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City of Perry Downtown Development Authority
RFQ 2026-01

**PERRY DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
REQUEST FOR QUALIFICATIONS (RFQ)
2026-01**

for

PUBLIC-PRIVATE DEVELOPMENT VENTURE

**MEETING STREET PROJECT
1102 and 1104 Meeting Street, Perry, GA**

May 7, 2026

**SUBMISSIONS ARE DUE AT THE ADDRESS SHOWN BELOW NO LATER
THAN JUNE 5, 2026**

***City of Perry City Administration
Building***

Attn: Finance Department

1211 Washington Street

P.O. Box 1231

Perry, GA 31069



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City of Perry Downtown Development Authority
RFQ 2026-01



INTRODUCTION

The Perry Downtown Development Authority (DDA), is soliciting responses from qualified developers to plan, develop, execute, and deliver the desired construction project on a roughly 0.5-acre site located in Downtown Perry along Meeting Street at the highly visible gateway into Downtown Perry from Macon Road and Swift Street. (please see Exhibit A for site details). The desired project should incorporate extensive public greenspace improvements on the adjacent property to the west, as conceptualized in Exhibit B. Qualifications should demonstrate an ability to deliver the desired development in an independent, timely, professional, and comprehensive manner.

The proposed project will consist of public and private uses to include proposed uses that should address needs in the Downtown Perry and local markets with desired uses such as retail, restaurants, office space, and residential, preferably a combination thereof in a development that takes advantage of density potential. The public uses should create a community greenspace with various placemaking elements to include water features, landscaping, seating areas, shade structures, and stage structure. A Downtown Perry housing study has been completed and an executive summary is provided in Exhibit



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D. It is envisioned that the project will take advantage of the unique location in growing Downtown Perry (demographic information provided as Exhibit C), providing a complimentary development that further drives Downtown patronage and visibility.

PROJECT UNDERSTANDING

The City of Perry's Downtown Development Authority, through this solicitation, wishes to select a qualified developer that can move the proposed mutually beneficial project to fruition, providing for a mixed-use, development that will benefit Downtown Perry and the community through economic development, furthering the vision the City and Downtown Development Authority has for Downtown. Locally established incentives may be available and negotiated with this project and will be considered after the selection of the development group.

The proposed development will be constructed on City-owned property in Downtown Perry (please see Exhibit A) and generally meet the following criteria:

- 1) The general design / aesthetic of the building(s) to be constructed will complement the existing character and historic aspects of current development in Downtown Perry. Aesthetics must be consistent and aligned with existing Downtown Perry buildings, improvements, and infrastructure. Design guidelines are established and can be reviewed at <https://perry-ga.gov/uploads/files>.
- 2) The orientation of the building(s) shall provide for frontage along Meeting Street. Any necessary parcel combinations or reconfigurations will be accommodated.
- 3) The development will be two (2) or three (3) stories in height (or any combination thereof):
 - a) The ground floor shall consist of commercial development to include retail and restaurant uses.
 - b) The second and third floor(s) of the building(s), if agreed upon, will be additional office/retail or residential space for long term rentals (apartments) or purchase (condominiums).
- 4) Actual square footage needs / design / layout / uses will be determined through the project development process between the DDA and the selected developer.
- 5) The City / DDA will own the land and lease the land to the developer for construction through a mutually agreed upon ground lease. Or, the DDA will enter into a purchase and sale agreement with the selected developer for the purchase of the property. Preference for either arrangement should be addressed within the offeror's response.
- 6) Minimal on-site parking may be included, but is not required, as the City has public parking options available at the Perry Events Center to support the project. Proposed on-street parking may be



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favorable to support typical downtown street development.

- 7) The City maintains the vacant greenspace adjacent to the project site that should be incorporated into the scope of the project as public greenspace improvements. Desired greenspace elements include water feature(s), courtyard-style seating areas, shade structures, varied landscaping elements including shade trees, ornamental trees, shrubs, and seasonal planting containers, and a hard barrier wall constructed at the western border of the site for pedestrian protection.
- 8) Preference is to have adequate outdoor spaces (e.g. courtyard, terrace(s), and rooftop(s) with scenic views of Welcome Park and community greenspace).
- 9) Preference for no wall HVAC units or roof units unless completely screened from public view from all sides of the building(s).
- 10) Preference is for extensive natural light throughout the building(s).
- 11) Building construction must adhere to all requirements and regulations outlined by the International Code Council for the building(s) use type(s) and construction materials.

The project will be catalytic in nature, fueling continued economic development in the area, will be pedestrian-oriented in nature, and will complement the existing historic aesthetic of Downtown Perry, creating a similar “feel” as the existing core of Downtown. Commercial uses associated with this project will add to the necessary and desired mix of commercial uses Downtown.



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PROJECT CRITERIA

The Offeror’s response to this RFQ should clearly address the following:

- 1) Demonstrated ability to execute similar projects in the State of Georgia and markets similar to Perry, preferably working within historic downtowns.
- 2) Strong financial standing and wherewithal to complete the project in a quality, complete, and timely manner.
- 3) Opportunity and desire to leverage full range of site opportunity and to provide a product that maximizes the capacity of the site while adhering to the criteria outlined in the “Project Understanding” portion of this request.

Submittals will be evaluated based on the following weighted criteria:

<i>Evaluation Factor</i>	<i>Weighting Factor</i>
Project Concept Design & Proposed Uses	40%
Demonstrated Experience w/ Similar Projects	15%
Development Team Experience	15%
Project Methodology	10%
Financial Standing	10%
Other	10%

The DDA will select the development partner(s) that demonstrate(s) the best combination of qualifications by area of expertise or collective specialties in such manner as is in the best interest of the City and yields the highest and best use of the project property. Interviews may be required; however, the DDA reserves the right to award a contract based upon evaluation of the written submittals only and reserves the right to reject any and all proposals.



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SUBMISSION REQUIREMENTS

Offerors must submit one (1) original proposal, seven (7) bound original copies, and one (1) USB flash drive (with .pdf copy) of the complete submittal.

All submissions must be received by 4:00 PM JUNE 5, 2026. Submissions must be submitted in a sealed box/package either by USPS Mail, FedEx, UPS or Hand Delivered and identified/labeled on the outside with The Offeror's name and address and project title as follows: "Meeting Street Development" and addressed to:

*City of Perry City Administration Building
Attn: Finance Department
1211 Washington Street
P.O. Box 2030
Perry, GA 31069*

Submissions may be hand delivered to the above address only between the hours of 8:00AM and 5:00 PM local time Monday through Friday, excluding Holidays observed by the City.

Offerors are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring **the required address information appears on the outer wrapper** or container used by such service. Submissions received after said date and time will not be considered. Having the container postmarked by May 29, 2026, does not meet the requirements of this RFQ. Delivering the document to a commercial delivery service is also not sufficient until the submittal is actually received at the designated location.

The submissions must be signed by an officer or employee of the company, legally authorized to enter into a contractual relationship in the name of the Offeror.

RFQ QUESTIONS

Any inquiries regarding this RFQ must be submitted, either in-person, verbally, or in writing (email acceptable) no later than 5:00 PM on May 20, 2026. Questions will be directed to:

Holly Wharton, Economic Development Director
P.O. Box 2030
Perry, GA 31069
Holly.wharton@perry-ga.gov
(478) 988-2755



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ADDITIONAL INFORMATION / ADDENDA

Answers to questions submitted that materially change the conditions and specifications of this RFQ will be distributed to all addressees as an addendum. Any discussions or documents will be considered non-binding unless incorporated and distributed in an addendum.

Proposers should check with the City of Perry Finance Department frequently during the time that this solicitation is open to Offerors to verify that they have received all issued addendums. Addendums will be posted on the City of Perry website (<https://perry-ga.gov/business-services/finance/bids-proposals>). While every attempt is made to make sure that registered proposers receive notice of addendums, proposers have the responsibility of making sure that they have received all issued addendums.

Exhibit A – Site Details and Photos

Aerial View

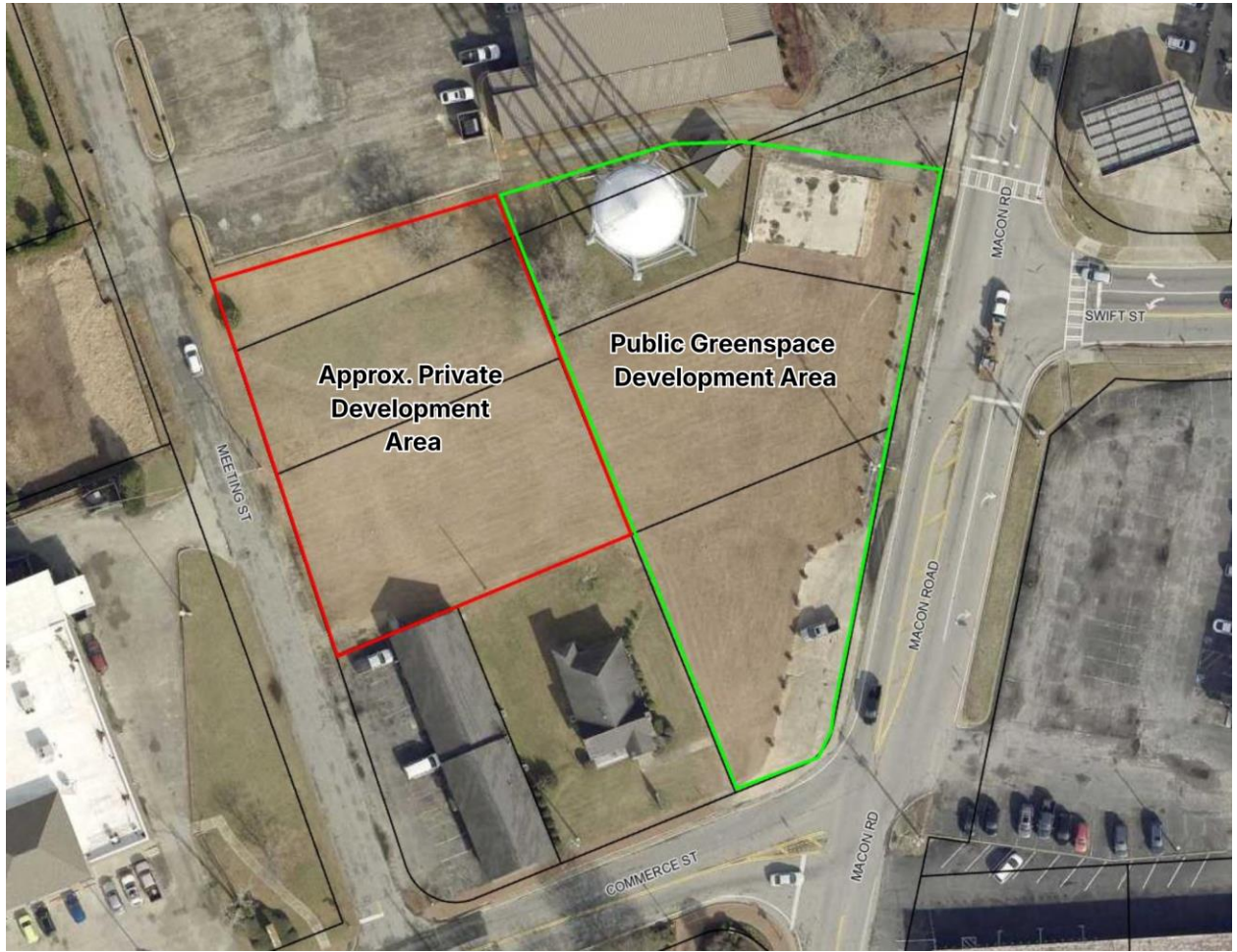


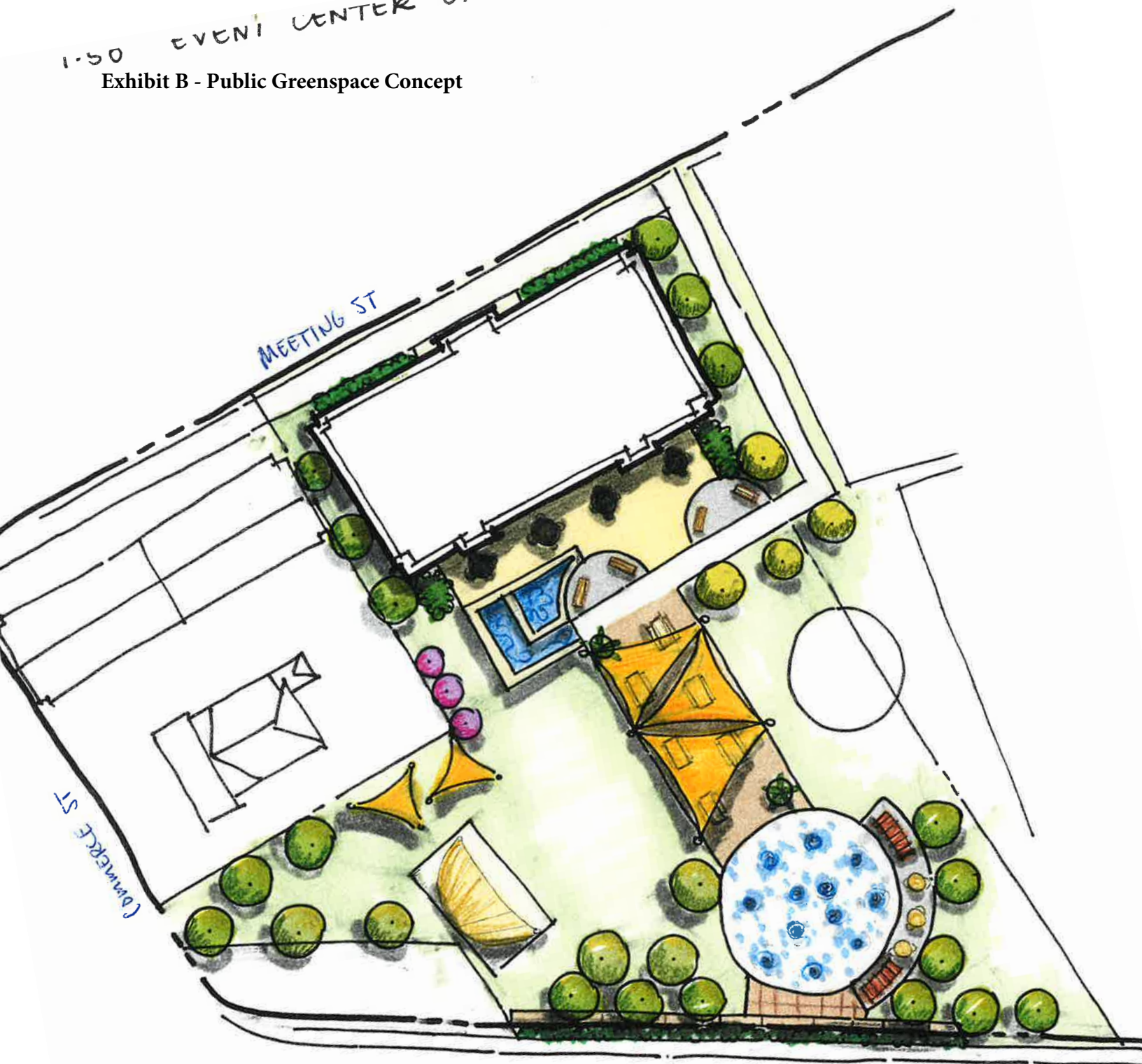








Exhibit B - Public Greenspace Concept



MACOU RD / SWIFT ST

original

Downtown Perry Market Demographics

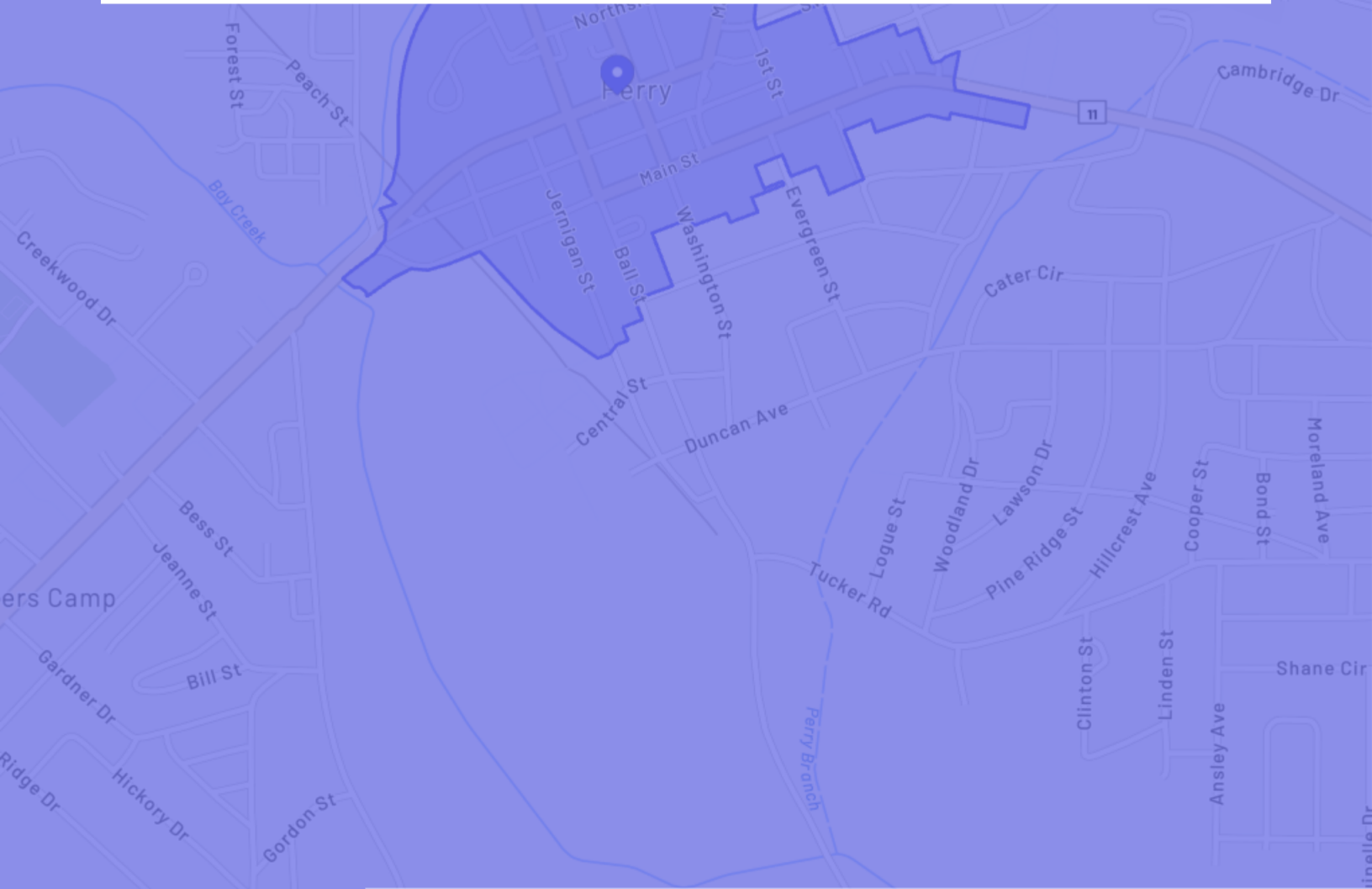
Jan 1 - Dec 31, 2025

Market:

DD **Downtown District - Downtown Boundary**
District / Neighborhood • Perry, GA

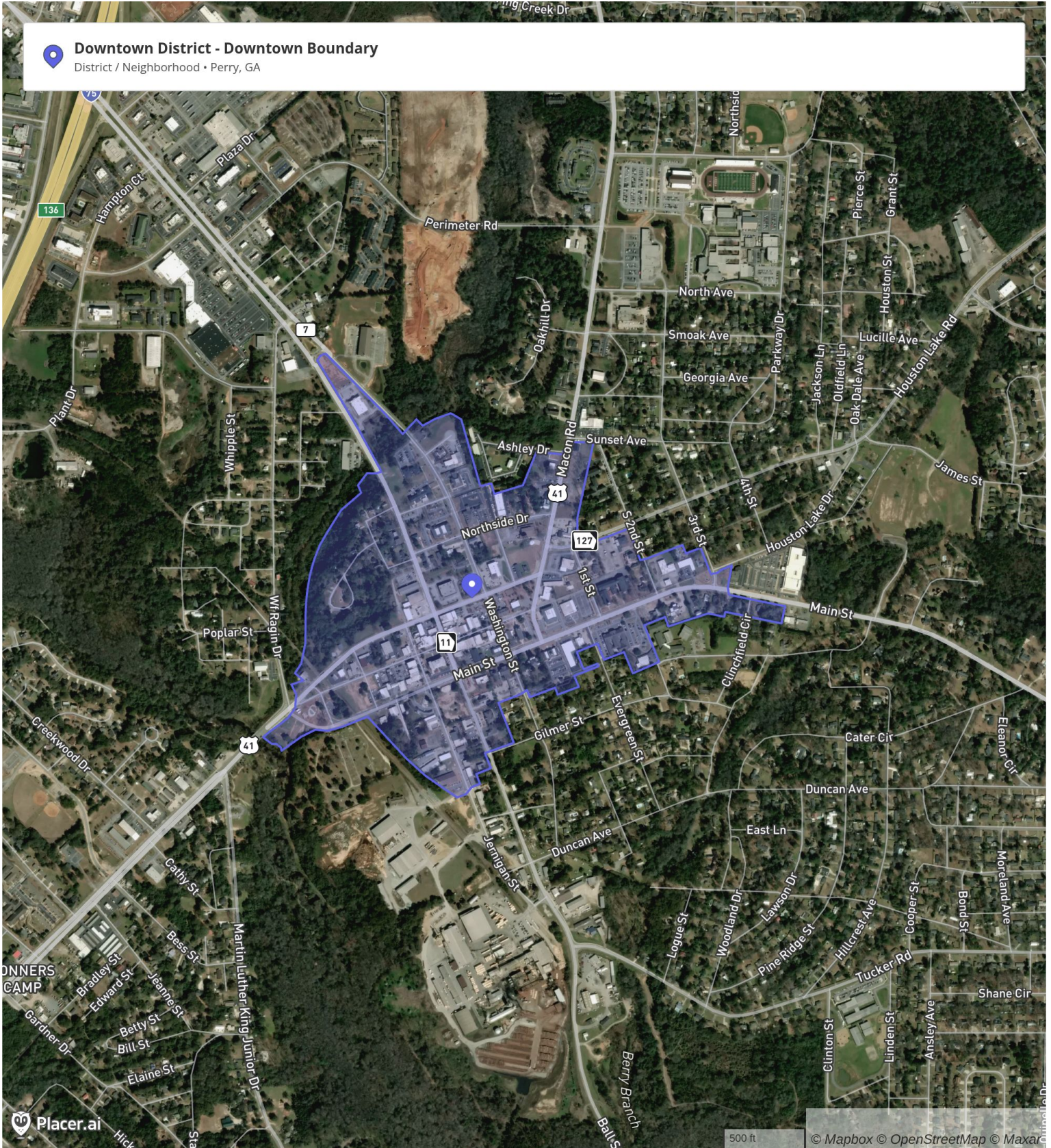
Applied Filters:

Audience Type: Inbound Visitor, Resident Worker, Inbound Worker



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

Downtown District - ...
District / Neighborhood • ...

Extended Workforce

Out-of-Market Visitors

Overview

Population	--		--	
Households	--		--	
Persons per Household	2.6		2.62	
Household Median Income	\$87,204.32		\$93,721.53	
Household Median Disposable Income	\$74,214.3		\$79,804.31	
Household Median Discretionary Income	\$59,666.74		\$65,572.42	
Average Income Per Person	--		--	
Median Rent	--		--	
Median House Value	\$262,964.79		\$292,161.15	
Households in Poverty	11%		9.3%	
Household Median Wealth	\$83,217.66		\$87,114.05	
Average Age	--		--	
Median Age	--		--	
Households with Children	32%		32.9%	
High School Graduate or Higher	91.4%		93.5%	
Bachelor's Degree or Higher	28.9%		33.8%	
Pop density (per sq mi)	--		--	


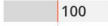
DataSet: STI: Popstats

Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
Area (based on blockgroups)	--	--
Population		
Population 2025 Q4	--	--
Population 2025 Q3	--	--
Population 2025 Q2	--	--
Population 2025 Q1	--	--
Population 2024 Q4	--	--
Population 2024 Q3	--	--
Population 2024 Q2	--	--
Population 2024 Q1	--	--
Population 2023 Q4	--	--
Population 5 Years Forecast	--	--
Population 10 Years Forecast	--	--
Persons per Household	2.6 	2.62 
Group Quarters	--	--
Transient Population - Average Last 4 Quarters	--	--
Households		
Households 2025 Q4	--	--

DataSet: STI: Popstats

Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Households 2025 Q3	--		--	
Households 2025 Q2	--		--	
Households 2025 Q1	--		--	
Households 2024 Q4	--		--	
Households 2024 Q3	--		--	
Households 2024 Q2	--		--	
Households 2024 Q1	--		--	
Households 2023 Q4	--		--	
Households 5 Years Forecast	--		--	
Households 10 Years Forecast	--		--	
Gender				
Male	--		--	
Female	--		--	
Ethnicity				
Other	4.6%	107	4.8%	111
Hispanic (Ethnic)	6%	57	5.9%	56
Asian	2.9%	65	3.1%	7
Black	27.8%	92	28.2%	93

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
White	58.8%	116	58%	115
Household by Ethnicity				
Other	5.4%	88	5.4%	89
Hispanic (Ethnic)	4%	51	4%	51
Asian	1.8%	51	2%	56
Black	28.6%	97	28.9%	98
White	60.2%	114	59.7%	113
Households Income				
Household Average Income	\$106,415.46	93	\$112,263.45	98
Average Income Per Person	--		--	
Household Median Income	\$87,204.32	104	\$93,721.53	112
<\$15K	6.6%	89	5.9%	89
\$15K - \$25K	6.7%	110	6.2%	102
\$25K - \$35K	5.9%	92	5.2%	88
\$35K - \$50K	8.8%	89	7.7%	77
\$50K - \$75K	14.6%	94	13.6%	88
\$75K - \$100K	14.6%	111	14.9%	114
\$100K - \$150K	20.9%	115	21.6%	119

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
\$150K - \$175K	7.1%	117	7.8%	129
\$175K - \$200K	5.7%	119	6.4%	135
\$200K - \$250K	5.1%	7	5.9%	84
\$250K - \$500K	2.2%	7	2.5%	84
>\$500K	1.8%	7	2.1%	84
Disposable Households Income				
Household Average Disposable Income	\$84,525.91	98	\$89,628.53	104
Household Median Disposable Income	\$74,214.3	104	\$79,804.31	112
<\$15K	7.1%	89	6.4%	89
\$15K - \$25K	8.2%	110	7.4%	99
\$25K - \$35K	6.9%	90	6.1%	7
\$35K - \$50K	10.2%	86	9%	7
\$50K - \$75K	18.2%	104	17.9%	102
\$75K - \$100K	16.5%	113	17%	117
\$100K - \$150K	21.1%	115	22.4%	122
\$150K - \$175K	4.6%	99	5.5%	119
\$175K - \$200K	2%	7	2.4%	85
\$200K - \$250K	2.1%	7	2.4%	84

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
\$250K - \$500K	2.9%	7	3.3%	84
>\$500K	0.2%	6	0.3%	3
Discretionary Households Income				
Household Average Discretionary Income	\$66,897.6	102	\$71,493.36	109
Household Median Discretionary Income	\$59,666.74	111	\$65,572.42	122
<\$10K	6.6%	7	6%	7
\$10K - \$20K	10.6%	105	9.3%	93
\$20K - \$30K	8%	7	7.1%	7
\$30K - \$40K	8.4%	86	7.3%	7
\$40K - \$50K	8.6%	98	7.6%	87
\$50K - \$75K	19.9%	111	20.4%	114
\$75K - \$100K	14.7%	120	15.6%	128
\$100K - \$125K	11%	138	12.9%	161
\$125K - \$150K	5.8%	101	6%	105
>\$150K	6.4%	7	7.8%	86
Households Income by Ethnicity				
Average Income - White	\$102,899.74	100	\$108,005.41	105
Median Income - White	\$97,357.06	102	\$103,677.13	109

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Average Income - Black	\$74,675.48	97	\$79,445.48	103
Median Income - Black	\$60,290.23	93	\$69,352.66	107
Average Income - Asian	\$109,806.55	94	\$118,579.95	102
Median Income - Asian	\$109,764.42	94	\$119,658.26	103
Average Income - Hispanic	\$90,099.13	102	\$98,476.05	111
Median Income - Hispanic	\$86,234.16	110	\$93,838.11	120
Average Income - Other	\$93,063.34	100	\$100,205.5	108
Median Income - Other	\$89,883.82	108	\$96,018.03	115
Age				
Average Age	--		--	
Median Age	--		--	
0-4	--		--	
5-13	--		--	
14-17	--		--	
18-21	--		--	
22-24	--		--	
25-29	--		--	
30-34	--		--	

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
35-39	--	--
40-44	--	--
45-49	--	--
50-54	--	--
55-59	--	--
60-64	--	--
65-69	--	--
70-74	--	--
75-79	--	--
80-84	--	--
85+	--	--
Age - Male		
Male Average Age	--	--
Male Median Age	--	--
0-4	--	--
5-13	--	--
14-17	--	--
18-21	--	--

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
22-24	--	--
25-29	--	--
30-34	--	--
35-39	--	--
40-44	--	--
45-49	--	--
50-54	--	--
55-59	--	--
60-64	--	--
65-69	--	--
70-74	--	--
75-79	--	--
80-84	--	--
85+	--	--
Age - Female		
Female Average Age	--	--
Female Median Age	--	--
0-4	--	--

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
5-13	--	--
14-17	--	--
18-21	--	--
22-24	--	--
25-29	--	--
30-34	--	--
35-39	--	--
40-44	--	--
45-49	--	--
50-54	--	--
55-59	--	--
60-64	--	--
65-69	--	--
70-74	--	--
75-79	--	--
80-84	--	--
85+	--	--

Employment by Occupation

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Production & Transportation	13.7%	94	12.6%	87
Construction	10.4%	130	8.3%	104
Farming, Fishing & Forestry	0.4%	89	0.5%	111
Office Admin	11.9%	109	12.3%	113
Sales	9.8%	100	10.7%	108
Personal Care	2%	89	2.2%	97
Building Maintenance & Cleaning	3.1%	94	3%	90
Food Preparation & Serving	4.7%	93	4.4%	87
Protective	1.9%	90	1.8%	83
Healthcare support	1.9%	82	1.8%	7
Professional Specialty	25.1%	107	26.5%	113
Managerial/Executive	15.1%	86	15.9%	90
Total Employees (16+ Years Old)	--		--	
Employment by Industry				
Public Administration	12.4%	258	13.4%	279
Other Professional Services	4.2%	90	3.4%	7
Entertainment Services	6.4%	7	6.3%	7
Educational Services	21.7%	104	23%	110

DataSet: STI: Popstats Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Administrative/Waste Services	4.9%	100	5.1%	104
Management Services	<0.1%	11	<0.1%	16
Professional Services	6.3%	7	6.3%	7
Financial, Insurance & Real Estate	7.4%	115	7.7%	120
Information	0.6%	28	0.6%	26
Transportation	6%	83	5.5%	7
Wholesale Retail	13.1%	96	13.4%	98
Manufacturing	9.9%	97	9.3%	91
Agriculture/Mining/Construction	7.2%	92	6%	7
Total Employees (16+ Years Old)	--		--	
Language Spoken				
Speak Other Language at Home	2.6%	39	2.9%	45
Speak Spanish at Home	3.7%	44	3.7%	44
Speak English at Home	93.8%	110	93.3%	110
Ancestry				
Unclassified	23.5%	154	23.5%	154
Other	17%	110	16.4%	106
Middle Eastern	0.1%	39	0.1%	50

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Other European (e.g. Greek/Russian)	1.1%	7	1.2%	7
Scottish/Irish	4.4%	94	4.4%	94
Scandinavian	0.4%	7	0.5%	83
Polish	0.4%	102	0.5%	116
Italian	0.9%	85	0.9%	88
German	2.9%	96	3%	98
French	0.4%	8	0.4%	84
Dutch	0.2%	7	0.2%	7
British	5.3%	96	5.5%	100
Other Asian	0.3%	134	0.2%	106
South East Asian (e.g. Vietnamese)	0.1%	39	0.1%	40
South Central Asian (e.g. Indian)	0.3%	18	0.3%	19
Korean	0.3%	56	0.4%	63
Japanese	<0.1%	33	<0.1%	23
Chinese	0.4%	55	0.4%	63
Hawaiian/Pacific Islander	<0.1%	100	<0.1%	99
Native American (Indian/Eskimo)	0.2%	93	0.2%	94
Other Hispanic	0.7%	148	0.8%	179

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
South American	0.6%	56	0.6%	63
Central American	0.4%	25	0.3%	19
Dominican	<0.1%	23	<0.1%	29
Cuban	0.6%	157	0.7%	167
Puerto Rican	0.8%	7	0.9%	7
Mexican	2.8%	50	2.5%	45
American	6.2%	109	5.7%	100
Education (Age 25+)				
Total Educated Population	--		--	
Elementary (0 to 8 Years)	2.9%	65	2.2%	52
Some High School (9 to 11 Years)	5.6%	84	4.3%	63
High School Graduate (12 Years)	28.6%	107	26.4%	98
Some College (13 to 16 Years)	23.7%	121	22.3%	114
Associates Degree Only	10.2%	123	11%	132
Bachelor's Degree Only	16.9%	81	19.1%	92
Graduate Degree	12%	89	14.7%	109
Household Type				
Households	--		--	

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
One Person Households	24.8%	94	24.6%	94
Married Couple	52.1%	110	54.6%	115
Male Householder	5.1%	104	4.6%	94
Female Householder	14.5%	95	13.5%	89
Non Family Households	3.5%	58	2.8%	45
Household Size				
Households	--		--	
1 Person Household	24.8%	94	24.6%	94
2 Person Household	32.9%	104	32.7%	103
3 Person Household	17.2%	103	17.3%	104
4 Person Household	13.9%	100	14.3%	103
5 Person Household	6.7%	99	6.8%	101
6 Person Household	3%	102	2.9%	100
7+ Person Household	1.5%	8	1.4%	7
Housing Units				
Vacant Housing	--		--	
Renter Occupied Housing	--		--	
Owner Occupied Housing	--		--	



DataSet: STI: Popstats

Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
Total Housing Units	--	--
Housing Rent		
Average Rent	--	--
Median Rent	--	--
Total Cash Rents Housing	--	--
<\$300	--	--
\$300-\$500	--	--
\$500-\$750	--	--
\$750-\$1000	--	--
\$1000-\$1500	--	--
\$1500-\$2000	--	--
\$2000-\$2500	--	--
\$2500-\$3000	--	--
\$3000-\$3500	--	--
>\$3500	--	--
Value of Owner-Occupied Housing Units		
Average House Value	--	--
Median House Value	\$262,964.79 	\$292,161.15 

DataSet: STI: Popstats

Benchmark: State

Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Owner Occupied Housing	--		--	
<\$100K	--		--	
\$100K - \$200K	--		--	
\$200K - \$300K	--		--	
\$300K - \$400K	--		--	
\$400K - \$500K	--		--	
\$500K - \$1000K	--		--	
>\$1000K	--		--	
Poverty				
Households in Poverty	11%	84	9.3%	7
Households Above Poverty	89%	102	90.7%	104
Households in Poverty (Married)	1.7%	7	1.4%	61
Households in Poverty (Male Householder)	0.7%	111	0.6%	95
Households in Poverty (Female Householder)	3.7%	100	2.8%	7
Households in Poverty (Non-Family)	4.6%	7	4.3%	7
Households in Poverty (Non-Family Student)	0.3%	53	0.3%	51
Wealth per Household				
Household Average Wealth	\$242,178.55	101	\$248,426.83	104

DataSet: STI: Popstats

Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce		Out-of-Market Visitors	
Household Median Wealth	\$83,217.66	105	\$87,114.05	110
<\$0K	17.1%	98	16.9%	96
\$0K - \$5K	8.3%	96	8%	93
\$5K - \$10K	4.5%	97	4.4%	95
\$10K - \$25K	6.3%	99	6.2%	97
\$25K - \$50K	6.9%	101	6.9%	100
\$50K - \$100K	10.4%	102	10.4%	101
\$100K - \$250K	18.4%	102	18.4%	102
\$250K - \$500K	13.4%	102	13.6%	104
>\$500K	14.8%	101	15.3%	105
Vehicles per Household				
Total Number of Vehicles	--		--	
Average Number of Vehicles	2.1	110	2.1	110
No Vehicles	4.1%	69	4.2%	7
1 Vehicle	27.4%	85	27.2%	84
2 Vehicles	38.4%	102	38%	100
3 or more Vehicles	30.1%	125	30.7%	128
Population Change				

DataSet: STI: Popstats

Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

	Extended Workforce	Out-of-Market Visitors
Births	--	--
Deaths	--	--
Migration	--	--
Workplace		
Total Businesses	--	--
Total Employees	--	--

DataSet: STI: Popstats Benchmark: State



Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

Demographic Overview

Summary

Audiences	Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
Extended Workforce	\$87.2K	White (58.8%)	28.9%	2.6
Out-of-Market Visitors	\$93.7K	White (58%)	33.8%	2.62
Georgia Residents	\$83.5K	White (50.5%)	34.2%	2.61

Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

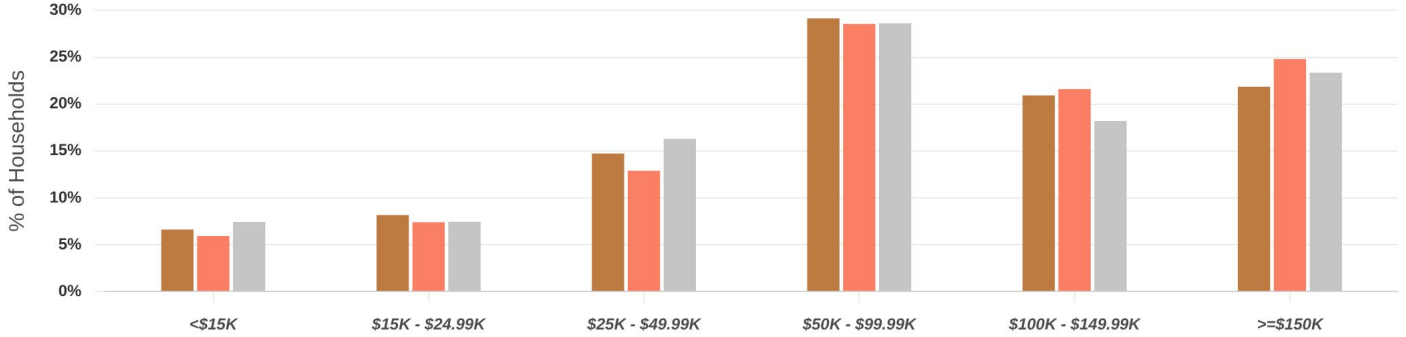


Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

Household Income

Downtown District ... | **Georgia**
District / Neighborhood ... | Residents

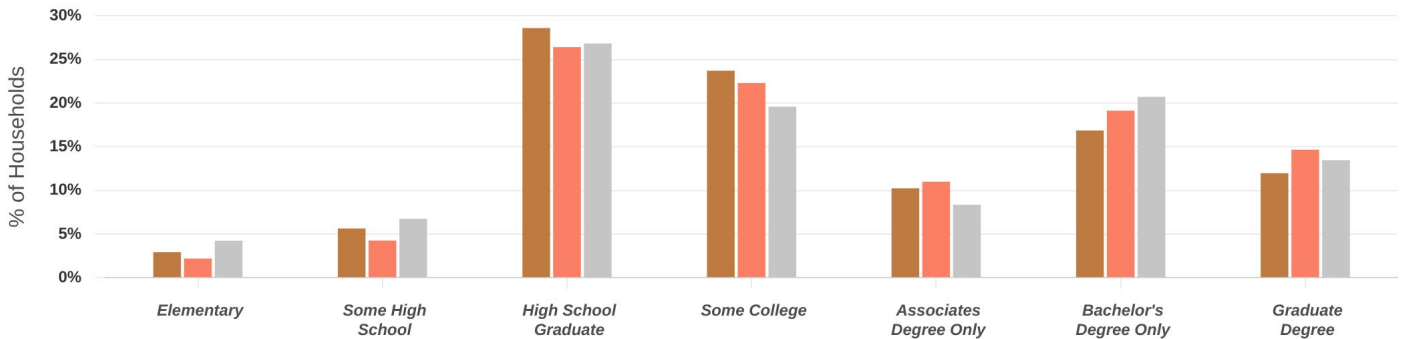


Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Education

Downtown District ... | **Georgia**
District / Neighborhood ... | Residents



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

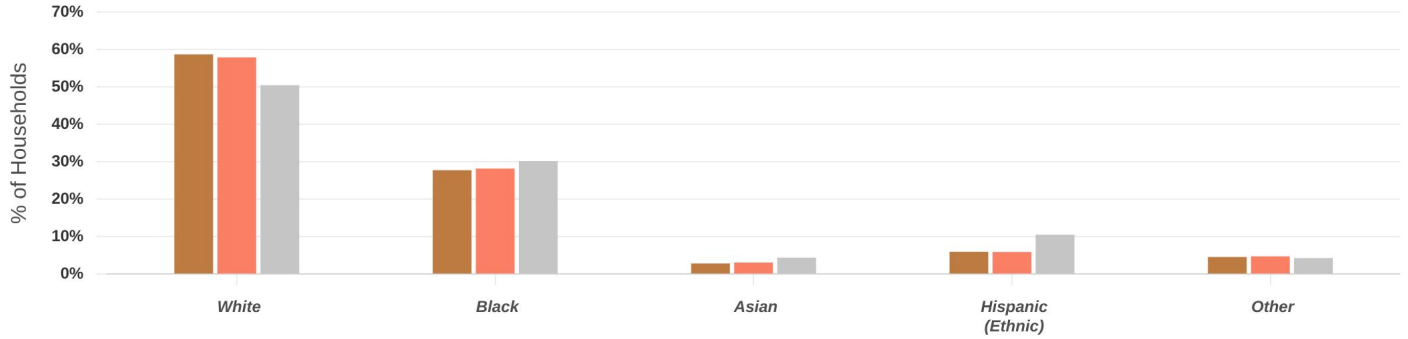


Downtown Perry Market Demographics

Jan 1 - Dec 31, 2025

Ethnicity

Downtown District ... | **Georgia**
District / Neighborhood ... | Residents

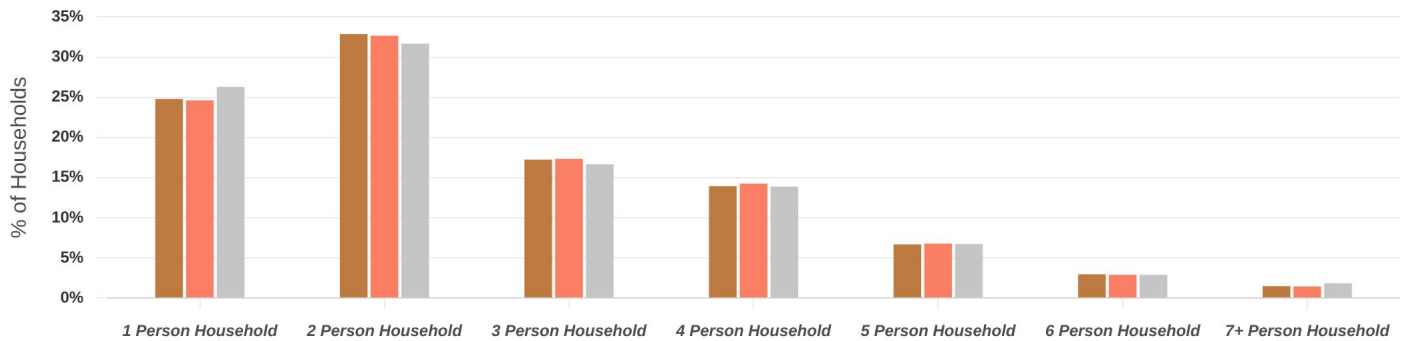


Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Household Size

Downtown District ... | **Georgia**
District / Neighborhood ... | Residents



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



AN ANALYSIS
of
RESIDENTIAL MARKET POTENTIAL

For

The Downtown District Study Area

City of Perry, Houston and Peach Counties, Georgia

June, 2023

Conducted by
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Residential Market Analysis Across the Urban-to-Rural Transect

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Residential Market Analysis Across the Urban-to-Rural Transect

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Downtown District Study Area
City of Perry, Houston and Peach Counties, Georgia

June, 2023

EXECUTIVE SUMMARY

This study determined the market potential and optimum market position for market-rate rental and for-sale housing units that could be developed over the next five years in the Downtown District Study Area.

- An annual average of 1,615 households of all incomes comprise the market potential for new and existing housing units in the City of Perry each year over the next five years.
 - Approximately 71.5 percent of those households live outside the City of Perry; the other 28.5 percent are households that would be moving from within the city.
 - The target market methodology identifies those households that prefer living in downtown and walkable neighborhoods; in this analysis, an annual average of 257 households with incomes at or above \$50,000 per year represent the potential market for new rental and for-sale multi-family and for-sale single-family attached housing units in the Downtown District Study Area.
 - Characterized by lifestage, these households include:
 - Younger singles and childless couples (62 percent);
 - Empty nesters and retirees (23 percent); and
 - Traditional and non-traditional families (15 percent).
 - The optimum market position for new market-rate housing in the Study Area has been developed to correspond to the housing preferences and financial capabilities of those target households with incomes at or above \$50,000.
-

The Downtown District Study Area
City of Perry, Houston and Peach Counties, Georgia
June, 2023

- A total of 162 target households are a potential annual market for new rental units, and the remaining 95 households comprise the average annual potential market for new for-sale multi-family and single-family attached ownership.
- Of the 95 buyer households, 45 households are potential condominium purchasers, and a total of 50 target households are potential rowhouse/townhouse/duplex purchasers.
- Based on the target households’ financial capabilities and housing preferences, the optimum market position for newly-introduced (both new construction and adaptive re-use of existing buildings) housing units that could be constructed within the Study Area is summarized on the following table:

UNIT RENT/PRICE RANGE	UNIT SIZE RANGE	BASE RENT/PRICE PER SQ. FT.
MULTI-FAMILY FOR-RENT (APARTMENTS)		
\$1,150-\$2,100	600-1,300 sf	\$1.62-\$1.92
MULTI-FAMILY FOR-SALE (CONDOMINIUMS)		
\$170,000-\$250,000	850-1,400 sf	\$179-\$200
SINGLE-FAMILY ATTACHED FOR-SALE (ROWHOUSES/TOWNHOUSES)		
\$275,000-\$325,000	1,550-1,950 sf	\$167-\$177

- For the Study Area, absorption of the newly-developed units is forecast using capture rates of the target households for each housing type, assuming the production of appropriately-positioned new housing, as follows:

	TARGET HOUSEHOLDS	CAPTURE RATES	ANNUAL UNITS ABSORBED
TOTAL	<u>257</u>	15% – 20%	<u>39 - 51</u>
MULTI-FAMILY FOR-RENT	162		24 – 32
MULTI-FAMILY FOR-SALE	45		7 – 9
SINGLE-FAMILY ATTACHED FOR-SALE	50		8 – 10

The Downtown District Study Area
City of Perry, Houston and Peach Counties, Georgia
June, 2023

- If new development, both new construction and adaptive re-use of existing buildings, could achieve these capture rates, between 195 and 255 new units could be leased or sold in the Downtown District Study Area each year over the next five years; at the end of five years, between 120 and 160 new rental units and from 75 to 95 new ownership housing units could be added to the Study Area's housing stock.
- The newly-developed units would not only attract new households to the Study Area but would also provide alternatives for households that might otherwise have moved out of the city for lack of appropriate housing.