

Fulton County - A Posi+ive Place to Be.

FULTON COUNTY HOUSING STRATEGY FULTON COUNTY, NY

August 2018

nationalgrid
HERE WITH YOU. HERE FOR YOU.

*This initiative was assisted by a grant
from National Grid's Strategic Economic
Development Program*

Fulton County ^{NY}
POSITIVE

Contents

I. EXECUTIVE SUMMARY.....	3
II. INTRODUCTION	22
III. FULTON COUNTY OPPORTUNITIES AND CHALLENGES.....	31
IV. SUBMARKET NEEDS AND OPPORTUNITIES	47
V. SUMMARY OF MARKET DEMAND ANALYSIS.....	68
VI. IMPLEMENTATION STRATEGY	82
VII. SUBMARKET RECOMMENDATIONS	88

I. EXECUTIVE SUMMARY

A. Introduction

This report evaluates Fulton County’s housing needs for current year-round residents (2017) and the needs of future households through 2025. It identifies a market-driven strategy to meet those needs through development of new housing, rehabilitation, adaptive reuse, infill, as well as related neighborhood and community revitalization efforts in eight submarkets.

The Housing Strategy offers market-driven approaches including marketing, program development, specific project advancement, capacity building and local policies, among others. It also recommends an allocation of potentially supportable renter-occupied and owner-occupied housing units Countywide and in eight submarkets including:

- Hales Mills Development Area
- Vail Mills Development Area
- The City of Gloversville
- The City of Johnstown
- The Town of Mayfield Submarket
- The Town of Northampton Submarket
- The Towns of Broadalbin/Perth Submarket, which includes the Tryon Development Area
- The Towns of Caroga/Bleecker Submarket

Four steps were completed as part of the Housing Strategy development:

- Evaluation of Countywide housing opportunities and challenges.
- Analysis of the current and projected year-round population in need of housing.
- Completion of market demand analysis to determine potential support for housing units at various affordability levels.
- Development of the Housing Strategy Implementation Plan including specific recommendations for allocation of a maximum pool of supportable housing units and housing products in eight submarkets through 2025.

B. Evaluation of Countywide Housing Opportunities and Challenges

1. Key Takeaways

The following key takeaways emerged from the research about community and housing opportunities and challenges:

- a) There is a shortage of new single-family professional and executive level housing in the County.
- b) There is a current and future need for a variety of housing options for empty nesters to accommodate their increased mobility, reduce maintenance demands and encourage the turn-over of housing that would appeal to younger families.
- c) There is a shortage of mixed-use neighborhoods outside of the Cities. These types of neighborhoods appeal to the nation’s largest demographic segments: baby boomers and millennials.
- d) There is strong current and future demand for new senior housing to meet changing lifestyles and accessibility needs in the form of apartments and patio homes which are smaller, easier to maintain and provide a good bridge to retirement for many households.
- e) There are a number of formerly productive, but currently vacant, institutional and manufacturing properties. Some can be adaptively reused but others will need to be demolished, at least in part, and redeveloped.
- f) The Cities need rich amenities to attract people to live in downtown. Mixed-use places with gathering spaces, public art, open space, recreation trails, attractive streetscapes, Wi-Fi access and adequate and safe parking are needed to meet the contemporary expectations of residents and visitors. Housing is going to occur first in those communities that have these amenities.

2. Identified Opportunities

The following positive influences impacting community development and housing demand were identified in Fulton County:

- a) High quality of life for residents seeking affordable, scenic and small communities and urban areas. The presence in the Adirondack State Park makes the County attractive to people preferring an active lifestyle with many recreation opportunities.
- b) Housing is competitively priced and the County enjoys a low cost of living compared to adjoining Saratoga, Schenectady and Albany Counties.
- c) NYS Routes 30, 30A and 29 provide for easy access to shopping centers, cultural centers, historic districts and other recreational amenities.
- d) The reasonable travel to work distance of 23.4 minutes makes the Fulton County residents very mobile.
- e) The County places a strong focus on marketing and branding.

- f) New homes are being built that provide options for new and existing households that may not have otherwise chosen to live in the County.
- g) The County, Cities, Towns and Villages collaborate on important infrastructure projects. Infrastructure is in place or planned to serve existing housing concentrations and most of the proposed development areas.
- h) Vacancy rates for both for-sale and rental properties have decreased significantly in some submarkets reflecting a tightening supply.
- i) The ratio of rental units to owner units in the urban areas is relatively high and opportunities may exist to expand or stabilize the homeowner base.
- j) A potentially large number of the 3,400 seasonal households are likely to retire locally by 2025.

3. Identified Constraints

The following negative influences are impacting housing demand in Fulton County:

- a) There is a lack of:
 - i. Senior housing. Fulton County currently only has a modest supply of market-rate senior housing. Of the 13 housing developments in Fulton County identified by NYS Homes and Community Renewal, only 3 are market rate and/or mixed age and all report waiting lists and/or very low vacancy rates largely related to natural turnover each year.
 - ii. Mixed-use development options.
 - iii. Downtown housing that appeals to millennials.
 - iv. Professional and executive level housing.
- b) There has been recent, historical and ongoing competition from development of new market-rate and affordable housing in nearby Saratoga and Schenectady County communities surrounding Fulton County. There is also competition with seasonal homeowners for housing in smaller communities.
- c) There is limited housing choice and diversity of housing products. Most of the County's existing housing is older and dated (85% built prior to 1990) and does not meet modern lifestyles and interests, effecting prices and value trends.
- d) The scale of investment needed to revitalize downtowns is considerable due to deferred maintenance and building code challenges.
- e) Vacancy rates are improving in the urban centers in Gloversville and Johnstown but there are a number of zombie buildings that have been abandoned or foreclosed which negatively affect property values.
- f) New funds are going to be needed to close affordability gaps and incentivize reuse of older units including first time homeowner subsidy to offset renovation costs, down payments and closing costs.
- g) Although overall cost of living is lower than surrounding communities, comparatively lower K-12 performance may be a concern for families.

C. Key Takeaways About Population Trends

An array of data sources were analyzed to understand the maximum number of people potentially in need of housing at the current time and through 2025. This number is estimated at as many as 3,710 people including existing residents needing different housing and new residents looking to move to Fulton County.

The following key takeaways emerge from the research about populations with housing needs:

- a) While the County believes it can attract new residents through marketing and job creation, the County’s overall population is stable and additional population growth is likely to be moderate based on historical trends.
- b) Changes between the age groups is expected including growth in the percentage of seniors, peak-earning families and young professionals. Based upon these trends, Fulton County may need to meet the needs of up to 3,710 people or 1,495 people living in renter-occupied units and 2,215 people living in owner-occupied units.

TABLE 1. POTENTIAL POPULATION IN NEED OF HOUSING THROUGH 2025							
SUBMARKET	CURRENT POPULATION IN NEED			ADDITIONAL POPULATION IN NEED (2025)			TOTAL POTENTIAL POPULATION IN NEED (2025)
	Potential Renters in Need	Potential Owners in Need	TOTAL	Potential Renters in Need	Potential Owners in Need	TOTAL	
Hales Mills	170	112	282	165	300	465	747
Vail Mills	188	342	530	38	0	38	568
Gloversville	149	163	312	81	0	81	393
Johnstown	57	58	115	104	54	158	273
Mayfield	91	206	297	2	0	2	299
Northampton	50	90	140	44	10	54	194
Broadalbin/Perth	37	526	563	60	0	60	623
Caroga/Bleeker	139	92	231	0	43	43	274
Other TBD	0	0	0	120	220	340	340
TOTAL	881	1,589	2,470	614	627	1,241	3,711
ROUNDED	880	1,590	2,470	615	625	1,240	3,710

- c) Housing needed due to estimated Fulton County population shifts and Market Area trends includes:
 - i. The County’s “senior” population (age 65 to 74) increased by 15% since 2000, is the largest demographic group in the County and will continue to grow. This population group has current and emerging housing needs. Seniors face a major life transition that often includes downsizing from a larger family residence.
 - ii. The County’s baby boomer population (age 55 to 70) will increase considerably over the next 15 years. Nearly one third of the current population in each submarket is over age 55. If their

needs cannot be met in Fulton County, due in part to wait lists at many senior complexes, they may move elsewhere to find the types of housing they desire.

- d) As more diversity in housing and jobs is provided it is likely that the County will attract households attracted to executive housing and new millennial professionals and couples attracted to downtown housing options. The County will also be in a position to retain households who might otherwise have left the County through focused marketing.
- e) The profile of County households derived from data from Claritas Tapestry Segmentation show the largest percentage of residents to be stable homeowners who would be more likely to reinvest in existing homes than move to a new one. That trend appears to be the reverse for renters who, given the vacancy rate appear to be more mobile.
- f) Households in Fulton County earning over \$100,000 annually are increasing.
- g) Nearly two-thirds of all potential homeowners in the County can afford a market-rate home.
- h) Over one third of millennials in Fulton County are now parents who desire affordable homes with convenient services in stable school districts. They are seeking modern and fresh apartment and loft conversions and adaptive reuse of interesting buildings.

D. Summary of Housing Market Demand Analysis

The Market Demand Analysis includes two main sources of housing need across eight submarkets:

- people in need of housing currently (2017)
- additional people in need of housing through 2025

The eight submarkets were analyzed independently to assess their full housing potential. The submarket boundary for each is defined as the median drive time to work reported by the US Census, from an identified center, with minor adjustments as needed. In some instances, such as the Cities of Johnstown, Gloversville, and the Hales Mills Development Area, the submarket centers are within a few miles of each other. As a result, overlap occurs between the subareas resulting in unavoidable duplication of units. The number of units supportable by the demand analysis may not match the recommended allocation, and the number of rehabilitated, reused and constructed housing units is likely to be lower. A summary of the demand analysis for each submarket can be found in Section VII.

The table that follows summarizes the population and unit demand for housing currently and through 2025. It concludes that over 3,710 current and potential residents may have housing need for up to 1,560 housing units including 640 renter-occupied and 920 owner-occupied units through 2025.

TABLE 2. SUMMARY OF HOUSING DEMAND SUPPORTABLE THROUGH 2025*					
	Current Potential Housing Demand	Additional Population Demand	Additional Workforce Housing	TOTAL	ROUNDED
Population Potentially in Need of Housing					
Potential Population in Need of Renter-Occupied Units	880	494	120	1494	1,495
Potential Population in Need of Owner-Occupied Units	1,590	407	220	2,217	2,215
SUBTOTAL POPULATION	2,470	901	340	3,711	3,710
Total Households Potentially in Need of Housing	1,025	365	170	1,560	1,560
Housing Units Potentially Supportable					
Renter-Occupied Housing Units Potentially Supportable	375	205	60	640	640
Owner-Occupied Units Potentially Supportable	650	160	110	920	920
SUBTOTAL HOUSING UNITS SUPPORTABLE	1,025	365	170	1,560	1,560

*These estimates are derived from submarket analysis and duplication exists.

Current need may exist for as many as 2,470 people in an estimated 1,025 households including 880 in need of renter-occupied units and 1,590 in need of owner-occupied units. By 2025 up to 900 additional people may potentially require housing including 494 people potentially in need of renter-occupied units and 404 potentially in need of owner-occupied housing. An additional 170 households containing as many as 340 residents may be attracted to Fulton County by potential new job creation. They would potentially support an additional 60 renter-occupied and 110 owner-occupied units by 2025.

The Strategy identifies demand through 2025 of up to 1,560 units including 640 renter-occupied units and 920 owner-occupied units, and recommends this demand be met through a mix of housing rehabilitation, adaptive reuse, infill as well as new developments on a large and small scale with supportive programs and incentives to encourage residential growth.

TABLE 3. POTENTIAL HOUSING UNITS SUPPORTABLE THROUGH 2025						
SUBMARKET	RENTER-OCCUPIED UNITS			OWNER-OCCUPIED UNITS		
	<i>Current Demand</i>	<i>Additional Demand (2025)</i>	TOTAL RENTER UNITS	<i>Current Demand</i>	<i>Additional Demand (2025)</i>	TOTAL OWNER UNITS
Hales Mills	72	70	142	48	120	168
Vail Mills	83	17	100	149	0	149
Gloversville	65	35	100	66	0	66
Johnstown	21	39	60	21	19	40
Mayfield	39	1	40	84	0	84
Northampton	20	18	38	36	4	40
Broadalbin/Perth*	15	25	40	210	0	210
Caroga/Bleeker	60	0	60	37	17	54
SUBTOTAL	375	205	580	651	160	811

TABLE 3. POTENTIAL HOUSING UNITS SUPPORTABLE THROUGH 2025						
SUBMARKET	RENTER-OCCUPIED UNITS			OWNER-OCCUPIED UNITS		
	Current Demand	Additional Demand (2025)	TOTAL RENTER UNITS	Current Demand	Additional Demand (2025)	TOTAL OWNER UNITS
Other TBD**	0	60	60	0	110	110
TOTAL	375	265	640	651	270	921
ROUNDED	375	265	640	650	270	920

*Includes Tryon Development Area ** Includes units to be built Countywide to meet workforce housing needs through 2025, as identified by Fulton County Planning Department.

Of this total, nearly 680 newly constructed single and multifamily residences have been included in conceptual designs for the development areas at Hales Mills, Vail Mills, Tryon, County Route 107 and Hales Mills Road. Nearly 20% of the potential total demand or 282 units are designed for seniors (136 senior apartments and 164 senior patio homes.)

E. Demand for Housing Units Per Market Demand Analysis (Current Demand)

Considering the prior findings, and using an established method of market demand analysis, subarea market support was estimated for owner- and renter-occupied housing units in 2017. The market demand analysis results represent current demand for housing. A total of 2,470 people or approximately 1,025 households are potentially in need of housing currently, including 880 in need of renter-occupied units and 1,590 in need of owner-occupied units. That population supports potential development of 375 renter-occupied units and 650 owner-occupied units.

TABLE 4. CURRENT HOUSING MARKET DEMAND (2017)						
SUBMARKET	CURRENT POPULATION IN NEED			CURRENT HOUSING DEMAND		
	Potential Population in Need of Renter Units Currently	Potential Population in Need of Owner Units Currently	TOTAL	Potential Demand for Renter Units Currently	Potential Demand for Owner Units Currently	TOTAL
Hales Mills	170	112	282	72	48	120
Vail Mills	188	342	530	83	149	232
Gloversville	149	163	312	65	66	131
Johnstown	57	58	115	21	21	42
Mayfield	91	206	297	39	84	123
Northampton	50	90	140	20	36	56
Broadalbin/Perth	37	526	563	15	210	225
Caroga/Bleeker	139	92	231	60	37	97
SUBTOTAL	881	1,589	2,470	375	651	1,026
ROUNDED	880	1,590	2,470	375	650	1,025

F. Demand for Housing Units Per Population and Workforce Trends through 2025 (Additional Demand)

In addition to meeting current demand, additional housing units will be needed to address age trends including increasing levels of seniors, retirees, peak-earning families and young professionals.

A growing regional workforce is projected that could be attracted if jobs and housing are available. The Targeted Industry Analysis prepared by DCG Corplan for the Tryon Technology Park has estimated that the County can attract 340 new workers by 2025 (or 170 new households). These households will support an additional 20 renter-occupied units and 150 owner-occupied units. Although the pace of job growth has slowed in recent years, the County is aggressively marketing opportunities for investment at the Tryon Technology Park, which is expected to generate a significant portion of this demand.

The table that follows includes additional units supportable through 2025, including an additional 265 renter-occupied units and 270 owner-occupied units.

TABLE 5. ADDITIONAL POTENTIAL POPULATION IN NEED OF HOUSING THROUGH 2025						
SUBMARKET	ADDITIONAL POPULATION IN NEED			ADDITIONAL HOUSING DEMAND SUPPORTABLE		
	<i>Potential Additional Population in Need of Renter Units</i>	<i>Potential Additional Population in Need of Owner Units</i>	TOTAL	<i>Potential Additional Demand for Renter Units</i>	<i>Potential Additional Demand for Owner Units</i>	TOTAL
Hales Mills	165	300	465	70	120	190
Vail Mills	38	0	38	17	0	17
Gloversville	81	0	81	35	0	35
Johnstown	104	54	158	39	19	58
Mayfield	2	0	2	1	0	1
Northampton	44	10	54	18	4	22
Broadalbin/Perth	60	0	60	25	0	25
Caroga/Bleeker	0	43	43	0	17	17
SUBTOTAL	494	407	901	205	160	365
Other TBD*	120	220	340	60	110	170
TOTAL	614	627	1,241	265	270	535
ROUNDED	615	625	1,240	265	270	535

* Includes units to meet workforce housing needs through 2025 to be built Countywide.

G. Recommended Allocation Through 2025 of Potential Housing Units Countywide by Submarket

An allocation of potentially supportable owner and renter-occupied housing is recommended for each submarket. In addition to market demand, the recommended allocation factors in community characteristics such as readiness to proceed, ease of delivering infrastructure, uniqueness of housing products, known current and proposed housing developments, and desired mix of uses, among others. It also considers the characteristics of potential tenants or owners based on a variety of rent-to-income ratios and uses the ratios to target specific housing products.

This Housing Strategy recommends that housing demand through 2025 of up to 1,560 units, including 640 renter-occupied units and 920 owner-occupied units, be met through a mix of new developments on a large and small scale as well as housing rehabilitation, adaptive reuse, infill and supportive programs and incentives to encourage residential growth.

The type of housing products recommended include:

TABLE 6. POTENTIAL HOUSING PRODUCTS					
Housing Products	Bedrooms	Baths	Square Footage	Price Category	Occupants
Renter-Occupied Housing Units					
Family Apartments	2-3	1-2	575-975 SF	Market Rate and Affordable	2-4
Townhomes	2-3	1-2	875-1,250 SF	Market Rate	2-4
Lofts	2-3	1-2	675-1,400 SF	Market Rate	2-4
Senior Apartments	1-2	1-2	575-975 SF	Market Rate and Affordable	2-4
Owner-Occupied Housing Units					
Family Patio Homes	2-3	1-2	900-1,650 SF	Market Rate	2-4
Senior Patio Homes	1-2	1-2	875-1,250 SF	Market Rate and Affordable	2-4
Single-family Homes	2-4	2+	1,200-2,400	Largely Market Rate	2-6

Nearly 20% of the potential demand or 282 units are designed for seniors (136 senior apartments and 164 senior patio homes.)

TABLE 7: PROJECTED ALLOCATION OF HOUSING UNITS THROUGH 2025													
Housing Products To Be Improved or Developed	Town of Johnstown		Town of Mayfield		Town of Perth			City of Gloversville	City of Johnstown	Town of Northampton	Towns of Caroga /Bleecker	Other	TOTAL
	Hales Mills	Golf Course	Vail Mills	Other	Tryon	CR 107	Other						
POTENTIAL RENTER-OCCUPIED UNITS													
Family Apartments	48	0	24	40	34	40	0	28	12	0	0	20	246
Townhomes	56	0	40	0	18	0	0	24	14	20	50	0	222

Lofts	0	0	0	0	0	0	0	24	12	0	0	0	36
Senior Apartments	36	0	36	0	0	0	0	24	22	18	0	0	136
Subtotal	140	0	100	40	52	40	0	100	60	38	50	20	640
POTENTIAL OWNER-OCCUPIED UNITS													
Family Patio Homes	36	0	0	0	0	0	0	48	16	0	24	40	164
Senior Patio Homes	36	21	12	10	0	0	10	16	24	20	0	15	164
Single-family Homes	98	24	38	30	32	50	175	0	0	20	30	95	592
Subtotal	170	45	50	40	32	50	185	64	40	40	54	150	920
TOTAL	310	45	150	80	84	90	185	164	100	78	104	170	1,560

H. Affordability of Housing Units Supportable Through 2025.

To make the Housing Strategy useful to potential developers, the housing market demand analysis used underwriting guidelines required by New York State Department of Housing and Community Renewal (NYSHCR) and United State Department of Housing and Urban Development (HUD), and other institutional lenders. The underwriting process includes a review and determination of the percentage of potential owners and renters with adequate income in a specific market area to support housing units. More detailed explanation of affordability is included in Section V. Research concludes that:

a) Renter-Occupied Housing Affordability

Of the 1,495 people potentially in need of renter-occupied housing through 2025:

- i. Over half (755) would potentially be able to pay market-rate rents.
- ii. Nearly 170 could potentially afford moderate income rents.
- iii. The remainder of nearly 570 people would require affordable rents.

b) Owner-Occupied housing affordability:

Of the nearly 2,215 people potentially in need of owner-occupied housing through 2025:

- i. Nearly two-thirds (1,395) would potentially be able to carry market-rate mortgages.
- ii. Nearly 315 could potentially afford moderate income mortgages.
- iii. The remainder of nearly 510 people would require affordable mortgages.

I. Property Tax Implications of Residential Build Out

The property tax implications of successful implementation are significant. It should be noted that this snapshot of tax revenue that could be generated assumes that all demand is met by new construction. Actual build out will be lower. For example, if 50% of demand is met by new development up to \$722,000 in potential property tax could be generated by 2025.

- At full build out, taking the average cumulative value through 2025, total tax revenue for both owner occupied units (920 homes, townhomes and cottages) and renter-occupied units (640 apartments, townhomes, cottages) would be just over \$9,000,000. (See footnote for table below for data sources.)

- Taking the average cumulative value through 2025, total tax revenue for 920 owner-occupied units would be as much as \$7,660,000. Considering a variety of home sizes, estimated cumulative values through 2025 would range from \$6,430,000 for homes of around 1,200 sq. ft. to \$9,700,000 for homes of around 2,200 sq. ft. (executive level homes, for example.)
- Taking the median cumulative value through 2025, total tax revenue for 640 renter-occupied units would be as much as \$2,100,000. Considering a variety of unit values (low, median and high) the amount ranges from an estimated cumulative value through 2025 of \$1,700,000 on the low end to \$2,600,000 on the high end (downtown lofts, for example.)

ESTIMATED PROPERTY TAX REVENUES FROM NEW HOUSING UNITS POTENTIALLY SUPPORTABLE THROUGH 2025*					
Owner-Occupied Units	Home Values by Square Footage				Average
As many as 920 owner-occupied units through 2025					
Average SF of home	1,200 SF	1,400 SF	1,600 SF	2,200 SF	
Estimated mean value of homes	\$173,000	\$188,000	\$202,000	\$261,000	\$181,000
Estimated property tax value*	\$7,000	\$7,600	\$8,200	\$10,560	\$8,340
Estimated cumulative tax revenue through 2025	\$6,430,000	\$7,000,000	\$7,500,000	\$9,700,000	\$7,660,000
Renter-Occupied Units	Multi-Family Unit Values				
As many as 640 renter-occupied units through 2025					
Average apartment size 800 SF in 8-24 unit building	Low	Median	High		
Estimated mean value per unit	\$65,500	\$76,500	\$101,200		
Estimated property tax value*	\$2,650	\$3,100	\$4,100		
Estimated cumulative tax revenue through 2025**	\$1,700,000	\$2,100,000	\$2,600,000		

*Based on aggregate property tax rate of \$40.45/1000 of assessed valuation.

**Estimated mean value of renter-occupied housing units and of commercial, office and retail square footage is based on data from the Building Journal construction estimator for the Albany MSA (2017): <http://buildingjournal.com/construction-estimating.html>

J. Implementation Plan

The following goals and recommendations are provided:

GOAL ONE: MARKETING AND PROMOTION

The County has completed a marketing campaign that focused on quality of life and sending e-newsletters to developers to increase awareness of the County's offerings. However, additional promotion must be undertaken to attract new households and new workers. Fulton County has a professional planning and economic development staff and capable strategic partners. However, successful implementation of the Housing Strategy will require the commitment of additional staff and/or consultant time.

1. Fulton County should market and promote the Fulton County Housing Strategy.

- a) Fulton County should pursue dedicating existing staff time, hiring new staff or hiring a consultant to promote development of new housing and rehabilitation of existing housing.
- b) Fulton County should aggressively market and promote this Housing Strategy as an overarching blueprint to expand housing supply and choice.
- c) Fulton County should provide the submarket summaries and detailed profiles in *Appendix A: Housing Submarket Profiles* to potential developers to facilitate discussion of market opportunities.
- d) Fulton County should distribute the Housing Strategy to all municipalities and assist municipalities to identify sites for residential development.
- e) Fulton County should distribute the Housing Strategy to the real estate community.

2. Fulton County should market and promote its property values, affordability and quality of life.

- a) Fulton County should educate developers about its natural environment, abundant recreational resources and quality of life in communities where "affordable" means undiscovered value and convenience.
- b) Fulton County should market and promote itself to millennial individuals and family households.
 - i. Conduct listening sessions with current millennial families to understand why they have remained in or moved to Fulton County. Share those stories at the Housing Summit and with potential developers.
 - ii. Increase housing choice including downtown living options, market-rate rentals, lofts and other open plan housing choices.
 - iii. Integrate this housing with concentrated small business enhancement, especially in modern "convenience" services like coffee shops, local food vendors, farm-to table restaurants and unique eating and drinking establishments.

- iv. Encourage the construction of new smaller homes. Since affordability is an issue for current families, millennial households and some empty nesters, providing well-designed smaller homes on smaller lots will minimize the amount of subsidy required for homes to sell.
- c) Fulton County should market the County as a place to live, work and play, its competitive land price, wage rates, healthy community/recreation and growing diversity in housing products including:
 - i. Integrate messages about livability into all business recruitment marketing.
 - ii. Target millennial and family households.
 - iii. Develop unique products, materials, advertising and video that communicate how rewarding it is to live in Fulton County.
 - iv. Produce a marketing profile for each submarket to advertise its opportunities and work closely with the communities to integrate the profile into their local promotion efforts.
 - v. Continue to use E-Newsletter to make developers aware of opportunities and keep Fulton County front and center as they think about future development opportunities.
 - vi. Support local efforts to develop a strong branding and promotional program for each community as part of an overall county strategy.

3. Fulton County should market and promote specific sites across the County:

- a) Fulton County should market the three Primary Development Areas: Hales Mills, Vail Mills, Tryon; the two priority housing sites at County Route 107 in Perth and Hales Mills Road Site (near the Golf Course) in Johnstown and specific sites identified for adaptive reuse by the Cities.
- b) Fulton County should establish internal priorities among the sites with unique marketing messages, and allocate marketing and promotion efforts accordingly. As new sites are identified, graphic site plans and color renderings should be prepared to promote them and add to the County's portfolio.

4. Fulton County should conduct a Housing Summit.

- a) Fulton County should conduct an annual Housing Summit like the Vision 2026 Summit conducted in 2016. The goals of this Summit would be to bring together municipal leaders, property owners, housing developers and the real estate community to network, develop partnerships and learn about the Housing Strategy.
- b) Fulton County should design the Summit to present the Housing Strategy, introduce regional housing developers, identify preferred residential development sites in each community, share new programs for housing rehabilitation and homeownership, and educate about financial incentives for developers, homebuyers and renters.

GOAL TWO: CREATE A DIVERSE CHOICE OF HOUSING PRODUCTS

While existing housing and land suitable for new residential development is readily available and relatively affordable, Fulton County should support more modern choices of housing types at a variety of price points.

1. Fulton County should encourage the development of new senior housing initiatives for baby boomers and empty nesters of all incomes and activity levels.

- a) Fulton County should meet with developers of active senior retirement communities to look at the Hales Mills Development Area and the Hales Mills Road Extension residential area adjacent to the golf course. Although Fulton County has incredible recreation amenities, it lacks active retirement or adult (age 55+) communities linked to recreation like a golf course.
- b) Fulton County should encourage the Fulton County Community Heritage Corporation (CHC), a NYS designated Rural Preservation Company to consider developing additional senior housing.
- c) Fulton County should encourage the Cities, Towns and Villages to consider co-housing models and elder cottage/tiny homes, in-law cottages and other forms of elder housing which offer more community support than cottage communities.

2. Fulton County should conduct a housing developer solicitation to pursue mixed-use developments with a strong residential component.

- a) Fulton County should advance mixed-use development at Hales Mills, Vail Mills, and Tryon Development Areas and sites identified by the Cities.

3. Fulton County should encourage development of middle income and executive level single-family housing and market-rate rental housing.

- a) Fulton County should conduct a housing developer solicitation to pursue site specific housing projects at the five development areas and sites identified by the Cities.
- b) Fulton County should market the Hales Mills and Tryon Development Areas for executive level housing.
- c) Fulton County should work with realtors and local companies to track demand for housing.

GOAL THREE: PROMOTE DOWNTOWN REVITALIZATION IN THE CITIES

Fulton County should continue to partner with the Cities of Gloversville and Johnstown, supporting them to become thriving and creative centers to live, work, shop and visit.

- 1. The Cities should build/create/develop amenities in their downtowns to attract people to live downtown.**
 - a) Fulton County should support the Cities by helping to identify important public space, historic preservation, streetscaping, gateway improvements, and trails and recreation projects that improve quality of life.
 - b) Fulton County should provide planning support and assistance with preparing and administering grants for priority projects.
 - c) Fulton County should structure larger Countywide programs that advance multiple projects rather than having individual communities compete against each other for limited funds.

- 2. Fulton County should partner with the City of Gloversville to implement its Downtown Development Strategy.**
 - a) Fulton County should continue its collaboration with the City of Gloversville and implement its Downtown Development Strategy.

- 3. Fulton County should encourage and assist the City of Johnstown to hire a professional consultant to prepare a Downtown Development Strategy.**
 - a) Fulton County should work with the City of Johnstown to hire a consultant and develop a strategy consistent with the preliminary plan.

- 4. Fulton County should secure Technical Assistance and Implementation Grants from the New York State Homes and Community Renewal’s Main Street (NYMS) Program.**
 - a) Fulton County should seek \$500,000 in NYMS funding. The Main Street Technical Assistance program provides small grants for planning activities and market assessments to determine the most feasible Main Street investments. Fulton County should use the NYMS funding to hire an architect and/or engineer to evaluate downtown properties in each City and prioritize properties with the best odds of being reused.
 - b) Fulton County should complete site and target area or site specific financial feasibility and market analysis to facilitate identified residential development projects.

GOAL FOUR: PROMOTE A VARIETY OF HOUSING PROGRAMS AND INCENTIVES.

Fulton County should take a lead role in developing a County Housing Program that involves a housing rehabilitation program and the development of new housing. Fulton County should hire an experienced housing consultant to guide and assist in developing this program and obtaining initial funding.

1. Fulton County should hire a housing consultant to lead and guide implementation of Countywide housing programs.

- a) To supplement existing staff capacity, Fulton County should hire an experienced housing consultant to guide implementation of the Housing Strategy.

2. Fulton County should develop a Countywide Housing Rehabilitation Program.

- a) Fulton County should hire a consultant who specializes in housing rehabilitation and in developing affordable and mixed-income housing. The consultant should inventory and prioritize potential housing rehabilitation target areas Countywide, apply for funding to rehabilitate existing housing, abate problems including lead paint, preserve historic features and address code deficiencies, deliver the housing rehabilitation assistance program, and develop model housing rehabilitation guidelines and materials that can be used Countywide.
- b) Fulton County should encourage the Cities, Towns and Villages to apply for funds through NYS Homes and Community Renewal Community Development Block Grant Program and through the Consolidated Funding Application process to promote housing rehabilitation throughout Fulton County.

3. Fulton County should develop a Countywide Homebuyer Assistance Program with a focus on attracting millennial families.

- a) Fulton County should direct its housing consultant to apply for funding through NYS Homes and Community Renewal to fund a first-time homebuyer program that can assist with the purchase of existing for-sale properties as well as new construction housing projects. The consultant should develop program guidelines that target assistance to households the County needs to attract – with a focus on attracting millennials.

4. Fulton County should develop a Countywide Anchor Building Rehabilitation/Reuse Program to promote rehabilitation and adaptive reuse of important properties.

- a) Fulton County should direct its housing consultant to apply for funding through NYS Homes and Community Renewal NYMS to fund this program.

5. Fulton County should establish a Countywide Neighborhood Preservation Company to develop an affordable housing program.

- a) Fulton County should reach out to surrounding communities including the Capital Region Community Loan Fund or Better Neighborhoods Inc. in Schenectady County to partner on

specific affordable housing projects or components of mixed-income and mixed-use development initiatives.

GOAL FIVE: PROMOTE AND ENCOURAGE SMART TARGETED DEVELOPMENT

Fulton County should help communities make their local land management frameworks supportive of residential development and control key parcels with the greatest odds of sustainable housing investment.

- 1. Fulton County should promote adoption of regulations in Cities, Towns and Villages that are housing friendly.**
 - a) Fulton County should encourage local communities to make their local land management frameworks supportive of residential development and to control key parcels with the greatest odds of sustainable housing investment. Housing-friendly codes can offer developers flexibility and reduce infrastructure and land development costs, making housing more affordable.

- 2. Fulton County should educate its Cities, Towns and Villages to adopt special land management tools to encourage investment.**
 - a) Fulton County should help its municipalities to adopt development-friendly land use tools including cluster zoning, planned development districts, conservation design subdivisions, density bonus, LEED standards, and design standards. Codes should protect single family housing in the Cities, encourage upper story residential uses, encourage mixed use, and allow smaller lot sizes to reduce land purchase costs and allow smaller lots and homes to increase affordability.

- 3. Fulton County should help the Cities and Towns to develop and implement code compliance programs to help property owners bring their buildings into compliance with the NYS Uniform Fire Prevention and Building Code.**
 - a) Fulton County should help the Cities, Towns and Villages to focus code enforcement and blight reduction in target areas to make a visible impact, and address property maintenance and building code violations. They should also obtain State grants to assist downtown property owners to make second and third floor space usable for offices and residences.

- 4. Fulton County should track land that becomes municipally owned through tax foreclosure and develop a preferred redevelopment program with incentives.**
 - a) Fulton County should take advantage of the considerable supply of properties in the foreclosure process that represent affordable targets for rehabilitation and redevelopment if they can be assembled and offered to pre-qualified buyers with financial incentives. Preference in homebuyer grant awards could be given to households that agree to rehabilitate a foreclosed home.

5. **Fulton County should consider development of a land bank to assemble sites.**
 - a) Fulton County should review and understand the means to create a land bank provided within the State of New York Land Bank Act (Section 1600 of the NY Not-For-Profit Corporation Law). At the Housing Summit or other venue, discuss the potential of forming a land bank and consider whether an existing non-profit organization exists that could serve as a land bank.

GOAL SIX: IMPLEMENT SUBMARKET RECOMMENDATIONS

Fulton County should help the submarkets to accomplish the recommendations made for each.

1. **Fulton County should help the Hales Mills submarket by distributing the Hales Mills Development Area brochure, completing infrastructure extension, developing a phasing schedule to coordinate buildout, adjusting land management tools to facilitate development, and marketing the proposed housing near the golf course as an active senior neighborhood.**
2. **Fulton County should help the Vail Mills Submarket by distributing the Vail Mills Development Area brochure, implementing findings of hotel make analysis, ensuring that retail investments happen concurrent with residential building and adjusting land management tools to facilitate development, as necessary.**
3. **Fulton County should help City of Gloversville and City of Johnstown submarkets to promote urban character and opportunities for social connections that appeal to millennials, empty nesters and young families, develop mixed-use modern apartment complexes and assisted-living/senior housing, modernize homes, and use programs like the NY Main Street Program to encourage building restoration and incentives for upper story housing.**
4. **Fulton County should help the Mayfield Submarket to focus on families with children and encourage development of senior housing and other options to meet the needs of the increasing elderly year-round population. They should help the Town to apply for State and Federal financial assistance to develop new housing and improve substandard housing through modernization and rehabilitation, and promote the Town through ongoing County marketing efforts.**
5. **Fulton County should help the Northampton/Northville Submarket to advance housing related actions identified in the Town of Northampton and Village of Northville local plans to develop senior housing, housing rehabilitation, housing attractive to young families, and reuse of upper story spaces. They should promote Northampton in ongoing Fulton County marketing efforts. The County should support current efforts to update zoning in Northville to build on amenities and attractions including walkability, mobility, cultural destinations, and shopping to maintain a highly social environment. They should consider ways to link projects to the Great Sacandaga Lake to create unique economic assets.**
6. **Fulton County should help the Broadalbin/Perth Submarket to advance housing related actions identified in the Town of Perth and Town of Broadalbin local plans including accessory apartments and consider use of elder cottages, apartment buildings, multi-family attached housing and senior housing. They should promote the Tryon Primary Development located in**

the Town of Perth and develop a phasing schedule to coordinate build out of various elements at Tryon and County Route 107.

7. Fulton County should help the Caroga/Bleecker Submarket to advance housing related recommendations in local plans including promoting housing diversity and concentration of housing in the Town Center to support the growth and development at its core. In Ephratah, develop low-maintenance types of housing including senior housing, apartments, condominiums, and assisted living centers. It should also promote Caroga/Bleecker in ongoing County marketing efforts, adjust land management tools to facilitate development, as necessary and consider ways to link projects to the various lakes.

II. INTRODUCTION

As a component of the overall Fulton County Development Strategy, this Fulton County Housing Strategy uses a variety of qualitative and quantitative approaches to understand housing patterns and demand Countywide and in eight submarkets. It provides a baseline of information about current and future housing demands and makes recommendations as follows for housing improvement and development. Steps in the process include:

- Conduct a housing inventory.
- Engage stakeholders including potential housing developers.
- Evaluate data related to population, age, income, employment, education and economy.
- Analyze the current housing marketplace including trends and development opportunities.
- Evaluate regulatory issues influencing residential development.
- Estimate housing demand (population and units) Countywide and by submarket.
- Recommend specific housing products to meet identified needs.
- Identify potential housing development sites Countywide and prepare concept plans.
- Develop an implementation plan and matrix with strategies countywide and at the submarket level.
- Recommend the maximum potential allocation of housing units supportable by 2025 by submarket.

Team Introduction and Qualifications

The professional consultants assigned to prepare this Housing Strategy have experience serving the public and private sectors for over twenty years. They assess residential, retail and commercial opportunities, challenges, need and demand in a variety of sectors. Team members include:

- Asterhill Incorporated located in Mumford, New York. Staff assigned to the project include James Carroll, Principal.
- River Street Planning & Development, LLC located in Troy, New York. Staff assigned to the Housing Strategy include Margaret Irwin, Principal; Monica Ryan, Principal Planner; Christina Snyder, Planner; and Amy Ferguson, GIS Director.

Approach and Methodology

This study represents a compilation of data gathered from various sources including local municipal records, interviews with market participants, site visits and review of primary and secondary demographic and real estate data. The research is based on current publicly available and reliable future population and demographic trends and uses proprietary analytical tools developed by members of the consultant team.

The housing analysis was developed concurrent with the 2017 Fulton County Retail Analysis. This allowed the consultants to integrate housing opportunities with retail and other components to test the feasibility

of mixed-use strategies for the County, the Primary Development Areas, the Cities of Gloversville and Johnstown and other market areas identified.

Data Sources

The Fulton County Housing Strategy quantitative data from primary and secondary sources includes:

- US Census Bureau American Community Survey,
- US Census Bureau *Longitudinal Employment and Household Dynamics On The Map*,
- US Department of Housing and Urban Development,
- US Bureau of Labor Statistics,
- NYS Empire State Development,
- NYS Department of Labor,
- NYS Homes and Community Renewal, and
- Cornell Center for Advanced Demographics (NYS's preferred source for demographic projections).

Additional data related to demographic, socio economic, and housing was acquired from:

- Environmental Systems Research Institute (ESRI), a recognized national provider of market data derived from public and private data sources.

For mixed-use areas, the recommendations consider the Fulton County Retail Trade Analysis which used proprietary data services including:

- Loopnet
- Sperlings Best Places
- CoStar
- Bizstats

In order to offer the most meaningful analysis and recommendations, different components of the analysis use data from different years. Most of the demographic analysis uses 2014 US Census American Community Survey projections with comparisons to the 2000 and 2010 US Census where appropriate. More recent data is used for select variables (for example unemployment rate and job trends.) Housing demand estimates including current needs and near-term opportunities through 2025 that have been used to develop conceptual plans for a variety of development areas are evaluated in five year increments (2015-2030). Finally, the potential 2025 housing mix and unit allocation by submarket are based on the Cornell Center for Advanced Demographics. (See *Appendix A: Housing Submarket Profiles* for more information.)

It should be noted that HUD income calculations for average median income (AMI) are used for projecting housing demand. The AMI differs from the 2014 census data for median income. For example, the US Census reports the median income for Fulton County at approximately \$47,000 in 2015, whereas HUD

reports the average median income to be \$56,300 in 2015. The U.S. Census reports median income based on data collected from the geographic areas, whereas HUD projects average median incomes based on additional factors and inflationary data from the Consumer Price Index. AMI drives many public, institutional and private housing programs and HUD's fair market rent projections. Developers rely on this data to decide whether to pursue a project, especially if it has an affordable housing component.

Unlike some traditional housing market analyses which use secondary HISTA data (Households by Income, Size, Age and Tenure), Asterhill, Inc. relies on its own proprietary analytical tools that are more accurate at adjusting for nuances and special market conditions, especially in determining Primary Market Area and submarket boundaries.

Conversations were conducted with Fulton County Planning and municipal leadership and planning staff, local developers and real estate professionals and current and potential housing developers and management companies to further understand the investment environment. Extensive in-person field-work ground tested the primary and secondary source data and resulted in development of a comprehensive database of housing conditions and needs in 2016.

Data related to home sales was collected from the County Clerk's office for a 12 to 15-month window and from the NYS Realtors Association annual and quarterly reports. That data was cross referenced with information from realtor and developer interviews. Comparable developments were identified and analyzed. All information was cross referenced with US Census data.

Methodology

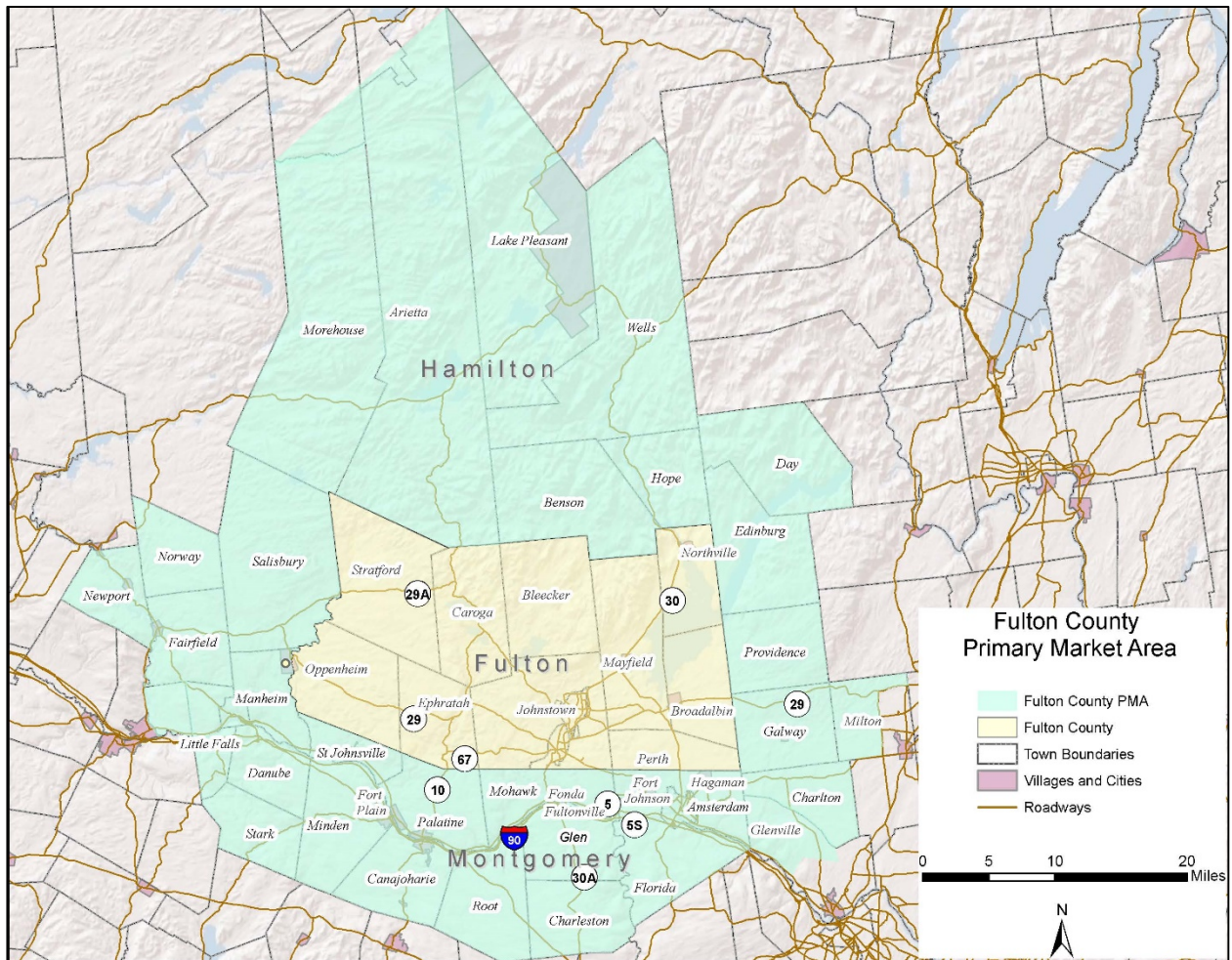
Estimating housing demand is a process of reviewing existing population and housing conditions and determining whether there is or will be in the future an unmet need for renter-occupied and owner-occupied housing units at both the County and submarket levels.

There are a variety of research methodologies that can be used to portray opportunities and constraints to housing development, redevelopment and rehabilitation. To make the Housing Strategy useful to potential developers, the scope of work contracted to Fulton County follows the methodology used to establish market feasibility and underwriting guidelines utilized by New York State Department of Housing and Community Renewal (NYSHCR) and United State Department of Housing and Urban Development (HUD), and other institutional lenders. The underwriting process includes a review and determination of adequate income in a specific market area to support both owner- and renter-occupied housing units. The key indicators considered include population changes, household changes, vacancy rates, housing inventories, unemployment rates and projections of economic growth. Incomes of potential owners and renters is the key variable against which recommendations are made.

Market Areas

The study looks at owner-occupied and renter-occupied demand for a variety of market-rate and affordable housing products in Fulton County as a whole and in eight submarkets.

- **Primary Market Area** - The primary market area (PMA) encompasses all the census tracts in the County, and select census tract from Hamilton, Herkimer, Montgomery, Saratoga, and Schenectady Counties.

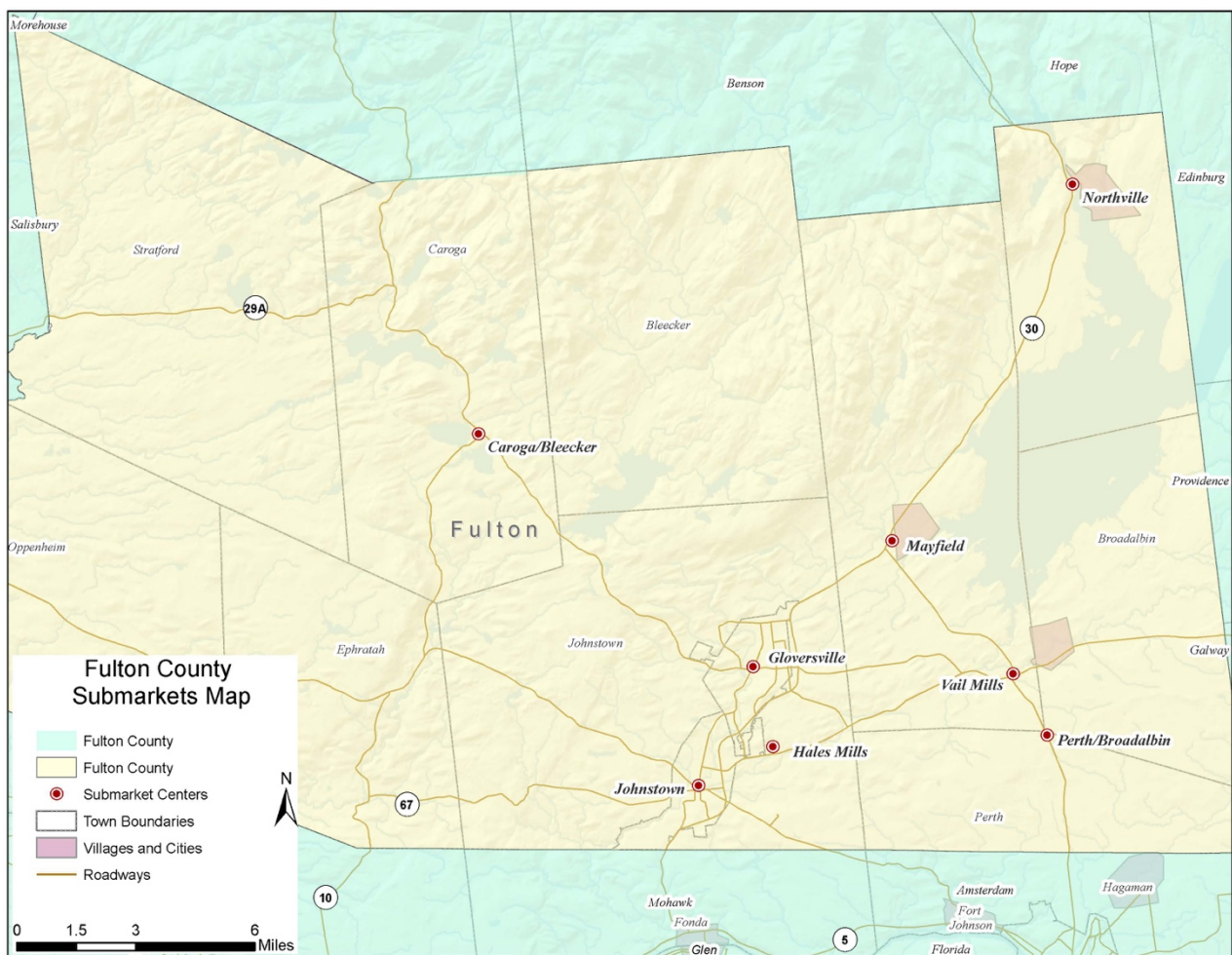


- **Sub-Markets in Fulton County** - Eight submarkets, each centered on a City, Village, hamlet area or identified Primary Development Area were identified including:
 - Hales Mills Development Area (Town of Johnstown)
 - Vail Mills Development Area (Town of Mayfield)
 - City of Gloversville
 - City of Johnstown
 - Town of Mayfield

- Town of Northampton
- Towns of Broadalbin/Perth
- Towns of Caroga/Bleecker

Each submarket was treated as an independent market area to assess its full housing potential based on demographic and housing characteristics and drive time to work. It is important to recognize that submarkets overlap and share the total pool of market demand. Future development projects will need to be evaluated independently. The number of housing units rehabilitated, reused and constructed will likely be lower than the total allocation recommended.

Appendix A contains detailed market analyses for each of the eight submarkets which examine the relationship between existing and projected supply and identify demand in the specific geographic area.



Factors Affecting the Selection of a Submarket Boundary

In addition to population and age trends of the people living in the market area a variety of factors are evaluated when establishing a boundary for the market area including:

- **Census Data and Tracts.** The socio-economic composition of a market area includes number of residents, distribution/density, income, household size and tenure.
- **Transportation and Mobility.** Travel time to work influences where people choose to live.
- **Availability of Services.** Access to amenities and services within a 15- to 20-minute drive including cultural, transportation, education and medical services effect where people choose to live.
- **Accessibility.** Location and transportation linkages including public transportation affect where people live. Access to mass transit is especially important in meeting the needs of seniors and low-income residents.
- **Supply and Demand.** A market area that is too large may overstate demand. A market area that is too small may discount the demand for new product, especially if there is a current lack of comparable housing.
- **Competitive Stock.** Identifying housing stock that competes or offers alternative opportunities to potential renters and or buyers is a critical consideration.
- **Attainable Rents.** Comparable projects in the market area are evaluated to determine if demand can achieve rents that are significantly higher or lower than current rents in the area.
- **Development Patterns.** Character and density of development affects where people choose to live.
- **Natural Boundaries.** Natural boundaries, including rivers and mountains, can restrict mobility within a market.
- **Jurisdictions Boundaries.** Conflicting jurisdictional boundaries can affect the likelihood of development.
- **Housing Characteristics.** The availability of unique structures, such as a high-rise or lofts, may alter the typical draw of a potential project.
- **Market Perceptions.** Negative perception of an area will limit demand, even if attractive housing is developed.

- **Special and Vulnerable Populations.** The presence of a concentration of people who are low or moderate income or have special needs impacts where people choose to live.
- **Public safety.** The level of crime and overall perception of safety impact where people live.

Note that some factors may be relevant to and impact the housing development opportunities in the submarket area, but are not considered relevant to the submarket boundary in specific.

Housing Demand Analysis Approach

Housing demand analysis compares the County and its submarkets' housing demand to its housing supply (rent or sale price, vacancy trends by unit type, amenities, number of bedrooms, year built, etc.) and reports opportunities and constraints across a number of variables (age, tenure, income, etc.) to identify the characteristics of potential tenants or owners based on a variety of rent-to-income ratios. For this study, it was agreed that the income of current and prospective homeowners and renters would be the primary variable driving recommendations, resulting in different housing product being recommended for each submarket. For example, the greater concentration of lower income households of all ages in the Cities of Gloversville and Johnstown results in recommendations for a higher percentage of affordable units.

On the owner housing side, the housing demand analysis results in an estimate of demand for new housing including rehabilitation of existing stock and development of new for-sale housing by price range and type (multifamily, townhome, cottage, detached single-family, etc.) based on existing and projected demographic profiles and established capture factors. On the renter side, it results in a projection of expected market-driven rent for various unit types when the rental complex opens for business, allowing the determination of market-driven achievable rents for projects.

Recommendations are provided with regard to overall housing market at the County level. At the submarket level, recommendations are provided for the unit mix, number and size of homes or apartments to meet area housing demand either through rehabilitation or new development. Where appropriate, amenities that will help to make the developments marketable and successful are identified.

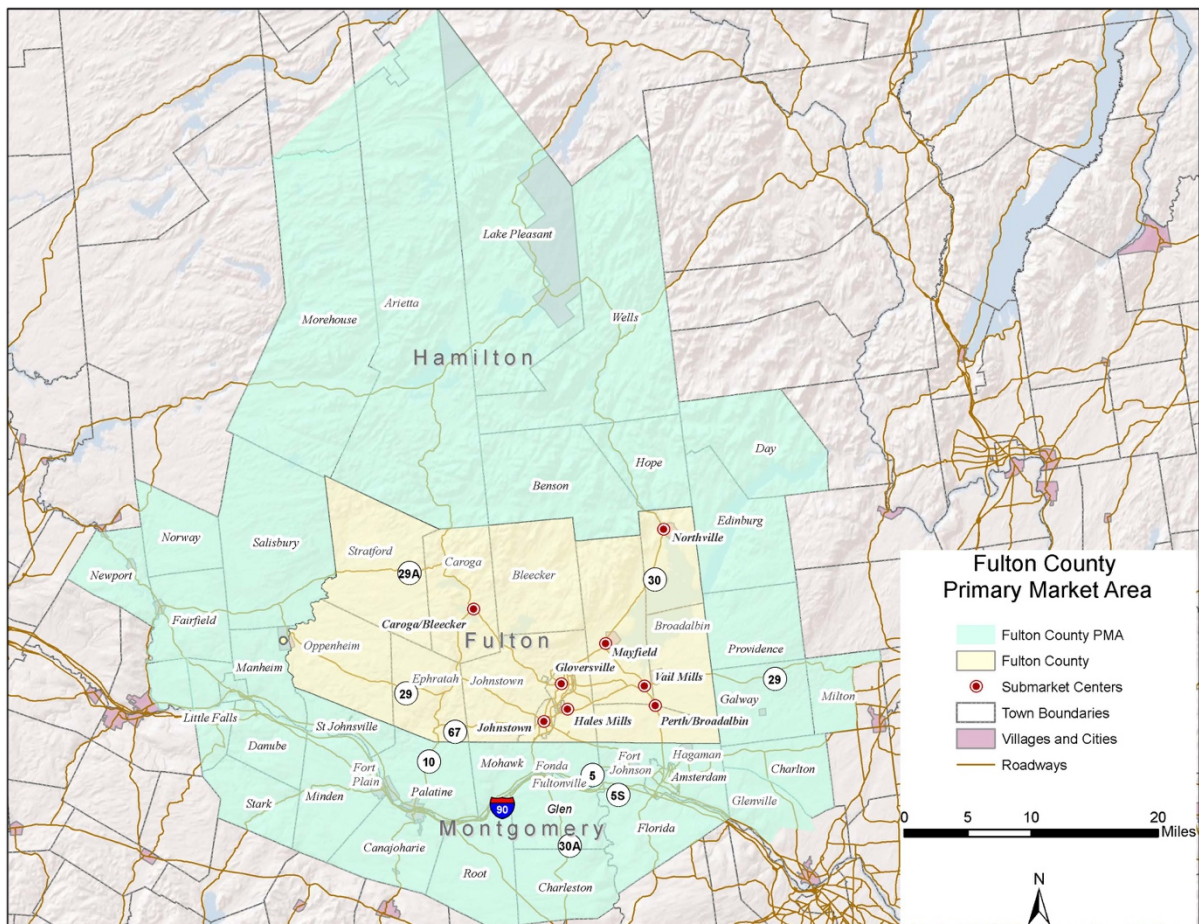
Key steps in understanding housing demand and the strengths and weaknesses of each submarket include:

1. **Define the "Primary Market Area."** A "Primary Market Area (PMA)" is the geography from which new housing projects in each submarket can expect to draw most of its residents, developer interest, and community support, as well as direct competition.

In this report Fulton County as a whole is referred to as the "Primary Market Area." Eight "submarkets" are also defined by the drive time to work reported by the Census. At both market area levels, adjustments are made to conform to census tracts and block groups, natural boundaries,

transportation routes, population mobility and development patterns, as appropriate. The approach identifies housing needs for local residents and, in some cases, populations outside of the County that are target consumers for existing neighborhoods and new housing products.

It should be noted that two of the identified sub areas are the Hales Mills and Vail Mills Primary Development Areas. These areas have been conceptually designed as densely constructed mixed-use new construction initiatives. This report analyzes the initiatives at a general level, which, while valuable in conceiving the project, is not adequate to evaluate full financial feasibility. Additional project specific market evaluation, potentially of specific housing types or phases, will be necessary to advance each of these projects.



2. **Analyze socio-economic data in each submarket including** population (age, education, special needs, etc.), housing characteristics (attributes and types) and employment and economics (unemployment, job and business trends and real estate trends).
3. **Analyze the housing Inventory** including supply, conditions, competition, rents and sales for both renter-occupied and owner-occupied housing units. To document the inventory, housing units

constructed each year are added and units lost through abandonment, destruction, foreclosure or demolition are subtracted.

4. **Define the households needing housing** by multiplying the total number of units in the inventory by the average household size. Household size varies slightly for each market area.
5. **Qualify a target pool** (target population) by segmenting demand into different housing products (single-family homes, apartments, town homes, patio homes, lofts, etc.) The pool is adjusted to account for families moving away for jobs, for example, or for seniors or young families moving back to be closer to families.
6. **Define the market perspective** through interviews with local stakeholders including municipal staff, local housing development organizations, public housing authorities and real estate professionals among others about market trends, needs and past successes and failures.
7. **Generate a demand estimate for housing** for owner-occupied and renter-occupied housing units by income and age by subtracting the population in current housing from the target population. This identifies unmet demand or the level of excess supply (also known as saturation.) In this step, housing burden is considered to understand housing affordability. Households are considered burdened if they pay more than 30% of their income for rent or for a mortgage.
8. **Prepare a project description** identifying the specific housing products and the number and types of units in each submarket along with capture and market penetration rates.
9. **Consider near term development opportunities** by estimating demand through 2025.

Other Sources of Housing Demand

In addition to meeting current demand identified through the Market Demand Analysis, additional housing units will be needed to address population trends, especially for seniors, peak-earning families and young professionals. Demographic projections from a variety of sources were evaluated to arrive at demand estimates for additional units to meet needs for these populations through 2025.

Use of This Report

Real estate markets are dynamic and continually affected by demographics, economic and developmental changes. The recommendations and conclusions provided are objective opinions of the analysts based on data gathered and interpretation of current and prospective supply and demand variables in 2016 and are reflective of the current conditions and estimated trends known at that time.

The market area approach identifies demand and market opportunities in Fulton County and its submarkets. Consultants recommend caution in using this report as a substitute for detailed market and

financial feasibility analysis for individual housing and community development initiatives and projects, since the unit mix, product concept, rent structures and other variables will differ and change over time.

It is the opinion of team members that the sources relied upon in making these recommendations are reliable, however it is impossible to verify all data and no warranty is given for its accuracy. The consultants assume no liability for errors of a factual nature, the analysis or judgement provided.

III. FULTON COUNTY OPPORTUNITIES AND CHALLENGES

This section addresses Fulton County as a whole as the “Primary Market Area.” Streamlined profiles for each submarket follow and each is evaluated in detail in Appendix A as a stand-alone market analysis.

The socio-economics of the County, and in some cases the region, drives housing demand. The age composition, income and family size of current and future households drives the selection of development types and densities as well as the specific size and cost of housing products for both renters and owners.

The analysis largely relies on actual 2010 US Census data and Census estimates for 2014. Census data has been expanded to use other reliable information to identify unique opportunities. It should be noted that the trends identified by the US Census data do not consider affirmative marketing or other efforts the County is taking to grow the population.

A. Key Observations About County Demographics

The following key observations summarize demographic trends:

- A growing number of peak earning families appear to be trading up to larger family homes based on the increase in owner-occupied units with five or more bedrooms.
- As peak earners move into retirement they will look to downsize to smaller homes, townhomes, cottages or lower maintenance apartments.
- One third of millennials are now parents. If unique and interesting housing can be developed that attracts this demographic it can influence the trend of declining school enrollments and support improving school performance.
- Both baby boomers and millennials appreciate housing in or near urban centers if it is fresh and modern and near daily conveniences.
- Over the next decade, the percentage of active seniors will increase and accessible and unique housing near health care and accessible shops and services will be in demand and occupy the significantly expanding inventory of studio units Countywide.
- Since 2000, the number of housing units has increased by 3% and vacancy has declined by nearly 40%. Studio units and homes with more than five bedrooms have increased considerably.

- The percentage of renter-occupied units is increasing and vacancy rate has been significantly reduced resulting a tightening market. The median gross rent in 2010 of just over \$700.00 is low and may reflect lower quality apartments with deferred maintenance.
- Households earning over \$100,000 have grown significantly. Targeted industries post average annual wages of \$43,000. These households have resources to purchase a home, but new housing supply priced at \$250,000 and above is limited.

B. Key Takeaways About Housing and Community Opportunities and Challenges

The following key takeaways emerged from the research about community and housing opportunities and challenges:

- There is a shortage of new single-family professional and executive level housing in the County.
- There is a current and future need for a variety of housing options for empty nesters to accommodate their increased mobility, reduce maintenance demands and encourage the turn-over of housing that would appeal to younger families.
- There is a shortage of mixed-use neighborhoods outside of the Cities. These types of neighborhoods appeal to the nation’s largest demographic segments: baby boomers and millennials.
- There is strong current and future demand for new senior housing to meet changing lifestyles and accessibility needs in the form of apartments and patio homes which are smaller, easier to maintain and provide a good bridge to retirement for many households.
- There are a number of formerly productive, but currently vacant, institutional and manufacturing properties. Some can be adaptively reused but others will need to be demolished, at least in part, and redeveloped.
- The Cities need rich amenities to attract people to live in downtown. Mixed-use places with gathering spaces, public art, open space, recreation trails, attractive streetscapes, Wi-Fi access and adequate and safe parking are needed to meet the contemporary expectations of residents and visitors. Housing is going to occur first in those communities that have these amenities.

C. Identified Opportunities

The following positive influences impacting community development and housing demand were identified in Fulton County:

- High quality of life for residents seeking affordable, scenic and small communities and urban areas. The presence in the Adirondack State Park makes the County attractive to people preferring an active lifestyle with many recreation opportunities.
- Housing is competitively priced and the County enjoys a low cost of living compared to adjoining Saratoga, Schenectady and Albany Counties.
- NYS Routes 30, 30A and 29 provide for easy access to shopping centers, cultural centers, historic districts and other recreational amenities.

- The reasonable travel to work distance of 23.4 minutes makes the Fulton County residents very mobile.
- The County places a strong focus on marketing and branding.
- New homes are being built that provide options for new and existing households that may not have otherwise chosen to live in the County.
- The County, Cities, Towns and Villages collaborate on important infrastructure projects. Infrastructure is in place or planned to serve existing housing concentrations and most of the proposed development areas.
- Vacancy rates for both for-sale and rental properties have decreased significantly in some submarkets reflecting a tightening supply.
- The ratio of rental units to owner units in the urban areas is relatively high and opportunities may exist to expand or stabilize the homeowner base.

D. Identified Constraints

The following negative influences are impacting housing demand in Fulton County:

- There is a lack of:
 - Senior housing. Fulton County currently only has a modest supply of market-rate senior housing. Of the 13 housing developments in Fulton County identified by NYS Homes and Community Renewal, only 3 are market rate and/or mixed age and all report waiting lists and/or very low vacancy rates largely related to natural turnover each year.
 - Mixed-use development options.
 - Downtown housing that appeals to millennials.
 - Professional and executive level housing.
- There has been recent, historical and ongoing competition from development of new market-rate and affordable housing in nearby Saratoga and Schenectady County communities surrounding Fulton County. There is also competition with seasonal homeowners for housing in smaller communities.
- There is limited housing choice and diversity of housing products. Most of the County's existing housing is older and dated (85% built prior to 1990) and does not meet modern lifestyles and interests, effecting prices and value trends.
- The scale of investment needed to revitalize downtowns is considerable due to deferred maintenance and building code challenges.
- Vacancy rates are improving in the urban centers in Gloversville and Johnstown but there are a number of zombie buildings that have been abandoned or foreclosed which negatively affect property values.
- New funds are going to be needed to close affordability gaps and incentivize reuse of older units including first time homeowner subsidy to offset renovation costs, down payments and closing costs.
- Although overall cost of living is lower than surrounding communities, comparatively lower K-12 performance may be a concern for families.

TABLE 8. FULTON COUNTY SOCIO-ECONOMIC SUMMARY	
Population and Households	
Population (2010)	55,500
Population (2014)	54,870
Population (2020 Projected)	55,630
Population (2025 Projected)	55,340
Households	22,300
Avg. Household Size	2.4
% Population over 65: 2010	16.0%
% Population over 65: 2020	19.4%
Households by Income (2015 est.)	
Median Household Income	\$47,000
<\$25,000	5,860
\$25,000–\$50,000	5,940
\$50,000– \$75,000	4,590
\$75,000– \$100,000	2,370
\$100,000– \$150,000	2,670
\$150,000+	856
Housing	
Housing Units (2010)	28,600
Pct. Owner Occupied (2011-2015)	70%
Pct. Renter Occupied	30%
Median Home Value	\$108,200
Median Gross Rent	\$711
% of Housing Stock built before 1939	37.7%
Total # of Seasonal Homes	3,450
Education	
High School Graduate or Higher	86%
Pct. Bachelor’s Degree or Higher	16.2%
Economy	
Mean Travel Time to Work (minutes)	24.1
Retail Sales per Capita (2012)	\$12,300
Unemployment Rate (as of 7/2017)	5.3%
Average Wage for a Fulton County Employee (2014)	\$17.00/hour
Average Wage in Manufacturing	\$19.30/hour
Average Wage in Wholesale	\$22.20/hour
Average Wage in Transportation and Warehousing	\$18.00/hour

E. Population and Households

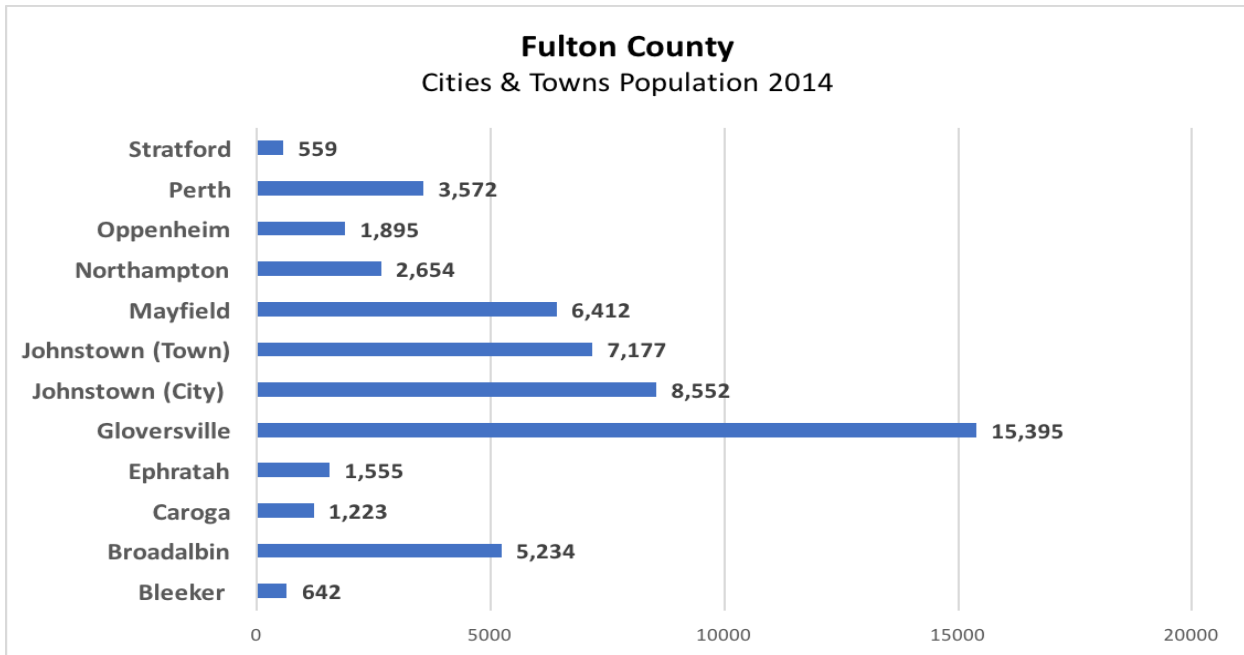
Population change impacts the need for additional housing stock. Stable or slowly growing population like Fulton County’s typically means that developers favor rehabilitation and adaptive reuse over new construction.

Table 9. Population Changes in Fulton County (2000 - 2014)	
Age Segment (Years)	Change
Under 25	-8.4%
25-44	-15.3
45-64	+17.8
65 and older	-3.9%

Fulton County’s population is estimated to grow slowly until 2020. In 2014 there were an estimated 22,300 households. The population is expected to increase from approximately 54,870 in 2014 (per the US Census) to 55,630 in 2020 (per the Cornell Center for Advanced Demographics), by nearly 760 people or just over 320 households.

Cornell estimates the County’s population increasing slightly between 2014 and 2025, with a net gain of 470 residents and nearly 200 households. Population is concentrated in the Cities of Gloversville and Johnstown and in the Towns with the greatest housing densities and mix of uses (Johnstown, Mayfield and Broadalbin.)

Table 10. Population Trends 2015-2025			
	US Census	Cornell University (PAD)	
	2014	2020	2025
Under 5 years	2,859	2,962	2,830
5 to 9 years	3,430	3,209	3,176
10 to 14 years	3,173	3,295	3,250
15 to 19 years	3,512	3,199	3,186
20 to 24 years	3,138	2,782	2,651
25 to 34 years	6,414	6,905	6,588
35 to 44 years	6,731	7,139	7,588
45 to 54 years	8,616	7,168	6,712
55 to 59 years	4,279	4,236	3,604
60 to 64 years	3,452	3,963	3,954
65 to 74 years	5,028	6,263	6,618
75 to 84 years	2,781	3,140	3,830
85 years & over	1,457	1,368	1,356
Total (Rounded)	54,870	55,630	55,340
Population Change Since 2014		+760	+470
Household Change Since 2014		+320	+200



Household formation includes new resident population moving into the County but also people needing new or different housing including young people leaving home, divorcing couples and widowed seniors looking for lower maintenance housing. While they may not represent new population, they do represent new housing demand.

Fulton County conservatively estimates that, based on historical job trends and projected job growth at County business and industrial parks, an additional estimated 340 new jobs, equating to as many as 170 new households, could be attracted by 2025 (assuming 50% would choose to live in Fulton County.) Although the pace of job growth has slowed in recent years, the County is aggressively marketing opportunities for investment at the Tryon Technology Park which is expected to generate a significant portion of this demand.

F. Age

A notable population trend between 2000 and 2014 is a near 20% increase in residents in their peak earning years (age 45-64.) The ESRI Community Tapestry Segmentation Summary that was prepared as part of the Fulton County Retail Trade Analysis showed that many Fulton County peak earners are relatively settled families that are more likely to reinvest in their current home rather than buy new. The lack of new housing product may be influencing this choice. Typically, a considerable increase in peak earner households indicates demand for modern family-sized single-family homes. The County’s current plans to encourage mixed-use new neighborhoods may appeal to these households.

Population Under Age 20	-12.5%
Population Age 20-44 (includes Millennials)	-11%
Population Age 45-59 (includes peak earners)	+22%
Population Age 60-75	+15%
Population Over Age 75	-8%

The changes in the age segments show decline in the populations aged 19 years and younger and in the millennial age bracket between 22 and 45 years of age. Stakeholders observed that young people and young families desire well-paying jobs, affordable starter homes and quality family homes if they are to choose to stay in or move to Fulton County. New developments with a mix of housing are in short supply in Fulton County. As such it is likely young families may look in the surrounding counties, closer to the expanding job market in the Capital District. Over one-third of millennials are parents so, in addition to modern lofts and other housing products in the downtowns that appeal to young professionals and couples, Fulton County must offer an array of existing homes in attractive neighborhoods. Despite overall affordability of housing in the County, it’s likely that some in this rapidly expanding pool of first-time homeowners may also need financial assistance to close the deal on their first house. If young families are happy with community amenities and K-12 educational opportunities they are more likely to remain in the County, trading up to larger family homes within the next decade.

Residents age 65-74 years, which increased by over 15% since 2000, will continue to grow as the large peak earner demographic move into their senior years. Meeting the needs of “young seniors” for active retirement options is an emerging need. Nearly 20% of the potential housing demand documented, or 282 units, are designed for seniors (136 senior apartments and 164 senior patio homes.) Today, Fulton County has a modest supply of market-rate senior housing. Of the 13 developments identified by NYS Homes and Community Renewal, only three are market rate and/or mixed age and all report waiting lists and/or very low vacancy rates largely related to natural turnover each year. Increasingly, baby

boomer empty nesters are looking for neighborhoods that are walkable, offer shopping and services, recreation amenities and easy access to transportation. Access to excellent health care is also important, so it's positive that Nathan Littauer hospital features seven primary care facilities strategically located throughout the County.

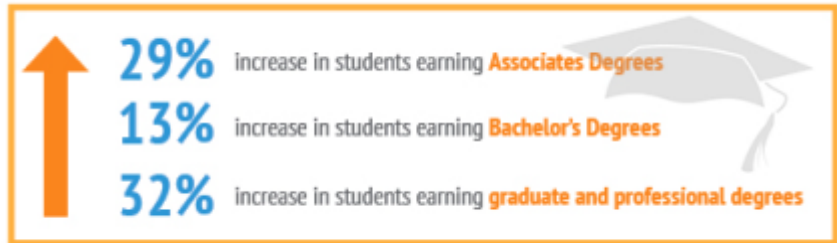
G. Race

Like much of upstate New York, Fulton County is nearly 97% white. Hispanic and Latino households have increased by nearly 60% since 2000, but still make up only 2.6% of the population. African American households increased by nearly one-third during the same timeframe. Greater diversity enriches communities and broadens the base of entrepreneurial opportunities, but it is unrealistic to assume that the people will be attracted to Fulton County without affirmative efforts. If increasing diversity is a goal, coordination with the NYS Office for New Americans may help (see <https://www.newamericans.ny.gov>.) The Department offers a range of resources and the nearest Opportunity Center is located in Utica, a community with a long and successful track record in international refugee resettlement.

H. Education

The availability of high performing K-12 schools is a key determinant in where younger families buy homes. In particular, excellent elementary schools bond families to communities and to each other increasing the likelihood that they will remain residents long term. According to New York State Education Department 2015-2016 Report Card, Fulton County has just under 7,500 K-12 students. The number of school aged children declined in all districts except the City of Gloversville, and Towns of Oppenheim, Perth and Stratford. Since 2000, the County has experienced a 4.6% decrease in the pre-school population. Graduation rates have been improving over the past few years, with an average graduation rate of 85%. The number of students going on to higher education has increased by 25% since 2000.

The percentage of County residents earning advanced degrees is growing and overall educational success is essential to companies considering a location in Fulton County. Of residents



over age 25, approximately 86% have graduated from high school (similar to the state average.) While only 16% have earned a Bachelor's degree or higher, the rate of students pursuing higher education is steadily increasing (between 2000 and 2014). Fifteen colleges and universities are within commuting district of the County.

I. Housing

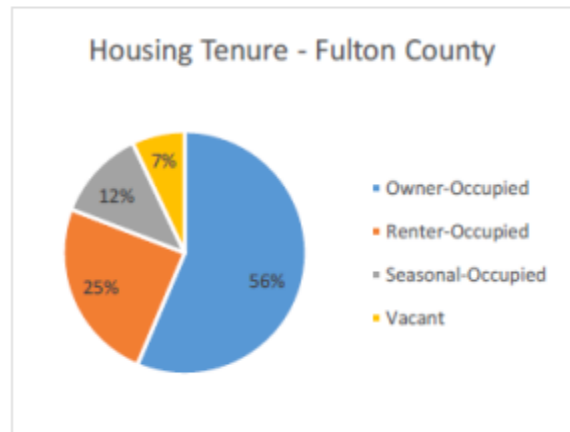
Fulton County's existing housing stock features a strong supply of beautiful historic homes, as well as older properties that may need reinvestment. A tightening rental market will support new

apartment development, especially senior units and may be a basis to shift some renters to homeowners. Over 20% of all rental units in Fulton County are subsidized in some form, whether it is Section 8 vouchers, low-income properties with tax credit, rental assistance or the use of state or federal funding for low interest rates in the construction of the facilities.

Age and Condition

The County’s housing is older (85% of units were constructed before 1990 and 65% were constructed prior to 1950), typically requiring rehabilitation and modernization to appeal to current homeowners. There are a number of vacant and abandoned properties (also known as “zombie buildings”) throughout the County including former mills and commercial properties that would require adaptive reuse. These sites create blight and negatively impact property values of surrounding homes. NYS has established a registry of zombie buildings and code officials and citizens are encouraged to report these sites.

There are also poorly maintained homes, likely with poorly weatherization, especially in some sections of the urban areas. While asking and sales prices for these homes may appear affordable the cost of rehabilitating needs to be factored in. Without rehabilitation assistance, they will not be desirable, or in some instances, even bankable. If properties can be acquired, they can be land banked and rehabilitated to meet interests of young families for homeownership. First time homeowner programs can help facilitate this transition.



Approximately 10% of all housing units in Fulton County are mobile homes, and that percentage has grown by 10% since 2000. While many mobile homes are well maintained and an affordable housing choice, others may lack efficient weatherization, requiring owners to defer maintenance to pay for heat.

TABLE 12: COUNTY PROPERTIES: PRE-FORECLOSURE, FORECLOSURE AND UP FOR AUCTION			
	Last 12 Months	Last Six Months	Estimated Property Value
Properties In PreForeclosure	131	56	In the past year estimated pre-foreclosure values range from a high of \$330,000 for a property on CR 123 in Mayfield to a low of \$36,000 for a property on Wilson Street in Gloversville.
Properties In Foreclosure	184	112	Values are included in pre-foreclosure list.
Properties Up For Auction	9	9	The nine properties currently up for auction range from a high estimated opening bid of \$120,450 for a property on Lake Street in Mayfield to a low of \$2,500 for a property on Glebe Street in the City of Johnstown.

Foreclosed Property

According to RealtyTrac (www.realtytrac.com) there are a considerable number of homes in pre-foreclosure, foreclosure or up for auction that offer affordable opportunities, most likely requiring significant modernization.

Household Tenure

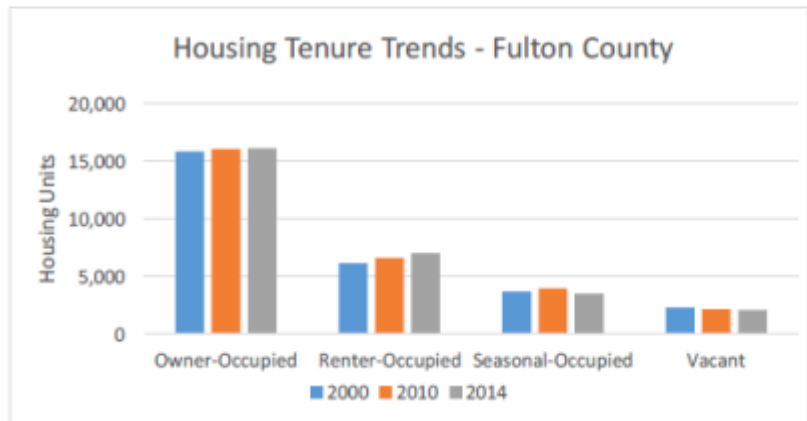
The total number of housing units has increased by 2.4% and vacant units have declined by 7.5%, with seasonal units growing by 5.0% between 2000 and 2014. Of the approximately 28,500 housing units in 2014, about 16,050 are owner occupied (70%) and 6,960 are renter occupied (30%). The number of rental units has increased by nearly 14% since 2000, while owner-occupied units increased by 1.7%.

Housing Vacancy

It should be noted that overall vacancy in Fulton County as reported by the US Census includes seasonal homes vacant at the time of the enumeration.

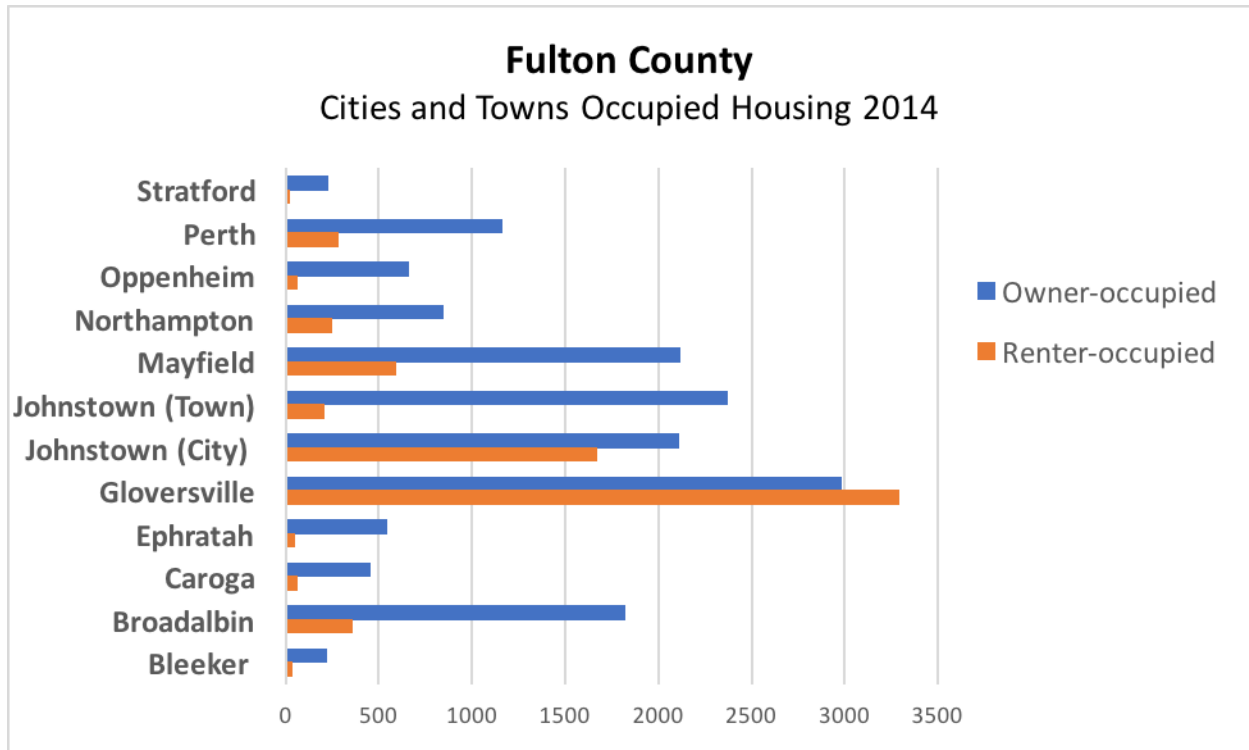
In 2014, it is estimated that approximately 5,460 housing units were vacant. This includes approximately 3,450 seasonal units. The overall number of vacant units declined by 7.5% between 2000 and 2014. Existing senior housing units in the County have sustained vacancy rates below 3% and maintain waiting lists.

The number of rental units has increased by almost 14% since 2000, and rental vacancy has declined from nearly 11% in 2000 to 6.6% in 2014. Rental units are heavily concentrated in the Cities.



The reduction in vacancy rates can be influenced by a number of factors:

- Increase in vacation units that take otherwise vacant units for this use.
- Property conversion from owner-occupied to rental units.
- Relatively low construction starts for new units.
- Growth or shifts in population segments by age and incomes as evidenced by low percentage of millennials and increasing percentage of seniors.
- Loss of housing stock due to age, neglect or foreclosure.
- Market changes in favor of specific housing products, such as smaller homes resulting in a focus on reuse of existing housing stock.



- Growth in jobs, driving demand for housing units, typically using existing units in the short term. Based on historic trends at employers like Global Foundries, many workers are highly mobile. They will relocate anywhere in the company for a new job and greater challenges. Another major segment of their workforce are younger immigrants who live with the maximum number of people per unit so that they can send money home. Availability of a large supply of such units within walking distance of manufacturing and R&D jobs attracts this population.
- Economic changes, such as rises in cost of living, changes in tax rates and loss of jobs could also make people leave the area and increase the number vacant units.

Housing Design

The design of housing and the number of bedrooms desired have also changed, according to US Census and local real estate sales data.

For owner-occupied units, the demand for studios has increased over 450% and demand for five

Bedrooms/Year	TABLE 13: HOUSING DESIGN TRENDS: BEDROOMS			
	Owner Occupied		Renter Occupied	
	2000-2010	2010-2014	2000-2010	2010-2014
Studio	163.2%	452.6%	-23.9%	25.7%
1 bedroom	42.5%	0.6%	15.8%	-2.2%
2 bedrooms	-3.5%	-13.1%	-6.7%	4.0%
3 bedrooms	-1.3%	-0.1%	34.3%	41.7%
4 bedrooms	7.5%	-1.4%	67.6%	15.9%
5 or more bedrooms	10.7%	36.0%	-5.1%	-43.6%

bedroom units has increased by 36%. The increase in owner-occupied studios likely reflects demands by seniors and support for new housing products including cottages and patio homes. Demand for larger homes may indicate support for development of professional and executive level housing at the identified development areas.

For renters, the demand for studios has increased by nearly 26%, units with three bedrooms by nearly 42% and units with 4 bedrooms by 16%. As above, demand for studios is consistent with senior housing needs and could also reflect increased interest by young professionals. The increased demand for units with three and four bedrooms may identify a market opportunity to transition some current renters to homeowners.

New Housing Construction

There are nearly 28,500 housing units in the County according to the 2014 U.S. Census, representing a 2.4% increase from 2005. Single-family housing has increased in the south-eastern communities including the Towns of Broadalbin, Johnstown and Perth. Multifamily housing has increased in the Cities of Gloversville and Johnstown, and the Town of Mayfield. Between 2000 and 2015, the total capital expenditures on new housing stock in the was just over \$136 million including:

- 158 new multifamily units constructed at an average cost of approximately \$60,000 per unit construction cost (48 of these units were in the City of Gloversville), and
- 826 new single-family units constructed with an average cost of approximately \$154,000.

According to building permit data, the average cost of constructing a multi-family unit was nearly \$60,000 and \$154,000 for a single-family home. This growth in units would appear to satisfy population changes and historical need, but does not accommodate estimated current need for singles and families, or present the products and choice to attract new residents.

New Housing Affordability and Construction Costs

The 2014 purchase price for newly constructed homes ranges from \$125 to \$145 per square foot in Fulton County. New single-family homes cost varied greatly depending upon overall size and land cost and whether they offer full basements, garages and the level of finishes used in the home. The sale of existing single-family houses in 2015 and 2016 ranged from \$50-\$65 per square foot, for a dwelling that was approximately 1,700-1,800 square feet. Purchase prices averaged between \$84,000 to \$117,000.

The gap between prices of existing homes versus new construction ranged from \$75-80 per square foot. In some cases, the cost of a new home was two times greater than an existing home. To afford a newly constructed home, a family would need an annual income of approximately \$60,000 to \$90,000. These incomes are significantly higher than the Fulton County average median income of \$55,550 (which places these owners in the 100+% and higher income segment). For many current families, and especially for first time buyers including young millennial households earning 40% - 80% of median income, this may be out of reach, necessitating purchase price or other closing cost subsidy to reduce the amount financed and close the affordability gap.

Table 14. Owner–Occupied New Construction Cost and Affordability									
	Terms	Ave Sold Properties (2015-16)	Census Data (2014)	NYSAR (1st Qtr. (2016))	New SF Construction-1 (2015)	New SF Construction-2 (2015)	New SF Construction-3 (2015)	New Townhouse Construction (2015)	New Condo Construction (2015)
Sales Price		101,617	107,500	84,800	172,996	188,083	202,024	261,465	102,000
Down Payment	10.0%	10,162	10,750	8,480	17,300	18,808	20,202	26,147	10,200
Mortgaged Amount		91,455	96,750	76,320	155,696	169,275	181,822	235,319	91,800
Estimated Monthly Payment	Rate: 4%, Term 30Yrs.	440.74	466.26	367.80	750.33	815.76	876.23	1,134.04	442.40
Property Taxes (C/C/School)	4.04%	307.82	325.64	256.88	524.05	569.75	611.98	792.04	308.98
Property Insurance	1.20%	101.62	107.50	84.80	173.00	188.08	202.02	261.47	102.00
PMI Mortgage Insurance	Estimated	33.52	33.52	33.52	33.52	33.52	33.52	33.52	33.52
Monthly Carrying Cost		883.70	932.92	743.00	1,480.89	1,607.12	1,723.76	2,221.07	886.90
Annual Carrying Cost		10,604	11,195	8,916	17,771	19,285	20,685	26,653	10,643
Required Income using Direct Income Requirement (DRI)	30.00%/48.00%	35,348/22,092	37,317/23,323	29,720/18,575	59,236/37,022	64,285/40,178	68,950/43,094	88,843/55,527	35,476/22,173
General Property Profile									
Square Footage (SF)		1,696	1,814	1,700	1,200	1,400	1,600	2,200	1,200
Cost per Square Footage (\$/SF)		59.92	59.26	49.88	144.16	134.35	126.27	118.85	85.00
Beds		3-4	3-4	3-5	3-4	3-4	3-4	3-4	3-4
Bath		2	2	2	2	2	2	2	2
Percentage of average median income (AMI) as published by HUD for 2014 for Fulton County	55,500 @30%	64%	67%	54%	107%	116%	124%	160%	64%
	55,500 @48%	40%	42%	33%	67%	72%	78%	100%	40%

Home Sales

To understand home sales, the consultants evaluated actual sales data from the County Clerk’s Office for a 12-15-month window, data from the NYS Association of Realtors and census data. The US census uses a blend of statistics from assessments and sales data to determine home value, whereas the New York State Association of Realtors solely uses the median value of home prices at closing from the year indicated.

According to the NYS Association of Realtors (NYSAR), in 2016, 531 single-family homes were sold with a median price of \$110,000, down 1.8% over 2015 and up 0.3% since 2012. The average number of days on the market was approximately 88 days in 2016, which is 11% faster than the prior year. Homes sold for 93.8% of their respective listing price. In 2017, the median sale price is \$112,500.

TABLE 15. SINGLE-FAMILY HOME SALES TRENDS NYS ASSOCIATION OF REALTORS 2015-17			
Year	2015	2016	2017 3 rd Quarter
Number of Sales Closed	478	531	169
Change in Number of Sales Closed from Prior Year	+1.7%	+8.4%	-10%
Median Sales Price	\$112,000	\$110,000	\$112,500
Number of New Homes Listed	904	779	227
Inventory of Homes for Sale	419	307	378
Percent of Listed Price Paid	93.4%	93.8%	NA

Housing Values

Median home values are rising throughout Fulton County. Since 2000, single-family home values have increased by 60% to a median value of \$107,500 in Fulton County in 2014.

The City of Gloversville had the lowest median value at \$75,980 (up 45% since 2000). The City of Johnstown median home

value was \$102,650 in 2014 (up 54% since 2000). The Town of Mayfield had the highest median home value at \$264,100 (up 72% since 2000).

TABLE 16. MEDIAN HOME VALUE REPORTED BY US CENSUS				
	2000	2010	2014	Change from 2000
Fulton County	\$67,400	\$95,200	\$107,500	+60%
City of Gloversville	\$52,340	\$74,220	\$75,980	+45%
City of Johnstown	\$66,500	\$95,900	\$102,650	+54%
Town of Mayfield	\$153,700	\$219,000	\$264,100	+72%

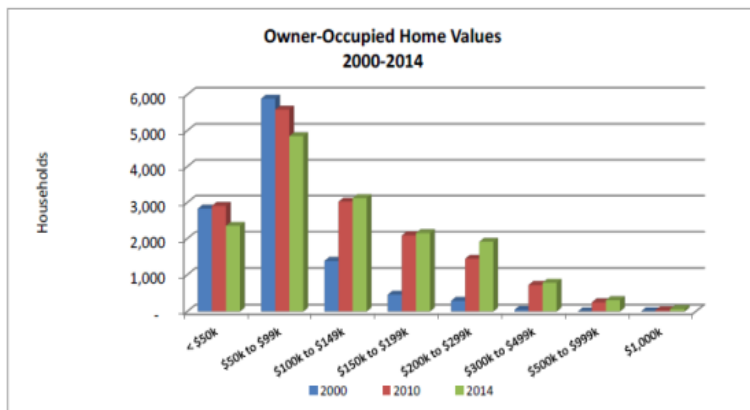


TABLE 17. AREA MEDIAN HOME PRICE REPORTED BY NYSAR*	
2011	\$105,450
2012	\$109,600
2013	\$115,000
2014	\$110,000
2015	\$112,000
2016	\$110,000
% Change 2015 to 2016	-1.8%
% change 2012 to 2016	+0.3%

* NYSAR 2016 Annual Report

Housing Burden

Housing burden is a reflection of affordability in a given market. Households are potentially “burdened” once they pay over 30% of their income for rent or mortgages. Many factors affect affordability including age, economics, culture and climate, for example. Research found that:

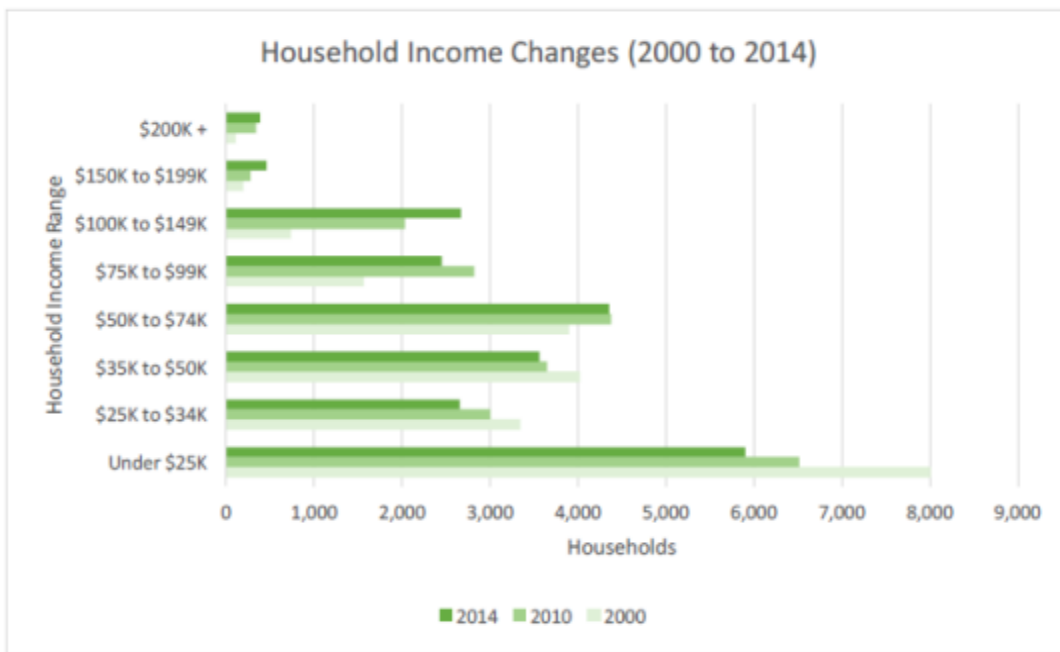
- Less than one-third of owner-occupied households are “cost burdened.”
- Almost 44% of all rental households are “rent-burdened.”

J. Economy

Residents with higher incomes can afford homes of greater value spurring new home construction and high-value adaptive reuse and rehabilitation driving an increase in property tax. Today a significant portion of local residents are cost and rent burdened and are likely to choose to rent or make modest improvements to an existing home rather than build new. New jobs are needed to kickstart the housing market.

Income

Household incomes have been rising resulting in additional home buying and related spending power. Between 2010 and 2015, the average median household income grew by nearly ten percent to \$47,000.



Since 2000 the number of households with income less than \$50,000 has dropped by over 20%, while those with income over \$50,000 has increased by nearly 60%. High wage earners (households with incomes over \$100,000) increased over 100+% since 2000.

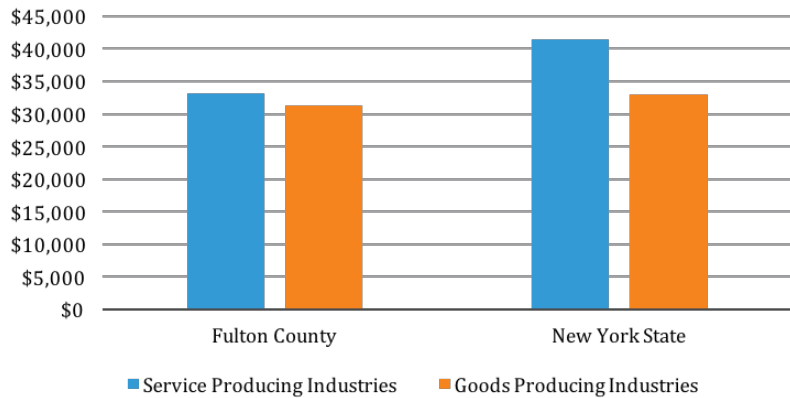
It should be noted that HUD income calculations for average median income (AMI) are used for projecting housing demand in the remainder of this report, which differ from the 2014 census data on median income. For example, the US Census reports the median income at approximately \$47,000 in 2015, whereas HUD reports the average median income to be \$56,300 in 2015. The U.S. Census reports median income based on data collected from the geographic areas, whereas HUD projects median incomes based on additional factors and inflationary data from the Consumer Price Index. AMI drives many public, institutional and private housing programs and HUD’s fair market rent projections. Developers rely on this data to decide whether to pursue a project.

Median Wages

Employers in Fulton County offer competitive wages for both goods and service producing jobs. The median annual salary in Fulton County is \$31,200 in service producing industries and \$33,200 in goods producing industries.

Most mortgage lenders will use a mortgage burden of 30-48% of an applicant’s gross income to determine their carrying capacity. For example, a two-earner family earning a goods producing wage of \$33,200 would have gross income of \$66,400. That family could qualify for annual mortgage payments equal to nearly \$20,000 or \$1,700 monthly payment inclusive of principal, interest, taxes, property insurance and PMI. The “amount of house” a family can afford considers many variables including term of the loan, interest rate and down payment. For purposes of illustration one shortcut uses a rule that a family should not spend more than 2.5 times their annual gross income for a house. In this case, a family earning \$66,400 could afford a house costing around \$166,000.

Median Annual Salary by Industry*



According to a 2015 Target Industry Study completed by DCG Corplan, new industries being targeted by the County offer an average annual wage throughout the region of \$43,000. At that level, using the same rule a two-wage earner household with gross income of \$86,000 could afford a home costing \$215,000.

K. Workforce

The availability of a globally competitive workforce has never been more important as a variable influencing the County’s ability to attract new companies, jobs, workers and, as a result, population.

Fulton County employers draw from a regional labor force of nearly 500,000 workers within a 45-minute commuting distance that includes Albany, Schenectady, Saratoga Springs and other population centers. This workforce offers an above average number of younger job seekers, executive age workers, and pre-retiree workers.

An estimated 54% of residents over age 16 are employed and the County’s workforce grew by 3.5% between 2000 and 2014. The New York Labor Department reports an August 2017 estimated unemployment rate (not seasonally adjusted) for Fulton County of 5.3%.

The age characteristics of Fulton County affect estimates of the available local labor pool. The County labor pool aged 16 + was 45,280 in 2010. It is estimated to grow by 880 workers to 46,160 in 2020. This reflects a large base of peak earners who will still be actively working in 2020. The labor pool is estimated to contract through 2025 to 46,090, for a loss of 70 workers as peak earners retire or cut back to part time employment.

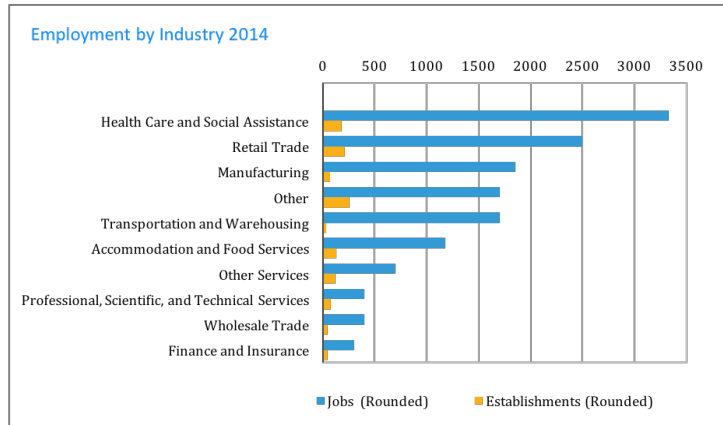
Top 10 Occupations by Employment

Fulton County’s employers draw their workforce from a 45-minute commuting distance that includes Albany, Schenectady, Saratoga Springs and other population centers. The workforce offers an above-average number of younger job seekers, executive age workers and pre-retiree workers.

Commuting Patterns

Commuting time to work reflects mobility of the population, transportation modes and distance workers will travel to work. The average commuting time was a reasonable 23 minutes in 2014. Over 90% of the population drive to work. Just over 21% of all workers travel over 35 minutes to work and 16% travel over 45 minutes. The number of people working from home increased 11 % between 2000 and 2014.

Table 18: Estimated Labor Force 2010-2025			
	Census	Cornell University (PAD)	
	2010	2020	2025
Under 5 years	3,072	2,962	2,830
5 to 9 years	3,533	3,209	3,176
10 to 14 years	3,612	3,295	3,250
15 to 19 years	3,644	3,199	3,186
20 to 24 years	2,934	2,782	2,651
25 to 34 years	6,132	6,905	6,588
35 to 44 years	7,847	7,139	7,588
45 to 54 years	8,912	7,168	6,712
55 to 59 years	3,856	4,236	3,604
60 to 64 years	3,273	3,963	3,954
65 to 74 years	4,285	6,263	6,618
75 to 84 years	2,940	3,140	3,830
85 years & over	1,457	1,368	1,356
Total (Rounded)	55,500	55,630	55,340
Labor Force 16 Years +	45,280	46,160	46,090
Change from 2010		880	810



IV. SUBMARKET NEEDS AND OPPORTUNITIES

This study looks at needs in eight submarkets including:

- Hales Mills Development Area
- Vail Mills Development Area
- City of Gloversville
- City of Johnstown
- Town of Mayfield
- Town of Northampton
- Town of Broadalbin/Perth
- Towns of Caroga/Bleecker

A. Hales Mills Development Area Submarket

The Hales Mills Development Area Submarket is located in the Town of Johnstown, on Route 29 approximately 1.25 miles northeast of the City of Johnstown at the intersection of Routes 30A and 29.

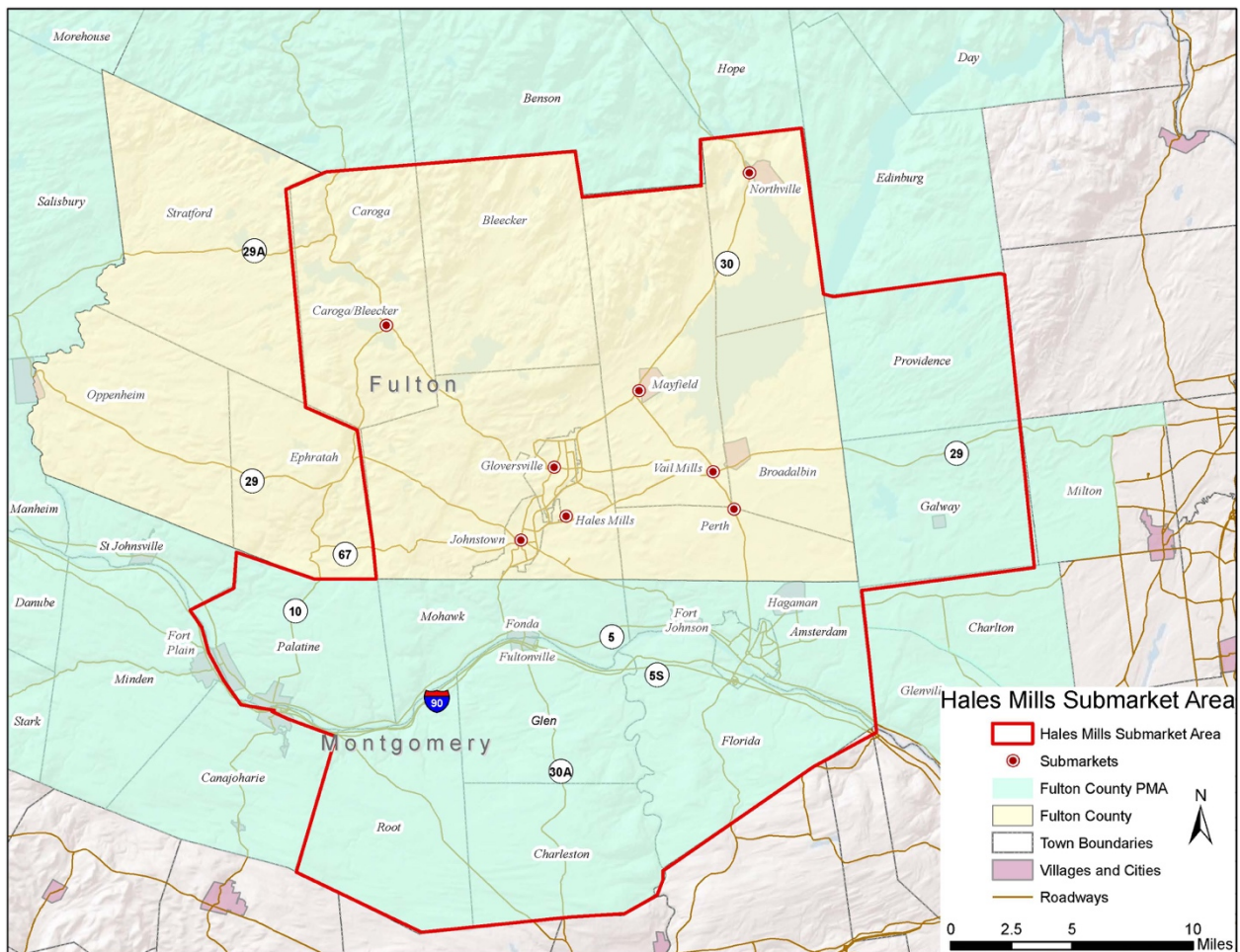
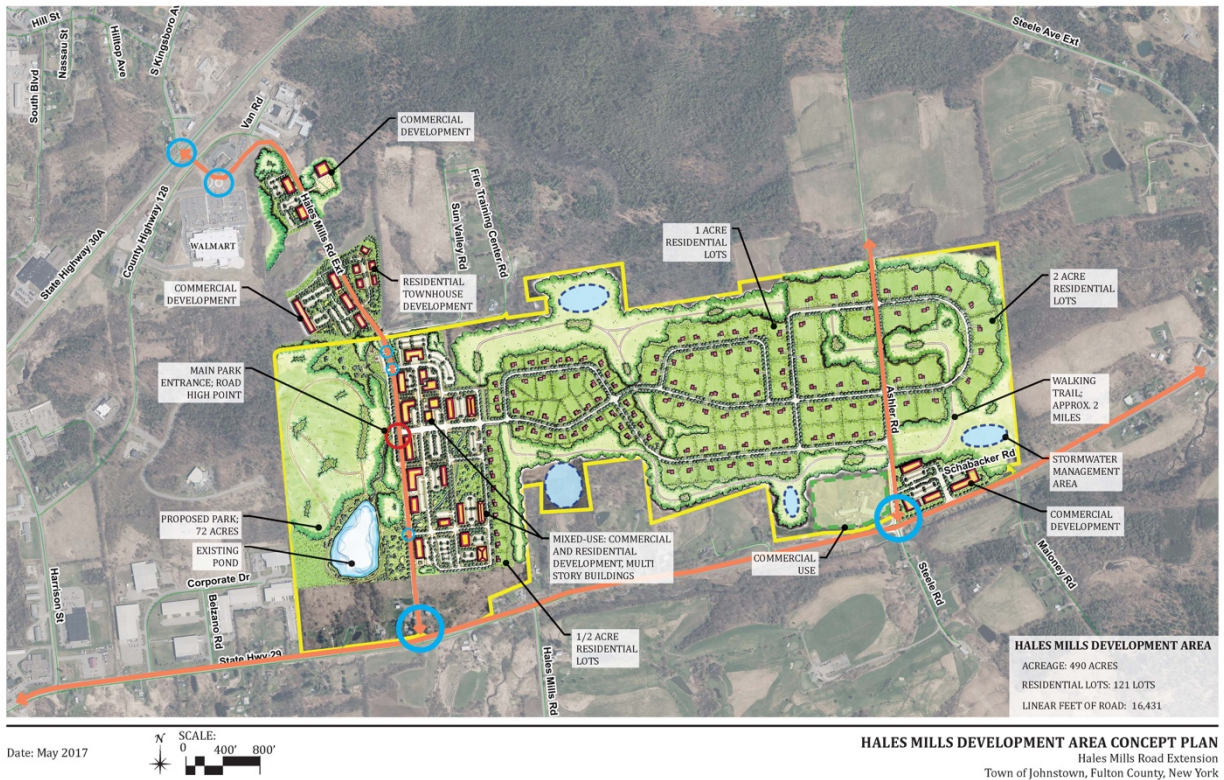


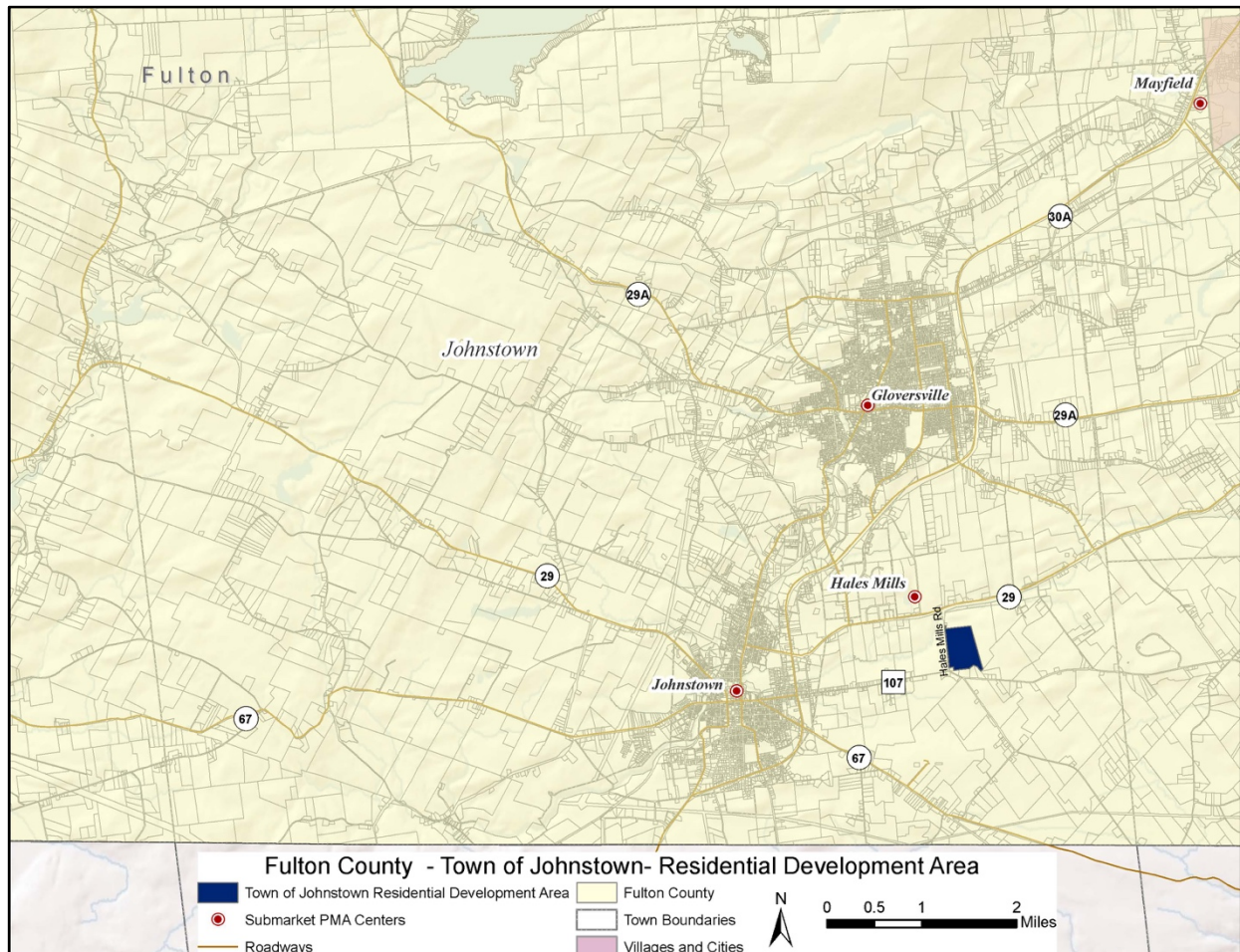
TABLE 19. HALES MILL DEVELOPMENT AREA SUBMARKET CENSUS TRACTS									
Fulton County	9701	9702	9703	9704	9706	9707	9708	9709	9710
	9712	9713	9714	9715					
Montgomery County	702	703	704	705	706	707	708	709	721
	722	723	727	728					
Saratoga County	605.03	615							

The 490+/- acre Hales Mills Development Area is highly visible and ready to develop as a vibrant, walkable and accessible model mixed-use neighborhood featuring housing, retail, commerce and recreational opportunities in a picturesque environment with extensive greenspaces included throughout the neighborhood. It is located at the intersection of Hales Mills Road Extension and NYS Route 29 in the Town of Johnstown. The site has water, sewer, electricity, natural gas and broadband. The annual average daily traffic volumes are 2,500 on Hales Mills Road Extension and 6,300 on NYS Route 29.



The development area is a hallmark project planned to offer an entirely new neighborhood catering to a wide range of new and existing residents with the opportunity to offer housing for all ages at all price points making it competitive with new housing being developed in surrounding communities. The concept plan for the neighborhood includes a retail and commercial cluster characterized by one to two story buildings, tree lined streets and pedestrian scaled lighting, connecting to a central boulevard. Its mix of residential, commercial, office and retail, walkability and connectedness and access to recreation and open space will give it a unique place among Fulton County’s neighborhood options. The concept plan for the site includes retail space; commercial, office and service space; owner-occupied units including single-

family homes and senior cottage/patio homes and rental units including family apartments, townhomes and senior apartments. It also includes a 72-acres of park and open space and a two-mile trail network.

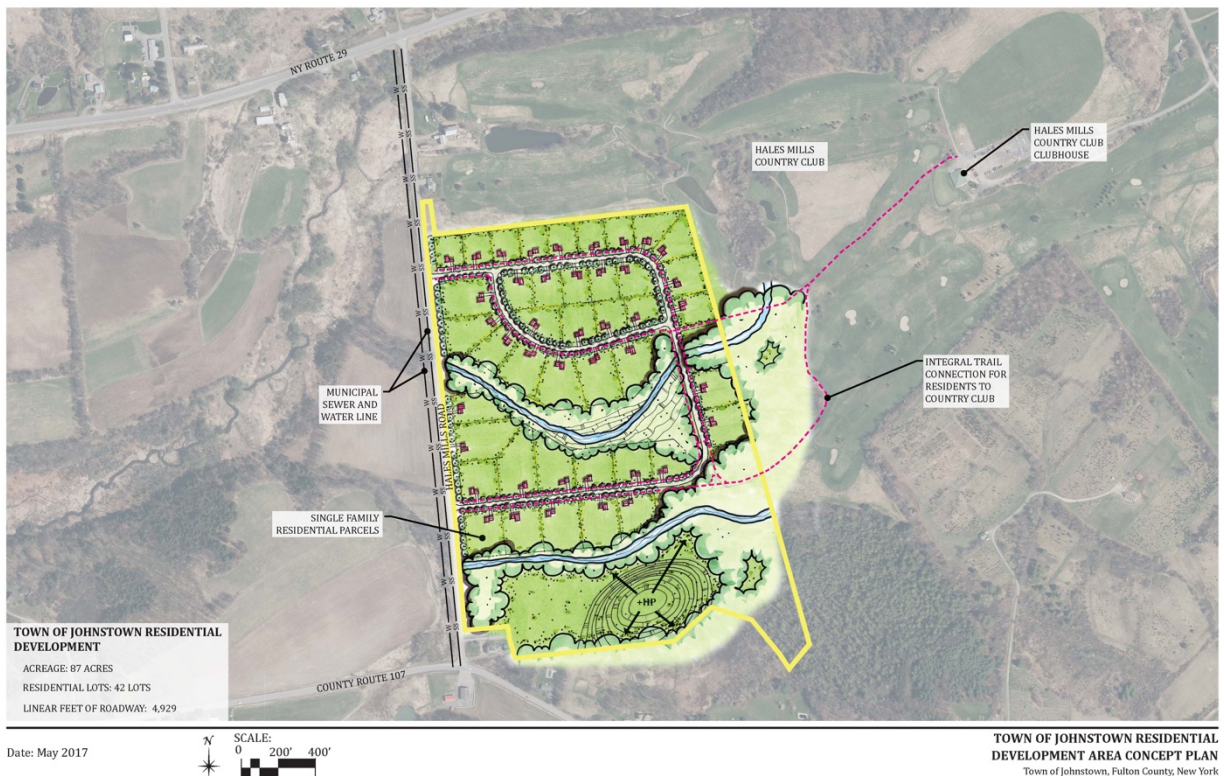


The Town of Johnstown, including the Hales Mills Development Area can be characterized as:

- Population of 7,177 (13.1% of the County population), an increase of 0.1% since 2000.
- Over 20% population loss of population between 25 and 44, and almost 4% loss of young adults, children and youth. Population between 45 and 64 has grown by almost 30% and over age 65 has increased by 0.1%. Nearly 70% of the population is under 55 years of age.
- There are over 2,900 housing units representing a 6.5% increase since 2000. The existing housing types are single family and multi-family.
- 92% of units are owner occupied and 8% percent are renter occupied.
- Many of the seasonal units are classified as vacant units in the 2014 US Census.
- Households with annual incomes greater than \$50,000 have increased by 38% since 2000.
- The 2014 median Income is \$53,589.
- The number of students attending college increased by over 10% since 2000.

- Town of Johnstown population is 98.5% White, 0% African American and 1.5% other races.
- Nearly 76% of the workforce is engaged in management, service and sales occupations, while over 24% is employed in manufacturing, construction, transportation and maintenance occupations.
- The 2014 unemployment rate was just over 5%.
- The mean travel time to work is 27 minutes.

Nearby, a schematic design has been prepared for an 87-acre site off Hales Mills Road in the Town of Johnstown adjacent to the Hales Mills Golf Course. The current design calls for development of 24 single-family homes and 21 senior detached patio homes/cottages. Municipal water and sewer lines run along the south side of NYS Rt. 29 just to the north of this site. A trail connects the residential area to the clubhouse at Hales Mills Country Club.



Hales Mills Development Area Submarket Summary

- Includes 13 census tracts in Fulton County, 13 in Montgomery County and 2 in Saratoga County.
- The 2014 population is approximately 88,863.
- Seniors (55 and older) represent about 31% of the total population.
- Strongest population growth is between age 45-64 (reflecting increasing numbers of baby boomers).
- Significant growth has occurred in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 30% of current housing units and owners occupy 70% of units.

B. Vail Mills Development Area Submarket

The Vail Mills Development Area Submarket is located in the south part of the Town of Mayfield at the intersections of Route 30 and 29, approximately nine miles east of the City of Johnstown.

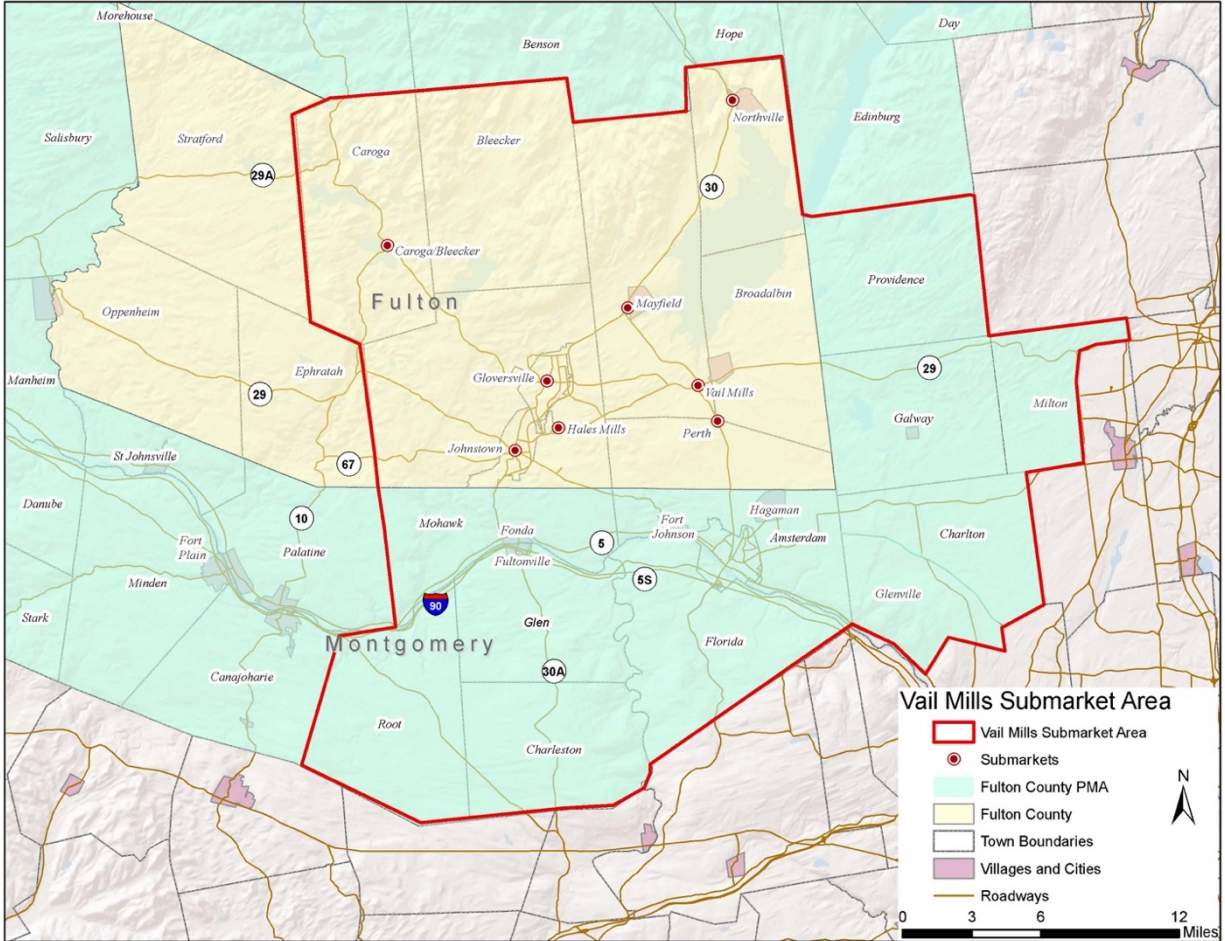


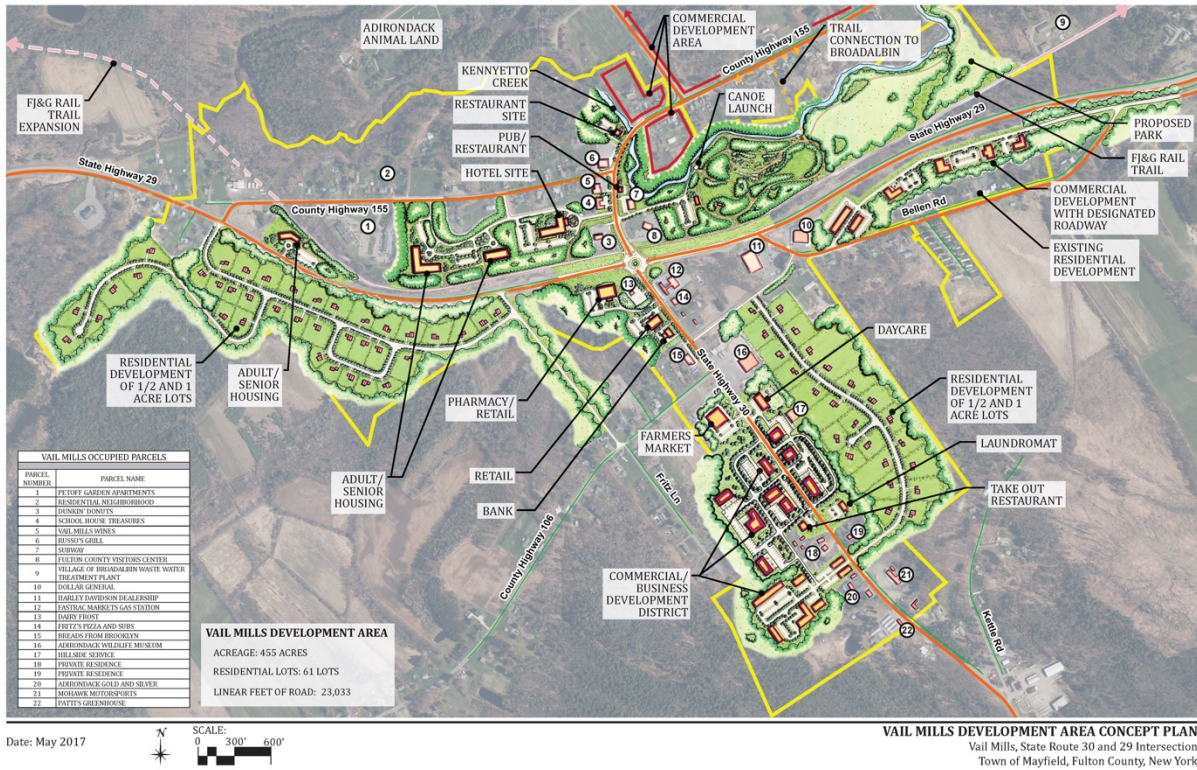
TABLE 20. VAIL MILLS DEVELOPMENT AREA SUBMARKET CENSUS TRACTS									
Fulton County	9701	9702	9703	9706	9707	9708	9709	9710	9712
	9713	9714	9715						
Montgomery County	702	703	704	705	706	707	708	709	721
	722	727	728						
Saratoga County	605.03	614.01	615	615					
Schenectady County	325.04								

The Vail Mills Development Area is a 455+/- acre area (including 16 parcels of vacant privately-owned land requiring minimal site preparation) that offers premier opportunities for infill development at the intersection of NYS Routes 29 and 30 in the Town of Mayfield, hamlet of Vail Mills. Vail Mills is adjacent to the historic Village of Broadalbin. Vail Mills Development Area average daily traffic volumes are over 10,000 on NYS Route 30 and over 8,600 on NYS Route 29, representing a strong base of retail spending

potential. The community supported plan for the development area includes new senior housing and single-family housing, a commercial/retail district and lodging in a pastoral setting. Existing zoning supports buildout. Water, planned sewer, electricity, natural gas and broadband are available.

Vail Mills is a key gateway to world class recreation in the Adirondacks and at the Great Sacandaga Lake. The Kenyetto Creek runs through the hamlet and has the potential to be a new recreation amenity including an access point for paddling, a creek walk, picnic areas or even camping or glamping facilities. The existing businesses and available land provides an established concentrated commercial base that can draw additional retail offerings serving residents, through-traffic retail as well as future hospitality amenities including potentially a hotel.

The concept plan for the site includes retail space; commercial, office and service space; owner-occupied units including single-family homes and senior cottage/patio homes and rental units including family apartments, townhomes and senior apartments. It also included a four-acre park with access to canoeable water, a farmer’s market building and trail system with community links.



Vail Mills is located in the Town of Mayfield which can be characterized as follows:

- Stable population of over 6,400 (nearly 12% of County population.)
- Decrease in young adults 22-41 of over 25% and 20% of those under 25. Peak earning years' population has grown by nearly 37% and those over 65 years have grown by over 26%. Over 66% of the population are under 55 years of age.

- There are just over 3,500 housing units representing a less than 9.7% increase since 2000.
- Over 78% of units are owner occupied and 22% are renter-occupied. The primary housing types are single family and multi-family.
- Households with annual incomes greater than \$50,000 have increased by nearly 60% since 2000.
- The 2014 median income is nearly \$51,500.
- The number of students attending college increased by 25.5% and students being awarded bachelor's degree increased by over 50%.
- Mayfield population is 99.5% White, 0.1% African American and 0.4% other races.
- Nearly three quarters of the workforce is engaged in management, service and sales occupations, while 25.5% are employed in manufacturing, construction, transportation and maintenance occupations.
- The 2014 unemployment rate was nearly 12%.
- The mean travel time to works is 22.7 minutes.

Vail Mills Development Area Submarket Summary

- Includes 12 census tracts in Fulton County, 12 census tracts in Montgomery County, 4 census tracts in Saratoga County and 1 census tract in Schenectady County.
- The 2014 submarket population is approximately 87,000.
- Seniors (55 and older) represent about 31% of the total population.
- Strongest growth between age 45-64 (partly reflecting increasing numbers of baby boomers).
- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 29% of current housing units and owners occupy 71% of units.

C. City of Gloversville Submarket

The City of Gloversville Submarket includes 13 census tracts in Fulton County and 1 census tract in Montgomery County.

The City of Gloversville is home to 15,400 residents. An anchor community in the “the Land of 44 Lakes” – it’s surrounded by beautiful landscapes and abundant outdoor recreation at the southern corner of the Adirondack State Park, within a few minutes’ drive of the Great Sacandaga Lake. The City is midway between Utica and Albany-Schenectady-Troy and is easily accessed via I-90 as well as NYS Route 29 from Saratoga Springs.

Downtown Gloversville boasts magnificent examples of 19th and early 20th century architecture. Home to the Nathan Littauer Hospital that serves the greater region, Gloversville also has a growing base of major employers including Epimed International and Taylor Made Products. The Fulton County Center for Regional Growth recently purchased the building at 34 West Fulton Street and will be creating incubator spaces for start-up businesses.

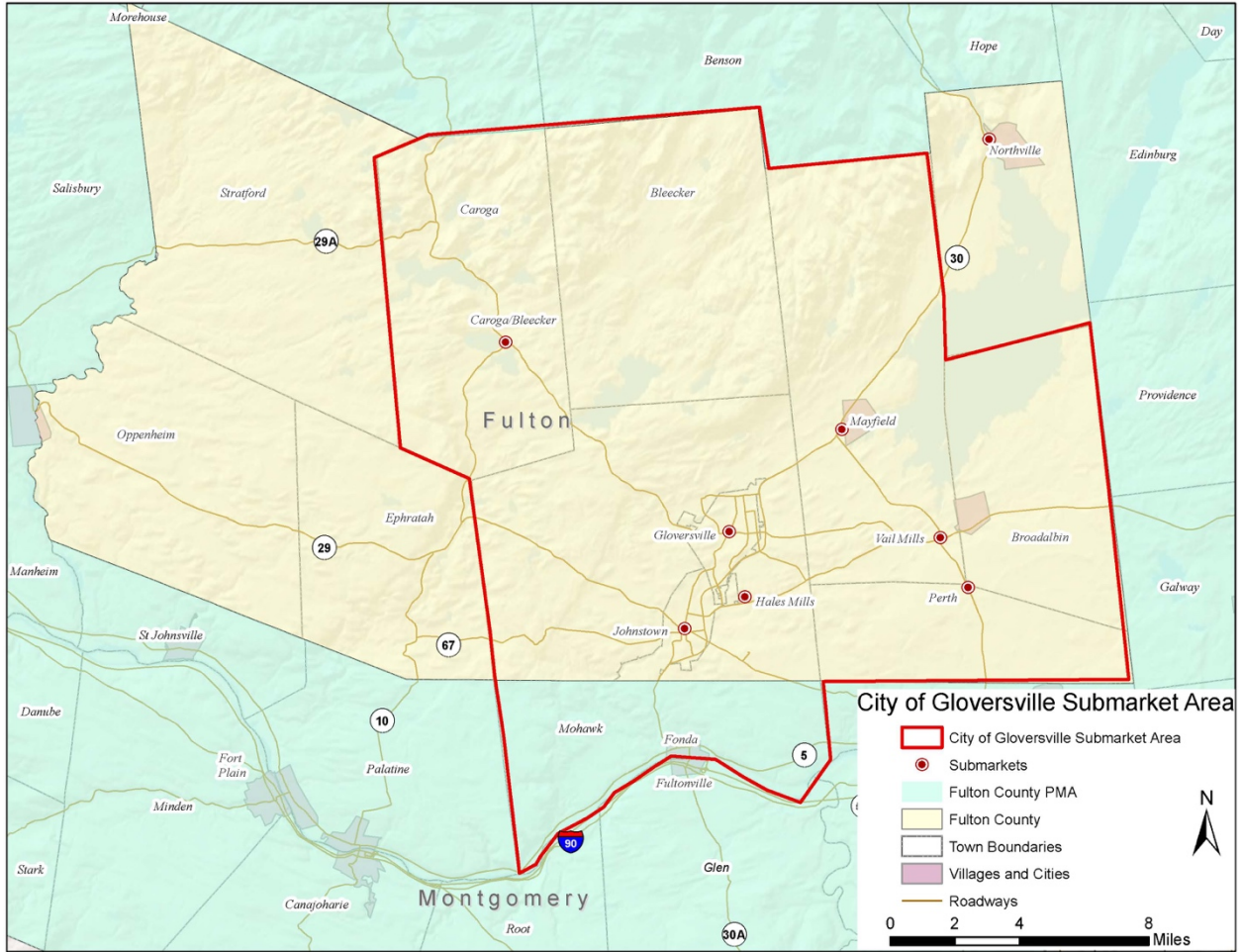


TABLE 21. CITY OF GLOVERSVILLE SUBMARKET CENSUS TRACTS

Fulton County	9701	9702	9703	9704	9706	9707	9708	9709	9710
	9712	9713	9714	9715					
Montgomery County	722								

An uptick in investment has occurred in recent years including revitalization of several downtown buildings including upper-story loft conversions, and the launch of Mohawk Harvest Food Market and restaurant, among others. This is part of a growing local-food region. Opportunities exist for new restaurants and unique retail.

Gloversville’s downtown is well positioned for future growth and investment. It offers a rich variety of historical Victorian buildings set in a traditional, walkable streetscape. The downtown area is exactly the type of place where millennials, young professionals, and business owners are looking to be: a livable, active and creative place where they can walk to shops and restaurants, access recreation and find affordable and attractive work spaces and local jobs.

The City of Gloversville can be characterized as follows:

- Stable population of 15,400 (nearly 30% of the County’s population.) Over 73% of the population is under 55 years of age.
- Loss of young families and seniors and growth in population in the peak earning years.
- There are just over 7,900 housing units. Over 48% are owner occupied and 52% are renter occupied. The primary housing types are single family, multi-family and mixed uses (retail/residential.)
- The number of rental units has grown by 13.5% and rental vacancy rates have declined by 47% since 2000.
- 2014 median income is \$36,150.
- Households with income greater than \$50,000 have increased by nearly 60% since 2000.
- Educational attainment is stable and the number students attending college increased by 30%.
- Population is 96% White, 4% African American and 2% other races.
- Over 70% of the workforce is engaged in management, service and sales occupations, while nearly 30% are employed in manufacturing, construction, transportation and maintenance occupations.
- 2014 unemployment rate was 14.7% (2014).
- The mean travel time to work is 18.1 minutes.

City of Gloversville Submarket Summary

- Includes 13 census tracts in Fulton County and 1 in Montgomery County.
- The 2014 population of the submarket is approximately 52,016.
- Seniors (55 and older) represent about 30.3% of the total population.
- Strongest growth between age 45-64 (reflecting increasing numbers of baby boomers).
- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 32% of current housing units and owners occupy 67% of units.

D. City of Johnstown Submarket

The City of Johnstown Submarket includes 12 census tracts in Fulton County and two census tracts in Montgomery County.

Johnstown, a city of 8,560 residents, offers small town character with a high quality of life. The City is known as a safe community with low crime, great schools and abundant cultural and recreational opportunities. In addition to being located near major cities including Albany, Utica and Syracuse, Johnstown is surrounded by majestic attractions including the Adirondack State Park and the Great Sacandaga Lake.

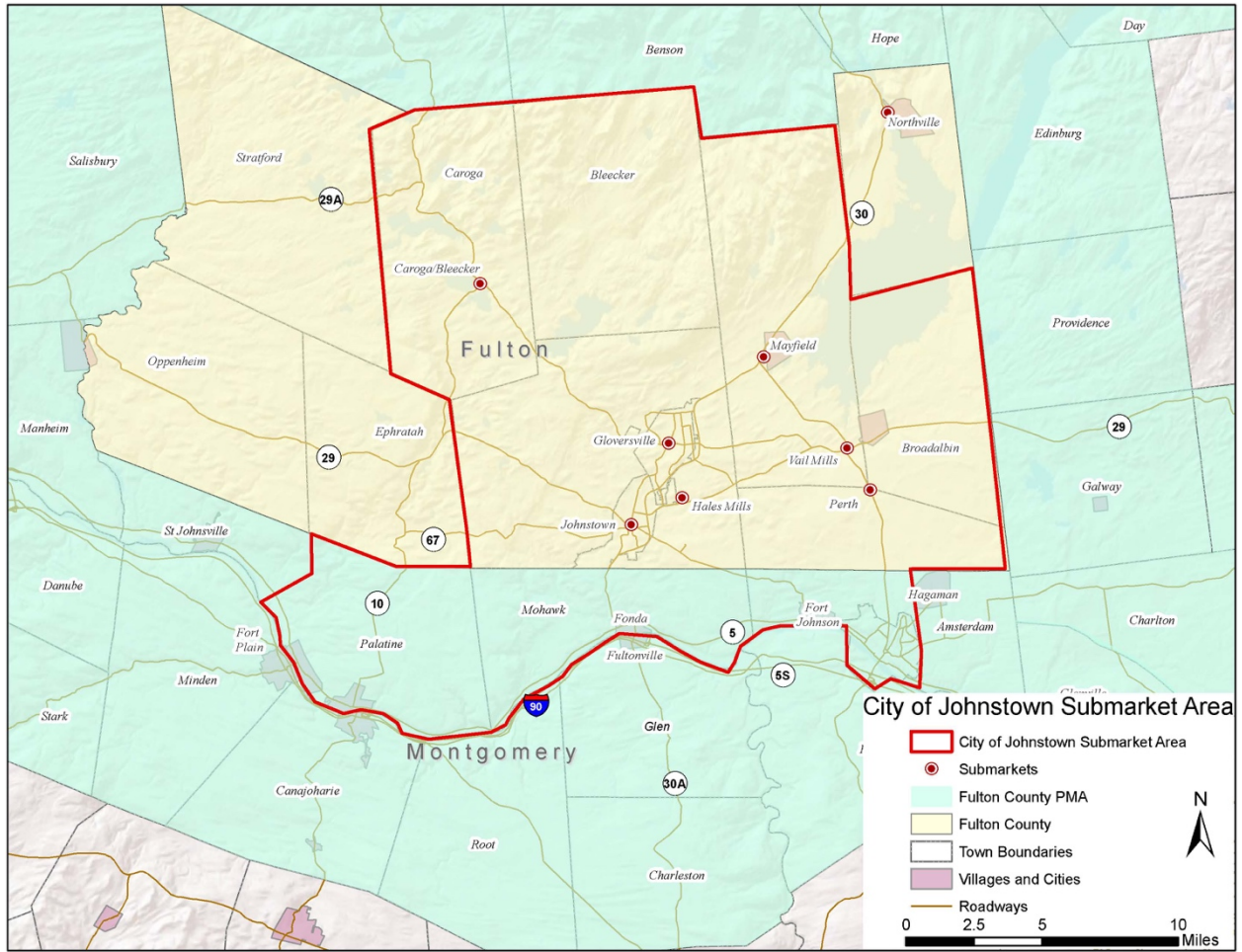


TABLE 22. CITY OF JOHNSTOWN SUBMARKET CENSUS TRACTS

Fulton County	9702	9703	9704	9706	9707	9708	9709	9710	9712
	9713	9714	9715						
Montgomery County	702	703	704	705	706	707	708	709	721
	722	723							

While Johnstown prides itself on its small-town atmosphere, it also boasts major regional employers including a Walmart Food Distribution Center, FAGE Yogurt, and Benjamin Moore. Located 45 miles northwest of Albany, Johnstown is easily accessed via exit 28 of the NYS Thruway (I-90).

As part of the overall Fulton County Development Strategy, Fulton County conducted a series of meetings and conversations with the City of Johnstown representatives to identify redevelopment priorities. Input from these meetings identified the following assets as the foundation for redevelopment and revitalization:

- The Johnson Hall State Historic Site, a National Historic Landmark.
- Over 3 miles of the popular FJ&G Rail Trail run through the City of Johnstown.

- Johnstown Farmers Market, located in the City Park, runs from June through October. As part of the Fulton-Montgomery Farmers Market Association, the farmers market is considered a “100% producer market,” with all goods and products grown, raised or made directly by the vendors.
- Performing and visual arts amenities including the Colonial Little Theater offer great community theater, while the Perrella Gallery at Fulton-Montgomery Community College, on NYS Route 67 just outside the City, is touted as one of the “pre-eminent exhibition spaces” in the region.

The City needs a Downtown Development Strategy and the organizational staff capacity to pursue economic development initiatives, organize community events, and apply for grants. There is a strong desire to have the second and third floor of downtown buildings converted into housing to attract millennial professionals and families who could go on to buy some of Johnstown’s distinguished (and affordable) single-family homes. The City has identified specific sites that could be assembled for infill housing development to build the base of consumers for local retail. Johnstown would like to pursue a mix of retail, especially boutiques and restaurants downtown that appeal to year-round residents and visitors. Improved park and greenspace makes this redevelopment more likely especially if the Cayadetta Creek can be better promoted and utilized as a recreational asset.

The City of Johnstown can be characterized as follows:

- Stable population of just over 8,500 (nearly 16% of the County population.) Nearly 70% of the population are under 55 years of age.
- Loss of children and youth and seniors and growth among peak earners and young adults (one of a few communities with millennial population increase.)
- Just over 4,000 housing units, nearly 57% of which are owner occupied and 43% of which are renter occupied. The primary housing types are single family, multi-family and mixed uses (retail/residential.)
- The number of rental units has grown by 5.8% and rental vacancy rates have declined by 27% since 2000.
- Households with annual incomes greater than \$50,000 have increased by 60% between 2000 and 2014.
- 2014 median Income is \$42,113 in 2014.
- The number of students attending college increased by nearly 22%.
- Johnstown population is 95.5% White, 3.5% African American and 1% other races.
- Almost 75% of the workforce is engaged in management, service and sales occupations, while 25.5% are employed in manufacturing, construction, transportation and maintenance occupations.
- 2014 unemployment rate was 9.1%.
- The mean travel time to work is 18.6 minutes.

City of Johnstown Submarket Summary

- Includes 12 census tracts in Fulton County and 2 in Montgomery County.
- The 2014 population is approximately 77,104.
- Seniors (55 and older) represent about 30.5% of the total population.

- Strongest growth between age 45-64 (reflecting increasing numbers of baby boomers).
- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 44% of current housing units and owners occupy 56% of units.

E. Town of Mayfield Submarket

The Town of Mayfield Submarket is centered in the hamlet of Mayfield. It includes 12 census tracts in Fulton County, 10 census tracts in Montgomery County and 1 census tract in Saratoga County.

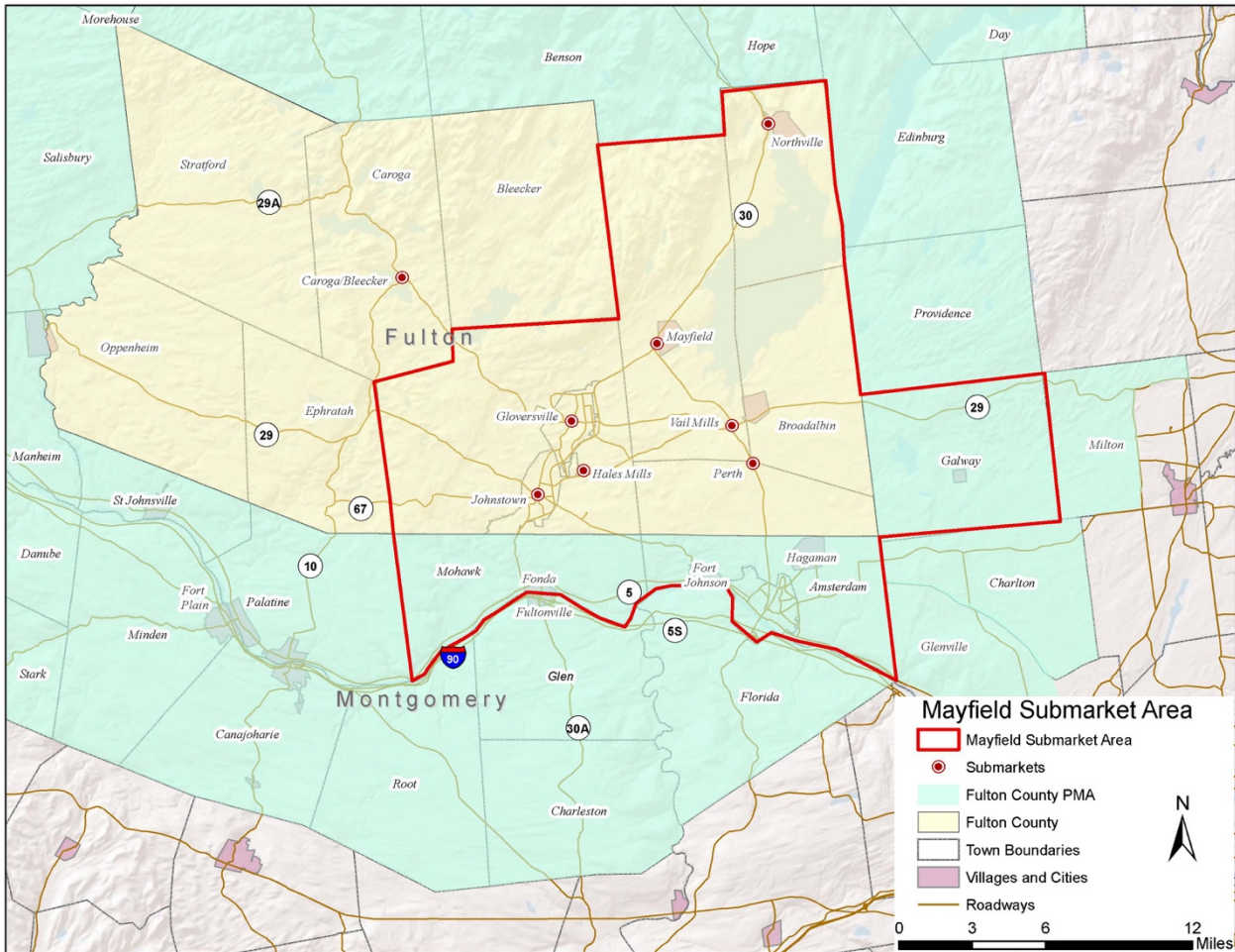


TABLE 23. MAYFIELD SUBMARKET CENSUS TRACTS

Fulton County	9701	9702	9703	9706	9707	9708	9709	9710	9712
	9713	9714	9715						
Montgomery County	702	703	704	705	706	707	708	709	721
	722								
Saratoga County	615								

Mayfield is located in the northeast corner of Fulton County between the Town of Bleecker and the Town of Northampton, north of Gloversville and Broadalbin. Approximately 25 miles of the Great Sacandaga Lake shoreline is located in the Town. The Town's Comprehensive Plan encourages the development of both a hotel and a recreational vehicle (RV) park proximate to the lake to boost its tourism-dependent economy. The plan also reports that its housing stock is not diverse enough to meet the future needs of the Town's population and that additional apartment buildings, townhouses, condominiums and other types of housing options are needed including affordable housing for the younger generation. In particular it calls out the needs of the Town's elderly population for new types of housing. Recommendations are made to develop a housing rehabilitation program and to develop two resource hubs in the community one of which is the area for the proposed Vail Mills Development Area.

The Town of Mayfield can be characterized as follows:

- Stable submarket population of over 6,400 (nearly 12% of County population.)
- Decrease in young adults 22-41 of over 25% and 20% of those under 25. Peak earning years population has grown by nearly 37% and those over 65 years have grown by over 26%. Over 66% of the population are under age 55.
- There are just over 3,500 housing units representing a nearly 10% increase since 2000.
- Over 78% of units are owner occupied and 22% are renter occupied. The primary housing types in the Town are single-family homes and multi-family apartments.
- Households with annual incomes greater than \$50,000 have increased by nearly 60% since 2000.
- The 2014 median income is nearly \$51,500.
- The number of students attending college increased by 25.5% and students being awarded bachelor's degree increased by over 50%.
- Mayfield population is 99.5% White, 0.1% African American and 0.4% other races.
- Nearly three quarters of the workforce is engaged in management, service and sales occupations, while 25.5% are employed in manufacturing, construction, transportation and maintenance occupations.
- The 2014 unemployment rate was nearly 12%.
- The mean travel time to works is 22.7 minutes.

Town of Mayfield Submarket Summary

- Includes 12 census tracts in Fulton County, 10 in Montgomery County and 1 in Saratoga County.
- The 2014 population is approximately 74,875.
- Seniors (55 and older) represent about 30% of the total population.
- Strongest growth between age 45-84 (partly reflecting increasing numbers of baby boomers).
- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 66% of current housing units and owners occupy 34% of units.

F. Town of Northampton Submarket

The Town of Northampton Submarket includes 13 census tracts in Fulton County, 1 census tract in Hamilton County and 2 census tracts in Saratoga County.

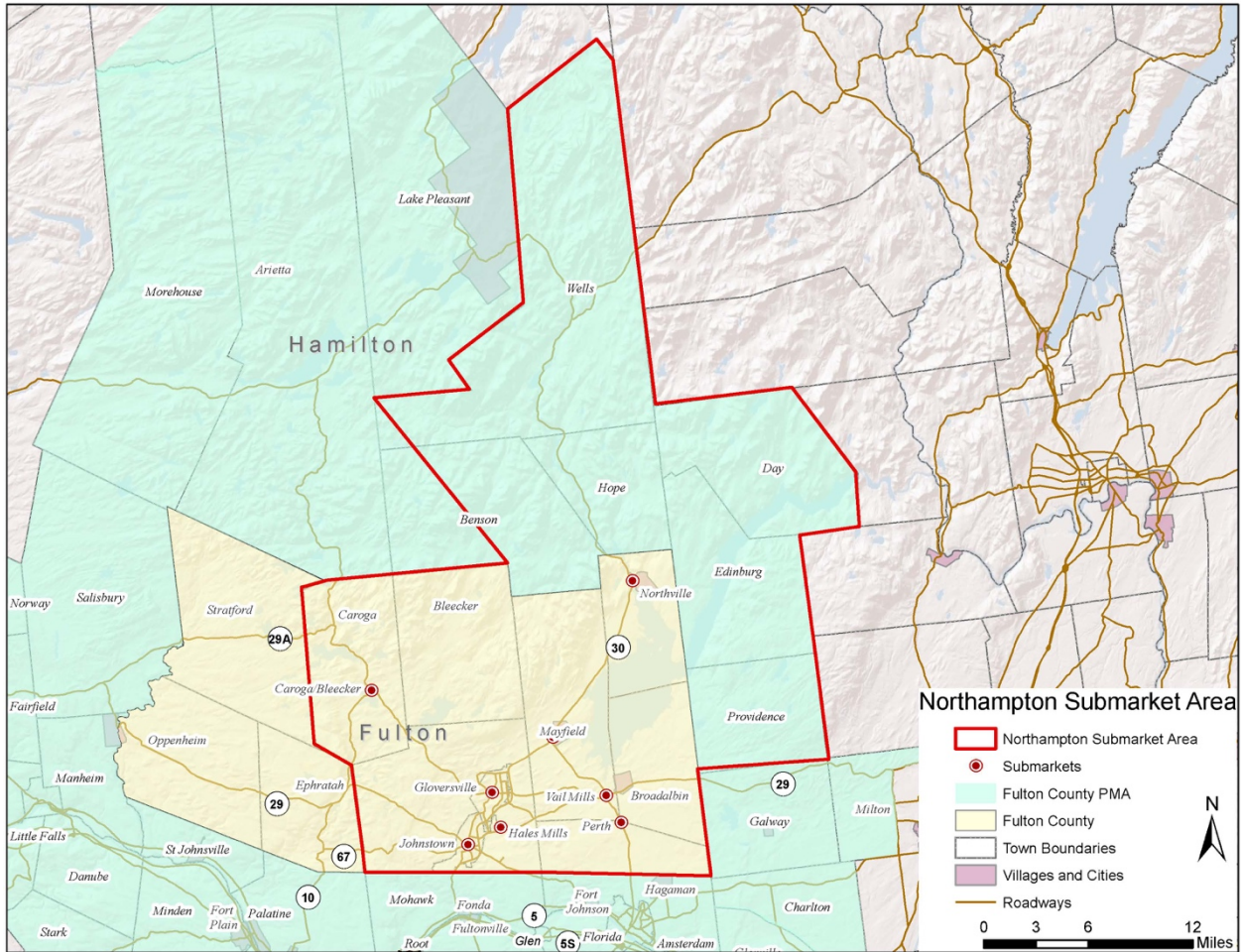


TABLE 24. NORTHAMPTON SUBMARKET CENSUS TRACTS

Fulton County	9701	9702	9703	9704	9706	9707	9708	9709	9710
	9712	9713	9714	9715					
Hamilton County	9504								
Saratoga County	605.02	605.3							

Northampton and the Village of Northville are situated on the northern shores of the Great Sacandaga Lake and the Route 30 Corridor in the Southern Adirondacks. The Village of Northville is a small, densely settled traditional town center with a variety of shops and services for year-round residents and visitors. The Town of Northampton outside the Village includes the NY Route 30 corridor, more rural and forested areas and more intensely settled lakefront areas, a NYS DEC Campground and the Great

Sacandaga Park which includes a historic neighborhood of cottages and a 9-hole golf course that's more than 120 years old. There has been a significant amount of development and redevelopment of homes, largely seasonal, near the lake.

The Town of Northampton can be characterized as follows:

- Slowly declining population of 2,650 (nearly 5% of the County population.)
- Decrease of young adults (25-44) of nearly 24% and of children and youth of 14%. Peak earning age population has increased by nearly 20%. Over 65% of the population is under age 55.
- There are nearly 2,000 housing units in Town of Northampton in 2014, with over 76% owner occupied and 24% renter occupied. The primary housing type is single family and multi-family.
- Households with annual incomes over \$50,000 have increased by 56%.
- The 2014 median income is nearly \$55,500.
- The number of students attending college increased by over 8% since 2000.
- Northampton's population is 98.9% White, 0% African American and 1.1% other races.
- Nearly 80% of the workforce is engaged in management, service and sales occupations, while 20.9% are employed in manufacturing, construction, transportation and maintenance occupations.
- The 2014 unemployment rate was 5.2%.
- The mean travel time to works is 29.3 minutes.

Northampton Submarket Summary

- Includes 13 census tracts in Fulton County, 1 in Hamilton County and 2 in Saratoga County.
- The 2014 population is approximately 57,924.
- Seniors (55 and older) represent about 29.9% of the total population.
- Strongest growth between age 45-84 (partly reflecting increasing numbers of baby boomers).
- Significant growth in senior population began around the year 2010, and will continue through 2035.
- Renters occupy 30% of current housing units and owners occupy 70% of units.

G. Towns of Broadalbin/Perth Submarket

The Broadalbin/Perth Submarket includes 12 census tracts in Fulton County, 12 census tracts in Montgomery County, 4 census tracts in Saratoga County and 4 census tracts in Schenectady County.

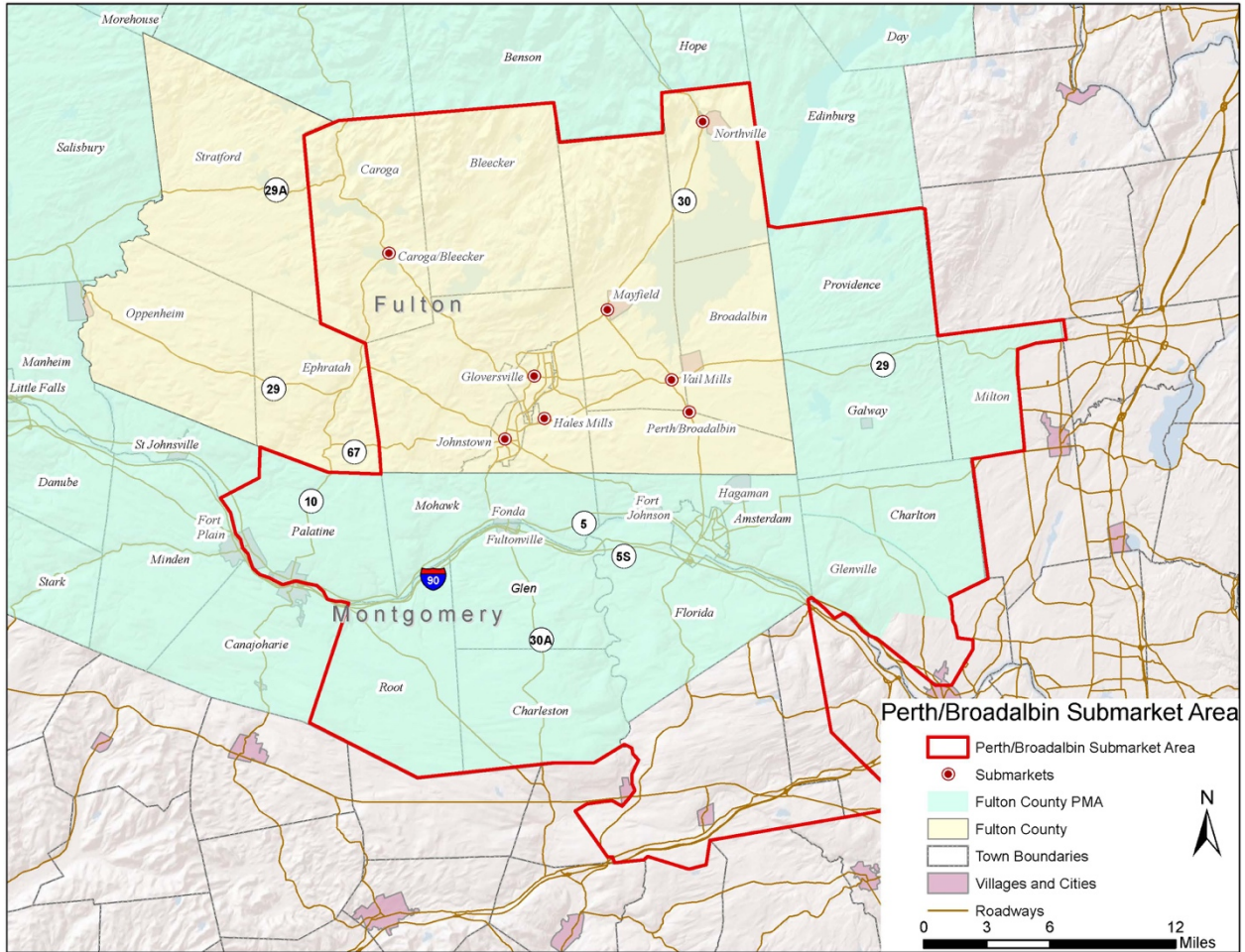


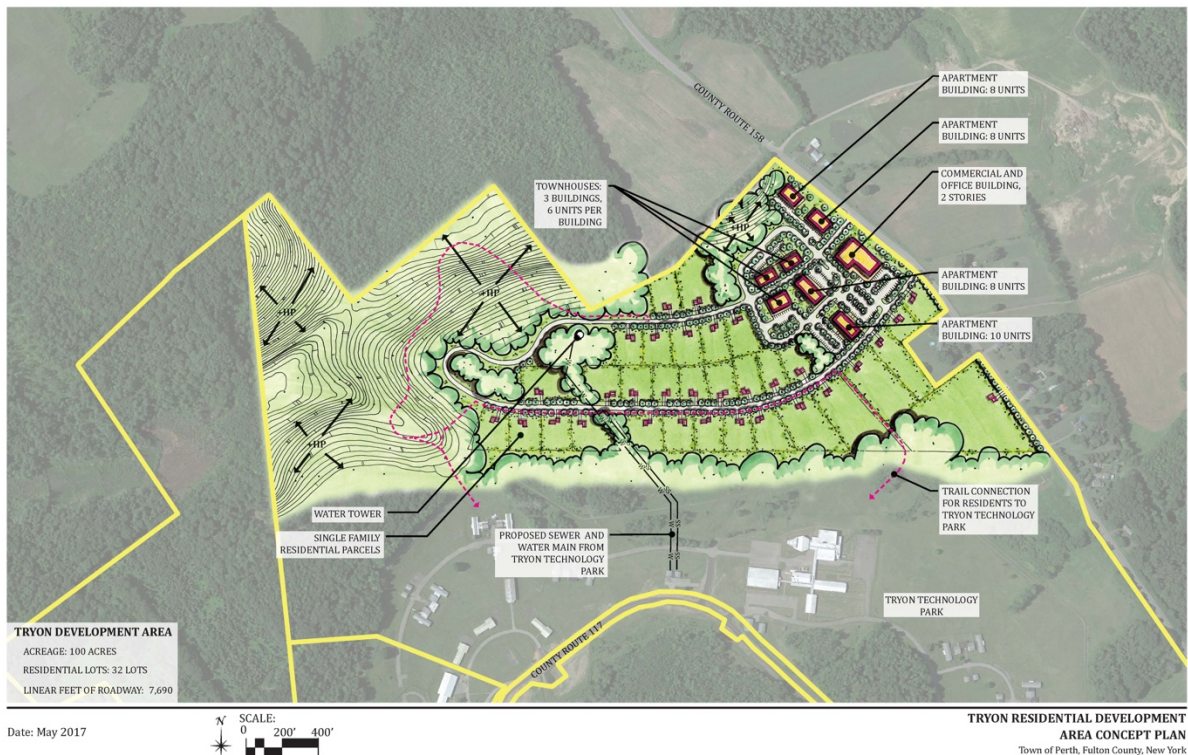
TABLE 25. BROADALBIN/PERTH SUBMARKET CENSUS TRACTS

Fulton County	9701	9702	9703	9706	9707	9708	9709	9710	9712
	9713	9714	9715						
Montgomery County	702	703	704	705	706	707	708	709	721
	722	727	728						
Saratoga County	605.03	614.01	615	616					
Schenectady County	324.04	325.04	331.01	331.02					

The Town of Perth is situated in the southeast corner of Fulton County. It is bordered on the south by the Town of Amsterdam in Montgomery County, on the west by the Town of Johnstown, by the Towns of Mayfield and Broadalbin on the north, and by the Town of Galway (Saratoga County) on the east. The Town Comprehensive Plan reports that it has experienced considerable residential and commercial growth in recent years due to its close proximity to the City of Amsterdam and the resultant commercial expansion of businesses along the Route 30 corridor.

The plan also reports that the Town lacks housing options, despite a plentiful amount of vacant land. There are “no apartment complexes, condominium developments or other types of high-density residential developments that would appeal to young professionals or empty nesters...” The plan identifies opportunity to develop maintenance-free senior housing complexes “from active retirement communities with numerous recreational amenities to full-service nursing homes with a wide variety of options in between.” It also identifies in-law apartments and elder cottages as senior housing options.

The Tryon Development Area, located in the Town of Perth, is a 100+/- acre vacant single tract of land owned by the Fulton County Industrial Development Agency. The site is appropriately zoned and immediately available for sale and development. The Development Area is located on County Route 158, one-half mile from NYS Route 29 in the Town of Perth.



This picturesque site with beautiful vistas is an attractive location for various types of housing. Water, sewer, gas and electricity are available onsite. The development concept for the Tryon Development Area features single-family housing, townhomes, and apartments with a mixture of commercial and retail uses

in a scenic setting. Strategic development opportunities at the site include its location adjacent to the Tryon Technology Park, which offers 213 acres of shovel-ready land and a wooded campus-like setting. The potential retail component is strategically positioned to fill a need for professional and executive level housing.

In addition, a schematic design has been developed for a 133-acre site on the corner of County Route 107 and NYS Route 30 to include a combination of 50 single-family homes, 40 apartments and neighborhood serving retail. A parcel along Route 30 has been retained for future commercial development.

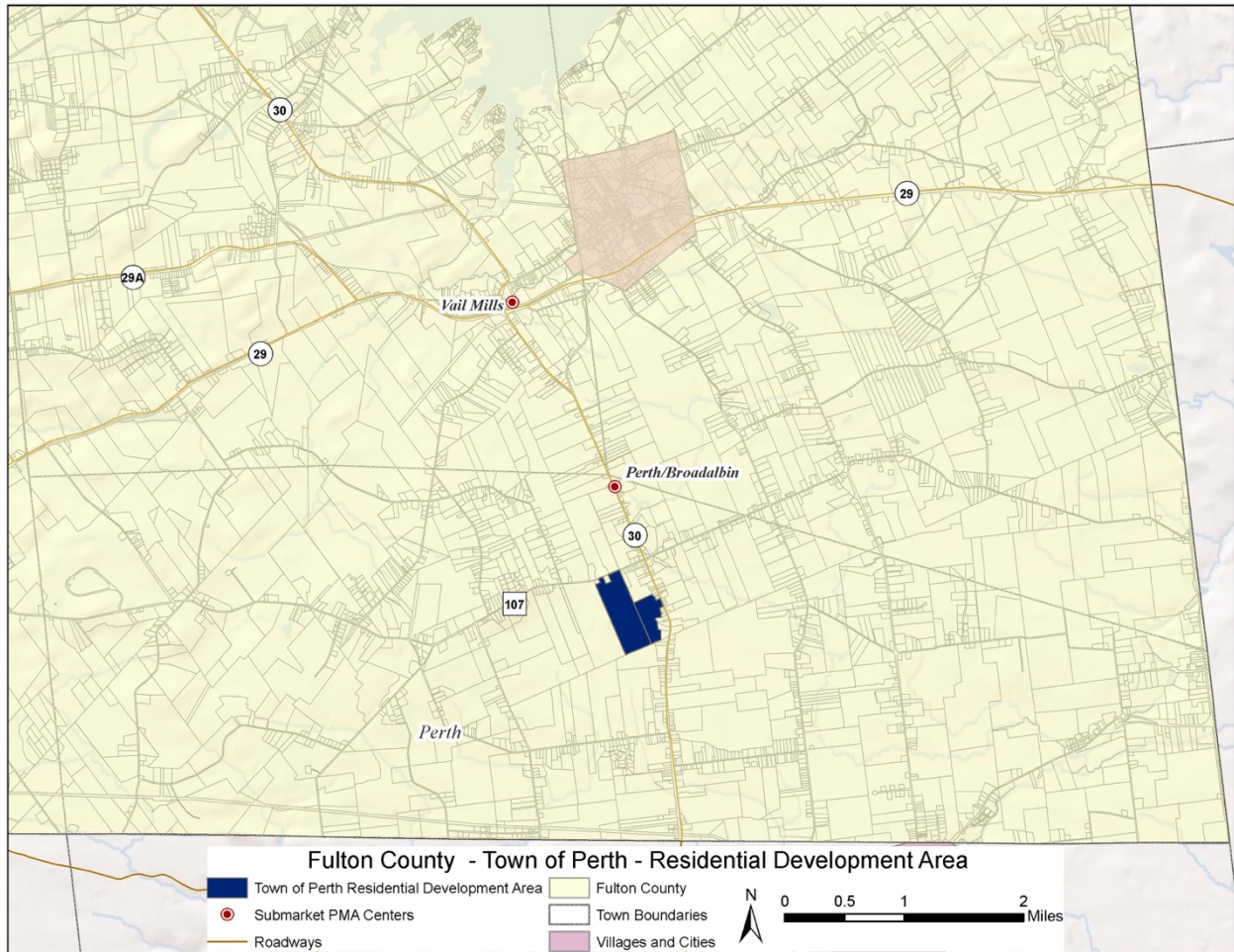


The Town of Perth can be characterized as follows:

- Slowly declining submarket population of just under 3,600 (6.5%) of the County population.
- Decrease in young adults age 22 to 45 of over 20%, and among children and youth under age 25 of nearly 30%. Peak earners have increased by over 30% and seniors over 65 years of age have increased by over 50%.
- Over 1,500 housing units of which 80% are owner occupied.
- Households with annual incomes greater than \$50,000 has increased by nearly 50%.
- Median income is \$55,000 in 2014.
- The number of students attending college increased by nearly 30% and students being awarded bachelor’s degree increased by 75% over the same period.
- Perth’s population is 95.4% White, 2.8% African American and 1.8% other races.
- Over 80% of the workforce is engaged in management, service and sales occupations, while nearly 20% are employed in manufacturing, construction, transportation and maintenance occupations.

- The 2014 unemployment rate was 6.4%.
- The mean travel time to works is 30.7 minutes.

Part of the Town of Broadalbin is included in the Perth Submarket area. Broadalbin is located along the eastern edge of Fulton County, at the south end of Great Sacandaga Lake. The east town line is the border of Saratoga County. The Village of Broadalbin is on the western side of the town and extends west into the Town of Mayfield. The Town is partially in the Adirondack Park.



Towns of Broadalbin/Perth Submarket Summary

- Includes 12 census tracts in Fulton County, 12 census tracts in Montgomery County, 4 census tracts in Saratoga County and 4 census tracts in Schenectady County.
- The 2014 population is approximately 121,481.
- Seniors (55 and older) represent about 33.5% of the total population.
- Strongest growth between age 45-84 (partly reflecting increasing numbers of baby boomers).

- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 27% of current housing units and owners occupy 73% of units.

H. Caroga/Bleecker Submarket

The Town of Caroga/Town of Bleecker Submarket includes 12 census tracts in Fulton County, 3 census tracts in Montgomery County and 1 census tract in Herkimer County.

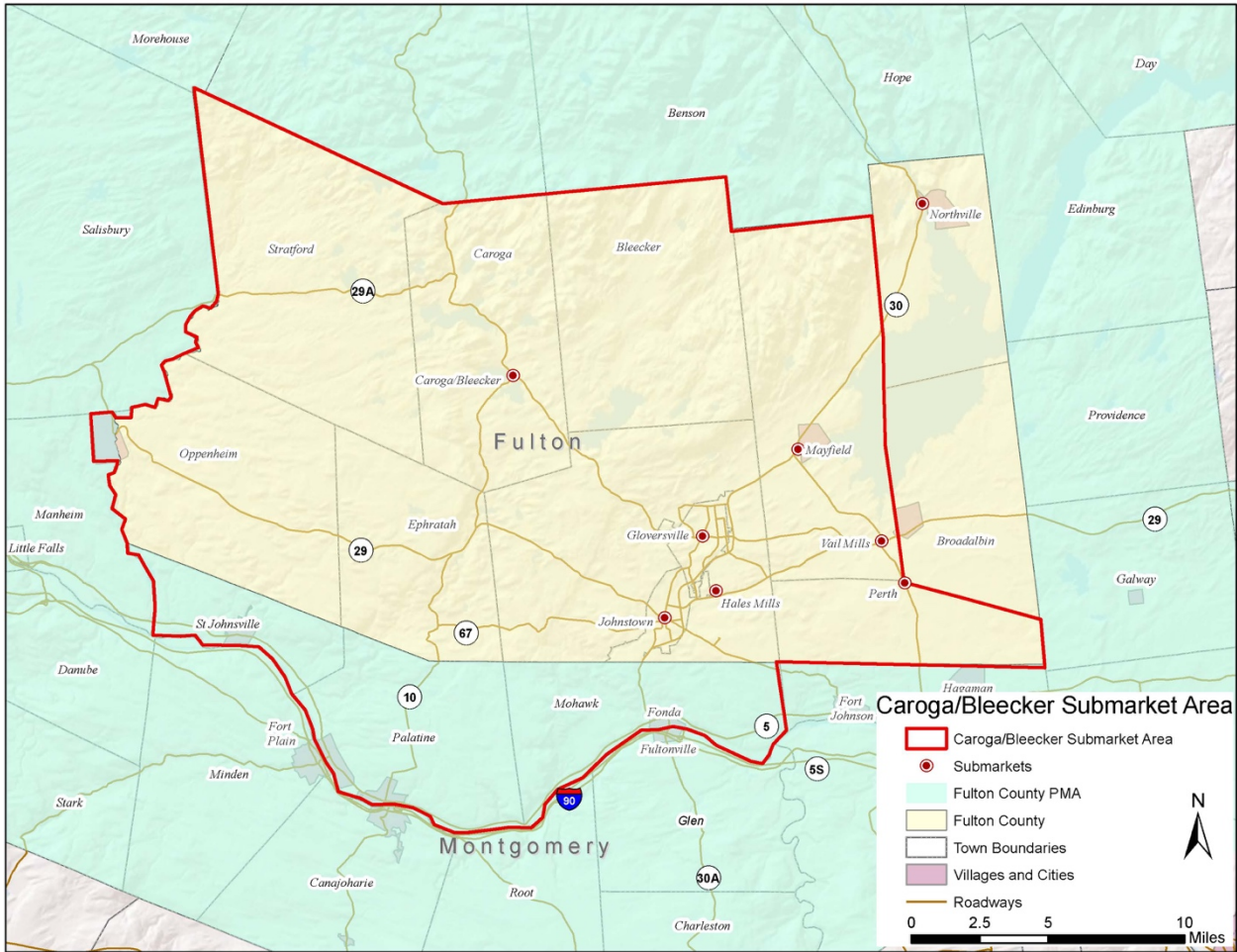


TABLE 26. CAROGA/ BLEECKER SUBMARKET CENSUS TRACTS

Fulton County	9702	9703	9704	9706	9707	9708	9709	9710	9712
	9713	9714	9715						
Montgomery County	724	723	722						
Herkimer County	110.01								

The Town of Caroga is a small rural town located in the northern section of Fulton County, entirely within the Adirondack Park. The Town of Bleecker is located between Mayfield and Caroga on Fulton County’s

Northern border. Caroga is a community of year-round and seasonal residents known for the beauty of its ten lakes, numerous streams and ponds bordered by forested slopes. The numerous lakes in the Town of Caroga comprise its most important and attractive recreation/natural resource. The Town's comprehensive plan indicates "to be an attractive place to live for persons of all ages, the Town needs to diversify its housing stock." It identifies a desire to concentrate new housing products in the Town Center.

For purposes of submarket analysis, the Towns of Caroga and Bleecker have been combined and can be characterized as follows:

- Stable population of nearly 1,865 (3.4% of the County population.) Over 63% of the population are under age 55.
- Young adults aged 25-44 have decreased over 20% and peak earners have increased by over 30%.
- Nearly 2,180 housing units of which over 87% are owner occupied and 13% are renter occupied. The primary housing types in the towns are single-family homes and multi-family apartments.
- Households with annual income greater than \$50,000 have increased by nearly 40%.
- The number of students attending college increased by over 38% and students being awarded bachelor's degree increased by 108% over the same period.
- Bleecker and Caroga's population is 94.7% White, 3.1% African American and 2.2% other races.
- Almost 65% of the workforce is engaged in management, service and sales occupations, while 24% are employed in manufacturing, construction, transportation and maintenance occupations.
- The mean travel time to works is 25.6 minutes.

Caroga/Bleecker Submarket Summary

- Includes 12 census tracts in Fulton County, 3 census tracts in Montgomery County and 1 census tract in Herkimer County.
- The 2014 population is approximately 58,627.
- Seniors (55 and older) represent about 23% of the total population.
- Strongest growth between age 45-84 (partly reflecting increasing numbers of baby boomers).
- Significant growth in the senior population began around the year 2010, and will continue through 2035.
- Renters occupy 32% of current housing units and owners occupy 68% of units.

V. SUMMARY OF MARKET DEMAND ANALYSIS

A. Introduction

A variety of influences affect market demand in Fulton County and, as a result, affect sales price and market value – key determinants in owner and renter choice to live in an area.

1. Positive Influences on the Housing Market

- a) The County places a strong focus on marketing and branding.
- b) Housing is competitively priced and housing products are diverse.
- c) Growing companies are taking advantage of reasonable labor rates with easy access to markets in the Capital Region, Mohawk Valley and northeastern US and Canadian markets.
- d) The County has a high quality of life with great scenic beauty.
- e) The Counties and communities collaborate on important infrastructure projects.
- f) A current retail strategy identifies opportunities for retail investment.
- g) The reasonable travel to work distance of 23.4 minutes makes the Fulton County profile very mobile.
- h) New homes are being built and are providing options for new and existing household in the market that may not have otherwise chosen to live in the County.
- i) Vacancy rates for both for-sale and rental properties have decreased significantly in some submarkets reflecting a tightening market.
- j) The ratio of rental units in the urban areas is relatively high and opportunities may exist to expand or stabilize the homeowner base.
- k) Low cost of living compared to Saratoga, Schenectady and Albany Counties.
- l) The presence in the Adirondack Park defines the County as attractive to residents preferring an active lifestyle with many recreation opportunities.
- m) Infrastructure is in place or planned to serve existing housing concentration and most of the proposed development areas.
- n) Routes 30, 30A and 29 provide for easy access to shopping centers, cultural centers, historic districts and other recreational amenities.
- o) Quality of life is high for residents seeking affordable, scenic and small communities and urban areas.
- p) The County's population size is stable and additional population growth is likely to be moderate based on historical trends. New initiatives, marketing and promotion of rehabilitation, adaptive reuse, infill and new development can influence historical trends and the opportunity to stimulate new investment is considered in identifying potential demand through 2025.

2. Negative Influences on the Housing Market

- a) There is a lack of mixed-use development options and downtown housing that appeals to millennials and baby boomers and a lack of executive level housing
 - i. The scale of investment needed to revitalize downtowns is considerable due to deferred maintenance and building code challenges.
 - ii. The availability of comparable housing stock is limited in the County. There has been recent, historical and ongoing development of new market-rate and affordable housing in the communities surrounding Fulton County. These create competition with older housing stock in the Cities. New developments in nearby Saratoga and Schenectady County create a base of competition.
 - iii. Most of the County's existing housing is older and dated and these conditions affect prices and value trends.
 - iv. Vacancy rates are improving in the urban centers in Gloversville and Johnstown but there are a number of zombie buildings that have been abandoned or foreclosed. These properties negatively affect property trends.
 - v. New funds are going to be needed to close affordability gaps and incentivize reuse of older units including first time millennial homeowner subsidy to offset renovation costs, down payments and closing costs.
- b) The profile of County households derived from data from Claritas Tapestry Segmentation show the largest percentage of residents to be stable homeowners who would be more likely to reinvest in existing homes than move to a new one. That trend appears to be the reverse for renters who, given the vacancy rate appear to be more mobile.
- c) Although overall cost of living is lower than surrounding communities, comparatively lower K-12 performance may be a concern for younger families.
- d) The cost to convert upper stories of downtown buildings to new loft apartments is costly, especially with regard to fire suppression and providing a second means of egress.
- e) Despite past success, current County job creation has been slow but aggressive marketing is underway and could potentially influence this trend.

B. Key Takeaways About Population Trends

An array of data sources were analyzed to understand the maximum number of people potentially in need of housing at the current time and through 2025. This number is estimated at as many as 3,710 people including existing residents needing different housing and new residents looking to move to Fulton County.

The following key takeaways emerge from the research about populations with housing needs:

1. While the County believes it can attract new residents through marketing and job creation, the County's overall population is stable and additional population growth is likely to be moderate based on historical trends.
2. Changes between the age groups is expected including growth in the percentage of seniors, peak-earning families and young professionals. Based upon these trends, Fulton County may need to

meet the needs of up to 3,710 people or 1,495 people living in renter-occupied units and 2,215 people living in owner-occupied units.

TABLE 27. POTENTIAL POPULATION IN NEED OF HOUSING THROUGH 2025							
SUBMARKET	CURRENT POPULATION IN NEED			ADDITIONAL POPULATION IN NEED (2025)			TOTAL POTENTIAL POPULATION IN NEED (2025)
	Potential Renters in Need	Potential Owners in Need	TOTAL	Potential Renters in Need	Potential Owners in Need	TOTAL	
Hales Mills	170	112	282	165	300	465	747
Vail Mills	188	342	530	38	0	38	568
Gloversville	149	163	312	81	0	81	393
Johnstown	57	58	115	104	54	158	273
Mayfield	91	206	297	2	0	2	299
Northampton	50	90	140	44	10	54	194
Broadalbin/Perth	37	526	563	60	0	60	623
Caroga/Bleeker	139	92	231	0	43	43	274
Other TBD	0	0	0	120	220	340	340
TOTAL	881	1,589	2,470	614	627	1,241	3,711
ROUNDED	880	1,590	2,470	615	625	1,240	3,710

3. Housing needed due to estimated Fulton County population shifts and Market Area trends includes:
 - a) The County’s “senior” population (age 65 to 74) increased by 15% since 2000, is the largest demographic group in the County and will continue to grow. This population group has current and emerging housing needs. Seniors face a major life transition that often includes downsizing from a larger family residence.
 - b) The County’s baby boomer population (age 55 to 70) will increase considerably over the next 15 years. Nearly one third of the current population in each submarket is over age 55. If their needs cannot be met in Fulton County, due in part to wait lists at many senior complexes, they may move elsewhere to find the types of housing they desire.
4. As more diversity in housing and jobs is provided it is likely that the County will attract households attracted to executive housing and new millennial professionals and couples attracted to downtown housing options. The County will also be in a position to retain households who might otherwise have left the County through focused marketing.
5. The profile of County households derived from data from Claritas Tapestry Segmentation show the largest percentage of residents to be stable homeowners who would be more likely to reinvest in existing homes than move to a new one. That trend appears to be the reverse for renters who, given the vacancy rate appear to be more mobile.
6. Households in Fulton County earning over \$100,000 annually are increasing.
7. Nearly two-thirds of all potential homeowners in the County can afford a market-rate home.

8. Over one third of millennials in Fulton County are now parents who desire affordable homes with convenient services in stable school districts. They are seeking modern and fresh apartment and loft conversions and adaptive reuse of interesting buildings.

C. Summary of Housing Market Demand Analysis

The Housing Market Demand Analysis reviewed existing population and housing conditions used a variety of qualitative and quantitative approaches to understand housing patterns and demand Countywide and in eight submarkets. It compares the County and its submarkets' housing demand to its housing supply (rent or sale price, vacancy trends by unit type, amenities, number of bedrooms, year built, etc.) and reports opportunities and constraints across a number of variables (age, tenure, income, etc.) to identify the characteristics of potential tenants or owners based on a variety of rent-to-income ratios.

On the owner-occupied housing side, the housing demand analysis results in an estimate of demand for housing units including rehabilitation of existing stock and development of new for-sale housing by price range and type (multifamily, townhome, cottage, detached single-family, etc.) based on existing and projected demographic profiles and established capture factors. On the renter-occupied housing side, it results in a projection of expected market-driven rent for various unit types when the rental complex opens for business, allowing the determination of market-driven achievable rents for projects. It is important to note that development of the units needed to meet demand will include rehabilitation, adaptive reuse, infill and small and large scale new construction.

The analysis evaluates demand at two levels:

- **Primary Market** - The primary market area (PMA) encompasses all the census tracts in the County, and select census tract from Hamilton, Herkimer, Montgomery, Saratoga, and Schenectady Counties.
- **Sub-Markets in Fulton County** - Eight submarkets, each centered on a City, Village, hamlet area or identified Primary Development Area were identified including:
 - Hales Mills Primary Development Area (Town of Johnstown)
 - Vail Mills Primary Development Area (Town of Mayfield)
 - City of Gloversville
 - City of Johnstown
 - Mayfield
 - Northampton
 - Broadalbin/Perth
 - Caroga/Bleecker

It was agreed that each submarket would be treated as an independent market area to assess its full housing potential. The submarket boundary for each is defined as the median drive time to work reported by the US Census, from an identified center representing high housing density, with minor adjustments as needed. In some instances, such as the Cities of Johnstown, Gloversville, and the Hales Mills Development Area, the submarket centers are within a few miles of each other. As a result, overlap occurs between the subareas resulting in unavoidable duplication of units. The number of units supportable by the demand analysis may not match the recommended allocation, and the number of units actually rehabilitated, reused or constructed is likely to be lower. Specific development projects will need to be independently evaluated. A summary of the demand analysis for each submarket can be found in Section VII. Appendix A contains the full stand-alone market analysis for each submarket.

The Market Demand Analysis includes two main sources of housing need across eight submarkets:

1. Population potentially in need of housing currently (2017)
2. Additional population potentially in need of housing through 2025

The table that follows summarizes the population and unit demand for housing currently and through 2025. It concludes that over 3,710 current and potential residents may have housing need for up to 1,560 housing units including 640 renter-occupied and 920 owner-occupied units through 2025.

TABLE 28. SUMMARY OF HOUSING DEMAND SUPPORTABLE THROUGH 2025					
	Current Potential Housing Demand	Additional Population Demand	Additional Workforce Housing	TOTAL	ROUNDED
Population Potentially in Need of Housing					
Potential Population in Need of Renter-Occupied Units	880	494	120	1494	1,495
Potential Population in Need of Owner-Occupied Units	1,590	407	220	2,217	2,215
SUBTOTAL POPULATION	2,470	901	340	3,711	3,710
Total Households Potentially in Need of Housing	1,025	365	170	1,560	1,560
Housing Units Potentially Supportable					
Renter-Occupied Housing Units Potentially Supportable	375	205	60	640	640
Owner-Occupied Units Potentially Supportable	650	160	110	920	920
SUBTOTAL HOUSING UNITS SUPPORTABLE	1,025	365	170	1,560	1,560

**These estimates are derived from submarket analysis and duplication exists.*

Current need may exist for as many as 2,470 people in an estimated 1,025 households including 880 in need of renter-occupied units and 1,590 in need of owner-occupied units. By 2025 up to 900 additional people may potentially require housing including 494 people potentially in need of renter-

occupied units and 404 potentially in need of owner-occupied housing. An additional 170 households containing as many as 340 residents that may be attracted to Fulton County by potential new job creation. They would potentially support an additional 60 renter-occupied and 110 owner-occupied units by 2025.

The Strategy identifies demand through 2025 of up to 1,560 units including 640 renter-occupied units and 920 owner-occupied units be met through a mix of new developments on a large and small scale as well as housing rehabilitation, adaptive reuse, infill and supportive programs and incentives to encourage residential growth.

TABLE 29. POTENTIAL HOUSING UNITS SUPPORTABLE THROUGH 2025						
	RENTER-OCCUPIED UNITS			OWNER-OCCUPIED UNITS		
SUBMARKET	<i>Current Demand</i>	<i>Additional Demand (2025)</i>	TOTAL RENTER UNITS	<i>Current Demand</i>	<i>Additional Demand (2025)</i>	TOTAL OWNER UNITS
Hales Mills	72	70	142	48	120	168
Vail Mills	83	17	100	149	0	149
Gloversville	65	35	100	66	0	66
Johnstown	21	39	60	21	19	40
Mayfield	39	1	40	84	0	84
Northampton	20	18	38	36	4	40
Broadalbin/Perth*	15	25	40	210	0	210
Caroga/Bleeker	60	0	60	37	17	54
SUBTOTAL	375	205	580	651	160	811
Other TBD**	0	60	60	0	110	110
TOTAL	375	265	640	651	270	921
ROUNDED	375	265	640	650	270	920

*Includes Tryon Development Area ** Includes units to be built Countywide to meet workforce housing needs through 2025, as identified by Fulton County Planning Department.

Of this total, nearly 680 newly constructed single and multifamily residences have been included in conceptual plans for the development areas at Hales Mills, Vail Mills, Tryon, County Route 107 and Hales Mills Road Golf Course. Nearly 20% of the potential total demand for 282 units are designed for seniors (136 senior apartments and 164 senior patio homes.)

D. Demand for Housing Units Per Market Demand Analysis (Current Demand)

The potential current demand for owner-occupied and renter-occupied housing at the submarket level uses US Census Data from 2014 and 2015 to determine the level of need and unit composition that would best meet those needs.

A total of 2,470 people or approximately 1,025 households are potentially in need of housing currently including 880 people in need of renter-occupied units and 1,590 people in need of owner-occupied units. That population supports potential development of 375 renter-occupied units and 650 owner-occupied units.

Given that this represents currently existing need it will likely be largely met rehabilitation and sale of existing units, adaptive reuse of available properties and strategic advancement of ready-to-go or already permitted housing developments. The County’s efforts to site-plan new residential development areas at Hales Mills, Vail Mills, Tryon, County Route 107 and the Hales Mills Gold Course will also help met this demand.

TABLE 30. CURRENT HOUSING MARKET DEMAND (2017)						
SUBMARKET	CURRENT POPULATION IN NEED			CURRENT HOUSING UNIT DEMAND		
	<i>Potential Population in Need of Renter Units Currently</i>	<i>Potential Population in Need of Owner Units Currently</i>	TOTAL	<i>Potential Demand for Renter Units Currently</i>	<i>Potential Demand for Owner Units Currently</i>	TOTAL
Hales Mills	170	112	282	72	48	120
Vail Mills	188	342	530	83	149	232
Gloversville	149	163	312	65	66	131
Johnstown	57	58	115	21	21	42
Mayfield	91	206	297	39	84	123
Northampton	50	90	140	20	36	56
Broadalbin/Perth	37	526	563	15	210	225
Caroga/Bleeker	139	92	231	60	37	97
SUBTOTAL	881	1,589	2,470	375	651	1,026
ROUNDED	880	1,590	2,470	375	650	1,025

E. Demand for Housing Units Per Population and Workforce Trends through 2025 (Additional Demand)

In addition, meeting current demand identified through the Market Demand Analysis, additional housing units will be needed to address population trends especially for seniors, peak-earning families and young professionals. Demographic projections from a variety of sources were evaluated to arrive at demand estimates for additional units to meet needs for these populations through 2025.

Growing regional workforce that could be attracted if jobs and housing are available. Fulton County conservatively estimates that, based on historical job trends and projected job growth at County business and industrial parks, an additional estimated 340 new workers, equating to 170 new households, could be attracted by 2025 (assuming 50% would choose to live in Fulton County.) Although the pace of job growth has slowed in recent years, the County is aggressively marketing opportunities for investment at the Tryon Technology Park which is expected to generate a significant portion of this demand.

The table that follows includes additional units supportable through 2025 including an additional 265 renter-occupied units and 270 owner-occupied units.

TABLE 31. ADDITIONAL POTENTIAL POPULATION IN NEED OF HOUSING (2025)						
SUBMARKET	ADDITIONAL POPULATION IN NEED			ADDITIONAL HOUSING UNIT DEMAND		
	Potential Additional Population in Need of Renter Units	Potential Additional Population in Need of Owner Units	TOTAL	Potential Additional Demand for Renter Units	Potential Additional Demand for Owner Units	TOTAL
Hales Mills	165	300	465	70	120	190
Vail Mills	38	0	38	17	0	17
Gloversville	81	0	81	35	0	35
Johnstown	104	54	158	39	19	58
Mayfield	2	0	2	1	0	1
Northampton	44	10	54	18	4	22
Broadalbin/Perth	60	0	60	25	0	25
Caroga/Bleeker	0	43	43	0	17	17
SUBTOTAL	494	407	901	205	160	365
Other TBD*	120	220	340	60	110	170
TOTAL	614	627	1,241	265	270	535
ROUNDED	615	625	1,240	265	270	535

* Includes units to meet workforce housing needs through 2025 to be built Countywide.

F. Recommended Allocation of Owner and Renter-occupied Housing Units Through 2025.

An allocation of potentially supportable owner and renter-occupied housing is recommended for each submarket. In addition to market demand, the recommended allocation factors in community characteristics such as readiness to proceed, ease of delivering infrastructure, uniqueness of housing products, known current and proposed housing developments, and desired mix of uses, among others. It also considers the characteristics of potential tenants or owners based on a variety of rent-to-income ratios and uses the ratios to target specific housing products. A range of housing options are recommended including a mix of new developments on a large and small scale as well as housing rehabilitation, adaptive reuse, infill and supportive programs and incentives to encourage residential growth. The type of housing products recommended include:

TABLE 32. POTENTIAL HOUSING PRODUCTS					
Housing Products	Bedrooms	Baths	Square Footage	Price Category	Occupants
Renter-Occupied Housing Units					
Family Apartments	2-3	1-2	575-975 SF	Market Rate and Affordable	2-4
Townhomes	2-3	1-2	875-1,250 SF	Market Rate	2-4
Lofts	2-3	1-2	675-1,400 SF	Market Rate	2-4
Senior Apartments	1-2	1-2	575-975 SF	Market Rate and Affordable	2-4
Owner-Occupied Housing Units					
Family Patio Homes	2-3	1-2	900-1,650 SF	Market Rate	2-4
Senior Patio Homes	1-2	1-2	875-1,250 SF	Market Rate and Affordable	2-4
Single-family Homes	2-4	2+	1,200-2,400	Largely Market Rate	2-6

This Housing Strategy recommends that housing demand through 2025 of up to 1,560 units including 640 renter-occupied units and 920 owner-occupied units be met through a mix of new developments on a large and small scale as well as housing rehabilitation, adaptive reuse, infill and supportive programs and incentives to encourage residential growth. Nearly 20% of the potential demand or 282 units are designed for seniors (136 senior apartments and 164 senior patio homes.)

TABLE 33: RECOMMENDED ALLOCATION OF HOUSING UNITS THROUGH 2025													
Housing Products To Be Improved or Developed	Town of Johnstown		Town of Mayfield		Town of Perth			City of Gloversville	City of Johnstown	Northampton	Town of Caroga / Blecker	Other	TOTAL
	Hales Mills	Golf Course	Vail Mills	Other	Tryon	CR 107	Other						
POTENTIAL RENTER OCCUPIED UNITS													
Family Apartments	48	0	24	40	34	40	0	28	12	0	0	20	246
Townhomes	56	0	40	0	18	0	0	24	14	20	50	0	222
Lofts	0	0	0	0	0	0	0	24	12	0	0	0	36
Senior Apartments	36	0	36	0	0	0	0	24	22	18	0	0	136
Subtotal	140	0	100	40	52	40	0	100	60	38	50	20	640
POTENTIAL OWNER OCCUPIED UNITS													
Family Patio Homes	36	0	0	0	0	0	0	48	16	0	24	40	164
Senior Patio Homes	36	21	12	10	0	0	10	16	24	20	0	15	164
Single-family Homes	98	24	38	30	32	50	175	0	0	20	30	95	592
Subtotal	170	45	50	40	32	50	185	64	40	40	54	150	920
TOTAL	310	45	150	80	84	90	185	164	100	78	104	170	1,560

G. Affordability of Housing Units Supportable Through 2025.

To make the Housing Strategy useful to potential developers, the housing market demand analysis used underwriting guidelines required by New York State Department of Housing and Community Renewal (NYSHCR) and United State Department of Housing and Urban Development (HUD), and other institutional lenders. The underwriting process includes a review and determination of the percentage of potential owners and renters with adequate income in a specific market area to support housing units. The key indicators considered include population changes, household changes, vacancy rates, housing inventories, unemployment rates and projections of economic growth. For example,

the greater concentration of lower income households of all ages in the Cities of Gloversville and Johnstown results in recommendations for a higher percentage of affordable units.

For this study, it was agreed that the income of current and prospective homeowners and renters (in relation to HUD’s reported average median income (AMI) for Fulton County) would be the primary variable driving recommendations, resulting in different housing products being recommended for each submarket and underscoring the need for supportive programs and incentives outlined in the implementation plan.

Many State and Federal housing programs that could assist with mixed income housing development, rehabilitation and homeownership look at income as a percentage of **average median income (AMI)** to understand the rental rates and mortgage payments that can be afforded by the pool of potential renters and owners. The AMI differs from the 2014 census data for median income. For example, the US Census reports the median income for Fulton County at approximately \$47,000 in 2015, whereas HUD reports the average median income to be \$56,300 in 2015. The U.S. Census reports median income based on data collected from the geographic areas, whereas HUD projects average median incomes based on additional factors and inflationary data from the Consumer Price Index. AMI drives many public, institutional and private housing programs and HUD’s fair market rent projections. Developers rely on this data to decide whether to pursue a project, especially if it has an affordable housing component.

Affordability is influenced by many factors including demographics, economics, and climate, for example. Statistically, housing affordability can be described by how much **housing burden** the population can bear. In general, households are considered “burdened” when they pay over 30% of their income for rent or mortgages, but a healthy single person or couple may be able to spend between 30% and 50% of income on housing and still be able to afford other necessities of life. Households with lower incomes will be challenged to maintain a decent standard of living if they exceed the 30% threshold. As incomes increase, it is commonly accepted that 48% of income is the maximum threshold. Typically, a person earning 50% of average median income or higher will be able to choose whether to rent or own a home. Those earning less than 50% AMI will be more likely to rent, unless a comprehensive suite of homebuyer incentives is available.

The table that follows summarizes the rents and mortgage payments that the qualified target pool of potential owners and renters could pay at 30% of gross income in each submarket:

TABLE 34. SUMMARY OF RENT AND MORTGAGE AFFORDABILITY 2014			
	Achievable Rent Payment		Achievable Mortgage Payment
	% of potential renters who can pay more than the median monthly rent across the submarkets	% of potential renters who can pay less than the median monthly rent across the submarkets	% of potential owners who can pay more than the Fulton County average monthly mortgage payment
Hales Mills	45%	55%	64.0%
Vail Mills	19.0%	81.0%	64.5%
Gloversville	39.0%	61.0%	50.0%
Johnstown	43.6%	56.4%	64.0%
Mayfield	44.7%	55.3%	64.5%
Northampton	63.4%	36.6%	68.0%
Perth	51.0%	49.0%	69.8%
Caroga	46.4%	53.6%	67.2%

1. Renter-Occupied Housing Affordability

a) Summary

For renters, the analysis calculated the median rent across the submarkets at \$750 per month. Then it looked at the percentage of people (the “target pool”) who can afford monthly rents equal to or less than \$750 if they pay 30% or less of their gross income. In most submarkets, the majority of target pool renters do not qualify to pay \$750 or more per month. In Northampton and Perth, where incomes are higher, the majority do qualify to pay \$750 or more per month. Findings conclude that of the 1,495 people potentially in need of renter-occupied housing through 2025:

- i. Over half (755) would potentially be able to pay market-rate rents.
- ii. Nearly 170 could afford moderate income rents.
- iii. The remainder of nearly 570 people would require affordable rents.

b) Renter Household Need by Income Category

The table that follows for renters calculates the number of people that can support housing in each income range by submarket. For ease of understanding the current percentages have been applied to the need in 2025; data presented in the Housing Strategy and in Appendix A for individual submarkets reflect 2014 ranges.

TABLE 35. RENTER-OCCUPIED HOUSING AFFORDABILITY BY INCOME SEGMENT

SUBMARKET	TOTAL POTENTIAL RENTERS	Extremely Low Income AMI <30%	Very Low Income AMI 31%-50%	Low Income AMI 51%-60%	Moderate Income AMI 61%-80%	Market-Rate Income AMI 80%-100%	Market-rate/Upper Income
		20%	13%	6%	11%	14%	37%
Hales Mills	335	66	42	20	38	46	123
Vail Mills	226	44	28	13	26	31	83
Gloversville	230	45	29	14	26	32	84
Johnstown	161	32	20	9	18	22	59
Mayfield	93	18	12	5	11	13	34
Northampton	94	18	12	6	11	13	34
Broadalbin/Perth	97	19	12	6	11	13	36
Caroga/Bleeker	139	27	18	8	16	19	51
Other TBD	120	24	15	7	14	17	44
TOTAL	1,495	293	188	88	169	206	549

Each income group has needs and resources that drive recommendations for programmatic support and the recommended preliminary housing mix.

- i. **Low Income Renter Households:** Nearly 40% of current households fall into this category. Households with incomes under 60% of AMI (low income households) would likely require subsidy in order for their housing costs to be sustainable. It is unlikely that they would be able to afford rental units in newly constructed developments because the affordability gap would likely be too great to subsidize through traditional program limits.
- ii. **Moderate Income Renter Households:** Only 11.0% of current households fall into this income range. Households earning moderate income (60% to 80% of AMI) would likely require subsidy and occupancy of rehabilitated and modernized rentals is likely the best target for these households unless the rental housing product developed is designed to be affordable or the developers are given concessions to reduce the per unit asking rent.
- iii. **Market-Rate Income Renter Households:** Over half of current households fall into this category. Households earning over 80% of AMI are the best candidates for new market-rate rental projects including unique downtown lofts or related market-rate products.

Owner-Occupied Housing Affordability

a) Summary

For owners, the analysis looked at the percentage of people in the target pool who can afford mortgage payments of more than \$883 per month if they pay 30% of their gross income. The dollar value of \$883 represents the monthly payment necessary to afford the average mortgaged amount for owner-occupied homes sold in Fulton County (2015-2016.) Over two thirds of target pool owners in every submarket except the City of Gloversville, where incomes are considerably lower, pass this threshold. Findings conclude that of the nearly 2,215 people potentially in need of owner-occupied housing through 2025:

- i. Nearly two-thirds (1,395) would potentially be able to carry market-rate mortgages.
- ii. Nearly 315 could afford moderate income mortgages.
- iii. The remainder of nearly 510 people would require affordable mortgages.

b) Owner Household Need by Income Category

The table that follows for owners calculates the number of people that can support housing in each income range by submarket. For ease of understanding the current percentages have been applied to the need in 2025; data presented in the Housing Strategy and in Appendix A for individual submarkets reflect 2014 ranges.

TABLE 36. OWNER-OCCUPIED HOUSING AFFORDABILITY BY INCOME SEGMENT							
SUBMARKET	TOTAL POTENTIAL OWNERS	Extremely Low Income AMI <30%	Very Low Income AMI 31%-50%	Low Income AMI 51%-60%	Moderate Income AMI 61%-80%	Market-Rate Income AMI 80%-100%	Market-rate/Upper Income AMI >100%
		0%	16%	7%	14%	17%	46%
Hales Mills	412	0	65	30	58	71	188
Vail Mills	342	0	54	25	48	59	156
Gloversville	163	0	26	12	23	28	74
Johnstown	112	0	18	8	16	19	51
Mayfield	206	0	32	15	29	35	94
Northampton	100	0	16	7	14	17	46
Broadalbin/Perth	526	0	83	38	74	90	240
Caroga/Bleeker	135	0	21	10	19	23	62
Other TBD	220	0	35	16	31	38	101
TOTAL	2,215	0	348	162	313	381	1,013

Each income group has needs and resources that drive recommendations for programmatic support and the recommended preliminary housing mix.

- i. **Low Income Owner Households:** Typically, households with incomes under 60% of AMI (low income households) would require subsidy in order for their housing costs to be sustainable and it is unlikely that they will be able to afford new construction because the affordability gap would likely be too great to subsidize through traditional program limits. Nearly 23% of current households fall into this category.
- ii. **Moderate Income Owner Households:** Households earning moderate income (60% to 80% of AMI) would likely require subsidy and ownership of existing for-sale homes is likely the best target for these households unless the housing product developed is designed to be affordable or the developers are given concessions to reduce the per unit asking rent or sales price. Only 14.0% of current households fall into this income range.
- iii. **Market-rate Income Owner Households:** Households earning over 80% of AMI are the best candidates for new for sale housing or other unique market-rate products. Almost 63% of current households fall into this category.

VI. IMPLEMENTATION STRATEGY

A. Introduction

These recommendations outline a strategy to meet the County’s housing needs through development of new housing, rehabilitation, adaptive reuse, infill, as well as related neighborhood and community revitalization across eight submarkets. The Housing Strategy offers market-driven approaches including marketing, program development, specific project advancement, capacity building and local policies, among others. It also recommends an allocation of potentially supportable renter-occupied and owner-occupied housing units Countywide and in the eight submarkets.

The Strategy recommends that current and 2025 housing demands be met through a mix of new developments on a large and small scale as well as housing rehabilitation, adaptive reuse, infill and supportive programs and incentives to encourage residential growth.

B. Goals and Actions

GOAL ONE: MARKETING AND PROMOTION

The County has completed a marketing campaign that focused on quality of life and sending e-newsletters to developers to increase awareness of the County’s offerings. However, additional promotion must be undertaken to attract new households and new workers. Fulton County has a professional planning and economic development staff and capable strategic partners. However, successful implementation of the Housing Strategy will require the commitment of additional staff and/or consultant time.

1. Fulton County should market and promote the Fulton County Housing Strategy.

- a) Fulton County should pursue dedicating existing staff time, hiring new staff or hiring a consultant to promote development of new housing and rehabilitation of existing housing.
- b) Fulton County should aggressively market and promote this Housing Strategy as an overarching blueprint to expand housing supply and choice.
- c) Fulton County should provide the submarket summaries and detailed profiles in *Appendix A: Housing Submarket Profiles* to potential developers to facilitate discussion of market opportunities.
- d) Fulton County should distribute the Housing Strategy to all municipalities in Fulton County and assist municipalities to identify sites for residential development.
- e) Fulton County should distribute the Housing Strategy to the real estate community.

2. Fulton County should market and promote its property values, affordability and quality of life.

- a) Fulton County should educate developers about its natural environment, abundant recreational resources and quality of life in communities where “affordable” means undiscovered value and convenience.
- b) Fulton County should market and promote itself to millennial individuals and family households.
 - i. Conduct listening sessions with current millennial families to understand why they have remained in or moved to Fulton County. Share those stories at the Housing Summit and with potential developers.
 - ii. Increase housing choice including downtown living options, market-rate rentals, lofts and other open plan housing choices.
 - iii. Integrate this housing with concentrated small business enhancement, especially in modern “convenience” services like coffee shops, local food vendors, farm-to table restaurants and unique eating and drinking establishments.
 - iv. Encourage the construction of new smaller homes. Since affordability is an issue for current families, millennial households and some empty nesters, providing well-designed smaller homes on smaller lots will minimize the amount of subsidy required for homes to sell.
- c) Fulton County should market the County as a place to live, work and play, its competitive land price, wage rates, healthy community/recreation and growing diversity in housing products including:
 - i. Integrate messages about livability into all business recruitment marketing.
 - ii. Target millennial and family households.
 - iii. Develop unique products, materials, advertising and video that communicate how rewarding it is to live in Fulton County.
 - iv. Produce a marketing profile for each submarket to advertise its opportunities, and work closely with the communities to integrate the profile into their local promotion efforts.
 - v. Continue to use E-Newsletter to make developers aware of opportunities and keep Fulton County front and center as they think about future development opportunities.
 - vi. Support local efforts to develop a strong branding and promotional program for each community as part of an overall County strategy.

3. Fulton County should market and promote specific sites across the County:

- a) Fulton County should market the three Primary Development Areas: Hales Mills, Vail Mills, Tryon; the two priority housing sites at County Route 107 in Perth and Hales Mills Road Site (near the Golf Course) in Johnstown and specific sites identified for adaptive reuse by the Cities.
- b) Fulton County should:

- i. Establish internal priorities among the sites and allocate marketing and promotion efforts accordingly. While numerous projects could move forward at the same time, having internal priorities will direct limited resources to accomplish a fast win and build momentum.
- ii. Fulton County should develop unique messages to promote and differentiate each Development Area.
- iii. As new sites are identified, Fulton County should prepare graphic site plans and color renderings to help Cities, Towns and Villages promote them and add to the County's portfolio.

4. Fulton County should conduct a Housing Summit.

- a) Fulton County should conduct an annual Housing Summit like the Vision 2026 Summit conducted in 2016. The goals of this Summit would be to bring together municipal leaders, property owners, housing developers and the real estate community to network, develop partnerships and learn about the Housing Strategy.
- b) Fulton County should design the Summit to include, at a minimum, the following:
 - i. Presentation of the Housing Strategy.
 - ii. Presentation regarding preferred residential development sites in towns and Cities, readiness to proceed and overall vision for their community.
 - iii. Presentation about new programs the County is developing related to housing rehabilitation and homeownership.
 - iv. Information about housing funding sources. Invite a speaker from NYS Homes and Community Renewal.
 - v. Presentation of available financial incentives for developers.
 - vi. Presentation of available incentives for homebuyers and renters.
 - vii. Panel discussion with regional housing developers.
 - viii. Meet and greet reception to link developers and communities.

GOAL TWO: CREATE A DIVERSE CHOICE OF HOUSING PRODUCTS

While existing housing and land suitable for new residential development is readily available and relatively affordable, Fulton County should support more modern choice of housing types at a variety of price points.

1. Fulton County should encourage the development of new senior housing initiatives for baby boomers and empty nesters of all incomes and activity levels.

- a) Fulton County should meet with developers of active senior retirement communities to look at the Hales Mills Development Area and the Hales Mills Road Extension residential area

adjacent to the golf course. Although Fulton County has incredible recreation amenities, it lacks active retirement or adult (age 55+) communities linked to recreation like a golf course. The ability to create such a community with cottages and market-rate apartments near the Hales Mills Golf Course could be the first of a number of sites to offer this housing product.

- b) Fulton County should encourage the Fulton County Community Heritage Corporation (CHC), a NYS designated Rural Preservation Company to consider developing additional senior housing.
- c) Fulton County should encourage the Cities, Towns and Villages to:
 - i. Consider co-housing models, elder cottage/tiny homes, in-law cottages and other forms of elder housing. These communities offer more community support than cottage communities and often provide shared space for gathering, hobbies, libraries, recreation and cooking, enabling the individual units to be very small and easy to maintain.

2. Fulton County should conduct a housing developer solicitation to pursue mixed-use developments with a strong residential component.

- a) Fulton County should advance mixed-use development at Hales Mills, Vail Mills, and Tryon Development Areas and sites identified by the Cities.

3. Fulton County should encourage development of middle income and executive level single-family housing and market-rate rental housing.

- a) Fulton County should conduct a housing developer solicitation to pursue site specific housing projects at the five development areas and sites identified by the Cities.
- b) Fulton County should market the Hales Mills and Tryon Development Areas for executive level housing.
- c) Fulton County should work with realtors and local companies to track demand for housing.

GOAL THREE: PROMOTE DOWNTOWN REVITALIZATION IN THE CITIES

Fulton County should continue to partner with the Cities of Gloversville and Johnstown, supporting them to become thriving and creative centers to live, work, shop and visit.

1. The Cities should build/create/develop amenities in their downtowns to attract people to live downtown.

- a) Fulton County should support the Cities by helping to identify important public space, historic preservation, streetscaping, gateway improvements, and trails and recreation projects that improve quality of life.
- b) Fulton County should provide planning support and assistance with preparing and administering grants for priority projects.

- c) Fulton County should structure larger Countywide programs that advance multiple projects rather than having individual communities compete against each other for limited funds.
- 2. Fulton County should partner with the City of Gloversville to implement its Downtown Development Strategy.**
 - a) Fulton County should continue its collaboration with the City of Gloversville and implement its Downtown Development Strategy.
 - 3. Fulton County should encourage and assist the City of Johnstown to hire a professional consultant to prepare a Downtown Development Strategy.**
 - a) Fulton County should work with the City of Johnstown to hire a consultant and develop a strategy consistent with the preliminary plan.
 - 4. Fulton County should secure Technical Assistance and Implementation Grants from the New York State Homes and Community Renewal’s Main Street (NYMS) Program.**
 - a) Fulton County should seek \$500,000 in NYMS funding. The Main Street Technical Assistance program provides small grants for planning activities and market assessments to determine the most feasible Main Street investments. Fulton County should use the NYMS funding to hire an architect and/or engineer to evaluate downtown properties in each City and prioritize properties with the best odds of being reused.
 - b) Fulton County should complete site and target area or site specific financial feasibility and market analysis to facilitate identified residential development projects.

GOAL FOUR: PROMOTE A VARIETY OF HOUSING PROGRAMS AND INCENTIVES.

Fulton County should take a lead role in developing a County Housing Program that involves a housing rehabilitation program and the development of new housing. Fulton County should hire an experienced housing consultant to guide and assist in developing this program and obtaining initial funding.

- 1. Fulton County should hire a housing consultant to lead and guide implementation of Countywide housing programs.**
 - a) To supplement existing staff capacity, Fulton County should hire an experienced housing consultant to guide implementation of the Housing Strategy.

2. Fulton County should develop a Countywide Housing Rehabilitation Program.

- a) Fulton County should hire a consultant who specializes in housing rehabilitation and in developing affordable and mixed-income housing. The consultant should inventory and prioritize potential housing rehabilitation target areas Countywide, apply for funding to rehabilitate existing housing, abate problems including lead paint, preserve historic features and address code deficiencies, deliver the housing rehabilitation assistance program, and develop model housing rehabilitation guidelines and materials that can be used Countywide.
- b) Fulton County should encourage the Cities, Towns and Villages to apply for funds through NYS Homes and Community Renewal Community Development Block Grant Program and through the Consolidated Funding Application process to promote housing rehabilitation throughout Fulton County.

3. Fulton County should develop a Countywide Homebuyer Assistance Program with a focus on attracting millennial families.

- a) Fulton County should direct its housing consultant to apply for funding through NYS Homes and Community Renewal to fund a first-time homebuyer program that can assist with the purchase of existing for-sale properties as well as new construction housing projects. The consultant should develop program guidelines that target assistance to households the County needs to attract – with a focus on attracting millennials.

4. Fulton County should develop a Countywide Anchor Building Rehabilitation/Reuse Program to promote rehabilitation and adaptive reuse of important properties.

- a) Fulton County should direct its housing consultant to apply for funding through NYS Homes and Community Renewal NYMS to fund this program.

5. Fulton County should establish a Countywide Neighborhood Preservation Company to develop an affordable housing program.

- a) Fulton County should reach out to surrounding communities including the Capital Region Community Loan Fund or Better Neighborhoods Inc. in Schenectady County to partner on specific affordable housing projects or components of mixed-income and mixed-use development initiatives.

GOAL FIVE: PROMOTE AND ENCOURAGE SMART TARGETED DEVELOPMENT

Fulton County should help communities make their local land management frameworks supportive of residential development and control key parcels with the greatest odds of sustainable housing investment.

1. Fulton County should promote adoption of regulations in Cities, Towns and Villages that are housing friendly.

- a) Fulton County should encourage local communities to make their local land management frameworks supportive of residential development and to control key parcels with the

greatest odds of sustainable housing investment. Housing-friendly codes can offer developers flexibility and reduce infrastructure and land development costs, making housing more affordable.

2. Fulton County should educate its Cities, Towns and Villages to adopt special land management tools to encourage investment.

- a) Fulton County should help its municipalities to adopt development-friendly land use tools including cluster zoning, planned development districts, conservation design subdivisions, density bonus, LEED standards, and design standards. Codes should protect single family housing in the Cities, encourage upper story residential uses, encourage mixed use, and allow smaller lot sizes to reduce land purchase costs and allow smaller lots and homes to increase affordability.

3. Fulton County should help the Cities and Towns to develop and implement code compliance programs to help property owners bring their buildings into compliance with the NYS Uniform Fire Prevention and Building Code.

- a) Fulton County should help the Cities, Towns and Villages to focus code enforcement and blight reduction in target areas to make a visible impact, and address property maintenance and building code violations. They should also obtain State grants to assist downtown property owners to make second and third floor space usable for offices and residences.

4. Fulton County should track land that becomes municipally owned through tax foreclosure and develop a preferred redevelopment program with incentives.

- a) Fulton County should take advantage of the considerable supply of properties in the foreclosure process that represent affordable targets for rehabilitation and redevelopment if they can be assembled and offered to pre-qualified buyers with financial incentives. Preference in homebuyer grant awards could be given to households that agree to rehabilitate a foreclosed home.

5. Fulton County should consider development of a land bank to assemble sites.

- a) Fulton County should review and understand the means to create a land bank provided within the State of New York Land Bank Act (Section 1600 of the NY Not-For-Profit Corporation Law). At the Housing Summit or other venue, discuss the potential of forming a land bank and consider whether an existing non-profit organization exists that could serve as a land bank.

GOAL SIX: IMPLEMENT SUBMARKET RECOMMENDATIONS

Fulton County should help the submarkets to accomplish the recommendations made for each.

1. Fulton County should help the Hales Mills submarket by distributing the Hales Mills Development Area brochure, completing infrastructure extension, developing a phasing

schedule to coordinate buildout, adjusting land management tools to facilitate development, and marketing the proposed housing near the golf course as an active senior neighborhood.

2. Fulton County should help the Vail Mills Submarket by distributing the Vail Mills Development Area brochure, implementing findings of hotel make analysis, ensuring that retail investments happen concurrent with residential building and adjusting land management tools to facilitate development, as necessary.
3. Fulton County should help City of Gloversville and City of Johnstown submarkets to promote urban character and opportunities for social connections that appeal to millennials, empty nesters and young families, develop mixed-use modern apartment complexes and assisted-living/senior housing, modernize homes, and use programs like the NY Main Street Program to encourage building restoration and incentives for upper story housing.
4. Fulton County should help the Mayfield Submarket to focus on families with children and encourage development of senior housing and other options to meet the needs of the increasing elderly year-round population. They should help the Town to apply for State and Federal financial assistance to develop new housing and improve substandard housing through modernization and rehabilitation, and promote the Town through ongoing County marketing efforts.
5. Fulton County should help the Northampton/Northville Submarket to advance housing related actions identified in the Town of Northampton and Village of Northville local plans to develop senior housing, housing rehabilitation, housing attractive to young families, and reuse of upper story spaces. They should promote Northampton in ongoing Fulton County marketing efforts. The County should support current efforts to update zoning in Northville to build on amenities and attractions including walkability, mobility, cultural destinations, and shopping to maintain a highly social environment. They should consider ways to link projects to the Great Sacandaga Lake to create unique economic assets.
6. Fulton County should help the Broadalbin/Perth Submarket to advance housing related actions identified in the Town of Perth and Town of Broadalbin local plans including accessory apartments and consider use of elder cottages, apartment buildings, multi-family attached housing and senior housing. They should promote the Tryon Primary Development located in the Town of Perth and develop a phasing schedule to coordinate build out of various elements at Tryon and County Route 107.
7. Fulton County should help the Caroga/Bleecker Submarket to advance housing related recommendations in local plans including promoting housing diversity and concentration of housing in the Town Center to support the growth and development at its core. In Ephratah, develop low-maintenance types of housing including senior housing, apartments, condominiums, and assisted living centers. It should also promote Caroga/Bleecker in ongoing County marketing efforts, adjust land management tools to facilitate development, as necessary and consider ways to link projects to the various lakes.

VII. SUBMARKET RECOMMENDATIONS

A. Full Submarket Profiles

Appendix A: Housing Submarket Profiles contains detailed submarket profiles which identify:

1. Summary of submarket opportunities.
2. Submarket boundary definition including map, census tracts and selection factors.
3. Submarket level socio-economic profile.
4. Submarket current income profile
5. Step by step housing supply and demand evaluation.
6. Owner and renter demand estimates and targets for persons in need of housing, units needed, housing products targeted, achievable rents and affordable mortgage levels.
7. Key observations.
8. Submarket recommendations to capture housing investment.

B. Submarket Summary Recommendations

The following findings and recommendations for each submarket summarize:

1. The current population needing housing in the submarket.
2. The current number of housing units (both owner-occupied and renter-occupied) needed in the submarket.
3. The percentage of population able to afford moderate to market-rate housing in the submarket.
4. The achievable rents current population seeking rental housing can afford.
5. The level of mortgage current population seeking owner housing can afford.
6. The additional population needing housing through 2025 in the submarket
7. The additional number of housing units (both owner-occupied and renter-occupied) needed through 2025 in the submarket.
8. The housing products in demand through 2025 including type, number of units, number of bedrooms, number of bathrooms, square footage, price category and number of occupants.
9. The income ranges that should be targeted in order to reach the current population in need. It should be noted that no income targeting is projected for additional units needed through 2025. The assumption is made that affirmative marketing efforts will focus on recruiting residents who are able to afford market-rate homes and rental units.
10. General observations about the submarket.
11. Recommendations for actions the County can take to advance housing investment in the submarket.

C. Notes on the Submarket Approach

The submarket approach gives each municipality and development area specific market information that should be useful to potential developers and investors. It is important to remember that the submarkets overlap. Housing developments and programs to assist homeowners or homebuyers will compete for the same pool of potential tenants and owners.

The following key points should be kept in mind.

1. Market demand must be met by a mix of approaches including housing rehabilitation, turnover of current and potential for-sale homes, adaptive reuse and new construction. A matrix has been developed that presents one scenario for build out at each Development Area, each City, the submarkets and Fulton County based on current demand analysis.
2. While the Strategy supports development of a considerable number of new housing units, the cost of new construction is currently out of reach for as much as half of the owner and tenant pool. Subsidy and careful design of units (to be smaller and more affordable) are necessary. Rehabilitation, resale and redevelopment must be prominent components so that investment does not cannibalize existing neighborhoods, creating vacancy and loss of property value. Expanding capacity at the County and community level for housing rehabilitation activities and homebuyer incentives should be a priority.
3. Conceptual site plans and designs have been developed for new construction at the Hales Mills, Vail Mills, and Tryon Primary Development Areas and for sites on County Route 107 in the Town of Perth and Hales Mills Road Extension in the Town of Johnstown. Developers will determine the final design, density and phasing and every project will require site specific feasibility analysis at the time they are advanced to reflect demand, price fluctuation, tenure types, income and age targets and unit mix.
4. The City of Johnstown also identified residential development sites and adaptive reuse opportunities through consultation with the Fulton County Planning Department. The City of Gloversville will identify more opportunities in their Downtown Strategy.

The following table presents the recommended housing unit allocation between submarkets with a percentage of units reserved for other projects Countywide.

TABLE 37. FULTON COUNTY HOUSING STRATEGY SAMPLE HOUSING UNIT ALLOCATION			
Location	Estimated Renter Occupied	Estimated Owner Occupied	Strategy and Targets
CITIES			
City of Gloversville	100	64	Millennials, empty nesters, couples without children and seniors. Focus on increasing housing choice by encouraging loft conversions and mixed-use buildings that appeal to millennials and empty nesters, care free townhomes and senior cottages, and affordable starter homes for young families. Promote urban character and opportunities for social connections.
City of Johnstown	60	40	Millennials, empty nesters, couples without children, and seniors. Focus on options that appeal to "young seniors" who are highly mobile. Well-maintained family homes downtown will be attractive to young families if there is turnover. Loft conversions occupied by young professionals are possible.
DEVELOPMENT AREAS			
Hails Mills Primary Development Area	140	170	Empty nesters, families with children, executives and seniors. Hales Mills can offer executive level homes, family residences and market-rate apartments and townhomes. The concept plan clusters renter units near an extensive array of neighborhood-scaled retail that appeal to all audiences.
Vail Mills Primary Development Area	100	50	Seniors and families without children in concept focused on senior housing convenient to retail, services and recreation.
Tryon Primary Development Area, Town of Perth	52	32	Executives, families without children, young professionals. Tryon takes advantage of proximity to the Technology Park and offer a well-designed relatively small-scale market-rate neighborhood with single-family homes, apartments and townhomes and locations for select neighborhood serving retail.
Hales Mills Road Development Site, Town of Johnstown	0	45	Active senior's, families without children. Properly designed and built this development area could potentially be connected to and related with the Golf Course offering a small active senior and empty nester community. Focusing on well-designed cottages and townhomes this can appeal to snowbirds wanting to maintain a local connection.

SUBMARKETS			
Northampton	38	40	Families with children, executives, seniors and second homeowners. The Town and Village offer high quality small town and rural living in a beautiful place with a small base of retail and services. There are opportunities for intergenerational neighborhood development.
Mayfield	40	40	Families with children and seniors. Mayfield is a primarily owner-occupied mixed income and mixed age residential area with opportunities for intergenerational living.
Caroga/Bleecker	50	54	Families with and without children and second homeowners. The Caroga/Bleecker area is a desirable community attractive to families and seasonal owners.
Broadalbin/Perth	0	185	Families with and without children and seniors. Convenient commuter community can provide a large amount of single-family homes in multiple locations. Range of price points are possible but the proposed homes are largely market rate.
Additional Areas To Be Determined	20	150	To be determined based on market trends, community readiness, new businesses and jobs creation among other variables.
Total Units	640	920	Potential Demand For Up To 1,560 Housing Units

D. Submarket Recommendations

SUBMARKET ONE: HALES MILLS SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) The Hales Mills Development Area is currently vacant land so the housing investment proposed would be in the form of newly constructed homes and apartments. The scale, density and mixed-use nature of the development area would allow it to draw from a larger market area over the long term, giving it the potential to “make its own market” if built at a high enough quality.
- b) The Town supports the conceptual plan and mix of uses for the area and infrastructure access is planned or underway.
- c) Empty nesters, families with children, executives and seniors should be the target audiences.
- d) The largest Primary Development Area, Hales Mills could offer a mixed-use complete neighborhood and an array of housing including executive level homes, family residences and market-rate apartments and townhomes. This development can respond to the need for higher-end professional new construction single-family housing. The concept plan clusters townhomes and market-rate apartments near an extensive array of neighborhood-scaled retail that could be appealing to all target audiences.

- e) The Hales Mills Development Area conceptual design allows for up to 140 renter-occupied units and up to 170 owner-occupied units. It is likely that the project would be built out over time including potentially later phases constructed after 2025.
- f) The owner and tenant targets for the Hales Mills Development Area should include empty nesters, families with children, professionals and executives, and active seniors. The amenities that are important to these consumers include multiple modes of transportation, including a multi-use path for pedestrians and bicyclists connecting the development area and creating a recreation amenity and park; easy access to work and play; and nearby cultural centers and other recreation assets.
- g) Located in one of the better performing school districts in Fulton County - the Broadalbin-Perth School District.
- h) The availability of on-site amenities including neighborhood serving retail and recreation options would position the area to compete in the regional marketplace and enable developers to reach the high end of achievable rents and market-rate affordable mortgages.
- i) Over half of the renters potentially in need of housing in the submarket today could afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of the rental units to be developed. If that is not feasible the rental component would need to draw from outside of the immediate market area.

2. Hales Mills Subarea Proposed Housing Unit Allocation

The development area is a hallmark project planned to offer an entirely new neighborhood, making it competitive with new housing being developed in surrounding communities. The concept plan for the neighborhood includes a retail and commercial cluster characterized by one to two story buildings, tree lined streets and pedestrian scaled lighting, connecting to a central boulevard. Its mix of residential, commercial, office and retail, walkability and connectedness and access to recreation and open space will give it a unique place among Fulton County's neighborhood options. The development area is located in the popular and highly rated Broadalbin-Perth school district. Plans have been developed to widen Hales Mills Extension to accommodate increased traffic from the buildout.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Hales Mills subarea for rental-occupied and owner-occupied units.

TABLE 38. HALES MILLS SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	140
Percent of Market Demand Allocated	99%
Estimated Potential Market Demand	
Current population needing housing (2014)	170
Current demand for units (2015)	72
Estimate of additional units potentially supportable by 2025	70
Estimate of total units potentially supportable by 2025	142
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	45%
Percent of target pool renters qualified to pay less than \$750 per month	55%
Housing Products	
Number of family apartments	48
Number of townhomes	56
Number of senior apartments	36
Affordability	
Population in need earning <30% of AMI	33
Population in need earning 31%-50% of AMI	21
Population in need earning 51%-60% of AMI	10
Population in need earning 61%-80% of AMI	19
Population in need earning 80%-100% of AMI	23
Population in need earning over 100% of AMI	62

The recommended allocation of rental units of 140 units essentially matches the market demand estimate and the 2017 concept plan and site plan developed for the Hales Mills Primary Development Area. The target renter pool is likely to include active seniors, young professionals and families without children. Properly designed and built this development area could potentially be connected to and related with the golf course, offering a small active senior and empty nester community. Focusing on well-designed cottages and townhomes, this could appeal to snowbirds wanting to maintain a local connection.

TABLE 39. HALES MILLS SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	170
Percent of Market Demand Allocated	100%
Market Demand Analysis	
Current population needing housing (2014)	112
Current demand for units (2015)	48
Estimate of additional units potentially supportable by 2025	120
Estimate of total units potentially supportable by 2025	168
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	64%
Housing Unit Type	
Number of family patio homes	36
Number of senior patio homes	36
Number of single-family homes	98
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	18
Population in need earning 51%-60% of AMI	8
Population in need earning 61%-80% of AMI	16
Population in need earning 80%-100% of AMI	19
Population in need earning over 100% of AMI	51

* Households earning over 60% of average median income can typically afford a moderate to market-rate home or apartment. It is assumed that much of the additional population recruited through 2025 will be able to afford market-rate homes and rental units.

The recommended allocation of owner-occupied units of 170 units matches the 2017 concept plan and site plan developed for the Hales Mills Primary Development Area. The target owner pool is likely to include young professionals, families with and without children and executives attracted to employment. Properly designed and built this development area could potentially be connected to the Hales Mills Country Club, offering a desirable amenity for residents of all ages. Focusing on well-designed cottages and townhomes, this could appeal to snowbirds wanting to maintain a local connection.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Hales Mills subarea, the following actions are recommended:

- a) This neighborhood would be composed of newly constructed homes and apartments. A conceptual plan for the Hales Mills Primary Development Area illustrates what is considered to be the maximum buildout and unit mix proposed above, but other scenarios are possible and the total units programmed for the area could be less based on developer interest.
- b) The County should promote this development initiative through ongoing efforts focused primarily on distribution (in paper and online) of the Hales Mills Development Area brochure which offers detailed information about the submarket advantages.
- c) The Town of Johnstown supports the conceptual plan and mix of uses for the area, and infrastructure access is planned or underway.
- d) Since there is not yet a developer advancing this project it is less likely that this submarket will contribute to meeting current demand. As a result, it is assumed that this neighborhood could capture a larger share of future demand in the submarket and Countywide as it builds out through 2025, making it possible to target more market-rate rentals and owner-occupied units. As a next step to the conceptual design process, based on discussions with potential housing developers, a phasing schedule should be developed to coordinate build out of various elements.
- e) In order to maximize the impact of this development area it is important that the recommendations in the Fulton County Retail Strategy be followed so that retail and commercial opportunities build out at the same time residential units come on line. Establishing this as a regionally relevant mixed-use community would be essential to its success.
- f) Local land management tools described in the Countywide recommendations should be considered to reduce infrastructure and land costs and make housing more affordable.
- g) Although not part of the Hales Mills Development Area, the nearby site on Hales Mills Extension adjacent to the Hales Mills Golf Course complements the Primary Development Area. It would offer 24 single-family townhomes and 21 senior patio homes. The target for this development is adults over the age 55, and it should be developed and marketed as an active senior neighborhood.

SUBMARKET TWO: VAIL MILLS SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) The Vail Mills Development Area is currently vacant land so the housing investment proposed would be in the form of newly constructed homes and apartments. The scale, density and mixed-use nature of the development area could allow it to draw from a larger market area over the long term.
- b) The Town is supportive of the proposed conceptual plan. Stakeholders focused the area concept plan on providing a significant amount of senior housing that is conveniently located to retail, services and recreation. Fulton County Community Heritage has expressed interest in possibly building more senior units in the area.
- c) In order to maximize the impact of this development area it is important that the recommendations in the Fulton County Retail Strategy be followed so that retail and commercial

opportunities build out at the same time residential units come on line. Establishing this as a regionally relevant mixed-use community is essential to its success.

- d) The owner and tenant targets for the Vail Mills Development Area include families with children, professionals and executives, and active seniors. The amenities that are important to these consumers include walkability and safety, high performing school districts, multiple modes of transportation, easy access to a variety of recreation amenities accessible to all ages, work and play, and nearby cultural centers and recreation assets.
- e) The availability of on-site amenities including neighborhood serving retail and recreation options would position the area to compete in the regional marketplace and enable developers to reach the high end of achievable rents and market-rate affordable mortgages.
- f) Educate and recruit potential developers with the goal of creating a mixed-use and mixed income neighborhood that considers the rent and mortgage carrying capacity of local residents in addition to new families that may be recruited. Special attention should be given to meeting the needs and correctly positioning the unit count and pricing for the senior component.
- g) Just over 80% of the renters potentially in need of housing in the submarket today could not afford rent over \$750.00 per month. It would be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of the rental units developed.

2. Vail Mills Subarea Proposed Housing Unit Allocation

The Vail Mills Development Area offers premier opportunities for infill development in the Town of Mayfield. The community supported plan for the development area includes new senior housing and single-family housing, a commercial/retail district and lodging in a pastoral setting. Vail Mills is a gateway to world class recreation in the Adirondacks and at the Great Sacandaga Lake. The existing businesses and available land provides an established concentrated commercial base that can draw additional retail offerings serving residents, through-traffic retail as well as future hospitality amenities including potentially a hotel. The concept plan for the site includes retail space; commercial, office and service space; owner-occupied units including single-family homes and senior cottage/patio homes and rental units including family apartments, townhomes and senior apartments. It also includes a four-acre park with access to canoeable water, a farmer's market building and trail system with community links.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Vail Mills subarea for rental-occupied and owner-occupied units.

TABLE 40. VAIL MILLS SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	100
Percent of Market Demand Allocated	100%
Estimated Potential Market Demand	
Current population needing housing (2014)	188
Current demand for units (2015)	83
Estimate of additional units potentially supportable by 2025	17
Estimate of total units potentially supportable by 2025	100
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	19%
Percent of target pool renters qualified to pay less than \$750 per month	81%
Housing Products	
Number of family apartments	24
Number of townhomes	40
Number of senior apartments	36
Affordability	
Population in need earning <30% of AMI	37
Population in need earning 31%-50% of AMI	24
Population in need earning 51%-60% of AMI	11
Population in need earning 61%-80% of AMI	21
Population in need earning 80%-100% of AMI	26
Population in need earning over 100% of AMI	69

The recommended allocation of rental units of 100 units matches the market demand estimate and the 2017 concept plan and site plan developed for the Vale Mills Primary Development Area. The target renter pool is likely to include seniors and families without children. Stakeholders focused the concept on providing senior housing that is conveniently located to retail, services and recreation.

TABLE 41. VAIL MILLS SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	50
Percent of Market Demand Allocated	33%
Market Demand Analysis	
Current population needing housing (2014)	342
Current demand for units (2015)	149
Estimate of additional units potentially supportable by 2025	0
Estimate of total units potentially supportable by 2025	149

TABLE 41. VAIL MILLS SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	64.5%
Housing Unit Type	
Number of senior patio homes	12
Number of single-family homes	38
Affordability*	
Population in need earning <30% of AMI	37
Population in need earning 31%-50% of AMI	24
Population in need earning 51%-60% of AMI	11
Population in need earning 61%-80% of AMI	21
Population in need earning 80%-100% of AMI	26
Population in need earning over 100% of AMI	69

The recommended allocation of owner-occupied units of 50 units matches the 2017 concept plan and site plan developed for the Vail Mills Primary Development Area. However, the proposed units on the site plan represent considerably fewer owner-occupied units than market demand analysis. This recommendation is based on the type of mixed-use development planned and the Town's support for the development concept including a focus on the development of senior housing. Additional units from the Countywide allocation of owner units to be determined could be allocated to this development area if appropriate.

The target owner pool is likely to include seniors and families without children. Stakeholders focused the concept on providing senior housing that is conveniently located to retail, services and recreation.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Vail Mills subarea, the following actions are recommended:

- a) A conceptual plan for the Vail Mills Primary Development Area illustrates the build out and unit mix proposed above, but other scenarios are possible and the total units programmed for the area could be less based on developer interest.
- b) The County should promote this development initiative through ongoing efforts focused primarily on distribution (in paper and online) of the Vail Mills Development Area brochure which offers detailed information about the submarket advantages.
- c) Since there is not yet a developer advancing this project it is less likely that this submarket would contribute to meeting current demand. As a result, it is assumed that this neighborhood would

capture a larger share of future demand in the submarket and Countywide as it builds out through 2025, making it possible to target more market-rate rentals and owner-occupied units.

- d) Given the strategic location of the Vail Mills Submarket to current and future tourism amenities it is important that development accommodate year-round residents as well as visitors. Undertaking the hotel feasibility analysis identified in the 2017 Fulton County Retail Strategy would be important to determine the final conceptual plan for the area. This use occupies a large footprint in the development area and anchors the proposed tourism related retail components.
- e) In order to maximize the impact of this development area it is important that the recommendations in the Fulton County Retail Strategy be followed so that retail and commercial opportunities build out at the same time residential units come on line. Establishing this as a regionally relevant mixed-use community is essential to its success.
- f) Local land management tools described in the Countywide recommendations should be considered to reduce infrastructure and land costs and make housing more affordable.

SUBMARKET THREE: City of Gloversville Submarket Recommendations

1. Key Observations

- a) The City is preparing a Downtown Development Strategy currently and recommendations for downtown and neighborhood housing will be more refined through that process.
- b) Incomes are lower in the City of Gloversville than surrounding market areas and demand would likely be met primarily through modernization/rehabilitation of existing rental units and purchase of existing for-sale homes.
- c) The owner and tenant targets for the City of Gloversville Submarket should include millennials, empty nesters, and couples with and without children, and seniors. The amenities that are important to these consumers include multiple modes of transportation, easy access to work and play, and nearby cultural centers and recreation assets.
- d) Urban areas like Gloversville are appealing to empty nesters and millennial professionals, couples, and families if modern housing products are available. Some downtown buildings have been rehabilitated to include upper story housing, and other opportunities exist.
- e) Blight affects some neighborhoods and would need to be addressed before City-wide impact can be felt, but there are anchor buildings and target areas ready for reinvestment.
- f) Perceptions and realities about public safety would need to be addressed before some areas could be ready for revitalization.
- g) Roughly 60% of the renters in need of housing in the submarket today could afford rent over \$883.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed. If this is not feasible, the renter components would need to draw from a larger market area.

2. Gloversville Subarea Proposed Housing Unit Allocation

The City of Gloversville is anchor community in the “the Land of 44 Lakes” – surrounded by beautiful landscapes and abundant outdoor recreation at the southern corner of the Adirondack State Park, within a few minutes’ drive of the Great Sacandaga Lake. Downtown Gloversville has experienced an uptick in investment in recent years, including revitalization of several downtown buildings including upper-story loft conversions, and the launch of Mohawk Harvest Food Market and restaurant, among others. Gloversville’s downtown is well positioned for continued future growth and investment. It offers a rich variety of historical Victorian buildings set in a traditional, walkable streetscape. The downtown area is exactly the type of place where millennials, young professionals, and business owners are looking to be: a livable, active and creative place where they can walk to shops and restaurants, access recreation and find affordable and attractive work spaces and local jobs.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Gloversville subarea for rental-occupied and owner-occupied units.

TABLE 42. GLOVERSVILLE SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	100
Percent of Market Demand Allocated	100%
Estimated Potential Market Demand	
Current population needing housing (2014)	149
Current demand for units (2015)	65
Estimate of additional units potentially supportable by 2025	35
Estimate of total units potentially supportable by 2025	100
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	39%
Percent of target pool renters qualified to pay less than \$750 per month	61%
Housing Products	
Number of family apartments	28
Number of townhomes	24
Number of lofts	24
Number of senior apartments	24

TABLE 42. GLOVERSVILLE SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Affordability	
Population in need earning <30% of AMI	29
Population in need earning 31%-50% of AMI	19
Population in need earning 51%-60% of AMI	9
Population in need earning 61%-80% of AMI	17
Population in need earning 80%-100% of AMI	21
Population in need earning over 100% of AMI	55

The recommended allocation of rental units of 100 units matches the market demand estimate for the City of Gloversville. The target rental pool is likely to include millennials, empty nesters, couples without children and seniors. Focus is needed on increasing housing choice by encouraging loft conversions and mixed-use buildings that could appeal to millennials and empty nesters, care free townhomes and senior cottages. The County should promote the City’s urban character and opportunities for social connections.

TABLE 43. GLOVERSVILLE SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	64
Percent of Market Demand Allocated	97%
Market Demand Analysis	
Current population needing housing (2014)	163
Current demand for units (2015)	66
Estimate of additional units potentially supportable by 2025	0
Estimate of total units potentially supportable by 2025	66
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	50%
Housing Unit Type	
Number of family patio homes	48
Number of senior patio homes	16

TABLE 43. GLOVERSVILLE SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	25
Population in need earning 51%-60% of AMI	12
Population in need earning 61%-80% of AMI	23
Population in need earning 80%-100% of AMI	28
Population in need earning over 100% of AMI	74

The recommended allocation of 64 owner units comes close to matching the market demand estimate for the City of Gloversville. The target owner pool is likely to include millennials, empty nesters, couples without children and seniors. Focus is needed on increasing housing choice by encouraging loft conversions and mixed-use buildings that could appeal to millennials and empty nesters, senior cottages, and affordable starter homes for young families. The County should promote the City’s urban character and opportunities for social connections.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Gloversville subarea, the following actions are recommended:

- a) Focus should be on attracting millennials, empty nesters, young families. The City should promote urban character and opportunities for social connections.
- b) Mixed-use residential structures, modern apartment complexes, and assisted-living/senior housing centers for seniors should be advanced throughout the City to address the ever-growing need for both quality affordable housing for lower income seniors and for middle and upper income for seniors with more resources.
- c) Given lower median income in the City it is assumed that much of the demand would be met by modernization and rehabilitation of existing apartments and ownership of existing homes, though upper story conversions of downtown buildings should also be attractive and could draw from a larger market area and realize significantly greater demand.
- d) The County should support local efforts to develop a strong branding and promotional program for the City of Gloversville to attract new residents that shows the benefits of moving to Fulton County (e.g., taxes; access to amenities; and proximity to Adirondacks, cultural assets, medical facilities and transportation).
- e) Fulton County should widely distribute the Downtown Development Strategy.
- f) Build on demonstrated market depth in downtown loft development for young adults and professionals using programs like the NY Main Street Program as recommended in the Countywide recommendations, including support for Main Street LLC’s and incentives for upper story housing.

- g) Use the current downtown strategy process to develop local land management incentives as described in the Countywide recommendations.
- h) Address zoning limitations to rehabilitation of buildings in the City, especially tightening allowed uses in single-family districts to slow conversions. This approach could help to reduce the level of absentee owners who defer maintenance in buildings. Maintaining affordability for low income residents is paramount since the City is a primary center for affordable and supportive housing. Working closely with the Gloversville Housing Authority could be important in advancing this recommendation.
- i) Take an intergenerational approach to meeting interests of families and seniors. Consider development of Naturally Occurring Retirement Community (NORC) as described in the Countywide recommendations.
- j) Build on Gloversville’s downtown amenities and attractions including walkability, mobility, downtown broadband, cultural destinations and niche shopping to maintain a highly social environment. In particular, opportunities for seniors and empty nester housing should be located around conveniences (services, retail) that are directly linked to adequate parking, safety, elevators and pedestrian connections. The County should help ensure that these amenities are available.
- k) Promote use of the US Housing and Urban Development Section 202 program with an eligible nonprofit sponsor which could help to expand the supply of affordable housing with supportive services for the elderly. The program provides very low-income elderly with options that allow them to live independently but in an environment that provides support activities such as cleaning, cooking, transportation, etc.
- l) Advance projects and concepts identified in the City’s recent plans including their NYS Downtown Revitalization Initiative proposal:
 - i. The Former Sears and Roebuck Store (business incubator)
 - ii. Schine Memorial Hall (existing building improvements)
 - iii. Market Square Redevelopment Site
 - iv. Castiglione Park (improvements)
 - v. Bleecker Square Church building (existing building revitalization)
 - vi. Former high school front lawn (public space)
 - vii. Site at southeast corner of Main St. and Fulton St (public parking lot and performance venue)
 - viii. Burr St. Neighborhood – multiple sites (new residential)
 - ix. Hohenforst City National Commons (adaptive reuse)
 - x. Former glove company building (luxury apartments - Grandoe Apartments)
 - xi. Rizzo offices (existing building rehab)
 - xii. Knox building (existing building rehab)

SUBMARKET FOUR: CITY OF JOHNSTOWN SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) There are areas with blight and deferred maintenance as well as large former manufacturing sites in the City that reduce surrounding property values and may be good targets for redevelopment by the City. In particular, if former mill complexes could be redeveloped as funky modern lofts or structured as condominiums they could draw from a larger market area and could potentially generate significantly larger demand.
- b) Incomes are lower in the City of Johnstown than surrounding submarkets. A considerable amount of housing need would most practically be met by modernization/rehabilitation and purchase of existing homes in order to maintain affordability.
- c) The owner and tenant targets for the City of Johnstown Submarket should include millennials, empty nesters, couples without children, young families and active seniors. The amenities that are important to these consumers include multiple modes of transportation, easy access to work and play, and nearby cultural centers and recreation assets.
- d) Roughly 56% of the renters in need of housing in the submarket cannot afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed.

2. City of Johnstown Subarea Proposed Housing Unit Allocation

Johnstown offers small town character with a high quality of life. The City is known as a safe community with low crime, great schools, major regional employers and abundant cultural and recreational opportunities. In addition to being located near major cities including Albany, Utica and Syracuse, Johnstown is surrounded by majestic attractions including the Adirondack State Park and the Great Sacandaga Lake. There is a strong desire to have the second and third floor of downtown buildings converted into housing to attract millennial professionals and families who could go on to buy some of Johnstown's distinguished (and affordable) single-family homes. The City has identified specific sites that could be assembled for infill housing development to build the base of consumers for local retail. Johnstown would like to pursue a mix of retail, especially boutiques and restaurants downtown that appeal to year-round residents and visitors. Improved park and greenspace makes this redevelopment more likely especially if the Cayadetta Creek can be better promoted and utilized as a recreational asset.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Johnstown subarea for rental-occupied and owner-occupied units.

TABLE 44. JOHNSTOWN SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	60
Percent of Market Demand Allocated	100%
Estimated Potential Market Demand	
Current population needing housing (2014)	57
Current demand for units (2015)	21
Estimate of additional units potentially supportable by 2025	39
Estimate of total units potentially supportable by 2025	60
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	43.6%
Percent of target pool renters qualified to pay less than \$750 per month	56.4%
Housing Products	
Number of family apartments	12
Number of townhomes	14
Number of lofts	12
Number of senior apartments	22
Affordability	
Population in need earning <30% of AMI	11
Population in need earning 31%-50% of AMI	7
Population in need earning 51%-60% of AMI	3
Population in need earning 61%-80% of AMI	6
Population in need earning 80%-100% of AMI	8
Population in need earning over 100% of AMI	21

The recommended allocation of rental units of 60 units matches the market demand estimate for Johnstown. The target renter pool is likely to include millennials, empty nesters, couples without children, young families and seniors. Focus on options that appeal to "young seniors" who are highly mobile. Loft conversions occupied by young professionals with more interest in relocating for new jobs are possible.

TABLE 45. JOHNSTOWN SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	40
Percent of Market Demand Allocated	100%
Market Demand Analysis	
Current population needing housing (2014)	58
Current demand for units (2015)	21
Estimate of additional units potentially supportable by 2025	19
Estimate of total units potentially supportable by 2025	40
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	64%
Housing Unit Type	
Number of family patio homes	16
Number of senior patio homes	24
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	9
Population in need earning 51%-60% of AMI	4
Population in need earning 61%-80% of AMI	8
Population in need earning 80%-100% of AMI	10
Population in need earning over 100% of AMI	27

The recommended allocation of owner-occupied units of 40 units matches the market demand estimate for Johnstown. The target owner pool is likely to be millennials, empty nesters, couples without children and seniors. Focus on options that appeal to "young seniors" who are highly mobile. Well-maintained family homes downtown will be attractive to young families if there is turnover. Loft conversions occupied by young professionals are possible.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Johnstown subarea, the following actions are recommended:

- a) Focus on attracting millennials, empty nesters, young families. Promote urban character and opportunities for social connections.
- b) Encourage the development of mixed-use residential structures, modern apartment complexes, and assisted-living/senior housing centers for seniors throughout the community to address the

ever-growing need for both quality affordable housing for lower income seniors and for middle and upper income seniors with more resources. Given lower median income in the City it is assumed that much of the demand would be met by modernization and rehabilitation of existing apartments and ownership of existing homes, though upper story conversions of downtown buildings should also be attractive.

- c) The County should support local efforts to develop a strong branding and promotional program for the City of Johnstown to attract new residents that shows the benefits of moving to Fulton County and the City (e.g., access to amenities, proximity to Adirondacks, cultural assets, medical, and transportation).
- d) Build on potential market demand for downtown loft development for young adults and professionals using programs like the NY Main Street Program as recommended in the Countywide recommendations, including supporting Main Street LLC's and incentives for upper story housing.
- e) Use the current downtown strategy process to develop local land management incentives as described in the Countywide recommendations.
- f) Address zoning limitations to rehabilitation of buildings in the City, especially tightening allowed uses in single-family districts to slow conversions. It is important that this effort reduce the level of absentee owners who defer maintenance of buildings. Maintaining affordability for low income residents is paramount since the City is a primary center for affordable and supportive housing.
- g) Take an intergenerational approach meeting interests of families and seniors. Consider development of Naturally Occurring Retirement Community (NORC) as described in the primary market area recommendations.
- h) Build on Johnstown's downtown amenities and attractions including walkability, mobility, downtown broadband, cultural destinations and niche shopping to maintain a highly social environment. In particular, opportunities for seniors and empty nester housing that is located around conveniences (services, retail) could be pursued. They should be directly linked to adequate parking, safety, elevators and pedestrian connections. \
- i) Consider promoting the use of the US Housing and Urban Development Section 202 program through partnerships with eligible nonprofit organizations. The program could help to expand the supply of affordable housing with supportive services for the elderly. It could provide very low-income elderly with options that allow them to live independently but in an environment that provides support activities such as cleaning, cooking, transportation, etc.
- j) Advance projects and concepts identified in the City's recent plans including:
 - i. Identify available sites and assemble for infill development in downtown for new housing. Encourage the redevelopment of the Superb Glove Building on Crescendoe Road and the former Conroy Glove Building on South Market Street into high density housing. Consider converting the Main Motors Building on West Main Street and the Former Rainbow Restaurant Building on East Main Street into mixed-use developments.
 - ii. Encourage maximizing the utilization of second and third floor spaces in downtown buildings to attract millennials and other residents, including applying for State grants to

- assist downtown property owners in making second and third floors usable and to improve the facades and exterior of downtown buildings.
- iii. Consider existing parking lots at the intersection of South Perry Street and Hoosick Street for commercial/mixed-use developments. As a key gateway into downtown, this intersection should be redeveloped.
 - iv. Develop and implement a program to track and monitor parcels of land that become City owned through tax foreclosure. Assemble smaller parcels of land and offer them to buyers interested in redeveloping them consistent with the City's vision and goals. Consider offering financial incentives to parties interested in purchasing and renovating residential properties acquired by the City through tax foreclosure.
 - v. Enhance streetscaping by providing more landscaping along key streets, more street furniture, public art and history installations, directional signage, and bike racks at strategic locations. Create a comprehensive sidewalk system by re-establishing the sidewalk replacement program, and modify it to allow new sidewalks to be provided along existing homes.
 - vi. Develop and implement a Code Compliance Program to help downtown property owners bring their buildings into compliance with the NYS Uniform Fire Prevention and Building Code. Utilize new State law allowing municipalities to contact mortgage holders about property maintenance violations and recovery of costs incurred by the community to address code violations.

SUBMARKET FIVE: MAYFIELD SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) Among towns in the County, Mayfield, along with the Towns of Johnstown and Broadalbin, have the highest housing density and are the few communities where multifamily housing has increased continually since 2000.
- b) Mayfield had the highest median home value at \$264,100 in 2014 (up 63% since 2000). Even among foreclosed properties Mayfield's property is valuable, with a site on County Route 123 reporting a pre-foreclosure estimated value of \$330,000.
- c) The owner and tenant targets for the Mayfield Submarket include families with children and seniors. The amenities that are important to these consumers include multiple modes of transportation (such as bicycle and pedestrian amenities, ride sharing and public transit), easy access to work and play, and nearby cultural centers and recreation assets.
- d) Roughly 55% of the renters potentially in need of housing in the submarket today could not afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed.

2. Mayfield Subarea Proposed Housing Unit Allocation

Mayfield, located the northeast corner of Futon County, encompasses approximately 25 miles of the Great Sacandaga Lake shoreline. The Town’s Comprehensive Plan encourages the development of both a hotel and a recreational vehicle (RV) park proximate to the lake to boost its tourism-dependent economy. The plan also reports that its housing stock is not diverse enough to meet the future needs of the Town’s population and that additional apartment buildings, townhouses, condominiums and other types of housing options are needed including affordable housing for the younger generation. The plan calls out the needs of the Town’s elderly population for new types of housing. Recommendations are made to develop a housing rehabilitation program and to develop two resource hubs in the community, one of which is the area for the proposed Vail Mills Primary Development Area.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Mayfield subarea for rental-occupied and owner-occupied units.

TABLE 46. MAYFIELD SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	40
Percent of Market Demand Allocated	100%
Estimated Potential Market Demand	
Current population needing housing (2014)	91
Current demand for units (2015)	39
Estimate of additional units potentially supportable by 2025	1
Estimate of total units potentially supportable by 2025	40
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	44.7%
Percent of target pool renters qualified to pay less than \$750 per month	55.3%
Housing Products	
Number of family apartments	40
Affordability	
Population in need earning <30% of AMI	18
Population in need earning 31%-50% of AMI	12
Population in need earning 51%-60% of AMI	5
Population in need earning 61%-80% of AMI	10
Population in need earning 80%-100% of AMI	13
Population in need earning over 100% of AMI	34

The recommended allocation of rental units of 40 units matches the market demand estimate for Mayfield. The target renter pool is likely to include families with children and seniors.

TABLE 47. MAYFIELD SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	40
Percent of Market Demand Allocated	48%
Market Demand Analysis	
Current population needing housing (2014)	206
Current demand for units (2015)	84
Estimate of additional units potentially supportable by 2025	0
Estimate of total units potentially supportable by 2025	84
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	64.5%
Housing Unit Type	
Number of senior patio homes	10
Number of single-family homes	30
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	32
Population in need earning 51%-60% of AMI	15
Population in need earning 61%-80% of AMI	29
Population in need earning 80%-100% of AMI	35
Population in need earning over 100% of AMI	94

The recommended allocation of owner-occupied units of 40 is approximately half the identified potential market demand for 84 units. The number of owner units programmed for the Mayfield area has been adjusted downward to reflect direct overlap with the Vail Mills Primary Development Area. The target owner pool is likely to include families with children and seniors. Like Northampton/Northville, Mayfield is a primarily owner-occupied mixed income and mixed age residential neighborhoods with opportunities for intergenerational living.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Mayfield subarea, the following actions are recommended:

- a) Focus on families with children and seniors. Mayfield is made up of primarily owner-occupied, mixed income and mixed age residential clusters with opportunities for intergenerational living with convenient commute times to Capital Region jobs. Take advantage of existing housing trends

for single-family homes. Examine opportunities for mixed densities if properties could be secured around the Great Sacandaga Lake.

- b) Account for potential build out at Vail Mills Primary Development Area and develop other housing that compliments rather than competes with the development.
- c) Promote and encourage the development of senior housing as well as a diversity of housing types to meet the needs of the increasing elderly population. These housing types should be affordable, low maintenance and located either within or within easy access to the Town’s identified resource hubs along Route 30 in the Town of Mayfield and at the Vail Mills area including properties on both sides of Route 29 and Route 30.
- d) Apply for State and Federal financial assistance to develop new housing and improve substandard housing through modernization and rehabilitation.
- e) The County should develop a strong promotional program for the Town of Mayfield, including a campaign to attract new residents that shows the benefits of moving to Fulton County and the community (e.g., schools; taxes; access to amenities; and proximity to Adirondacks, cultural assets, medical facilities and transportation).
- f) Local land management tools described in the Countywide recommendations should be considered to the degree they can be accommodated within the Adirondack Park density standards.

SUBMARKET SIX: NORTHAMPTON SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) Northampton/Northville is a desirable community with extensive natural and recreation resources including access to the Great Sacandaga Lake. It has a large seasonal homeowner base and it is assumed that this could be creating competition for developable land for new development.
- b) The owner and tenant targets for the Northampton Submarket should include families with children, executives and active seniors. The amenities that are important to these consumers include multiple modes of transportation, easy access to work and play, and nearby cultural centers and recreation assets.
- c) Roughly 37% of the renters in need of housing in the submarket today cannot afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed.

2. Northampton Subarea Proposed Housing Unit Allocation

Northampton and the Village of Northville are situated on the northern shores of the Great Sacandaga Lake and the Route 30 Corridor in the Southern Adirondacks. The Village of Northville is a small, densely settled traditional town center with a variety of shops and services for year-round residents and visitors. The Town of Northampton outside the Village includes the NY Route 30 corridor, more

rural and forested areas and more intensely settled lakefront areas, a NYS DEC Campground and the Great Sacandaga Park which includes a historic neighborhood of cottages and a 9-hole golf course that’s more than 120 years old. There has been a significant amount of development and redevelopment of homes, largely seasonal, near the lake.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Northampton subarea for rental-occupied and owner-occupied units.

TABLE 48. NORTHAMPTON SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	38
Percent of Market Demand Allocated	100%
Estimated Potential Market Demand	
Current population needing housing (2014)	50
Current demand for units (2015)	20
Estimate of additional units potentially supportable by 2025	18
Estimate of total units potentially supportable by 2025	38
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	63.4%
Percent of target pool renters qualified to pay less than \$750 per month	36.6%
Housing Products	
Number of townhomes	20
Number of senior apartments	18
Affordability	
Population in need earning <30% of AMI	10
Population in need earning 31%-50% of AMI	6
Population in need earning 51%-60% of AMI	3
Population in need earning 61%-80% of AMI	6
Population in need earning 80%-100% of AMI	7
Population in need earning over 100% of AMI	18

The recommended allocation of rental units of 38 units matches the market demand estimate. The target renter pool is likely to include families with children, executives, and seniors. The Town and Village offer high quality small town and rural living in a beautiful place with a small base of retail and services. There are opportunities for intergenerational neighborhood development.

TABLE 49. NORTHAMPTON SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	40
Percent of Market Demand Allocated	100%
Market Demand Analysis	
Current population needing housing (2014)	90
Current demand for units (2015)	36
Estimate of additional units potentially supportable by 2025	4
Estimate of total units potentially supportable by 2025	40
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	68%
Housing Unit Type	
Number of senior patio homes	20
Number of single-family homes	20
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	14
Population in need earning 51%-60% of AMI	7
Population in need earning 61%-80% of AMI	13
Population in need earning 80%-100% of AMI	15
Population in need earning over 100% of AMI	41

The recommended allocation of owner units of 40 units matches the market demand estimate. The target owner pool is likely to include families with children, executives, seniors and second homeowners. The Town and Village offer high quality small town and rural living in a beautiful place with a small base of retail and services. There are opportunities for intergenerational neighborhood development.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Northampton subarea, the following actions are recommended:

- a) Advance housing related actions identified in the Town of Northampton and Village of Northville local plans:
 - i. Promote and encourage the development of senior housing and other affordable housing types to meet the needs of the submarket’s aging population. These housing types should

- be affordable, low maintenance and located within easy access to the Village of Northville’s downtown.
- ii. Aggressively pursue State and Federal financial assistance for housing rehabilitation of the Village's existing housing stock.
 - iii. Promote and encourage the development of housing types to attract and retain young couples and families. These housing types should be affordable and allow for a mix of residential options to include the existing housing stock, townhouses, owner-occupied two family homes and well maintained apartment buildings.
 - iv. Promote and encourage the re-use/re-utilization of existing second and third story floor space above the commercial spaces along Main Street.
 - v. Promote the vacant land outside of the Village Center for planned new residential and new residential cluster development.
- b) The County should develop a strong promotional program for Northampton, including a campaign to attract new residents that shows the benefits of moving to Fulton County and the community (e.g., schools; taxes; access to amenities; and proximity to Adirondacks, cultural assets, medical facilities and transportation).
 - c) The Village of Northville is just beginning an update to its land use regulations and the Town of Northampton adopted new codes a few years ago. As land management tools are evaluated, the Town should be supported to encourage mixed use or other incentives to support lower initial rental rates and land prices for existing families in need of rental housing.
 - d) Explore opportunities for senior housing to locate around conveniences (services, retail) that are directly linked to adequate parking, safety, and pedestrian connections.
 - e) Build on amenities and attractions including walkability, mobility, cultural destinations and shopping to maintain a highly social environment.
 - f) Consider ways to link projects to the Great Sacandaga Lake to create unique economic opportunities.

SUBMARKET SEVEN: BROADALBIN/PERTH SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) The owner and tenant targets for the Broadalbin/Perth Submarket should include families with and without children and seniors. The amenities that are important to these consumers include multiple modes of transportation, easy access to work and play, and nearby cultural centers and recreation assets.

- b) Broadalbin-Perth is the top-rated school district in the County and as such makes Perth a desirable location for single-family homes. The number of school aged children declined since 2000 in all districts except the City of Gloversville, and Towns of Oppenheim, Perth and Stratford, reflecting population growth and overall desirability of the school district.
- c) Single-family housing increased in the south-eastern communities including the Towns of Broadalbin, Johnstown and Perth consistently since 2000.
- d) The Tryon Primary Development Area is designed to attract professional and executive level renters and homeowners.
- e) The County Route 107 site is designed to offer a mixed income family neighborhood with homes and apartments at a wider array of price points.
- f) Almost 50% of the renters in need of housing in the submarket today cannot afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed.

2. Broadalbin/Perth Subarea Proposed Housing Unit Allocation

The Town of Perth is situated in the southeast corner of Fulton County. The Town Comprehensive Plan reports that it has experienced considerable residential and commercial growth in recent years due to its close proximity to the City of Amsterdam and the resultant commercial expansion of businesses along the Route 30 corridor. The plan also reports that the Town lacks housing options, despite a plentiful amount of vacant land. There are “no apartment complexes, condominium developments or other types of high-density residential developments that would appeal to young professionals or empty nesters...” The plan identifies opportunity to develop maintenance-free senior housing complexes “from active retirement communities with numerous recreational amenities to full-service nursing homes with a wide variety of options in between.” It also identifies in-law apartments and elder cottages as senior housing options.

The Tryon Development Area, located in the Town of Perth, is a 100+/- acre picturesque site with beautiful vistas - an attractive location for various types of housing. The concept plan for the Tryon Development Area includes retail space, commercial, office and service space, single-family homes, family apartments and townhomes. Strategic development opportunities at the site include its location adjacent to the Tryon Technology Park, which offers 213 acres of shovel-ready land and a wooded campus-like setting. The potential retail component is strategically positioned to fill a need for professional and executive level housing.

In addition, a schematic design has been developed for a 133-acre site on the corner of County Route 107 and NYS Route 30 to include a combination of 50 single-family homes, 40 apartments and neighborhood serving retail. A parcel along Route 30 has been retained for future commercial development.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Broadalbin/Perth subarea for rental-occupied and owner-occupied units. It should be noted that in addition to potential housing allocation and demand in the

general Broadalbin/Perth Submarket, these numbers include potential development at County Route 107 and Tryon Primary Development Area.

TABLE 50. BROADALBIN/PERTH SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	92
Percent of Market Demand Allocated	230%
Estimated Potential Market Demand	
Current population needing housing (2014)	37
Current demand for units (2015)	15
Estimate of additional units potentially supportable by 2025	25
Estimate of total units potentially supportable by 2025	40
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	51%
Percent of target pool renters qualified to pay less than \$750 per month	49%
Housing Products	
Tryon Primary Development Area	
Number of family apartments	34
Number of townhomes	18
County Route 107	
Number of family apartments	40
Affordability	
Population in need earning <30% of AMI	7
Population in need earning 31%-50% of AMI	5
Population in need earning 51%-60% of AMI	2
Population in need earning 61%-80% of AMI	4
Population in need earning 80%-100% of AMI	5
Population in need earning over 100% of AMI	14

The recommended allocation of rental units of 92 units significantly exceeds the market demand estimate for Broadalbin/Perth, as the units allocated consider the unique offerings at the Tryon Development Area and County Route 107 site, which are designed to draw from a wider market area. The general target renter pool in Broadalbin/Perth is likely to include families with and without children and seniors. The target renter pool at the Tryon Development Area is likely to include executives, families without children and young professionals. The Tryon Development Area is designed to take advantage of proximity to the Tryon Technology Park and offer a well-designed relatively small-scale market-rate neighborhood with apartments and townhomes and locations for select neighborhood serving retail. The target renter pool at the County Route 107 site is likely to

include families with children and seniors, though with limited rental units and minimal retail footprint.

TABLE 51. BROADALBIN/PERTH SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	267
Percent of Market Demand Allocated	127%
Market Demand Analysis	
Current population needing housing (2014)	526
Current demand for units (2015)	210
Estimate of additional units potentially supportable by 2025	0
Estimate of total units potentially supportable by 2025	210
Achievable Mortgage Payments	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	69.8%
Housing Unit Type	
General Broadalbin/Perth Submarket	
Number of senior patio homes	10
Number of single-family homes	175
Tryon Primary Development Area	
Number of single-family homes	32
County Route 107	
Number of single-family homes	50
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	82
Population in need earning 51%-60% of AMI	39
Population in need earning 61%-80% of AMI	74
Population in need earning 80%-100% of AMI	90
Population in need earning over 100% of AMI	240

The recommended allocation of owner-occupied units of 267 units exceeds the identified potential market demand, as the units allocated consider the unique offerings at the Tryon Development Area and County Route 107 site, which are designed to draw from a wider market area. The general target renter pool in Broadalbin/Perth is likely to include families with and without children and seniors. Convenient commuter community can provide a large amount of single-family homes in multiple locations. A range of price points are possible but the proposed homes are largely market rate. The target owner pool at the Tryon Development Area is likely to include executives, families without children and young professionals. The Tryon Development Area is designed to take advantage of

proximity to the Tryon Technology Park and offer a well-designed relatively small-scale market-rate neighborhood with single-family homes and locations for select neighborhood serving retail. The target renter pool at the County Route 107 site is likely to include families with children and seniors, in the form of a large owner-occupied family neighborhood with limited rental units and minimal retail footprint. Infrastructure limitations require larger lot sizes that are appealing to families.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Broadalbin/Perth subarea, the following actions are recommended:

- a) Advance housing related actions identified in the Town of Perth and Town of Broadalbin local plans:
 - i. Encourage the creation of in-law apartments and the construction of elder cottages as a way to keep families together and provide an affordable housing option in the community.
 - ii. Encourage high-density residential developments in the form of apartment complexes, condominiums, or maintenance-free senior housing complexes in the Town Center and on property not used for industrial/commercial purposes in the Tryon Technology Park and Incubator Center.
 - iii. Promote a variety of affordable housing options. Allow for the use of accessory apartments and consider use of elder cottages, apartment buildings, multi-family attached housing and senior housing.
 - iv. Develop housing options for senior citizens with emphasis on safety, affordability, and access to daily needs. Allow for a variety of options including assisted living centers, nursing homes, and senior citizen housing units, adult retirement communities, congregate residences and continuing care retirement community.
- b) Over half of the units proposed for the submarket are newly constructed homes and apartments. A conceptual plan for the Tryon Development Area and the County Route 107 Development Area illustrate the build out and unit mix proposed above, but other scenarios are possible and the total units programmed for the area could be less based on developer interest.
- c) The County should promote the Tryon Primary Development Area through ongoing efforts focused primarily on distribution (in paper and online) of the Tryon Development Area brochure which offers detailed information about the submarket advantages.
- d) The Town supports the conceptual plan and mix of uses for the area and infrastructure access is planned or underway.
- e) Since there is not yet a developer advancing the projects at Tryon and County Route 107, it is less likely that this submarket would contribute to meeting current demand. As a result, it is assumed that this neighborhood would capture a larger share of future demand in the submarket and Countywide as it builds out through 2025, making it possible to target more market-rate rentals and owner-occupied units. As a next step to the conceptual design process, based on discussions

with potential housing developers, a phasing schedule should be developed to coordinate build out of various elements.

- f) Both Tryon and County Route 107 developments have small neighborhood-serving retail components. In order to maximize the impact of this development area, it is important that the recommendations in the Fulton County Retail Strategy be followed so that retail and commercial opportunities build out at the same time residential units come on line.
- g) Local land management tools described in the Countywide recommendations should be considered to reduce infrastructure and land costs and make housing more affordable.

SUBMARKET EIGHT: CAROGA/BLEECKER SUBMARKET RECOMMENDATIONS

1. Key Observations

- a) The owner and tenant targets for the Caroga/Bleecker Submarket should include families and seniors. The amenities that are important to these consumers include multiple modes of transportation, easy access to work and play, and nearby cultural centers and recreation assets.
- b) Almost 54% of the renters in need of housing in the submarket today cannot afford rent over \$750.00 per month. It may be necessary to offer inducements to developers including tax incentives and density bonuses to subsidize development costs for a portion of any rental units developed.

2. Caroga/Bleecker Subarea Proposed Housing Unit Allocation

The Town of Caroga is a small rural town located in the northern section of Fulton County, entirely within the Adirondack Park. The Town of Bleecker is located between Mayfield and Caroga on Fulton County's Northern border. Caroga is a community of year-round and seasonal residents known for the beauty of its ten lakes, numerous streams and ponds bordered by forested slopes. The Town's comprehensive plan indicates "to be an attractive place to live for persons of all ages, the Town needs to diversify its housing stock." It identifies a desire to concentrate new housing products in the Town Center. For purposes of submarket analysis, the Towns of Caroga and Bleecker have been combined.

The following tables summarize the proposed allocation, estimated market demand, achievable rents, housing products and affordability goals for the Caroga/Bleecker subarea for rental-occupied and owner-occupied units.

TABLE 52. CAROGA/BLEEKER SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF RENTER-OCCUPIED UNITS (2025) (ROUNDED)	
Renter Occupied Units	
Recommended Allocation of Renter-Occupied Units	50
Percent of Market Demand Allocated	83%
Estimated Potential Market Demand	
Current population needing housing (2014)	139
Current demand for units (2015)	60
Estimate of additional units potentially supportable by 2025	0
Estimate of total units potentially supportable by 2025	60
Achievable Rents	
Percent of target pool renters qualified to pay \$750 or more per month	46.4%
Percent of target pool renters qualified to pay less than \$750 per month	53.6%
Housing Products	
Number of townhomes	50
Affordability	
Population in need earning <30% of AMI	27
Population in need earning 31%-50% of AMI	18
Population in need earning 51%-60% of AMI	8
Population in need earning 61%-80% of AMI	16
Population in need earning 80%-100% of AMI	19
Population in need earning over 100% of AMI	151

The recommended allocation of rental units of 50 units comes close to matching the market demand estimate. The target renter pool is likely to include families with and without children. Like Northampton/Northville and Mayfield, the Caroga/Bleecker area is a desirable community attractive to families and seasonal homeowners.

TABLE 53. CAROGA/BLEEKER SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Recommended Allocation of Owner-Occupied Units	54
Percent of Market Demand Allocated	100%
Market Demand Analysis	
Current population needing housing (2014)	92
Current demand for units (2015)	37
Estimate of additional units potentially supportable by 2025	17
Estimate of total units potentially supportable by 2025	54
Achievable Mortgage Payments	

TABLE 53. CAROGA/BLEEKER SUBMARKET MARKET DEMAND ANALYSIS AND RECOMMENDED ALLOCATION OF OWNER-OCCUPIED UNITS (2025) (ROUNDED)	
Owner Occupied Units	
Percent of target pool owners, based on age and income, qualified to pay monthly mortgage of \$883+ (at 30% of gross income) or \$1,775+ (at 48% of income)	67.2%
Housing Unit Type	
Number of family patio homes	24
Number of single-family homes	30
Affordability*	
Population in need earning <30% of AMI	0
Population in need earning 31%-50% of AMI	14
Population in need earning 51%-60% of AMI	7
Population in need earning 61%-80% of AMI	13
Population in need earning 80%-100% of AMI	16
Population in need earning over 100% of AMI	42

The recommended allocation of owner-occupied units of 54 units matches the market demand estimate. The target owner pool is likely to include families with and without children and second homeowners. Like Northampton/Northville and Mayfield, the Caroga/Bleecker area is a desirable community attractive to families and seasonal homeowners.

3. Recommendations

In addition to the recommended allocation of renter-occupied and owner-occupied units in the Caroga/Bleecker subarea, the following actions are recommended:

- a) Advance housing related recommendations in local plans including:
 - i. Promote and encourage the development of diverse housing to meet the diverse needs of existing residents and to encourage others to move to the Town. Encourage the development of housing concentrated in the Town Center to support the growth and development core.
 - ii. In nearby Ephratah:
 - Pursue the development of an Ephratah Senior Housing Complex in the Town Center or at another appropriate site.
 - Encourage the development of low-maintenance types of housing including senior housing, apartments, condominiums, assisted living centers and others to keep current residents and attract others to locate in the Town
 - Encourage both large lot and clustered residential development patterns.

- Market Ephratah’s strengths to housing developers including its natural environment, abundant recreational resources and quality of life.
 - Actively enforce the NYS Property Maintenance Code to ensure that all properties are physically attractive.
- b) The County should develop a strong promotional program for the submarket, including a campaign to attract new residents that shows the benefits of moving to Fulton County (e.g., schools; taxes; access to amenities; and proximity to Adirondacks, cultural assets, medical facilities and transportation).
- c) Local land management tools described in the Countywide recommendations should be considered to reduce infrastructure and land costs and make housing more affordable.
- d) Explore opportunities for senior housing to locate around conveniences (services, retail) that are directly linked to adequate parking, safety, and pedestrian connections.
- e) Build on amenities and attractions including walkability, mobility, cultural destinations and shopping to maintain a highly social environment.
- f) Consider ways to link projects to the various lakes.



CONTACT:

Fulton County Planning Department

1 East Montgomery Street

Johnstown, NY 12095

Phone: (518) 736-5660

Fax: (518) 762-4597

planning@fultoncountyny.gov



*This initiative was assisted by a grant
from National Grid's Strategic Economic
Development Program*

Fulton County NY
POSITIVE