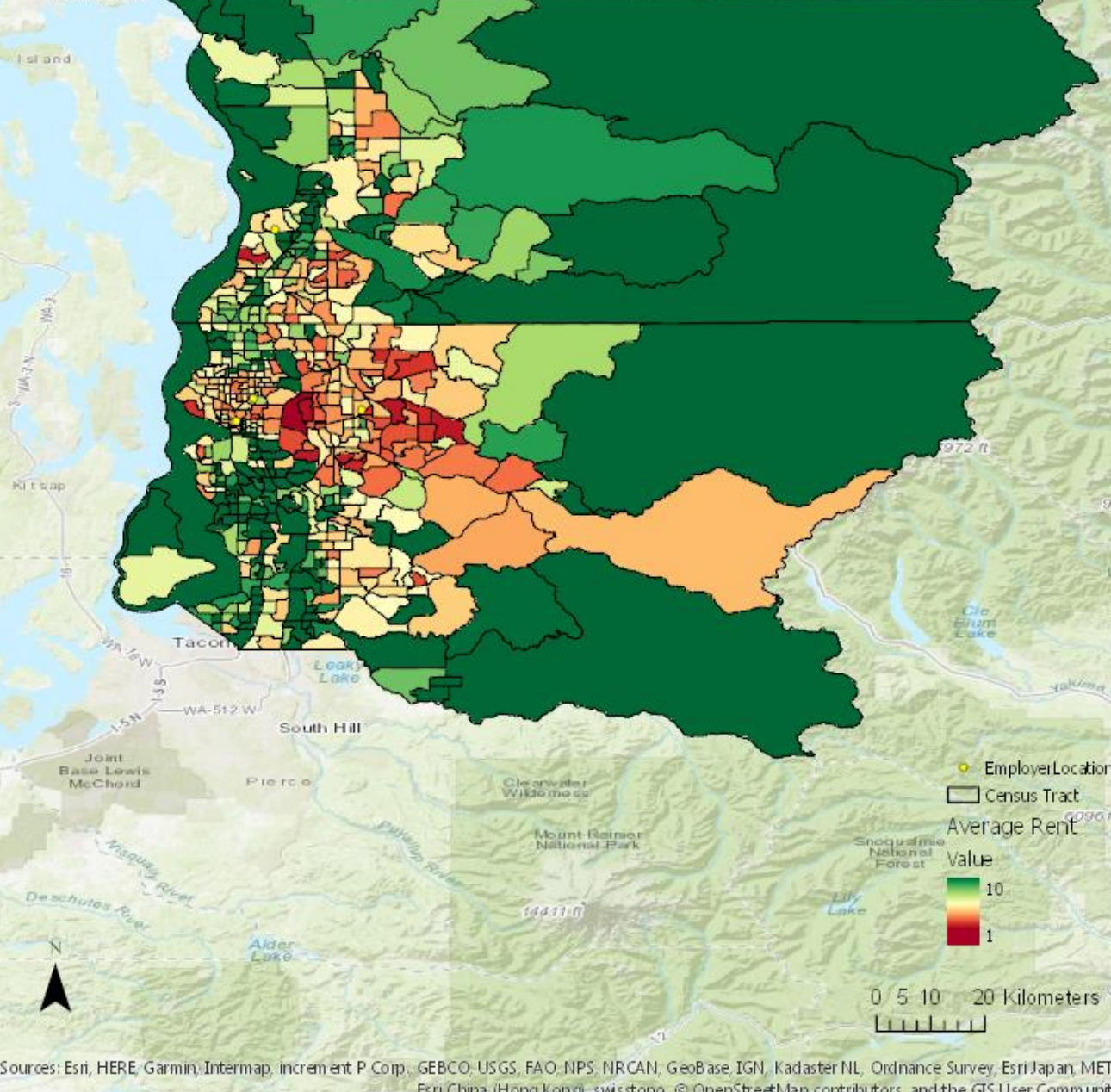


Ask me about these layers!



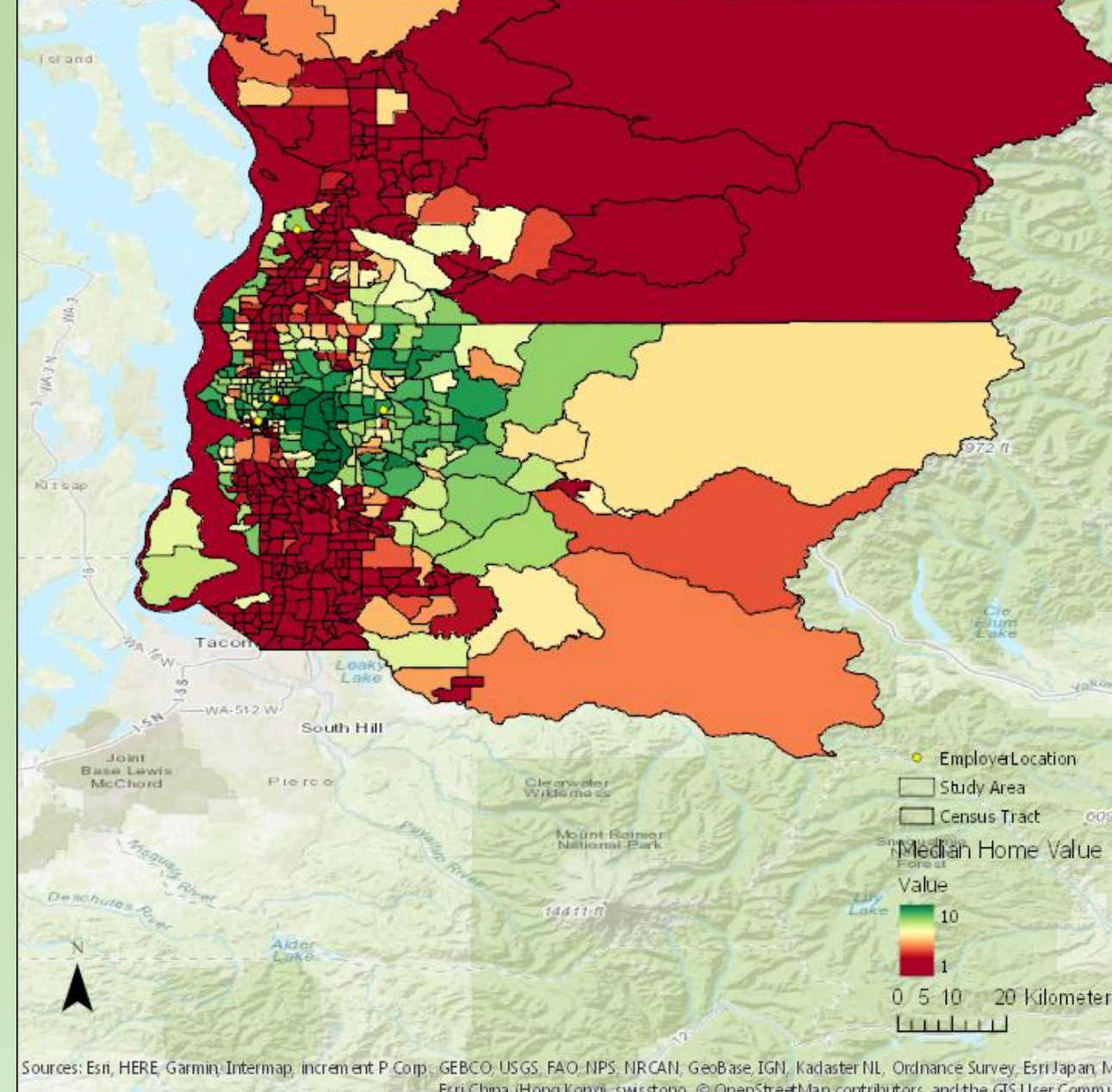
AVERAGE RENT

Stakeholders held that the cost of housing was paramount when searching for living spaces. Stakeholders made it clear that if monthly rent came close to or exceeded the cost of a mortgage that they would be more likely to purchase a home. I found that the median cost of rent in census tracts across King and Snohomish counties was about \$1,157, which is slightly lower than the national average of \$1,231 and the City of Seattle average of \$1,412.



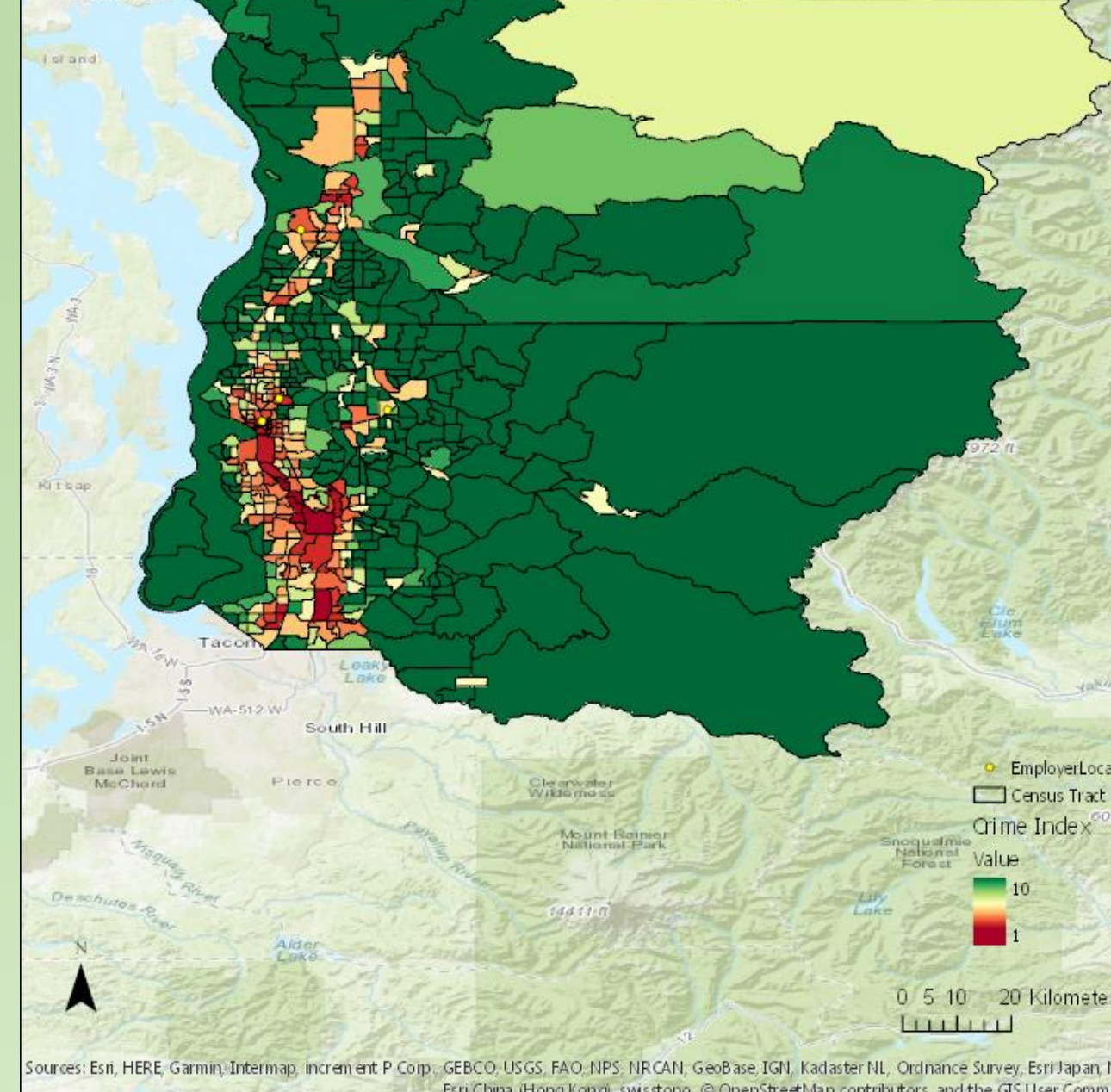
PROPERTY VALUE

Among renters with high paying jobs in the city, quality of living space is considered highly desirable. Stakeholders repeatedly mentioned a desire to live in nicer homes surrounded by aesthetically pleasing neighborhoods. Our targeted demographic is one of higher income, so suitable matches can be described as those areas with high property value. The median home value in our study area sits at \$380,394.



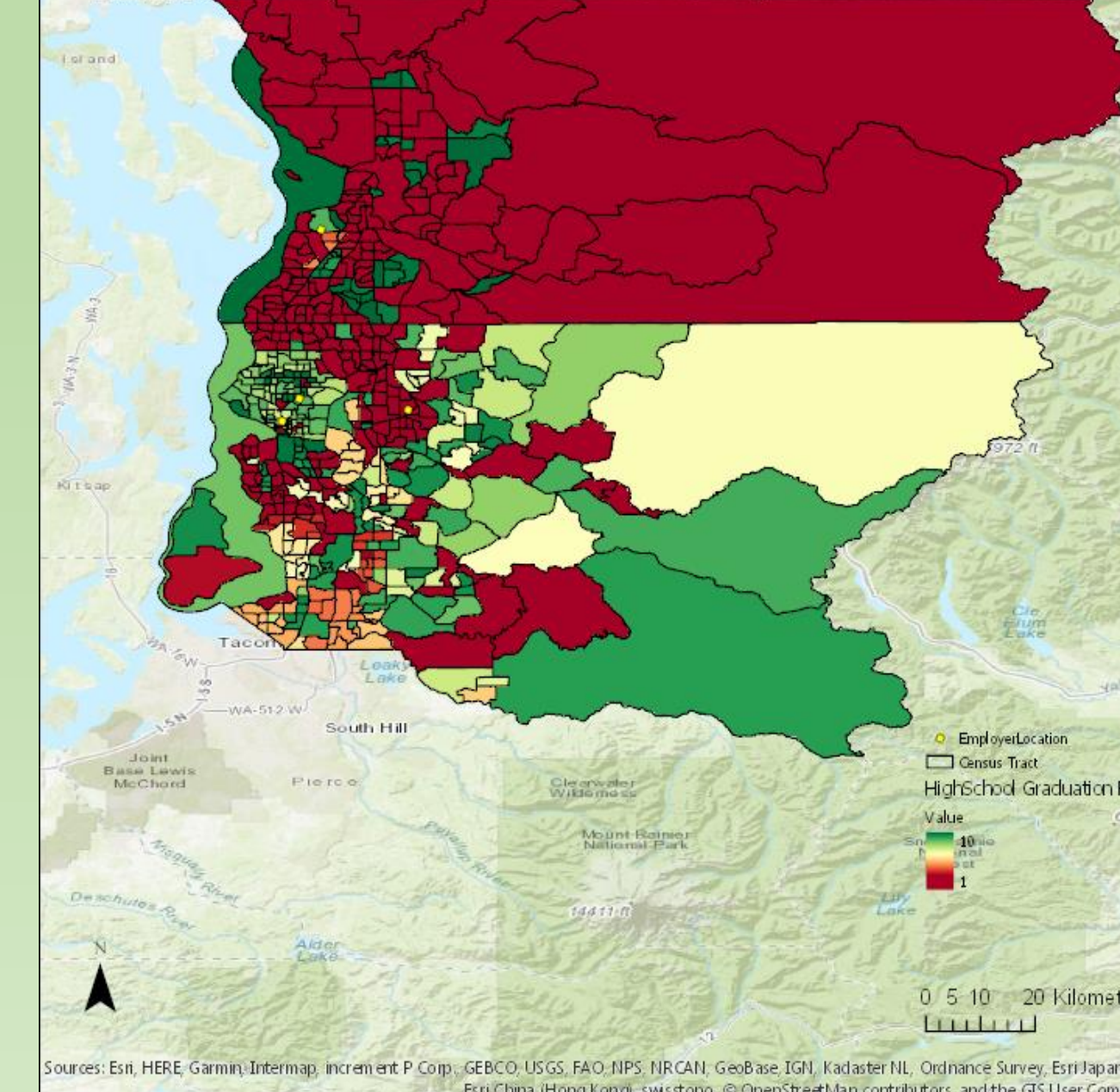
CRIME INDEX

Crime was another key factor identified by the stakeholders as an important variable to consider in conjunction with the perceived safety and security of the neighborhood. Perceived crime can also lead to problems and prevent new residents from moving into a neighborhood. The lower the crime rate, the more suitable an area becomes for potential tenants. The average crime index for the Snohomish-King County area is 136, with 100 being the national average.



HIGH SCHOOL GRADUATION RATE

Quality of schools was mentioned by the majority of the stakeholders. There are many school districts with each specified among the locations listed as desirable. Commuters mentioned that making sure they live in school districts that offer excellent education for their kids was highly important. Suitable matches for stakeholders are communities with higher rates of high school graduation. The average area graduation rate for high school seniors is 91%.



POPULATION DENSITY

The idea of a small close-knit community was also seen as a reason to commute and not live in the highly populated urban areas. Having access to backyards and wide-open spaces was a major reason why my commuting stakeholders did not live in urban areas. The lower the population, it seemed, the higher level of satisfaction with the community. Suitable matches are those areas with lower population density.

