



## WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

CAPITAL ASSOCIATES  
FEBRUARY 2021



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## WOODMONT - CHAPEL HILL, NC

### HIGHEST AND BEST USE ANALYSIS

#### Exhibit 1

#### Overview of Metro Area Population Trends

The subject site is located in the town of Chapel Hill, in Durham County - a component of the Raleigh-Durham-Chapel Hill Combined Statistical Area (CSA). This CSA includes both the Raleigh, NC Metropolitan Statistical Area (MSA) and Durham-Chapel Hill, NC MSA, forming a regional home to over two million people and a key Southeastern employment center.

The CSA has seen steady growth since 2000, growing at an annual rate of 1.7% since 2010. The vast majority of this growth has occurred in Wake County, home to Raleigh, which has captured roughly 60% of all growth since 2000, with Durham County, where the subject site is located, capturing almost 10%.



GEOGRAPHY	LAND AREA		POPULATION		ANNUAL GROWTH		ANNUAL % GROWTH		CAPTURE OF REGION	
	SQ MILES	% MSA	2019	% of MSA	2000-10	2010-19	2000-10	2010-19	2000-10	2010-19
Chatham County	682	12.4%	71,338	3.2%	1,418	870	2.6%	1.3%	3.1%	2.8%
Durham County	286	5.2%	311,848	14.2%	4,427	4,918	1.8%	1.7%	9.7%	15.6%
Franklin County	492	8.9%	66,362	3.0%	1,336	638	2.5%	1.0%	2.9%	2.0%
Granville County	532	9.7%	59,328	2.7%	1,142	-65	2.1%	-0.1%	2.5%	-0.2%
Harnett County	595	10.8%	132,283	6.0%	2,365	1,956	2.3%	1.6%	5.2%	6.2%
Johnston County	791	14.4%	196,870	9.0%	4,691	3,110	3.3%	1.7%	10.3%	9.9%
Lee County	255	4.6%	60,481	2.8%	883	291	1.7%	0.5%	1.9%	0.9%
Orange County	398	7.2%	144,836	6.6%	1,557	1,226	1.2%	0.9%	3.4%	3.9%
Person County	392	7.1%	39,345	1.8%	384	-13	1.0%	0.0%	0.8%	0.0%
Vance County	254	4.6%	44,479	2.0%	247	-105	0.6%	-0.2%	0.5%	-0.3%
Wake County	834	15.1%	1,069,079	48.7%	27,315	18,676	3.7%	1.9%	59.7%	59.3%
Competitive City Comparison										
Cary	54	1.0%	166,268	7.6%	4,070	3,448	3.6%	2.3%	8.9%	10.9%
Chapel Hill	21	0.4%	60,998	2.8%	852	418	1.6%	0.7%	1.9%	1.3%
Durham	106	1.9%	269,487	12.3%	4,130	4,573	2.0%	1.9%	9.0%	14.5%
Raleigh	142	2.6%	462,384	21.1%	12,780	6,499	3.9%	1.5%	27.9%	20.6%
<b>CSA Total</b>	<b>5,511</b>	<b>100.0%</b>	<b>2,196,249</b>	<b>100.0%</b>	<b>45,765</b>	<b>31,502</b>	<b>2.8%</b>	<b>1.5%</b>	<b>100.0%</b>	<b>100.0%</b>

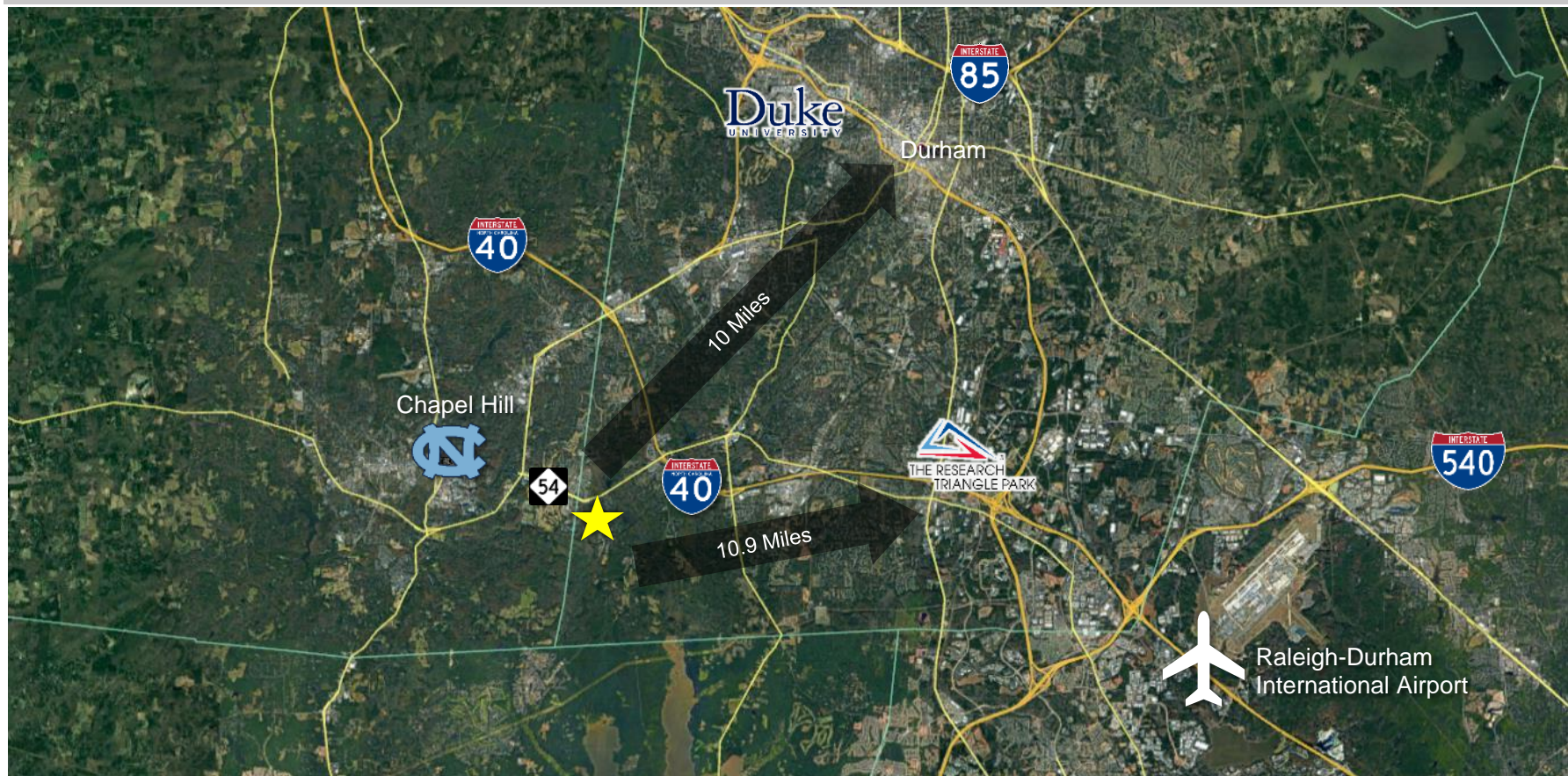
SOURCE: Noell Consulting Group, U.S. Census Bureau



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Exhibit 2  
Regional Overview and Study Areas

Chapel Hill is known for its strong demographics and median incomes, and Healthcare and University driven employment cores. Excluding properties catering only to local students, the Chapel Hill residential market is driven by a mix of young and mature professionals, couples, and families both new to market and those between homes, with a notable concentration of empty-nester / retiree move-downs. The subject site's location affords prospective residents excellent regional connectivity to all of Chapel Hill, Durham, and Research Triangle Park.



SOURCE: Noell Consulting Group, Google Maps



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Exhibit 3  
Overview of Durham-Chapel Hill MSA Employment Growth by Industry Type



Industry Sector	Growth, 2006-2020	Share of Growth	Predicted Future Growth, 2021-2027	Share of Growth
Natural Resources & Mining	-60	0%	5	0%
Construction	39	0%	1,612	5%
Manufacturing	-15,502	-48%	-304	-1%
Wholesale Trade	495	2%	559	2%
Retail Trade	45	0%	3,311	11%
Transportation, Warehousing, & Utilities	2,832	9%	525	2%
Information	864	3%	246	1%
Financial Activities	4,297	13%	2,154	7%
Professional & Business Services	8,449	26%	5,096	16%
Education & Health Services	21,246	66%	9,791	31%
Leisure & Hospitality	-678	-2%	3,859	12%
Other Services	1,950	6%	450	1%
Government	8,283	26%	4,181	13%
<b>Totals</b>	<b>32,258</b>		<b>31,485</b>	

The Durham-Chapel Hill MSA has seen 6,451 net new jobs annually from 2006 to 2020, with Moody's Analytics predicting 4,497 net new jobs annually from 2021 to 2027. This growth is primarily concentrated in education & health, professional & business services and government, accounting for over 60% of all growth.

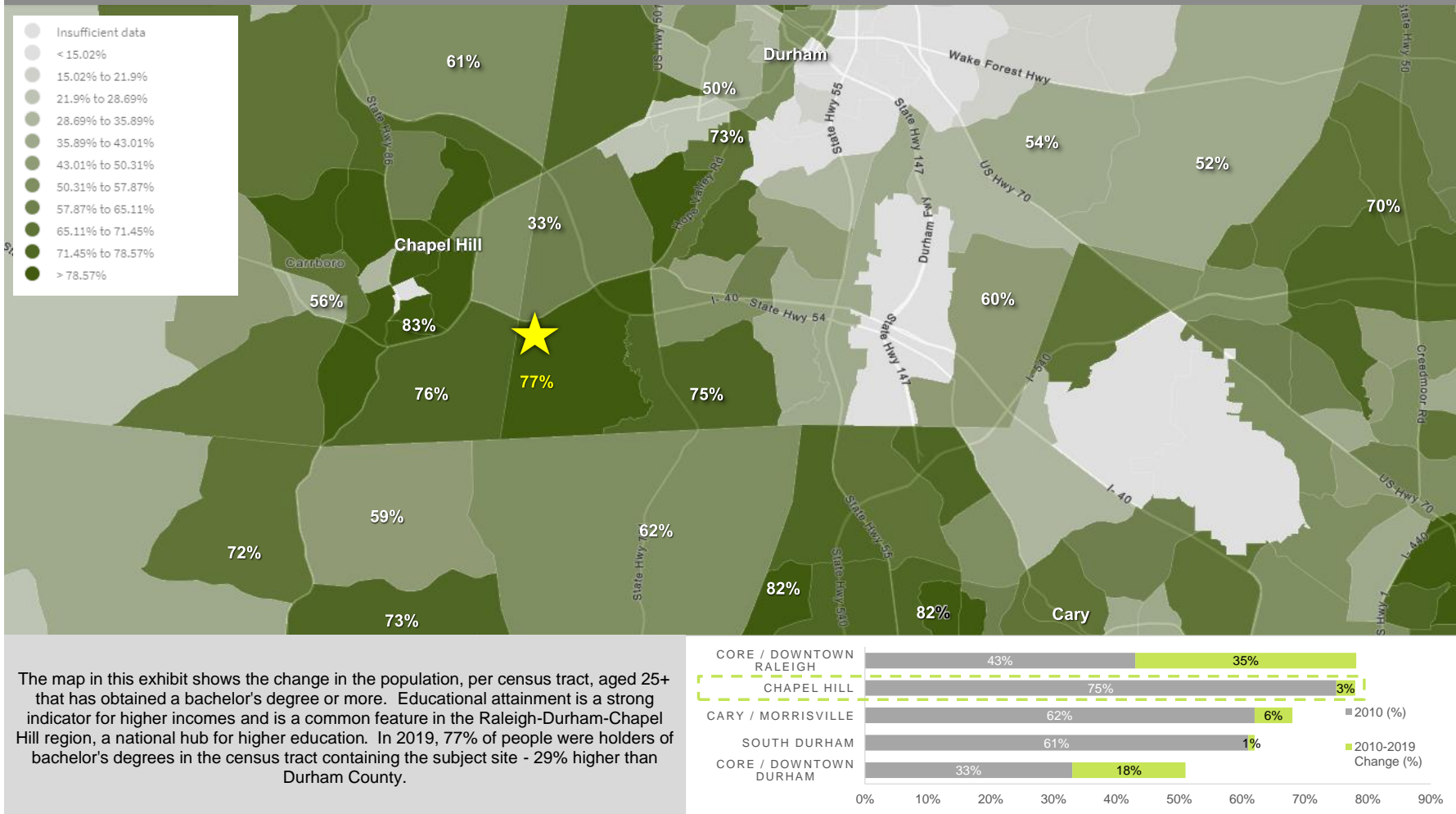
Despite the loss of 19,617 jobs in 2020 as a result of the COVID-19 pandemic, according to Moody's Analytics, the economy is expected to recover and continue growth moving forward.

Of note, although the mentioned sectors still account for majority of future predicted growth, the percentages are forecasted to be much less in upcoming years which may stall office and retail growth.

SOURCE: Noell Consulting Group, Moodys / Economy.com

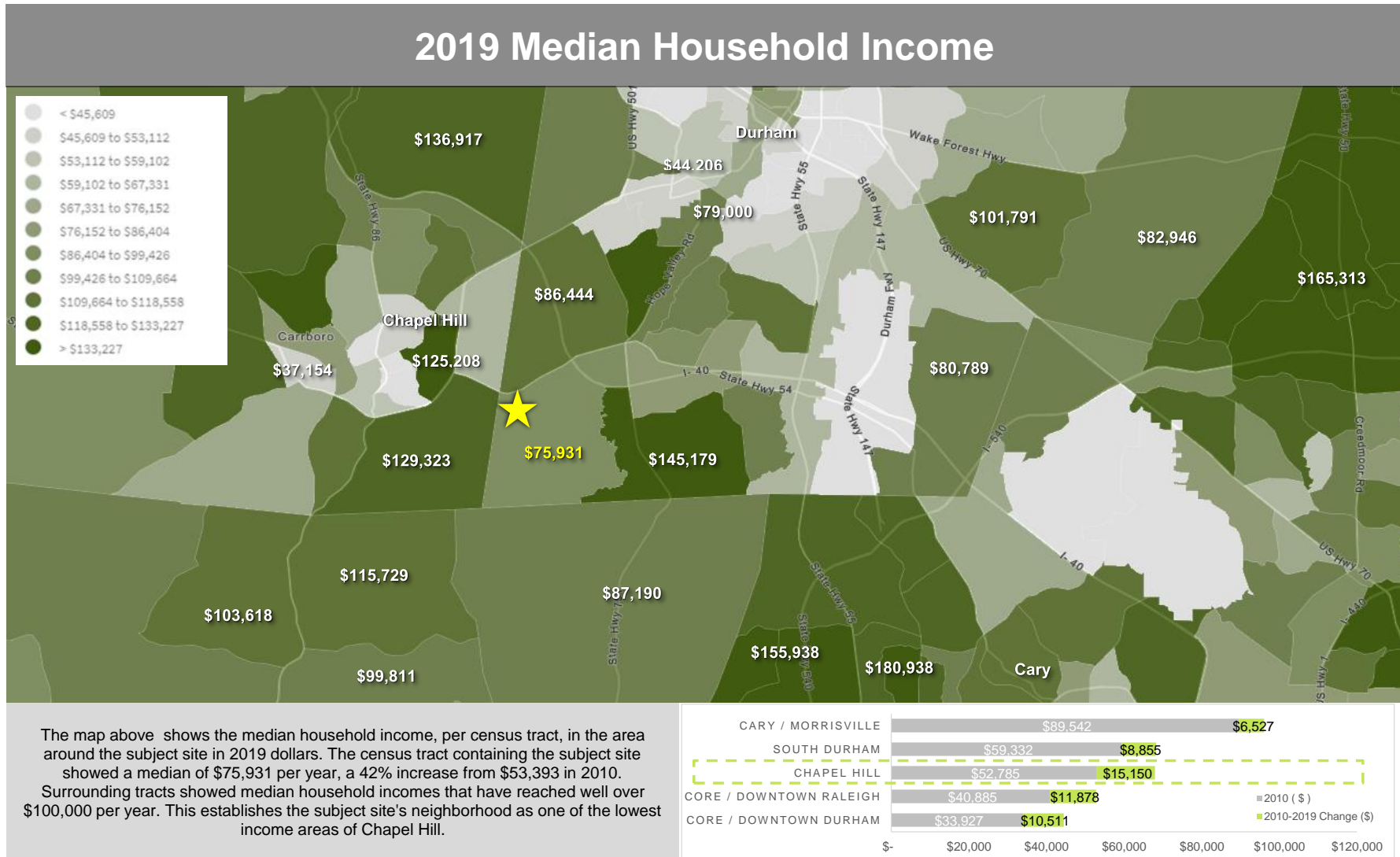
Exhibit 4  
 Educational Attainment

## 2019 Population 25+ w/ Bachelor's Degree or More



SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

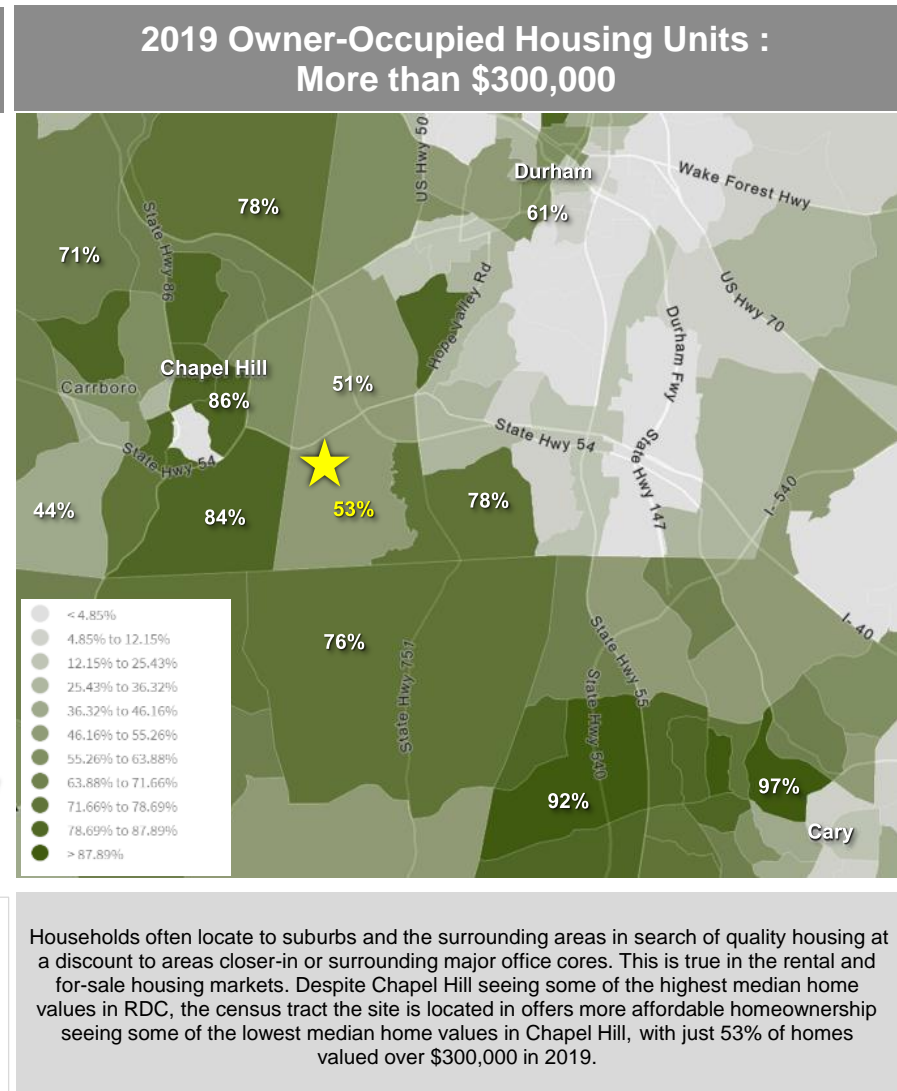
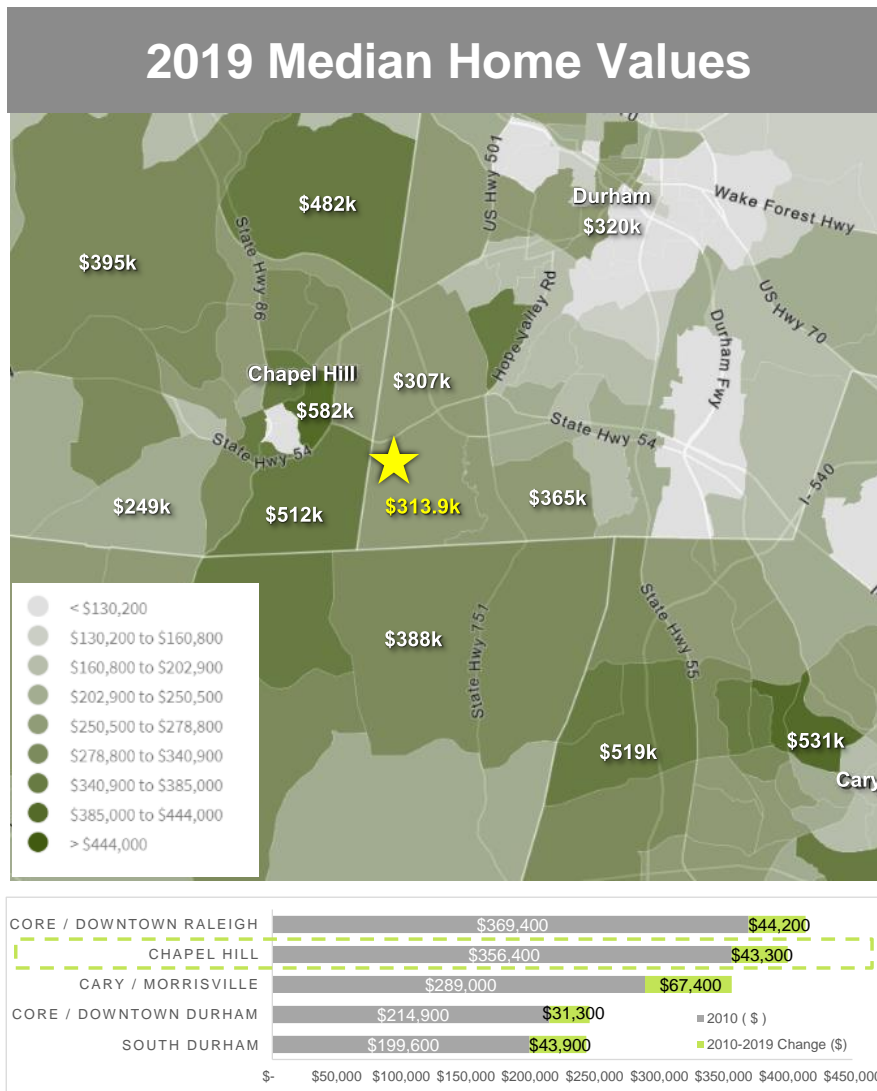
Exhibit 5  
 Median Income



SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

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Exhibit 6  
Home Values



SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

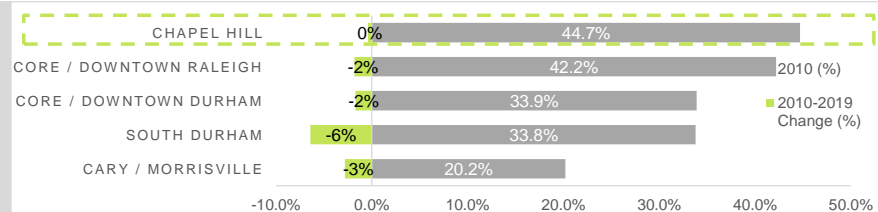


Exhibit 7  
 Millennial Population

## 2019 Population 18-34 Years Old



The map above shows the concentration of the population, per census tract, aged 18-34. Due to the area around the subject site's proximity to UNC, there is a high concentration of young adults. While the student population in this area is high, the area also appeals to both a young and mature professional demographic seeking proximity to the Durham and RTP job cores.

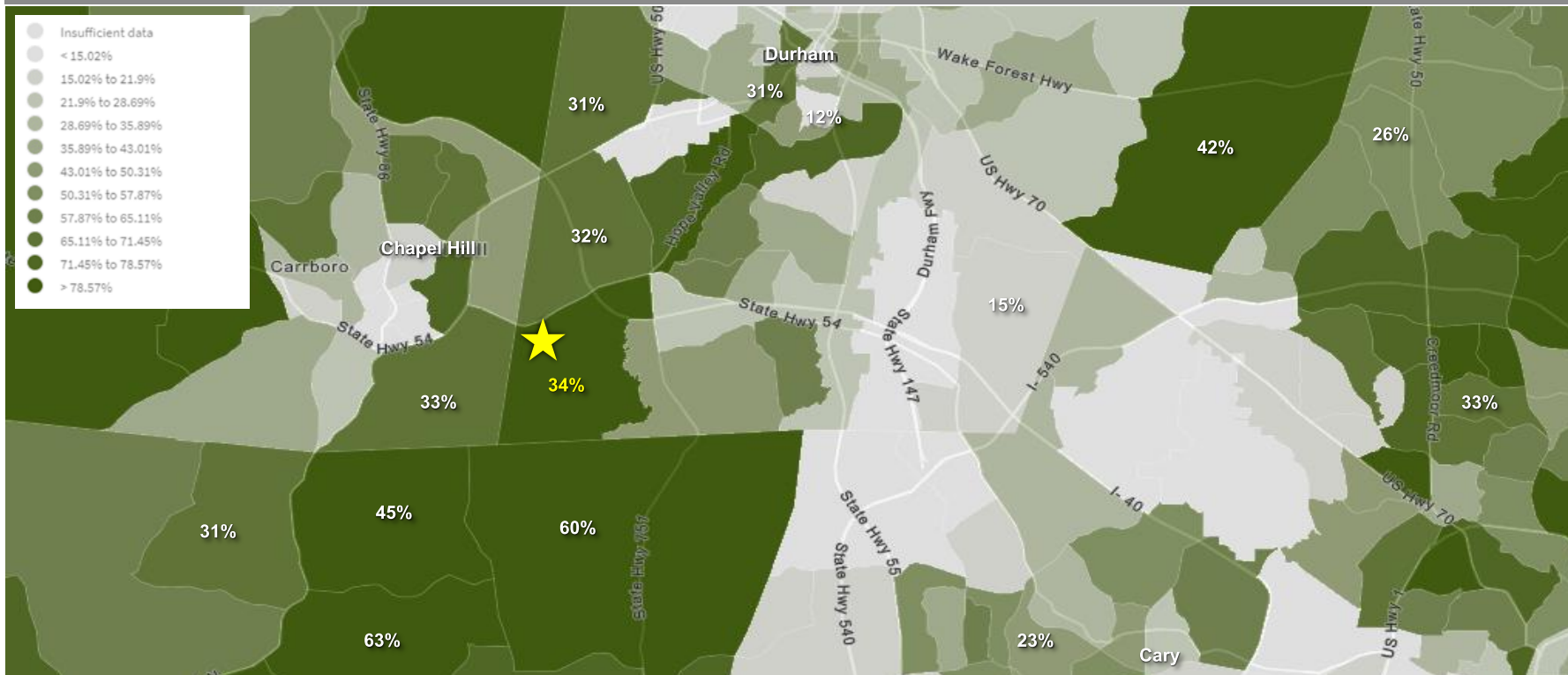


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

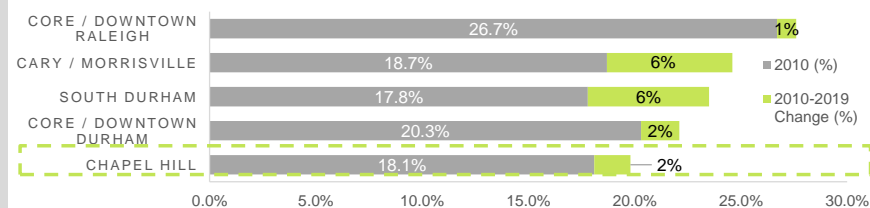


Exhibit 8  
 55+ Population

## 2019 Population 55+ Years Old



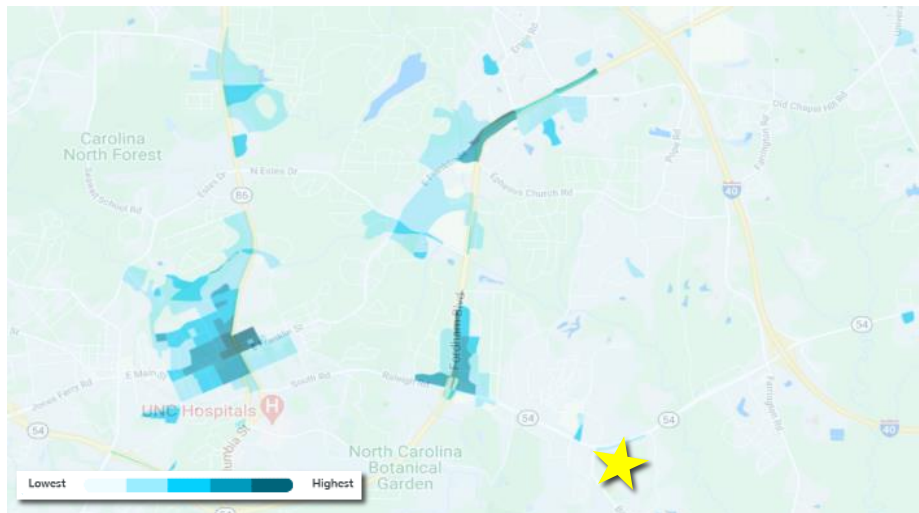
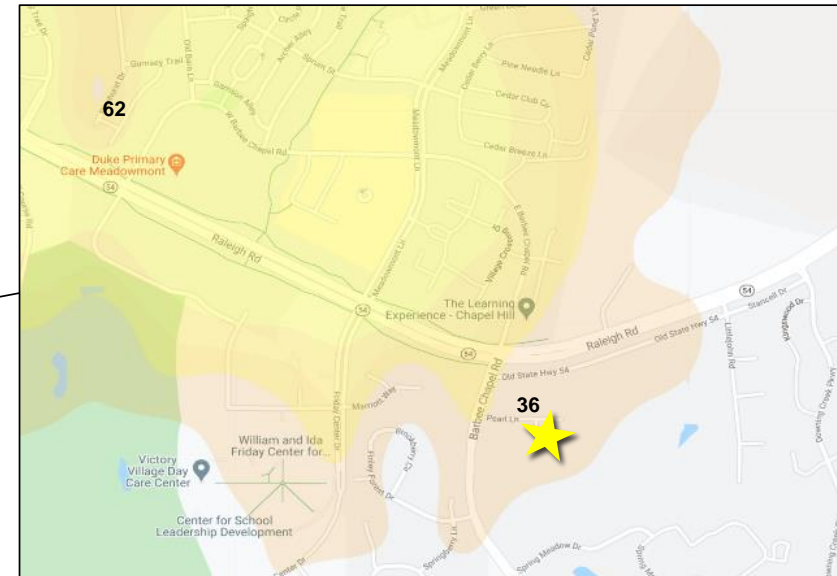
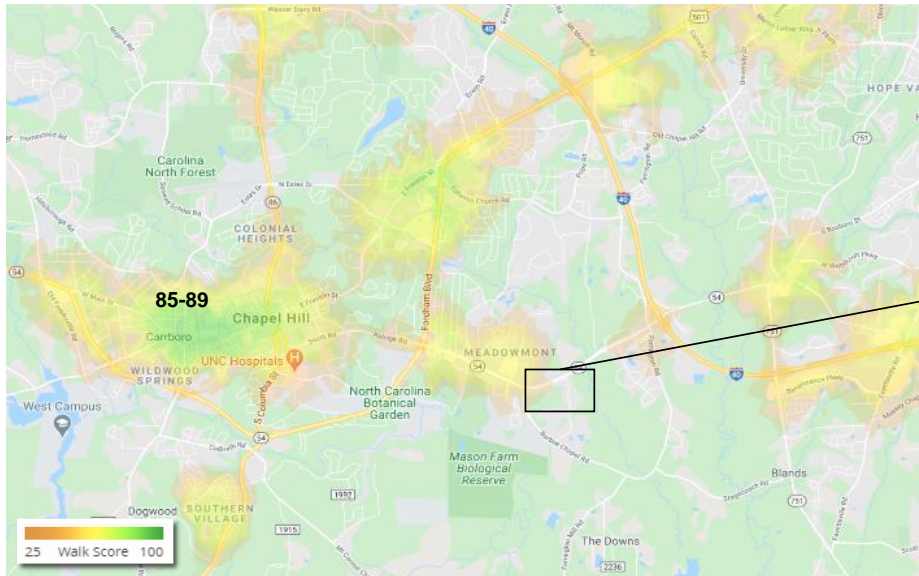
The map above shows the concentration of the population, per census tract, aged 55+. The bordering corners of Orange, Chatham, and Durham County have strong shares of people of at least 55 years old. Within the census tract containing the subject site, 34% of the population is 55 and over, and adjacent tracks show even larger proportions around or over 60%. This also speaks to the presence of retirement communities in the neighborhood (Overture 55+ Apartments are just one tract north of the site). In addition, field research with apartment managers revealed a heavy occupancy of retirees in rental product.



SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

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Exhibit 9  
Walkability and Crime Near the Subject Site



Increasingly, Millennials and seniors are looking for walkable environments, with studies showing 80% of 18 to 34-year old's wanting to live in walkable neighborhoods and 60% of those over 50 want to live within one mile of daily goods and services per AARP surveys.

Where Downtown Chapel Hill sees scores upwards of 90, the subject area is not in the most walkable portion of Chapel Hill, scoring only 36 and somewhat walkable to some fast-casual destinations. However, the subject area is found in an area with very low concentrations of crime per Trulia.com's crime map.

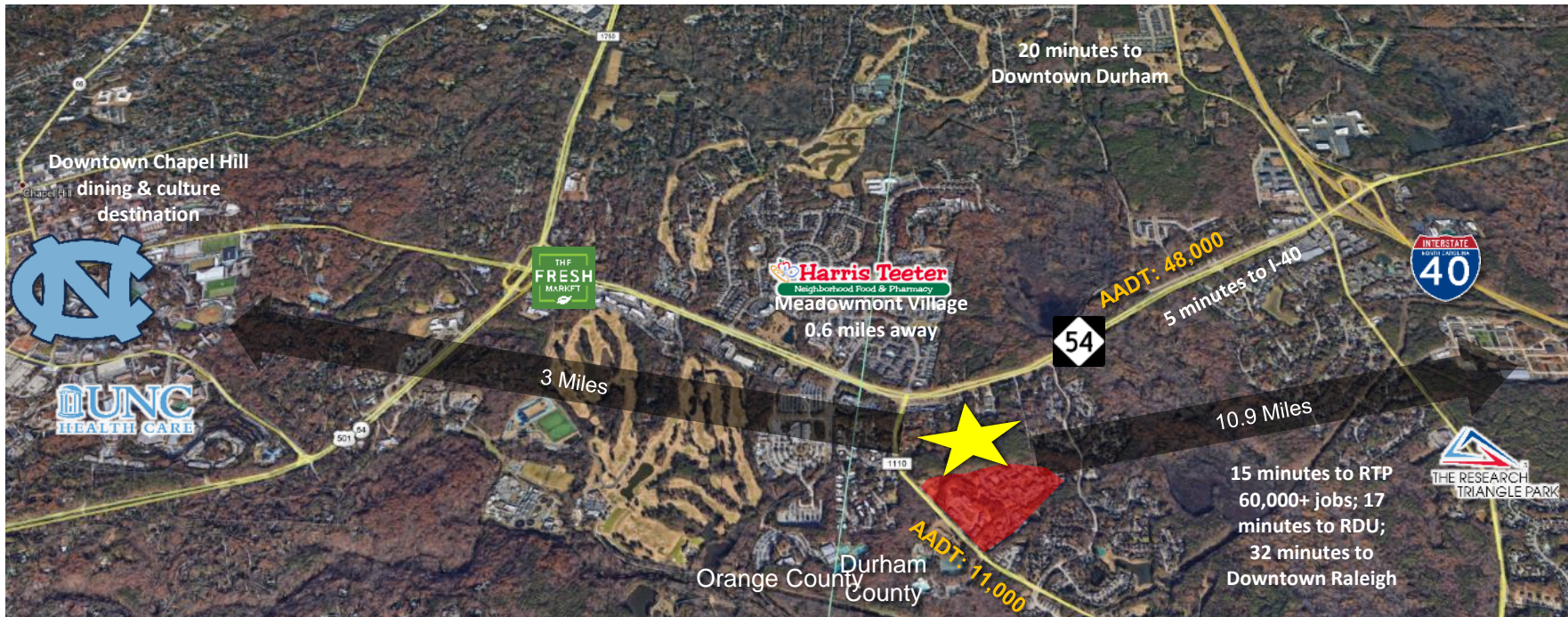
SOURCE: Noell Consulting Group, WalkScore.com, Trulia.com





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Exhibit 10  
Site Strengths, Challenges and Opportunities



## Strengths

- Suburban environment close to Chapel Hill jobs, including medical and university; I-40 access to Downtown Durham; RTP
- Located in Durham County, lower competitive rents relative to Chapel Hill and fewer students
- Harris Teeter and multiple shopping centers for convenience shopping--Streets at Southpoint mall 5.2 miles away

## Challenges

- Access to Hwy 54 from site will be restricted to certain turn movements
- Very low traffic counts on Stancell Drive for retail/office development--retail overall in Chapel Hill submarket is oversupplied
- Restrictions from neighboring apartment community limits development potential on back portion
- Site is located in Durham County and assigned to 3-4/10 public schools which may deter family audiences

## Opportunities

- Target an all residential development with a mix of rental and for-sale product types (if possible, consider separate entrances for each)
- Both apartments and townhomes can provide relative affordability targeting underserved moderate-income/workforce and starter family audiences in Chapel Hill
- Take advantage of wetlands and topography to create onsite trails and open space

SOURCE: Noell Consulting Group, Google Maps

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## Exhibit 11 Market Cycle Conditions

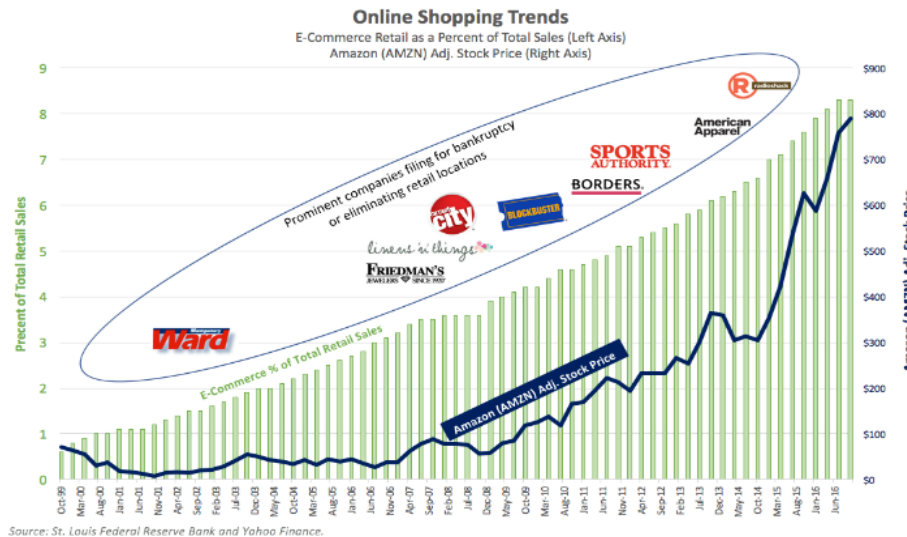


SOURCE: Noell Consulting Group, Urban Land Institute

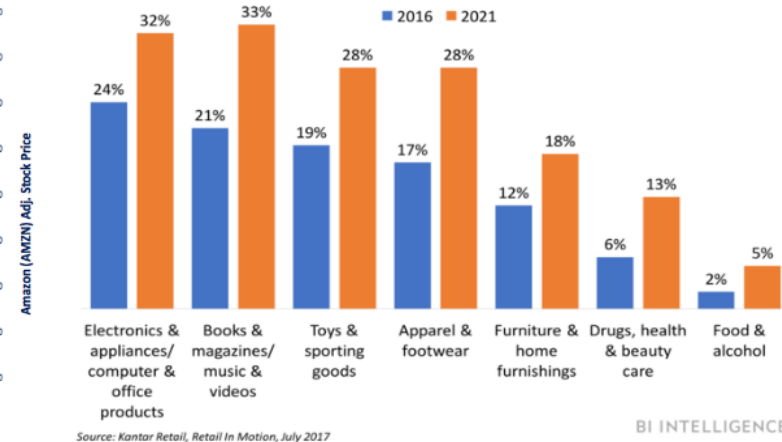


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Exhibit 12  
Evolution of Brick and Mortar Retail



**US E-Commerce Retail Sales By Product Category**  
Percent of total retail sales in each category



BI INTELLIGENCE

The increase in e-commerce sales has already had a dramatic effect on brick and mortar retail even though e-commerce only represents 15% of total retail sales (pre-COVID, now estimated at 18-20%), and all industry projections forecast this trend to continue. That said, it impacts certain products and store categories far greater than others, and therefore isn't just a doom and gloom story for brick and mortar, but a call to evolution. In deed, for thousands of years humans have always demonstrated a social desire for a walkable core for the purchase of goods, but also for the experience and interaction - components that e-commerce cannot replace. Food and beverage stores and establishments as well as service industry businesses are far less impacted by the e-commerce increase, and as such are becoming a larger percentage of the physical landscape. Other than certain luxury dry goods, these are also the industries whose performance metrics can justify the higher rents required by new construction in urban environments. For conventional dry good retailers trying to remain competitive in the market place a greater emphasis needs to be placed on an integrated "omni-channel" approach to sales, as well as a greater focus on more targeted customer service and speed/efficiency of getting goods to consumers - often through enhanced technology.

## New Age Retail Tenant Examples Remaining Competitive Through Omni-channel/Innovation



SOURCE: Noell Consulting Group, St. Louis Fed, Yahoo Finance, Kantar Retail, ICSC Envision 2020

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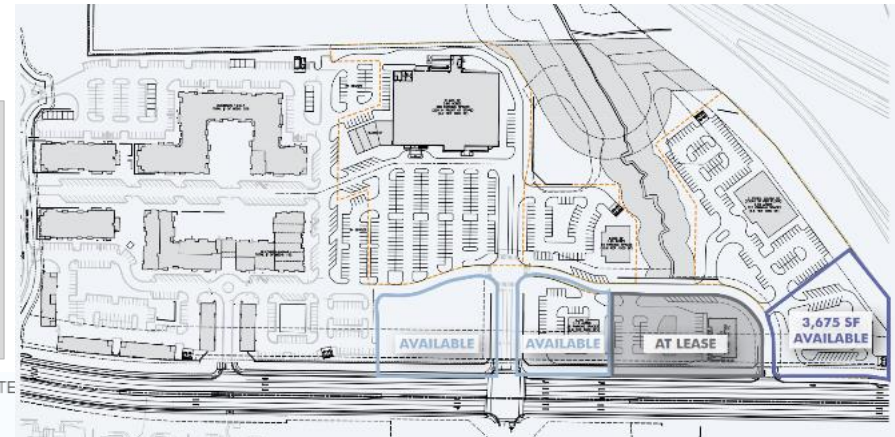
## Exhibit 13 Town of Chapel Hill Retail Overview

Town Population (2019):	60,998
Existing Square Feet of Retail:	3,600,000
Retail SF Per Capita:	59.0
National Retail SF Per Capita:	24.5
Chapel Hill vs. National Average	241%

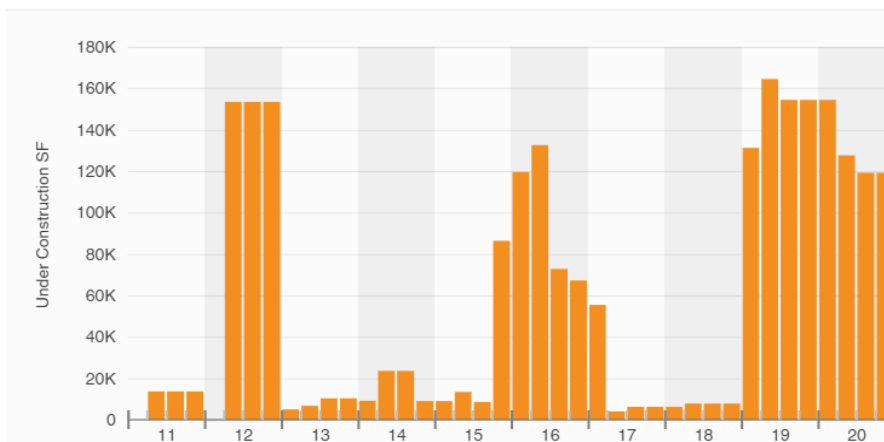
Currently Chapel Hill has 59 SF of retail per capita which is 2.4 times greater than the national average of 24.5 SF/capita. While higher incomes and student population help to justify this, the market is certainly not starved for more retail, particularly not unanchored and without strong locational fundamentals.

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE
3.6M +4.5%	0 -100.0%	(31K) -233.2%	8.2%

Over the past 2 years the Town has witnessed the addition of nearly 200,000 SF of additional retail, primarily at Carraway Village and with Wegmans, and in addition net absorption over the past year has been negative 31,000 SF. The combination has quickly increased what was a healthy vacancy level to a current level above 8%. While not overly high, this vacancy level suggests extreme caution when considering any additional retail, with specific focus on visibility, access, parking, proximity to demand generators (daytime and evening), anchors, and tenant mix be considered.

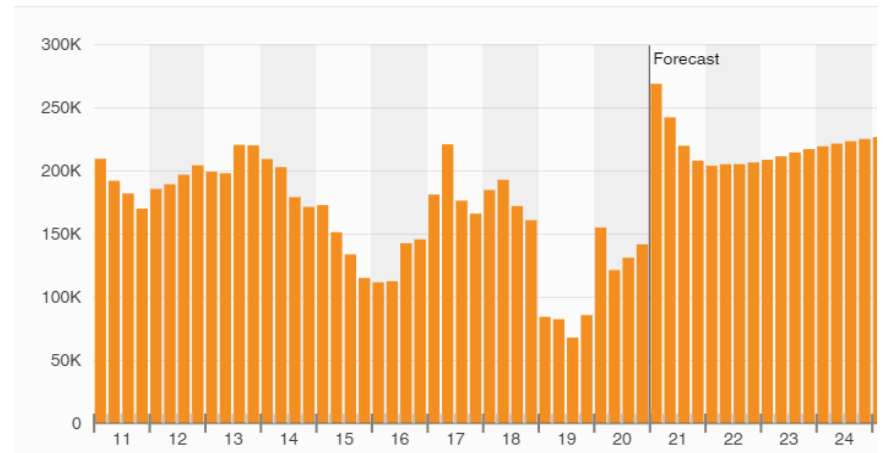


### Under Construction



SOURCE: Noell Consulting Group, US Census, Costar

### Vacant SF





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## Exhibit 14 Competitive Retail Center : Meadowmont Village



Retail Overview	
Retail Developed	2001-2005
Total SF Offered:	224,846 aprx
Est. Vacancy:	2.71%

Mix of Tenants	
Anchor / Dry Goods	56%
Restaurants/Food	7%
Service	34%

Est. Retail SF Allocation (Occ'd)	
Anchor	123,852 aprx
Dining/Food	16,303 aprx
Dry Goods	2,010 aprx
Service	76,587 aprx
Entertainment	-

Anchors / Key Retailers	
Harris Teeter / UNC Health Care / Wells Fargo Bank / Orangetheory Fitness	

Lease Details (Est.)	
Lease Rates (NNN)	\$20-\$25/SF
Lease Rates - Anchor	\$22-\$27/SF

Parking Details	
Parking Ratio: 2.80 : 1000 SF Aprx. 540 Surface - (230 for Harris Teeter)	



Source: Noell Consulting Group, CoStar

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## Exhibit 15 Competitive Retail Center : Falconbridge Center



### Retail Overview

Retail Developed	1993
Total SF Offered:	57,270 aprx
Est. Vacancy:	39.77%

### Mix of Tenants

Anchor / Dry Goods	7%
Restaurants/Food	7%
Service	46%

### Est. Retail SF Allocation (Occ'd)

Anchor	2,900 aprx
Dining/Food	4,188 aprx
Dry Goods	1,000 aprx
Service	26,407 aprx
Entertainment	2,900 aprx

### Anchors / Key Retailers

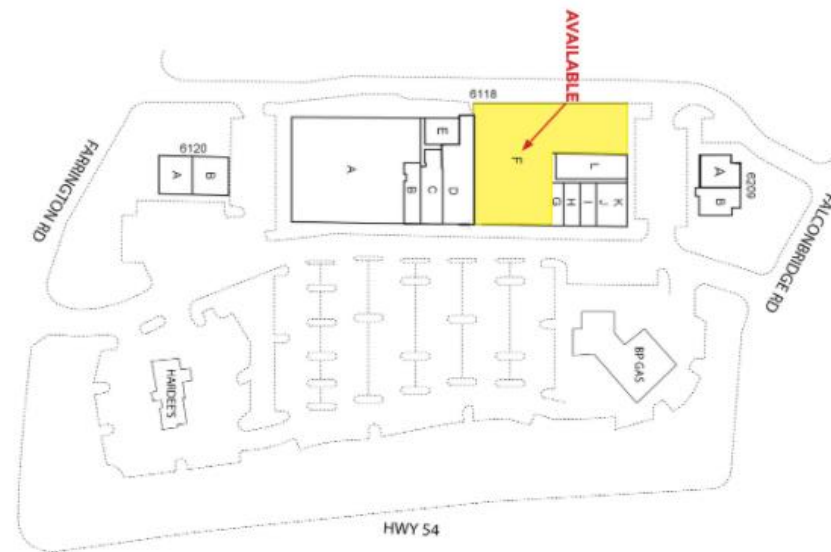
Mardi Gras Bowling Center / Jersey  
Mike's Subs / State Farm

### Lease Details (Est.)

Lease Rates (NNN)	\$22-\$26/SF
Lease Rates - Anchor	WND

### Parking Details

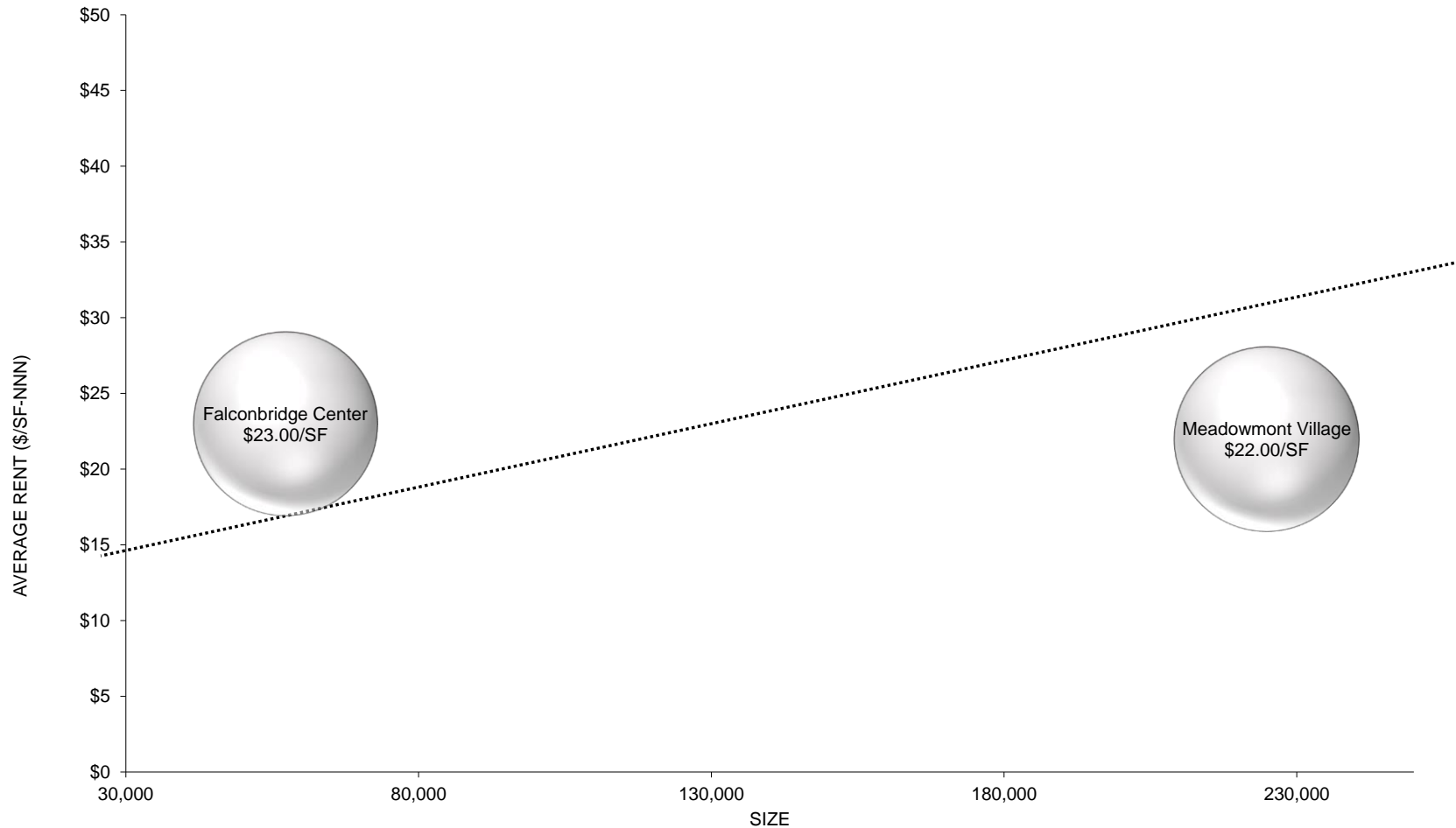
Parking Ratio: 3.86 : 1000 SF  
Aprx. 390 Surface



Source: Noell Consulting Group, CoStar

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Exhibit 16  
Key Competitors in the Market - Weighted Average



Meadowmont's critical mass and strong Harris Teeter anchor, along with walkable daytime and evening populations have kept the center full, however Falconbridge has recently lost a junior anchor and has struggled to get back filling interest. Interestingly, comparable rents at both of these centers suggest market demand low and unwilling to pay for even premium environments at this time. We do not recommend retail for the site and as such, do not show a target rent level above.

SOURCE: Noell Consulting Group based on surveys of properties.



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## Exhibit 17

### Town of Chapel Hill Multifamily Overview

Total Occupied Rental Housing Units:	10,123	
Private Rental Homes	1,483	14.7%
Professionally managed MF rental homes	8,640	85.3%
MF Built Since 2000	3,823	
Garden/Low Rise	1,555	40.7%
Mid-Rise	2,268	59.3%
MF Built Since 2010	2,904	
Garden/Low Rise	700	24.1%
Mid-Rise	2,204	75.9%

Chapel Hill has just under 9,000 professionally managed multifamily rental homes, and 44% of these were built in the past two decades. Of those units it has historically been a closer mix of more moderate-income/workforce garden and low-rise communities as well as more expensive mid-rise, however increasing land and construction costs have begun to significantly shift this, with over 75% of the product built in the last 10 years being the more expensive mid-rise units (often a result of the need for structured parking, conditioned corridors, and/or elevators).

With the majority of the new units recently coming to market being the more expensive mid-rise product, vacancy continues to remain high despite strong absorption. That said, the more limited amount of new garden and low-rise properties, and their lower rent levels, have enabled extremely low vacancies to remain.

INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO ABSORPTION UNITS	VACANCY RATE
1,555 +0%	0 -	18 -63.6%	3.8%
INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO ABSORPTION UNITS	VACANCY RATE
2,204 +73.5%	0 -100.0%	438 +1.4%	33.3%

#### Garden/Low Rise Example



1701 North Apartments

\$1,022 - \$2,154  
\$1,281  
\$30,000 - \$65,000  
\$38,430

Rent Range \$986 - \$2,932  
Avg. Rent \$1,537  
Income Range \$35,000 - \$105,000  
Avg. Income \$55,332

#### Mid-Rise Example





Trilogy Chapel Hill

SOURCE: Noell Consulting Group, US Census, Costar

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## Exhibit 18

### Competitive Rental Community - Trilogy Chapel Hill (1000 Novus Ln)



OVERVIEW	Developer Name		Leon Capital Group			App. / Admin. Fee:		\$75 / \$150							
	Owner Name		Northwood Raven			Pet Fees:		\$450 upfront, \$20 / month							
	Property Manager Name		Northwood Raven			Other Fees:		Included							
	Year Built		2020			Parking Fees:		-							
	Number Of Stories		5			Parking Type:		Surface							
	Lease Up Pace:		31 units / month			Total Spaces		-							
	Walk Score®:		Somewhat Walkable (64)			Spaces/Bed:		-							
	SUMMARY	Market Audience:		Some empty-nester / retiree move-downs, majority working professionals, and grad / med students from UNC.											
Building Summary:		One of the newest Class A apartments in Chapel Hill. Walkable to Whole Foods and Trader Joes.													
PRODUCT PROGRAM	Unit Type	Unit Count	Unit Mix	Available Units	Percent Leased	Quoted Effective Rent Range		Avg. Rent	Unit Size Range		Weighted Avg. Size	Current Conc.	Effective \$/SF Range		Avg. \$/SF
	Jr. 1B/1b	22	7%	6	73%	\$986 \$1,235		\$1,016	577 625		581	1 mo free / 13 mo lease select units	\$1.71 \$1.98	\$1.75	
	1B/1b	204	62%	46	77%	\$1,163 \$1,680		\$1,275	709 1,036		769		\$1.62 \$1.64	\$1.66	
	1B/1b/D	1	0%	0	100%	\$1,596 \$1,596		\$1,596	984 984		984		\$1.62 \$1.62	\$1.62	
	2B/2b	78	24%	45	42%	\$1,688 \$2,340		\$2,038	1,044 1,344		1,183		\$1.62 \$1.74	\$1.72	
	3B/2b	23	7%	10	57%	\$2,454 \$2,932		\$2,663	1,411 1,661		1,520		\$1.74 \$1.77	\$1.75	
	SUMMARY:		328	100%	107	67%	\$986 \$2,932		\$1,537	577 1,661		908		\$1.62 \$1.98	\$1.69
FINISHES AND AMENITIES	Ceiling Height and Finish:		10' ceilings standard, finished												
	Lighting and Fixtures:		Modern lighting package w/ pendants, recessed can												
	Flooring:		LVT flooring in kitchen, living, tile in bath, carpet in bedroom												
	Cabinets and Hardware:		Soft-close shaker cabinets w/ 42" uppers stainless steel pulls												
	Countertops:		Granite counters w/ undermount sinks												
	Appliance Package:		Stainless steel appliances; side-by-side refrigerator, electric range												
	Laundry and Bath Detail:		W/D included, tub/shower combo												
	Windows and Balconies:		Oversized punch windows, almost all units w/ balconies or patio												
Additional Features:		2" Stylized Wood Blinds													
Community Features and Amenities:		Clubhouse, game lounge w/ billiards, office / conference space, fitness center w/ yoga room, dog park w/ 2 pet spas, pool, outdoor grills													

Source: Noell Consulting Group, CoStar

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## Exhibit 19

### Competitive Rental Community - 1701 North Apartments (1701 Martin Luther King Jr Blvd)

OVERVIEW	Developer Name		William Christian & Associates				App. / Admin. Fee:			\$75 / \$200						
	Owner Name		Environs LLC				Pet Fees:			\$300 upfront, \$20 / month						
	Property Manager Name		My Niche / Lat Purser				Other Fees:			\$35 / mo storage						
	Year Built		2016				Parking Fees:			\$35 assigned covered parking						
	Number Of Stories		3				Parking Type:			Assigned garage parking						
	Lease Up Pace:		-				Total Spaces			-						
	Walk Score®:		Somewhat Walkable (65)				Spaces/Bed:			-						
SUMMARY	Market Audience:		Audiences include young professionals and graduate / med students.													
	Building Summary:		One of the original Class A apartments in Chapel Hill, still seeing competitive rents. Located in close proximity to I-40, the community has access to Chapel Hill bus transit and convenience to grocery and dining options. The building has a heavy and successful 1B mix.													
PRODUCT PROGRAM	Unit Type	Unit Count	Unit Mix	Available Units	Percent Leased	Quoted Effective Rent Range		Avg. Rent	Unit Size Range		Weighted Avg. Size	Current Conc.	Effective \$/SF Range		Avg. \$/SF	
	Studio	16	10%	0	100.0%	\$1,022	\$1,022	\$1,022	524	542	533	One month free	\$1.89	\$1.95	\$1.92	
	1B/1b	101	66%	1	99.0%	\$1,137	\$1,228	\$1,183	643	759	701		\$1.62	\$1.77	\$1.69	
	2B/2b	28	18%	1	96.4%	\$1,503	\$1,503	\$1,503	1,036	1,140	1,088		\$1.32	\$1.45	\$1.38	
	3B/2.5b	9	6%	1	88.9%	\$2,154	\$2,154	\$2,154	1,376	1,489	1,433		\$1.45	\$1.57	\$1.50	
	SUMMARY:		154	100%	3	98.1%	\$1,022	\$2,154	\$1,281	524	1,489	797		\$1.32	\$1.95	\$1.61
FINISHES AND AMENITIES	Ceiling Height and Finish:		9' ceilings, finished													
	Lighting and Fixtures:		Pendants w/ ceiling fan lighting													
	Flooring:		LVT in kitchen, living, and bath, carpet in bed													
	Cabinets and Hardware:		Flat-slab, full-overlay cabinets w/ bar pulls													
	Countertops:		Quartz counters w/ undermount sinks													
	Appliance Package:		Stainless steel appliances w/ smooth-top range													
	Laundry and Bath Detail:		Full-size front-loaded w/d included													
	Windows and Balconies:		Punch windows, all units w/ balconies / patios													
	Additional Features:		Glass stand up showers select units													
Community Features and Amenities:		Fitness center, yoga studio, saltwater pool w/ sundeck, pet salon, pet park, clubroom														




Source: Noell Consulting Group, CoStar







# CAPITAL ASSOCIATES WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

## Exhibit 20

### Competitive Rental Community - Blu on Farrington (5840 Farrington Rd)

OVERVIEW	Developer Name		Wood Partners			App. + Admin. Fee:		\$75 / \$200							
	Owner Name		Zaremba Management Company			Pet Fees:		\$500 One-time / \$20 /month							
	Property Manager Name		Zaremba - Blu on Farrington			Garages / Storage:		\$30 /month storage fee							
	Year Built		2018			Parking Fees:		Free							
	Number Of Stories		4			Parking Type:		Surface							
	Lease Up Pace:		Avg. 24 units/mo.			Total Spaces		-							
	Walk Score®:		Car Dependent (24)			Spaces/Bed:		-							
SUMMARY	Market Audience:		21 and over community. Majority are young professionals and roommates/grad students. Most work in Research Triangle. Many work at Duke, IBM, hospital, seeing a lot of nurses and those with their first job out of college. Some aspirational home owners and families.												
	Building Summary:		Previously Alta Blu. Began preleasing August 2018. The building offers a above average full amenity package. Overall the building felt great with strong selling points. Adjacent to I-40. Next door to new Overture apartments.												
PRODUCT PROGRAM	Unit Type	Est. Unit Count	Est. Unit Mix	Available Units	Percent Leased	Quoted Effective Rent Range		Avg. Rent	Unit Size Range		Weighted Avg. Size	Current Conc.	Effective \$/SF Range		Avg. \$/SF
	Studio	20	7%	1	95.0%	\$1,025 \$1,127		\$1,076	626 626		626	1 mo. free 13 mo. lease + \$1,000 credit on available units	\$1.64 \$1.80	\$1.72	
	1B/1b	136	46%	4	97.1%	\$1,113 \$1,316		\$1,180	723 880		757		\$1.49 \$1.68	\$1.56	
	2B/2b	116	39%	3	97.4%	\$1,482 \$1,971		\$1,583	1,084 1,392		1,158		\$1.27 \$1.49	\$1.37	
	3B/2b	26	9%	1	96.2%	\$1,750 \$1,944		\$1,786	1,300 1,303		1,300		\$1.35 \$1.49	\$1.37	
SUMMARY:		298	100%	9	97.0%	\$1,025 \$1,971		\$1,383	626 1,392		952		\$1.27 \$1.80	\$1.45	
FINISHES AND AMENITIES	Ceiling Height and Finish:		9'												
	Lighting and Fixtures:		Pendant lighting in kitchen, ceiling fan in living room												
	Flooring:		Wood plank flooring, carpet in bedroom												
	Cabinets and Hardware:		White slab cabinets												
	Countertops:		Granite countertops in kitchen and bathrooms												
	Appliance Package:		Stainless Steel appliance package												
	Laundry and Bath Detail:		Stackable washer-n-dryer												
	Windows and Balconies:		Most have balconies or patios												
Additional Features:		Walk-in closets, \$10 premium for ceiling fan in bedrooms													
Community Features and Amenities:		Resort style pool w/ lounge deck, outdoor kitchen w/ grilling area, courtyard w/ grills and fireplace, fitness center, clubhouse w/ billiards room, pet run, bike storage room													



Source: Noell Consulting Group, CoStar








Source: Noell Consulting Group, CoStar

# CAPITAL ASSOCIATES WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

## Exhibit 21

### Competitive Rental Community - The Morgan at Chapel Hill (100 Spring Meadow Dr)

OVERVIEW	Developer Name 0					App. / Admin. Fee: \$100 / \$150									
	Owner Name Environs LLC					Pet Fees: \$350 upfront, \$40 / month									
	Property Manager Name My Niche / Lat Purser					Other Fees: -									
	Year Built 1997					Parking Fees: \$75-\$95 unassigned covered parking									
	Number Of Stories 3					Parking Type: Garage									
	Class + Type: Class-B / Garden					Total Spaces -									
	Walk Score®: Car Dependent (11)					Spaces/Bed: -									
	SUMMARY	Market Audience: Audiences include young professionals and graduate / med students.													
Building Summary: In close proximity to I-40, the community has access to Chapel Hill bus transit and convenience to grocery and dining options. Renovated in 2018.															
PRODUCT PROGRAM	Unit Type	Unit Count	Unit Mix	Available Units	Percent Leased	Quoted Effective Rent Range		Avg. Rent	Unit Size Range		Weighted Avg. Size	Current Conc.	Effective \$/SF Range		Avg. \$/SF
	1B/1b	66	22%	5	92.4%	\$1,012	\$1,229	\$1,108	738	815	773	None	\$1.37	\$1.51	\$1.43
	1B/1b/D	54	18%	1	98.1%	\$1,256	\$1,280	\$1,268	939	939	939		\$1.34	\$1.36	\$1.35
	2B/2b	103	34%	0	100.0%	\$1,348	\$1,630	\$1,403	1,125	1,345	1,168		\$1.20	\$1.21	\$1.20
	2B/2b/D	1	0%	0	100.0%	\$1,317	\$1,398	\$1,358	1,343	1,343	1,343		\$0.98	\$1.04	\$1.01
	3B/2b	36	12%	0	100.0%	\$1,398	\$1,398	\$1,398	1,343	1,343	1,343		\$1.04	\$1.04	\$1.04
	3B/2b/G	40	13%	0	100.0%	\$1,432	\$1,432	\$1,432	1,421	1,421	1,421		\$1.01	\$1.01	\$1.01
	SUMMARY:	300	100%	6	98.0%	\$1,012	\$1,630	\$1,317	738	1,421	1,095		\$0.98	\$1.51	\$1.20
FINISHES AND AMENITIES	Ceiling Height and Finish: 9' ceilings, finished					   									
	Lighting and Fixtures: Pendants w/ ceiling fan lighting														
	Flooring: LVT in kitchen, living, and bath, carpet in bed														
	Cabinets and Hardware: White shaker style cabinets w/ bar pulls														
	Countertops: Granite counters w/ undermount sinks														
	Appliance Package: Stainless steel appliances w/ smooth-top range														
	Laundry and Bath Detail: Full-size front-loaded w/d included, garden tubs														
	Windows and Balconies: Punch windows, all units w/ balconies / patios														
	Additional Features: Fireplaces in select units														
Community Features and Amenities: Saltwater pool w/ sundeck, pet salon, 4,200 sq. ft. off-leash dog park with agility equipment, 2,500 sq ft fitness center, resident lounge w/iMacs, TVs and pool table, playground															

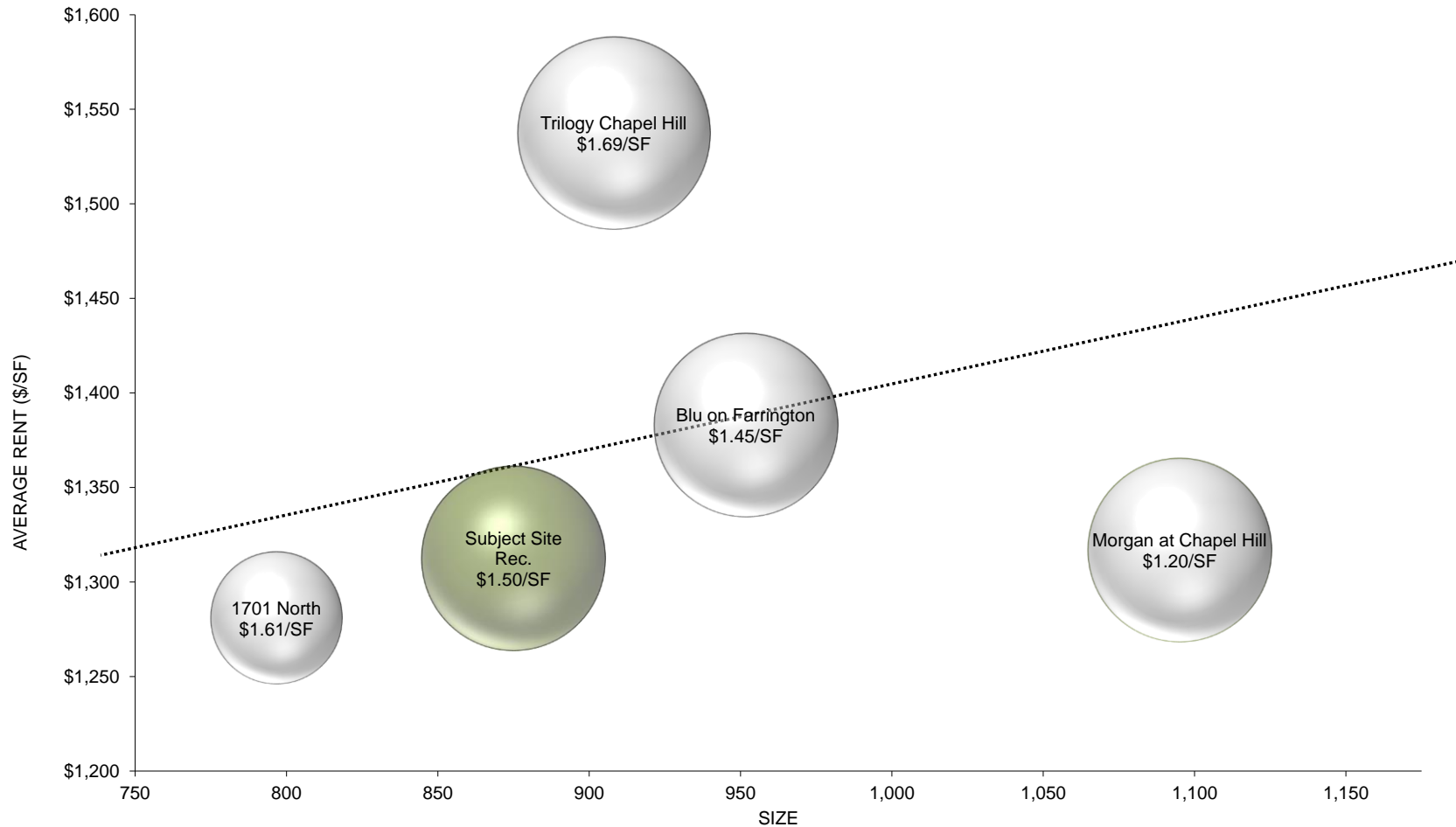
Source: Noell Consulting Group, CoStar



**CAPITAL ASSOCIATES**  
**WOODMONT - CHAPEL HILL, NC**  
**HIGHEST AND BEST USE ANALYSIS**

Exhibit 22

Comparison of Recommended Positioning for the Subject Site Relative to Key Competitors in the Market - Weighted Average



As previously discussed, we recommend a more moderate-income/workforce attracting garden style community at a targeted rent level of \$1.50/SF. With a unit mix offering a higher concentration of 1 bedrooms (70%), and efficient unit sizes, this will maintain rent levels affordable to Chapel Hill's moderate income workforce.

SOURCE: Noell Consulting Group based on surveys of properties.

# CAPITAL ASSOCIATES WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

## Exhibit 23

### Resales at Competitive / Analogous Townhome Communities



#### Chapel Run Townhomes

Unit Type	Unit Mix**	Sales Price Range	Average (\$)	Unit Size Range (SF)	Avg. (SF)	Effective PSF	Avg. (\$/SF)
2B/2b	7%	\$260,580 \$271,490	\$266,035	1,502 1,502	1,502	\$173 \$181	\$177
2B/2.5b	74%	\$255,650 \$290,444	\$269,302	1,541 2,010	1,568	\$142 \$188	\$172
2B/3.5b	19%	\$282,900 \$297,310	\$290,966	2,000 2,041	2,016	\$141 \$149	\$144
<b>Total</b>	<b>100%</b>	<b>\$255,650 \$297,310</b>	<b>\$273,072</b>	<b>1,502 2,041</b>	<b>1,646</b>	<b>\$142 \$188</b>	<b>\$167</b>

David Weekly townhomes built in 2018-2019. Initially sold at \$240,000-\$300,000. Granite countertops, stainless steel appliance package, gas range, carpet in BDs, hardwoods in kitchen and living, tile in bathroom, deck and one-car garage. Total of 40 townhomes in community.

HOA: \$118/monthly includes landscaping

Sales pace: 2/month



#### Creekside Commons

Unit Type	Unit Mix**	Sales Price Range	Average (\$)	Unit Size Range (SF)	Avg. (SF)	Effective PSF	Avg. (\$/SF)
3B/2.5b	100%	\$269,990 \$319,990	\$295,587	1,978 2,384	2,094	\$128 \$155	\$142
<b>Total</b>	<b>100%</b>	<b>\$269,990 \$319,990</b>	<b>\$295,587</b>	<b>1,978 2,384</b>	<b>2,094</b>	<b>\$128 \$155</b>	<b>\$142</b>

Ryan Homes townhomes built in 2019-2020. Easy access to I-40 and Trader Joe's and Whole Foods. Granite countertops, stainless steel appliance package, gas range, carpet in BDs, hardwoods in kitchen and living, tile in bathroom, deck and two-car garage. Total of 169 townhomes in community.

HOA: \$100/monthly includes landscaping, dog park, volleyball field, and grill station amenities.

Sales pace: 4.5/month Began sales July 2019--17 THs available

\*Sales are for last 24 months at time of study

\*\*Unit mix is based on percentage of 24-month sales available on RedFin

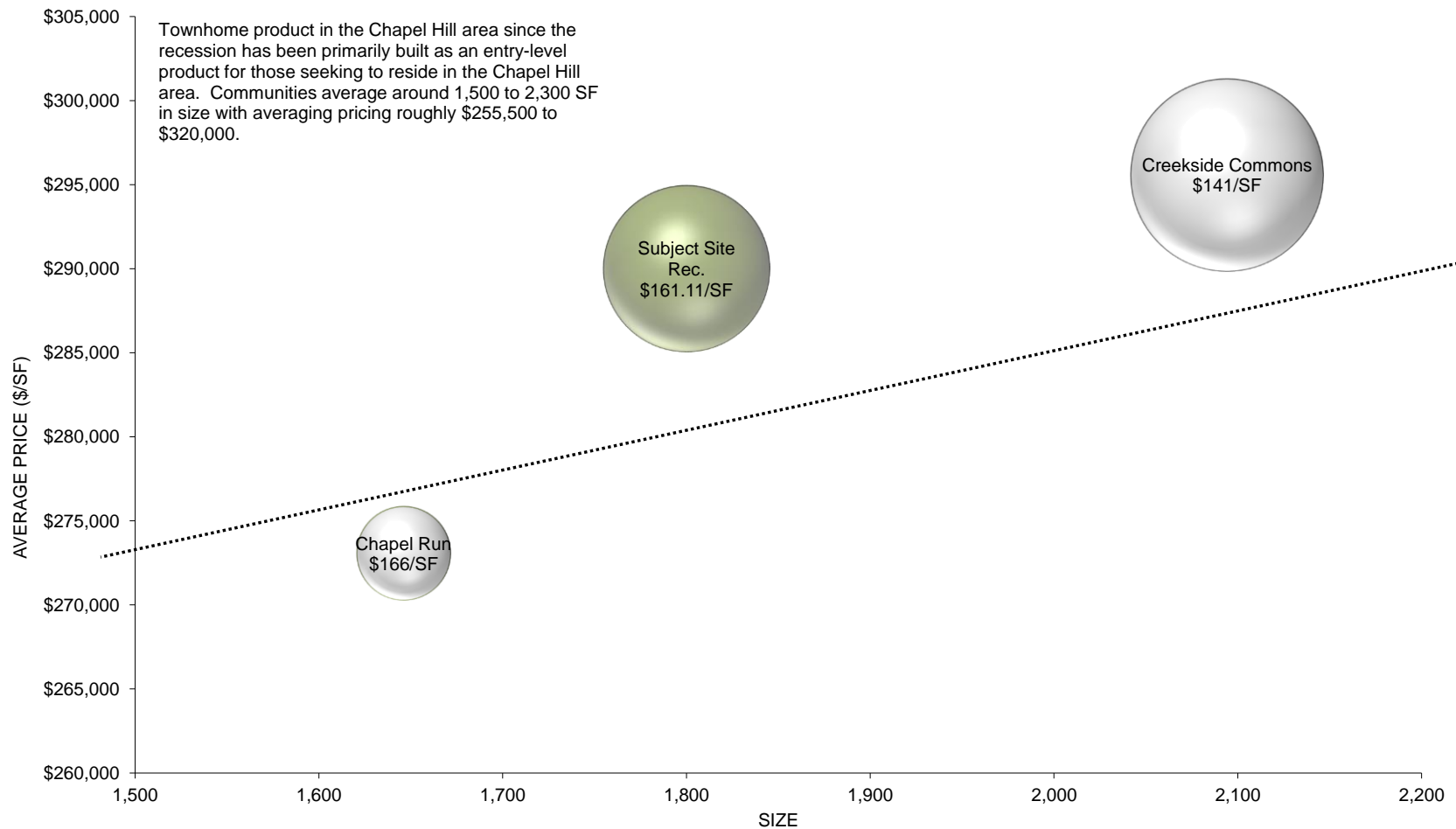
Source: NCG, RedFin



# CAPITAL ASSOCIATES WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

## Exhibit 24

Comparison of Recommended Positioning for the Subject Site Relative to Key Competitors in the Market - Weighted Average



If the 425' restriction could be removed, we recommend starter family for-sale townhomes for the southern portion of the site. Pending zoning and design, we estimate 100-150 units and believe these should target the above price positioning.

SOURCE: Noell Consulting Group based on surveys of properties.

# CAPITAL ASSOCIATES

## WOODMONT - CHAPEL HILL, NC

### HIGHEST AND BEST USE ANALYSIS

#### Exhibit 25

#### Chapel Hill Growth, Gentrification, and Implications to New Housing Product Needs

#### Chapel Hill Households by Age and Income, 2021

Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total	Min-Max Rent at 20-33% Income	Min-Max Sales Price at 3x Income
Less than \$15,000	1,248	433	367	116	165	152	149	109	2,739		
\$15,000 - \$24,999	408	218	192	126	182	85	109	68	1,388		
\$25,000 - \$34,999	421	348	243	150	158	96	110	66	1,592		
\$35,000 - \$49,999	257	692	595	252	269	219	190	106	2,580	\$583 - \$1,389	
\$50,000 - \$74,999	300	804	630	309	294	289	222	123	2,971	\$833 - \$2,083	
\$75,000 - \$99,999	62	373	371	306	303	379	185	87	2,066	\$1,250 - \$2,778	\$225,000 - \$299,000
\$100,000 - \$149,999	40	548	694	394	321	517	272	78	2,864	\$1,667 - \$4,167	\$300,000 - \$449,999
Income \$150,000 +	165	580	1,001	1,834	1,510	939	340	91	6,460	\$2,500+	\$500,000+
<b>Total</b>	<b>2,901</b>	<b>3,996</b>	<b>4,093</b>	<b>3,487</b>	<b>3,202</b>	<b>2,676</b>	<b>1,577</b>	<b>728</b>	<b>22,660</b>		

While conservative in overall volume (only 0.3% annual versus 1.2% from 2000 to 2021), the shifting among income bands forecasted here is based on demonstrated evolution that is already occurring in Chapel Hill.

As can be seen, a lack of moderate-income housing solutions are causing a loss in households earning less than \$50,000, and the majority of growth is in those earning greater than \$150,000.

While much of the new apartment development is obtainable for those earning above \$75,000, land and construction costs are making it harder for those earning under \$75k, and especially under \$50k to rent in the community. Garden apartments represent the best opportunity to solve this.

New single-family homes are generally obtainable for those earning above \$150,000, but it is largely only townhome and/or condominiums that are affordable to those earning \$100-150k. Increasing land and construction costs are making it considerably harder for those earning \$75-100k (often starter families) to purchase. Starter family townhomes represent the best opportunity to solve this.

#### Chapel Hill Household Projected Growth Next 5 Years by Age and Income

Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total	Min-Max Rent at 20-33% Income	Min-Max Sales Price at 3x Income
Less than \$15,000	-177	19	19	4	-8	9	17	-1	-118	Land/ construction costs do not justify without subsidy	Land/construction costs do not justify without subsidy
\$15,000 - \$24,999	-89	-1	14	-9	-27	19	21	8	-64		
\$25,000 - \$34,999	-92	5	16	-6	-2	25	17	-6	-43		
\$35,000 - \$49,999	-96	-49	-20	-27	-30	-7	-1	-4	-234	\$583 - \$1,389	\$225,000 - \$299,000
\$50,000 - \$74,999	-30	87	108	-5	-4	57	34	11	258	\$833 - \$2,083	
\$75,000 - \$99,999	-9	12	33	-19	-15	47	27	8	84	\$1,250 - \$2,778	
\$100,000 - \$149,999	6	18	56	8	-11	85	41	6	209	\$1,667 - \$4,167	\$300,000 - \$449,999
Income \$150,000 +	-9	84	251	291	179	228	90	23	1,137	\$2,500+	\$500,000+
<b>Total</b>	<b>-496</b>	<b>175</b>	<b>477</b>	<b>237</b>	<b>82</b>	<b>463</b>	<b>246</b>	<b>45</b>	<b>1,229</b>		

#### Market Risk Level

High	- Decreasing opportunity for the private sector to hit these price points without subsidy
Medium	- Moderate ability for the private sector to deliver this product without subsidy
Low	- Strong ability for the private sector to deliver this product without subsidy

SOURCE: Noell Consulting Group based on data obtained from US Census and Claritas.

# CAPITAL ASSOCIATES WOODMONT - CHAPEL HILL, NC HIGHEST AND BEST USE ANALYSIS

Exhibit 26  
Recommended Land Uses for Development



SOURCE: Noell Consulting Group