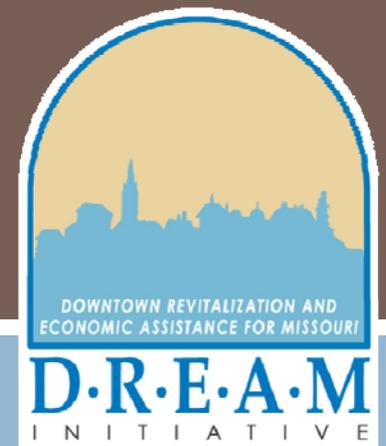


RESIDENTIAL DEMAND ANALYSIS

The Aurora Downtown Market Area
City of Aurora
Lawrence County, Missouri

Prepared by
Missouri Housing Development Commission

Assistance provided by
Peckham, Guyton , Albers & Viets, Inc.



Executive Summary



▣ **Market Study Purpose:**

Analyze the potential residential demand in the
Downtown area of Aurora, MO

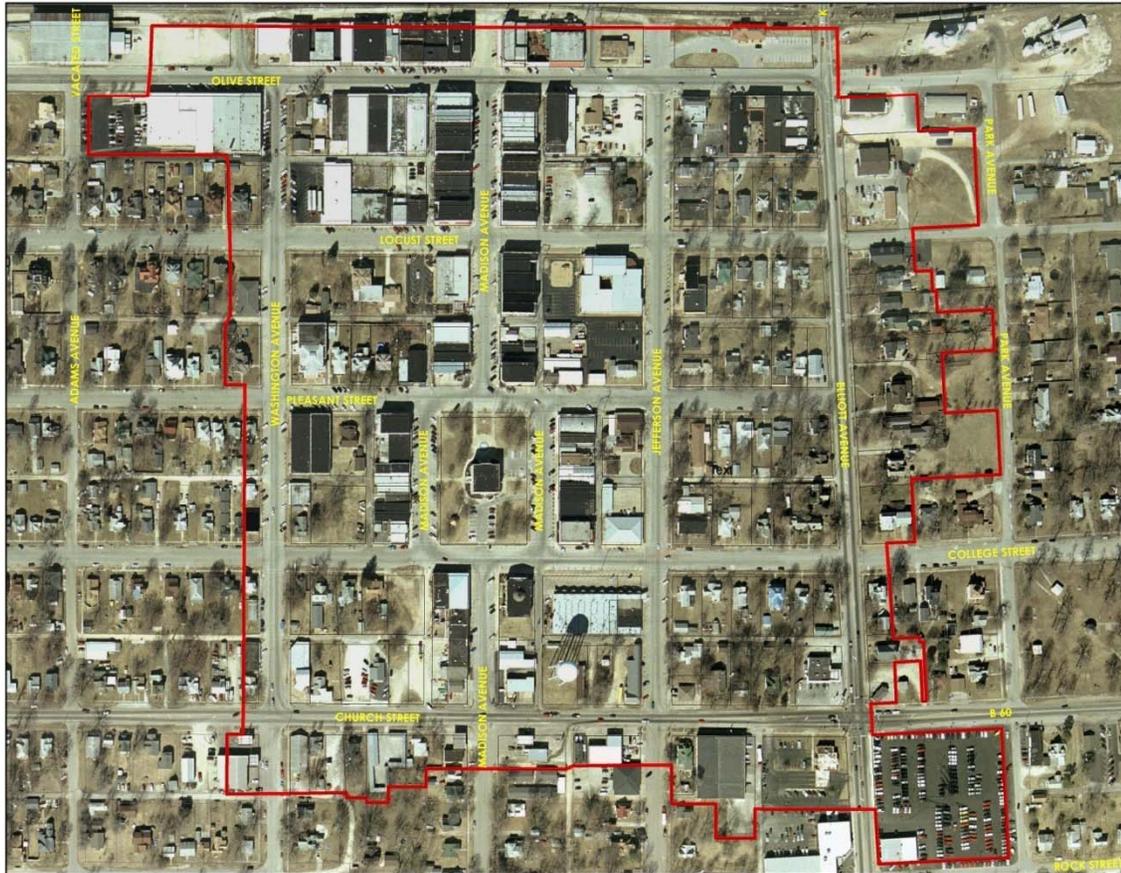
- Determine if residential development would complement the overall revitalization efforts of the Downtown area.
- Determine the types of residential market demand.
- Detail the depth of the residential market demand.
- Provide information regarding existing residential developments.
- Provide local demographic and economic data.

Executive Summary

- ❑ **Downtown Market Area (DMA) is generally considered to be the area as described in the DREAM application.**

- ❑ **The Analysis includes:**
 - A baseline assessment of current residential options in the DMA.
 - An assessment of potential residential development sites in the DMA.
 - Demographic and economic analysis of the community.
 - Demand analysis of the housing markets.
 - Family rental housing
 - Family affordable housing
 - Senior rental housing
 - For sale housing

Downtown Market Area



DREAM Boundary

Downtown Study Area
City of Aurora, Missouri

Legend

 Study Area



SEPTEMBER 2009



City Facts



Aurora, Missouri

- ❑ Located in Lawrence County in southwest Missouri .
- ❑ Approximately 30 miles southwest of Springfield, MO.
- ❑ Center of government and related services.
- ❑ Close proximity to lakes and other recreational areas.
- ❑ Primary trade area for some smaller surrounding communities.
- ❑ Former mining & railroad community.

City Facts (Downtown)

Downtown Aurora, Missouri

- ❑ Employment center of Municipal Government.
- ❑ Downtown square consists predominately of 1 story commercial buildings with high vacancies.
- ❑ Commercial buildings along Madison Avenue and Olive Street are 2 story buildings with street level occupancy and vacant 2nd story spaces.
- ❑ The Downtown area has a small number of single family homes along its east side.
- ❑ Many single family homes are in average condition, but some are in fair to poor condition.
- ❑ Many essential businesses located in relatively close proximity to Downtown.
- ❑ Significant amount of vacant upper floor space available for redevelopment.

Demographic Statistics



Population of Aurora

- ❑ Estimated 2009 population is 7,523 people.
- ❑ Population increased between 2000 and 2009 and this trend is expected to continue through 2014.
- ❑ The average age (38) of the population remained unchanged between 2000 and 2009 and is projected to remain the same through 2014.
- ❑ The gender distribution in Aurora includes more females (53%) than males (47%).
- ❑ Approximately 45% of the adult population of Aurora is married.

Household Demographic Statistics



- ❑ Estimated number of households in 2009 is 2,941.
- ❑ Total number of households has increased slightly since 2000 and is expected to continue over the next five years indicating a need for additional housing units.
- ❑ The average size of households has increased slightly
- ❑ The number of households with income of \$50,000+ is projected to increase by approximately 21% between 2009 and 2014.
- ❑ The number of households with income of \$100,000+ is projected to increase by approximately 32% between 2009 and 2014.

Household Demographic Statistics



- ❑ The percentage of Hispanic Households is relatively small and is projected to increase 24% between 2009 and 2014.
- ❑ The percentage of Female Headed Households is approximately 32% of total households.
- ❑ Approximately 69% of households live in owner occupied units and approximately 31% of households live in renter occupied.
- ❑ Tenure patterns of the community have been constant:
 - Large percentage of owner occupied housing are 3 bedroom units
 - The majority of renter occupied units leased are 2 bedroom units
- ❑ The net migration for Lawrence County has been negative.

Housing Statistics

- ❑ There has been a small increase in households for age groups between 25 to 34 years, 45 to 54 years, and 85 years of age and older.
- ❑ There has been a small decrease in households for age groups under 25 years of age and between 35 to 44 years and 75 to 84 years of age.
- ❑ Approximately 13% of all renter households are severely cost burdened, which is about the same average for all renter households in the State of Missouri:
 - The most severely cost burdened renter groups in Aurora appear to be single persons at 19%.
 - Small family households are also severely rent burdened at and 14%.

Housing Statistics



Housing Units

- ❑ The single family housing market in Aurora has slowed similar to other areas of the country.
- ❑ Currently 218 homes are listed for sale through the Aurora Multiple Listing Service.
 - List prices range from \$20,000 to \$400,000
 - Downtown list prices range from \$50,000 to \$110,000
- ❑ Building permits have significantly decreased since 2007.

Employment and Economy

Major Employers - Aurora, Missouri Area		
Employers	Type of Business	Employees
Ag Forte, LLC	Turkey Hatchery	350
Aurora R-8 Schools	Elementary & secondary education	300
Wal-Mart	Discount department store	250
St. John's Hospital Aurora	Acute care hospital	215
MWM Dexter	Commercial printer	120
TT Group, Inc.	Shoe manufacturing	100
Aurora Nursing Center	Elderly health care	95
Price Cutter Supermarket	Grocery chain	60
City of Aurora	Municipal government	60
AFB International	Dog food flavors	60
Luggage Works/Logo Solutions	Airline luggage/embroidery	45

Source: Aurora Chamber of Commerce

Employment and Economy



City Employment

- ❑ Manufacturing, Retail, Healthcare, and Education comprise over half of the Aurora economy.
- ❑ Average annual earnings for these top four sectors range from \$25,500 to \$36,000.
- ❑ Manufacturing jobs have increased slightly in the Aurora area.
- ❑ Ag Forte (Turkey Hatchery) is the area's largest employer with 350 employees.

Existing Rental Housing

Market Rate Rental Housing

- ▣ Several market rate rental housing options
 - Options include:
 - Apartments
 - Duplexes
 - Townhomes
 - Single family homes
 - Occupancy is good with demand for all bedroom sizes.
 - Typical rents:
 - 1 bedroom- \$300 to \$400
 - 2 bedroom- \$350 to \$550
 - Single family rentals- \$450 to \$750

Existing Affordable Housing



Family Affordable Renter Housing

- 3 existing developments with no new construction at this time.
 - Most have some sort of rent subsidy.
 - All of the rent subsidized developments are reported to have good occupancy.

Existing Affordable Housing



Senior Affordable Renter Housing

- ▣ 3 existing developments with no new construction at this time.
 - All have some sort of rent subsidy.
 - All are reported to have good occupancy and some have waiting lists.

Family Affordable Renter Housing

- ▣ 3 existing developments
 - Most have some sort of rent subsidy.

Market Opportunities

The Primary Market Area of the Aurora Downtown Housing Market includes:

- ▣ All of the City of Aurora
- ▣ Ten mile radius around the City of Aurora

It would be beneficial for Downtown Aurora to increase their permanent population in Downtown Aurora...

- ▣ These new units should be targeted towards
 - Young Individuals & Young Couples
 - Young married households with no children
 - Maturing families looking for owner occupied housing
 - Empty-nesters

Market Opportunities

Downtown Aurora Assets

- ❑ Government Center – Downtown is the municipal government center.
- ❑ Existing Residential Market – A small number of single family homes on the east side of Downtown already exist.
- ❑ Potential Development Space – Significant amount of vacant building space that has potential for residential development.
- ❑ Location – Downtown is centrally located in the community.
- ❑ Commitment – Community committed to improving Downtown as evidenced by the creation of the Main Street Aurora Committee.
- ❑ Eating Establishments – A couple of popular eating establishments exist Downtown and draw from both inside and outside of the community.

Market Opportunities

Assets of Downtown Aurora

- ❑ Catalytic Efforts – Some buildings in Downtown have been renovated which may encourage other area improvements.
- ❑ Neighborhood Amenities – Important amenities like grocery stores, a pharmacy, a gas station and eating establishments already exist Downtown.
- ❑ Business Market – Many small and medium sized businesses exist in Downtown.
- ❑ Essential Neighborhood Services – Essential neighborhood services in close proximity to Downtown.
- ❑ Parks and Historical Attraction – Two parks and the historical Train Depot Museum located within Downtown area.
- ❑ Existing Residential Market – Existing residential units in a variety of housing types.

Rental Household Opportunities

Affordable Senior Renter Household Demand (2009-2014)

- ▣ 43 households attracted to Downtown Market Area:
 - One bedroom - 13
 - Two bedroom - 30
- ▣ Compliment Downtown revitalization efforts.
- ▣ Will add social and economic diversity.

Housing Production Considerations

Financing Options

- ❑ Federal & State Affordable Housing Tax Credits, Historic Tax Credits, and New Markets Tax Credits
- ❑ MHDC Multifamily Loan Programs
- ❑ Hope VI Main Street Grants
- ❑ Tax Abatement, TIFs, Special Taxing Districts, and State Grant Programs
- ❑ Brownfield Redevelopment Program
- ❑ Industrial Development Bonds
- ❑ Neighborhood Assistance Program
- ❑ MODESA
- ❑ First Time Homebuyer Loan Program
- ❑ HeRO Program
- ❑ Missouri Housing Trust Fund

Conclusions



- ❑ **Aurora has several options for Residential Redevelopment throughout Downtown.**
- ❑ **Additional housing in the Downtown area would complement Downtown Revitalization efforts by increasing the 24 hour population.**
- ❑ **Residents would help support existing businesses and attract new businesses.**
- ❑ **Downtown Aurora could support an additional 34 Senior Residential Units.**

Contact Information



**The entire Residential Demand Analysis
is available from:**

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