



# TOWN-WIDE RESIDENTIAL MARKET STUDY

## CHAPEL HILL, NORTH CAROLINA

**CHALLENGE** Increasing housing prices in Chapel Hill were serving to “shut-out” younger individuals and families from locating in the community’s neighborhoods.

**PROCESS** An in-depth and multi-faceted market analysis was performed by DCI. Interviews and focus groups were conducted to determine both existing housing issues, supply and demand as well as residential product types and lifestyle values. Several market and real estate data sources were utilized in constructing a full understanding of the local and regional market economics.

**SOLUTION** A discussion was held with the client and community leadership regarding potential private and public responses focused on housing product, density levels, and economics. Alternatives were developed for consideration and designed to offer a variety of “affordable” housing products which addressed a diverse consumer market.

**RESULTS** A draft program was developed for the community which identified several housing styles that were compatible with the Chapel Hill market. Recommendations were provided regarding developer/builder and household incentives which would serve to encourage affordable housing construction.

**YEAR**  
2010

**SERVICES**  
Housing Market Analysis

**CLIENT**  
Town of Chapel Hill, NC