

RESIDENTIAL DEMAND ANALYSIS

The Strafford Downtown Market Area
City of Strafford
Greene County, Missouri

Prepared by
Missouri Housing Development Commission

Assistance provided by
Peckham, Guyton, Albers & Viets



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Executive Summary



▣ **Market Study Purpose:**

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

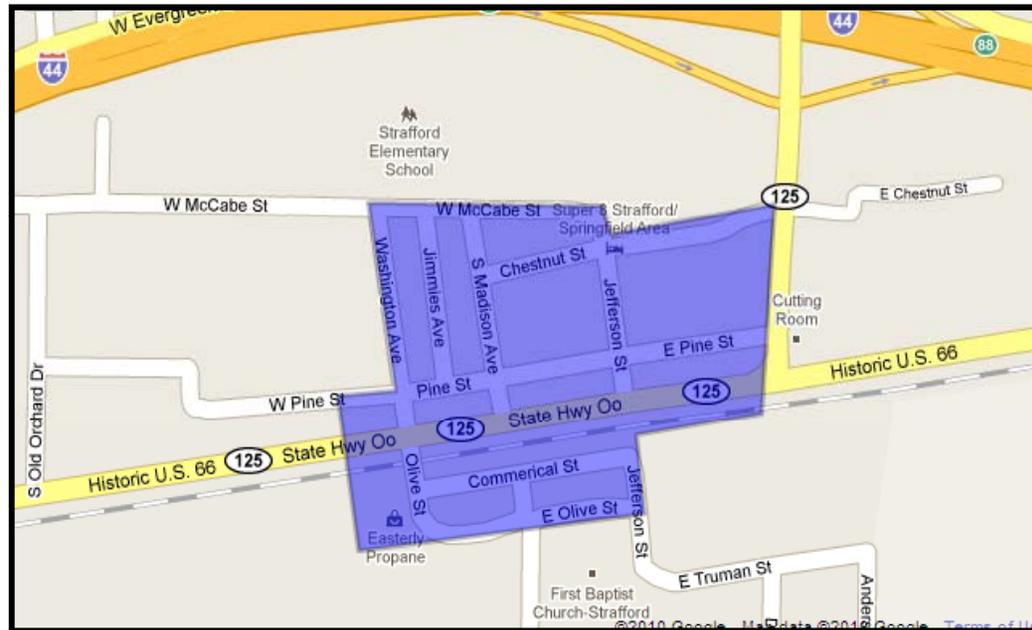
- Determine if residential development would complement the overall revitalization efforts of the Downtown area.
- Determine the types of residential market demand that exists.
- Detail the depth of the residential market demand.
- Provide information regarding existing residential developments.
- Provide 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



MO DREAM - City of Strafford Residential Demand Analysis

City Facts



Strafford, Missouri

- ▣ Located in Greene County in southwest Missouri.
- ▣ Approximately 5 miles northeast of Springfield, MO.
- ▣ Small “bedroom” community.
- ▣ Located along the Trail of Tears and famous Route 66.
- ▣ Community founded with the construction of railroad line that is still active today.

City Facts (Downtown)

Downtown Strafford, Missouri

- ❑ Centrally located within the community.
- ❑ Employment center of Municipal Government.
- ❑ Contains places of worship, a few small retail and service businesses, and a few low density residential uses.
- ❑ Elementary, middle and high schools are located in the Downtown area, just outside the DREAM Study Area boundaries.
- ❑ Few buildings are more than one story and various architectural styles exist.
- ❑ Appearance negatively affected by the poor condition of many buildings, infrastructure problems with streets and sidewalks, and overhead lines.
- ❑ Most businesses along Pine Street and Old Route 66 have or had dual entrances.
- ❑ Decline of Downtown was due to diminished travel along Route 66.

Demographic Statistics



Population of Strafford

- ❑ Estimated 2009 population is 2,216 people.
- ❑ Population increased between 2000 and 2009 and this trend is expected to continue through 2014.
- ❑ The average age of the population increased between 2000 and 2009 and this trend is projected to continue through 2014.
- ❑ The gender distribution in Strafford includes more females (51%) than males (49%).
- ❑ Approximately 44% of the adult population of Strafford is married.

Demographic Statistics



Households in Strafford

- ❑ Estimated number of households in 2009 is 852.
- ❑ Total number of households has increased since 2000 and is expected to continue over the next five years indicating a need for additional housing units.
- ❑ The average size of households is decreasing like other areas of the state.
- ❑ The number of households with income of \$50,000+ is projected to increase by approximately 26% between 2009 and 2014.
- ❑ The number of households with income of \$100,000+ is projected to increase by approximately 59% between 2009 and 2014.

Demographic Statistics



Households in Strafford, continued

- ❑ The percentage of Hispanic Households is relatively small and is projected to increase by 42% between 2009 and 2014.
- ❑ The percentage of Female Headed Households is approximately 14% of total households.

Demographic Statistics



Households in Strafford, continued

- Approximately 70% of households live in owner occupied units and approximately 30% 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 Greene County was positive between 2005 and 2008.

Housing Statistics

Households in Strafford, continued

- ❑ There has been a small increase in households for age groups between 25 to 34 years and 45 to 54 years of age with no change for the age group between 75 to 84 years of age.
- ❑ There has been a significant increase in households for age groups 25 years and younger and between 35 to 44 years, 55 to 64 years, 65 to 74 years and 85 years of age and older.
- ❑ The largest age group in Strafford are individuals that are 35 to 44 years of age.
- ❑ Approximately 15% of all renter households are severely cost burdened, which is the same average for all renter households in the State of Missouri:
 - The most severely cost burdened renter groups in Strafford appear to be the single person, non-elderly at 21% which is higher than the state average of 16%.

Housing Statistics



Housing Units

- ▣ The single family housing market in Strafford has slowed similar to other areas of the country, but is showing signs of improvement.
- ▣ Currently 69 homes are listed for sale through the Strafford Area Realtor.com site.
 - List prices range from \$30,000 to \$850,000
- ▣ Building permit records indicate an active single family home construction market prior to 2008.

Employment and Economy

Major Employers - Strafford, Missouri Area	
Employers	Type of Business
Strafford R-VI Schools	Public School
Strafford Care Center	Nursing Home
T/A Travel Center of the Ozarks	Truck Stop
Harter House Super Market	Grocery
Camping World RV Store	Retail
McDonalds	Fast Food
Jump-Big 'K' Truck Stop & Convenience Store	Convenience Store
Immigration Custom Enforcement	Immigration
Fedex National LTL	Shipping
Transland Freight Lines	Trucking
ABF Freight Systems	Trucking

Source: Greater Strafford Chamber of Commerce

Employment and Economy

Area Employment

- ▣ Healthcare and Social Services, Retail Trade, Manufacturing, Accommodation and Food Services, and Education comprise over half of the Strafford economy.
- ▣ Average annual earnings for these top four sectors range from \$14,000 to \$75,000.
- ▣ Manufacturing jobs have decreased slightly in the Strafford area, like most communities in Missouri.
- ▣ Few residents commute outside the county for employment. Many that reside in other nearby counties commute to Greene County for employment.
- ▣ Many Strafford residents commute to nearby Springfield for jobs.

Existing Rental Housing



Market Rate Rental Housing

- Several rental housing options for non-low income households with no new construction at this time.
 - Options include:
 - Four-plex units
 - Small number of duplexes
 - Traditional apartments
 - Occupancy is good with few vacancies.
 - Typical rents range from a low of \$300 to a high of \$750.

Existing Affordable Housing



Family Affordable Renter Housing

- ▣ 3 existing developments with no new construction at this time.
 - Most developments have good occupancy.
 - The Strafford Arms development currently has vacancies due to units in need of repairs.
 - The Madison Square development is at 100% occupancy with a waiting list.

Existing Affordable Housing



Senior Affordable Renter Housing

- ▣ 1 existing development with no potential new development.
 - Rents range from \$360 to \$380.
 - Most residents have a rent subsidy.
 - The Strafford Senior Complex has good occupancy and a waiting list.

Existing Housing



Existing Subdivisions in Strafford

- ▣ Several new subdivisions developed around city.
 - New starter homes have an asking price around \$100,000.
 - All new subdivisions have quite a few lots remaining.

Conclusions



- ❑ **Strafford has a variety of ownership and rental housing options throughout Downtown.**
- ❑ **Downtown exhibits blight conditions evidenced by vacant and dilapidated commercial buildings along Old Route 66 and Pine Street.**
- ❑ **Unlike most Downtowns, Strafford has very few multi-story buildings.**
- ❑ **Due to its close proximity to Strafford schools, Downtown should appeal to households with and without children.**
- ❑ **Downtown primarily serves local residents.**

Market Opportunities



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

- ▣ All of the City of Strafford
- ▣ Fifteen mile radius around the City of Strafford

Owner Household Opportunities



Downtown Ownership Household Demand (2009-2014)

- ▣ 8 households attracted to Downtown Market Area:
 - Detached or attached units
 - Between \$100,000 to \$200,000

- ▣ Target Market
 - Small households
 - Under 55 years of age
 - Incomes between \$30,000 to \$60,000

Rental Household Opportunities

Market Rate Renter Household Demand (2009-2014)

- ▣ 33 households attracted to Downtown Market Area:
 - One bedroom - 11
 - Two bedroom - 13
 - Three bedroom - 9

- ▣ Target Market
 - Young professionals
 - Empty nesters
 - Small households without children

Rental Household Opportunities

Affordable Senior Renter Household Demand (2009-2014)

- ▣ 16* households attracted to Downtown Market Area:
 - One bedroom or two bedroom options
- ▣ Compliment Downtown revitalization efforts.
- ▣ Will add social and economic diversity.

** The total potential demand estimate shown is based on the number of households that can afford to pay 100% of the rent. The demand may be higher if households are assisted with rent subsidy.*

Rental Household Opportunities

Affordable Family Renter Household Demand (2009-2014)

- ▣ 24* households attracted to Downtown Market Area:
 - One bedroom- 5
 - Two bedroom- 7
 - Three bedroom- 12

- ▣ Target Market
 - Small households
 - Young, lower income working households

** The total potential demand estimate shown is based on the number of households that can afford to pay 100% of the rent. The demand may be higher if households are assisted with rent subsidy.*

Market Opportunities

Assets of Downtown Strafford

- ❑ Government Center – Downtown is the county and municipal government center.
- ❑ Schools – Strafford’s elementary, middle, and high schools are located just north of Downtown.
- ❑ Existing Residential Market – Downtown has some residential units that are occupied by building owners and tenants.
- ❑ Rapid Transit – Rapid transportation arteries like Interstate 44, Old Route 66, and State Highway 125 are located in close proximity to Downtown.
- ❑ Neighborhood Amenities – Important amenities like grocery stores and other services located relatively nearby.

Contact Information



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

Tom Vicat, City Administrator
City of Strafford
126 S. Washington, P.O. Box 66
Strafford, MO 65757