

# NAVASOTA WORKFORCE HOUSING REPORT



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# Executive Summary

In June of 2024, the City of Navasota and the Navasota Economic Development Corporation (NEDC), with the help of the Navasota Grimes County Chamber of Commerce initiated an updated survey of the workforce across both Navasota and Grimes County to learn more about the housing needs of the residents in the city.

This report aims to help developers, prospective investors, as well as future and current residents of the area make informed decisions on what types of housing and apartments the area is ready to support. Additionally, this report builds on the 2022 housing report, allowing all invested parties to analyze changes in how respondents view the housing situation in the area. Data on demographics, households, workforce, and employment were also gathered and analyzed.

According to data provided by the US Census Bureau, the average amount of time it takes people working in Navasota to commute to work is 22.8 minutes. This means that a considerable portion (likely a majority) of people who work in Navasota do not live in the city. When asked what barriers were stopping them from living in Navasota, the two most common answers on the survey were a lack of housing and a lack of rental availability.

Additionally, considering that the city's population keeps growing year over year, it becomes clear that Navasota will need more housing options available in the near future. The 2024 survey sought to gather information on the types of homes owners and renters seek, what features and amenities are most important when considering purchasing/renting, and the respondents' preferences when it came to the type of housing and unit size. Answers regarding pricing preferences were also collected across the different housing types.

The survey reveals a demand for a variety of housing options, at diverse price points and sizes, to accommodate the workforce population at every stage of life. The spread for the average household income for respondents was relatively even, with a slight skew towards higher-income residents. Answers regarding size preference were also relatively evenly distributed, with a slight skew towards larger spaces with more bedrooms and more square footage.

The results of the survey and the overall current economic health of Navasota and its surrounding trade area indicate that there is ample opportunity for keen-eyed developers and investors to bring developments to the area. There is growing demand for more available housing and for more available spaces for rent, creating a profitable business opportunity for anyone looking in Navasota, Texas. Table 1 provides a quick overview of what the survey respondents are looking for on average in their housing needs.

Survey Question	Average Answer
What size of house/apartment would you prefer? (sq ft)	1,689.6
How many bedrooms would you prefer?	2.96
How much are you willing to spend on a mortgage if purchasing a home?	\$1,599.05
How much are you willing to pay in rent monthly for an apartment?	\$1,110.8
How much are you willing to pay for a 1-bedroom luxury apartment?	\$1,163.65
How much are you willing to pay for a 2-bedroom luxury apartment?	\$1,415.96
How much are you willing to pay for a 3-bedroom luxury apartment?	\$1,713.42

*Table 1: Average Answers from Housing Survey Regarding Size and Payment Preferences*

# Study Area Description

The City of Navasota is the largest municipality and economic hub of Grimes County.

Navasota offers the best and most abundant employment opportunities, recreation, retail shopping, lodging, and health care services in the county. The city has been described as having a unique historical charm, allowing it to serve as the cultural hub for the surrounding area.

While the majority of focus for this study was on the city itself, the information provided in this report offers insights into the surrounding areas as well. The largest communities near Navasota are Brenham, Texas (25 miles) and College Station, Texas (24 miles). Because a significant portion of the workforce commutes into Navasota, the study is comprised of responses from both people living within city limits as well as people who live in the larger trade area in the county.

Figure 1 shows the city limits of Navasota on a map.

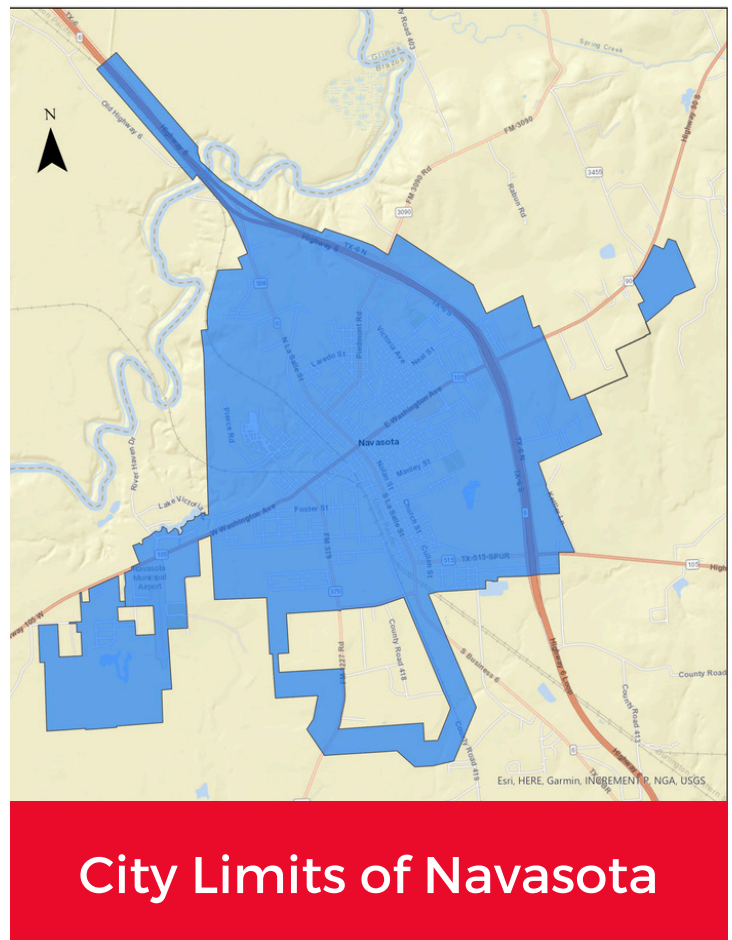


Figure 1

# Demographic & Economic Analysis

In order to understand what the market for housing demand looks like in Navasota, it's important to understand the demographic and population trends present in the city. In order to present these trends, data was gathered from the following sources: U.S Census Bureau, The Navasota EDC website, which utilizes Applied Geographic Solutions and FT Locations 2024, and The Retail Coach, which utilizes infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. The Grimes CAD as well as the BVCOG were also sources of information for this report.

## A. Population Growth

Table 1 displays population numbers for both the City of Navasota and Grimes County from 2010 to the most recent available data in 2023. These population numbers were sourced from the US Census website.

Population	2010	2020	2023	% Growth 2010 - 2020	% Growth 2020 - 2023
City of Navasota	7,049	7,643	8,969	8.43%	17.35%
Grimes County	26,604	29,299	32,384	10.13%	10.53%

Table 1: Population Data

- Navasota is the largest municipality in Grimes County, accounting for over 25 percent of the residents in the county.
- Both Navasota and Grimes County are growing rapidly, with growth numbers in the last 4 years already eclipsing the growth numbers of the previous decade.

## B. Age Distribution

Table 2 displays a breakdown of how the population of Navasota and Grimes County are distributed by age in 2023.

Age	City of Navasota		Grimes County	
	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>
<b>0 - 9</b>	12.55%	967	10.50%	3,245
<b>10 - 19</b>	12.37%	953	10.75%	3,324
<b>20 - 29</b>	13.72%	1,057	12.95%	4,002
<b>30 - 39</b>	12.86%	991	13.04%	4,031
<b>40 - 49</b>	10.39%	801	12.46%	3,850
<b>50 - 59</b>	11.86%	914	13.12%	4,056
<b>60 - 64</b>	6.62%	510	7.42%	2,292
<b>65 and older</b>	19.63%	1,513	19.76%	6,107

Table 2: Age Distribution Data

# C. Employment by Occupation

Table 3 contains a breakdown of what industries the residents of Navasota and Grimes County work in.

## Navasota Employment by Occupation Data

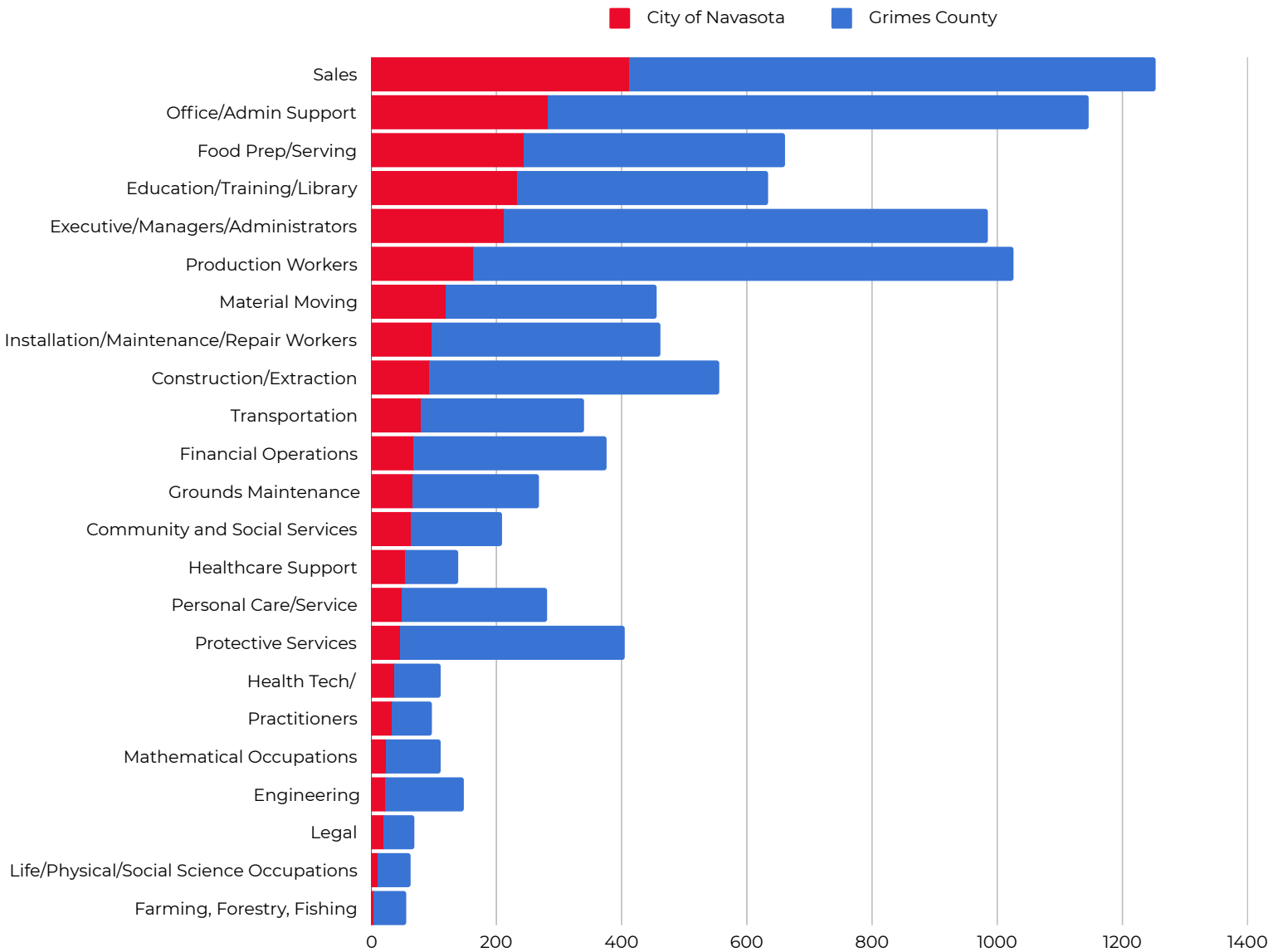


Table 3: Employment by Occupation Data

The top 5 most common industries that residents of Navasota work in are Sales, Office and Administrative Support, Food Preparation and Serving, Education/Training/Libraries, and Administration/Management/Executives.

## D. Retail Trade Area and Trends

The trade area encompasses every person who is likely to spend their income in the City of Navasota.

Table 4 provides a breakdown of Navasota’s retail trade area. This data is from Navasota’s partner in economic development, The Retail Coach, who works with the city to bring new investment and development opportunities. Figure 2 provides a look at the general areas that comprise Navasota’s trade area.

Characteristics	2021	2024	2029	Change from 2021 - 2024	% Change 2021 to 2024
Population	48,890	53,499	57,669	4,609	9.43%
Retail Demand	329,350,549	535,828,135	622,149,300	206,477,586	62.69%
Median HH Income	59,822	76,323	N/A	16,501	27.58%
Highschool Education Rate	80.90%	85.20%	N/A	4.3%	5.32%

Table 4: Retail Trade Area Characteristics

- Navasota’s retail trade area has experienced promising growth in several important economic factors since 2020
- Retail demand can be defined as the amount of goods demanded in Navasota’s trade area. This metric enables the city to measure its potential economic activity, which has grown exponentially in the last 4 years.
- The median household income has also increased substantially, with a 27 percent increase from 2020 figures.
- Through initiatives by the school district as well as through the influx of people moving into the area, the percent of people with at least a high school diploma equivalent has increased by 5.3 percent in the last 4 years.

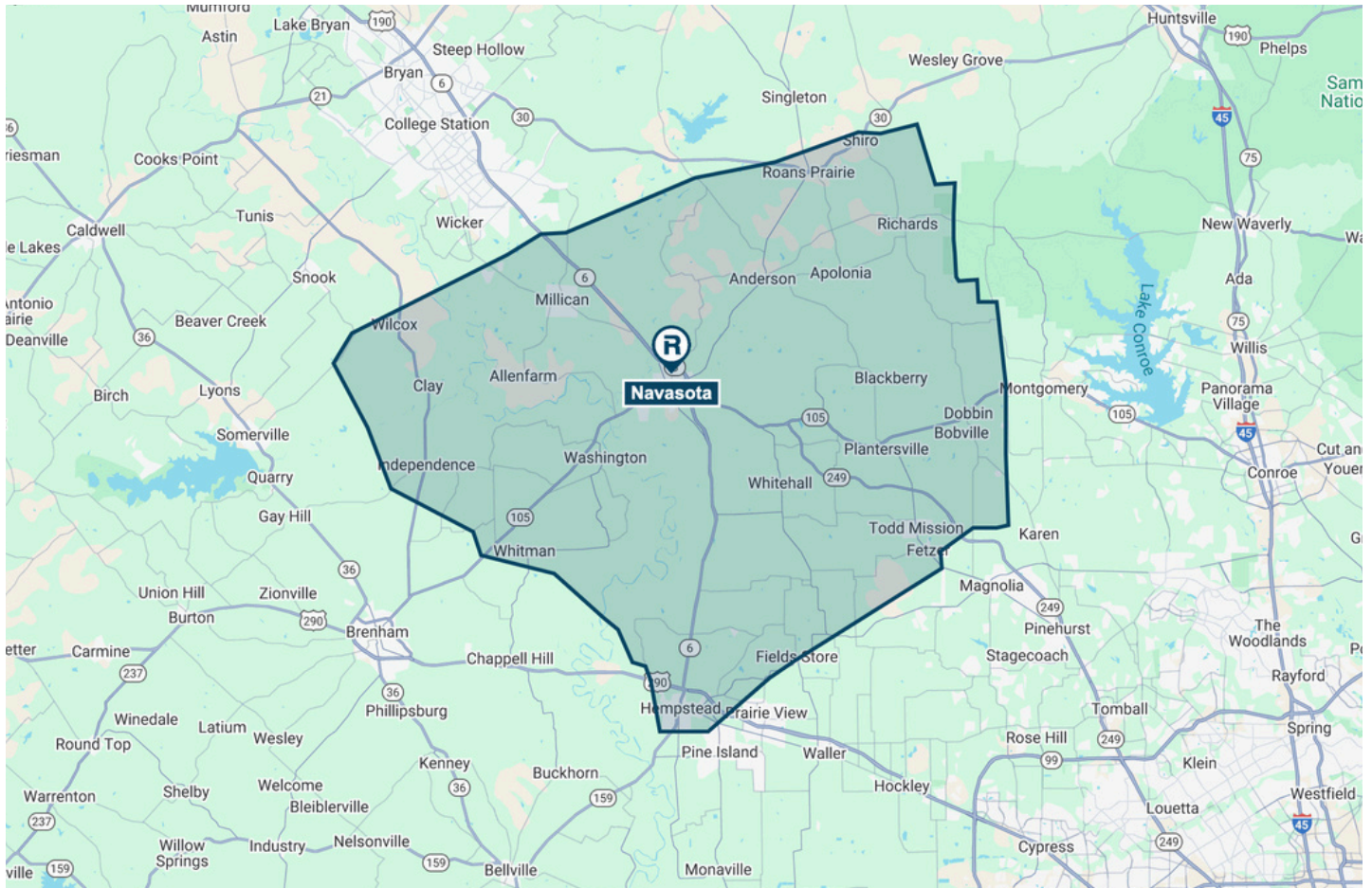


Figure 2: Navasota's Retail Trade Area

# Current Housing Supply

To comprehensively understand what the demand for housing looks like in Navasota, it's important to understand the city's existing supply. In recent years, Navasota has seen steady growth in new single-family homes. The Pecan Lakes subdivision and others have helped alleviate demand for middle-income earners and first-time home buyers. Despite this growth, demand is still outpacing supply for single-family units. Multifamily residential construction has also not kept up with population changes, contributing to the city's overall housing supply not meeting the demand of its residents. The city's demand for multi-family units is higher than its need for single-family units, as shown in the following sections.



# A. Apartments & Multifamily Residences

Multifamily residences have been identified as a crucial need for the city of Navasota. The housing survey conducted this year confirmed what stakeholders and residents of the city have known for years; Navasota needs more multi-family residential development.

Navasota has 12 apartment complexes, 1 townhome complex, 2 triplex complexes, 7 duplex complexes, and 2 loft apartment complexes, totaling approximately 486 rental units. 113 of these units are market rate, and 373 units are considered subsidized/income-restricted through the Department of Housing and Urban Development. Tables 5 and 6 provide a full breakdown of Navasota’s current multifamily housing supply.

Complex Name	Address	Units	Year Built
<b>Cedar Creek Apartments</b>	1208 Victoria St.	26	1996
<b>Creekside Apartments</b>	1555 Stacey St.	20	1972
<b>High Point Apartments</b>	1516 Neal St.	24	1973
<b>Wades Way Triplexes</b>	603 & 605 Wades Way	6	2007
<b>Wades Way Duplexes</b>	602-606, 702-708 Wades Way	14	early 2000s
<b>Wades Way Apartments</b>	607 & 609 Wades Way	9	1986
<b>Wood Street Apartments</b>	109 Wood St.	6	1969
<b>Mayfair Lofts</b>	109 E. McAlpine St.	5	2021
<b>Farquhar Lofts</b>	118 Farquhar St.	3	early 2000s
<b>Total</b>		113	Avg. 1987

*Table 5: Navasota’s Current Market Rate Rental Supply*

- The average age of market rate apartments in Navasota is 37 years.
- The lack of multifamily residential developments has caused a shortage of availability, indicated by an estimated occupancy rate of 95% in 2024

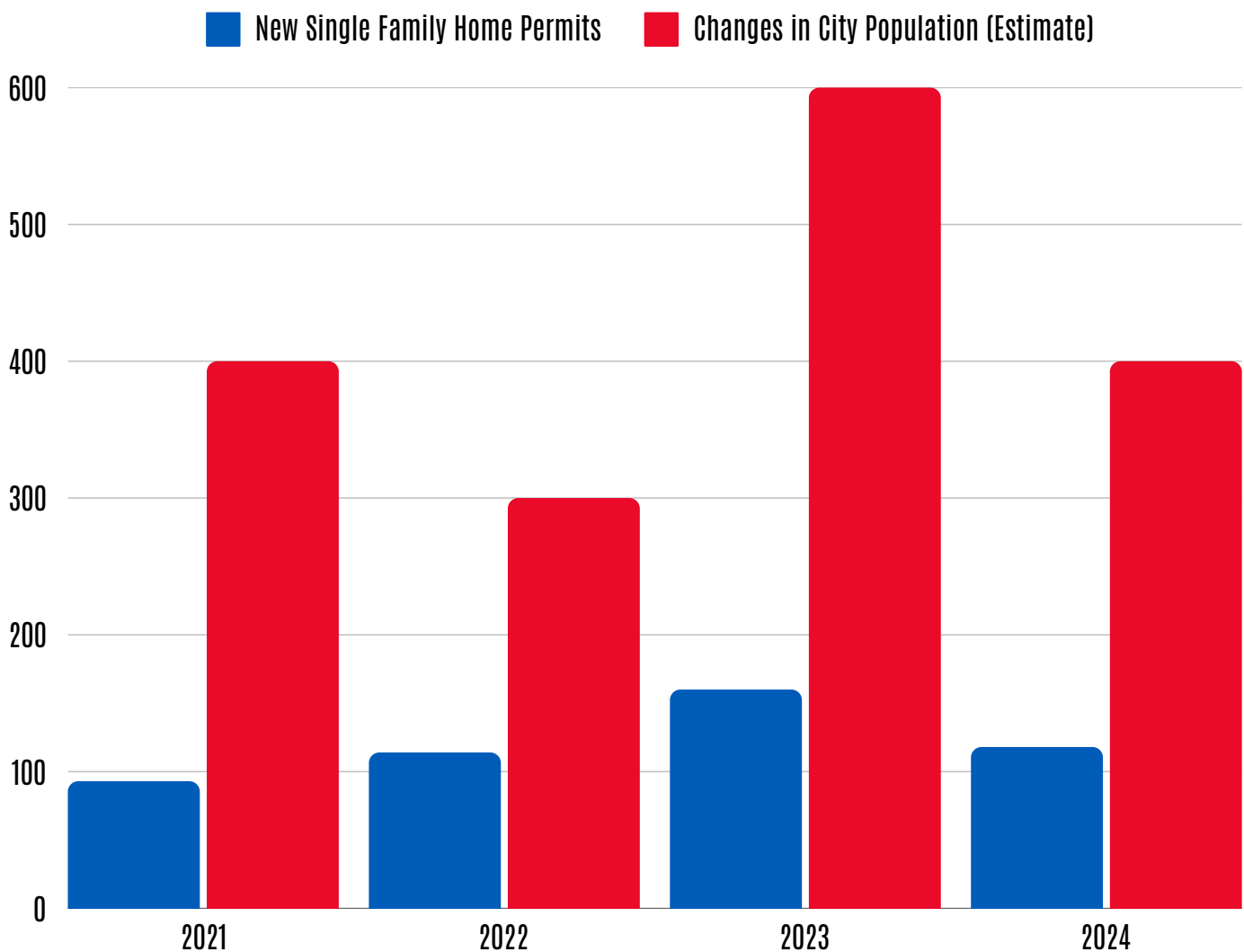
Complex Name	Address	Units	Year Built	Restrictions
<b>Magnolia Plaza</b>	700 Doris St.	60	1958	Low Income
<b>Buckingham Gardens</b>	209 Buckingham Ln.	49	1992	Seniors Only
<b>Navasota Manor</b>	1015 Church St.	40	1992	Seniors Only
<b>Allen White Village</b>	501 Allen White Dr.	50	1981	Low Income
<b>Navasota Landing</b>	520 Laredo St.	80	1996	Low Income
<b>Forty-Two Place</b>	1105 Center St.	46	1982	Low Income & Senior Availability
<b>Northwood</b>	516 Laredo St.	48	1978	Low Income
<b>Total</b>		373	Avg. 1983	

*Table 6: Navasota’s Current Subsidized/Income-Restricted Multi-Family Apartment Properties through Department of Housing and Urban Development (HUD)*

- Navasota’s HUD housing supply is 3 times greater than its market rate supply.
- The average age of the HUD housing supply is 41 years.
- The estimated occupancy rate for HUD housing is 98%.

## B. Single Family Homes

Navasota recently has been seeing promising upticks in single-family home construction, with developments in the Pecan Lakes subdivision, Altamira subdivision, Pecan Groves and Hidden Hills subdivision serving as promising steps towards greatly increasing the city's housing supply. These new developments are a step in the right direction but aren't enough to offset the changes in the city's population. The city has seen its population increase by 1,300 people between the 2020 census (7,643 people) and the most recent available census estimate in 2023 (~8,969 people). This trend is shown in Figure 3, which graphs the changes in city population vs the number of new single-family residential building permits.

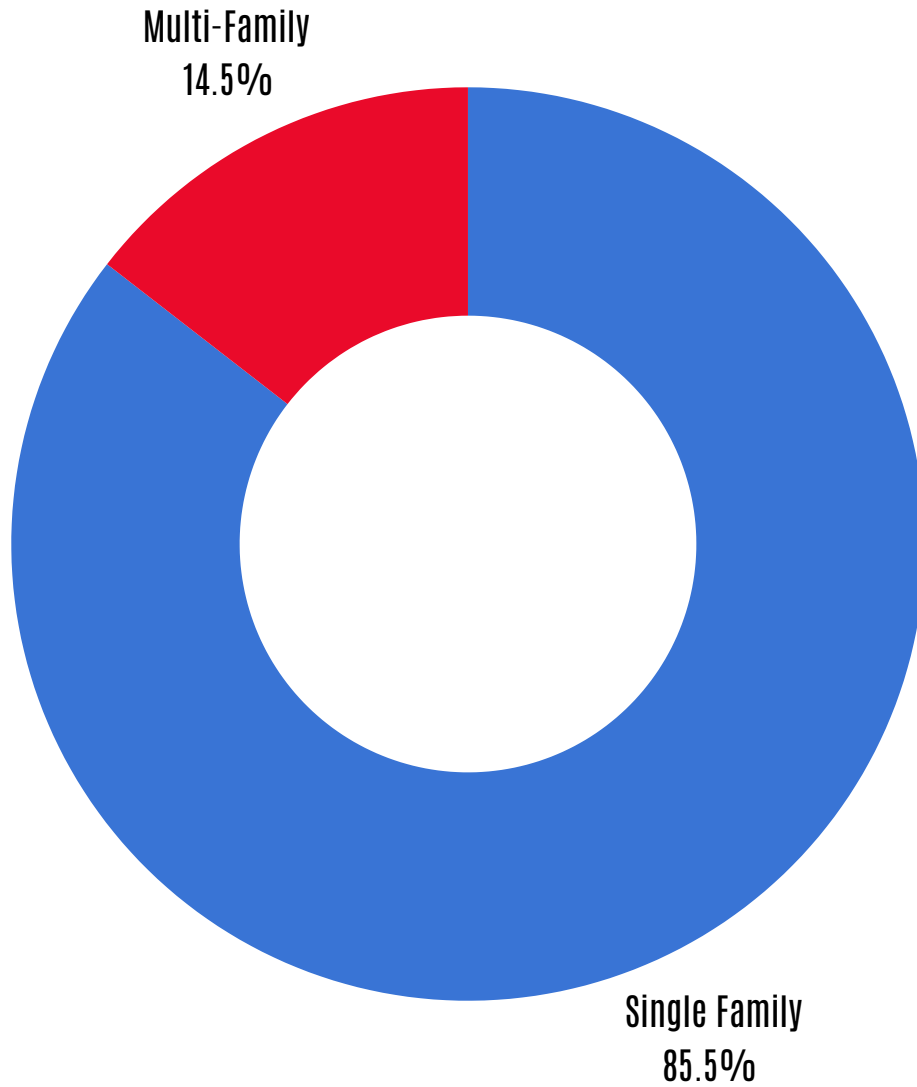


*\*The yearly population numbers were sourced from worldpopulationreview.com. The 8,969 people estimate from the most recent census data in 2023 is consistent with the 9,000 people 2023 estimate from worldpopulationreview.com. The changes in population numbers are rounded.*

- Figure 3 shows that changes in population are far outpacing the number of single-family homes being built, illustrating the gap between supply and demand for housing.
- Multifamily housing developments help to bridge the growing demand gap.

## C. Single VS. Multifamily Units

According to the Grimes County CAD, Navasota currently has 2,865 single-family residences (including 201 manufactured homes). The city also has 486 multifamily units. The distribution of single vs multifamily housing units is shown in Figure 4 below.



Type	Percent	Count
Single Family (Incl. Manufactured Homes)	85.50%	2,865
Multi-Family	14.50%	486
Total		3,351

# Housing Survey

## A. Methodology

### ***Design***

The 2024 Navasota Housing Survey was conducted online, designed, and hosted on Survey Monkey. The survey consisted of 24 questions, with 13 questions requiring responses and 11 questions being optional.

### ***Types of Survey Questions***

- 7 multiple-choice questions
- 8 dropdown box questions
- 6 fill-in-the-blank questions
- 6 of the multiple-choice questions had an optional “other” box to specify answers that did not fit the choices provided
- 3 check one box questions

### ***Timeline***

The survey was open from June 24, 2024, to September 6, 2024. The survey was open for a total of 2 months and 12 days (74 days) and received 532 responses during that time.

### ***Implementation and Distribution***

To maximize participation, the City of Navasota partnered with the Navasota Independent School District (NISD) and the Navasota Grimes County Chamber of Commerce to distribute the survey widely. It was also actively promoted and easily accessible on the city’s social media platforms.

## B. General Profile of Survey Respondents

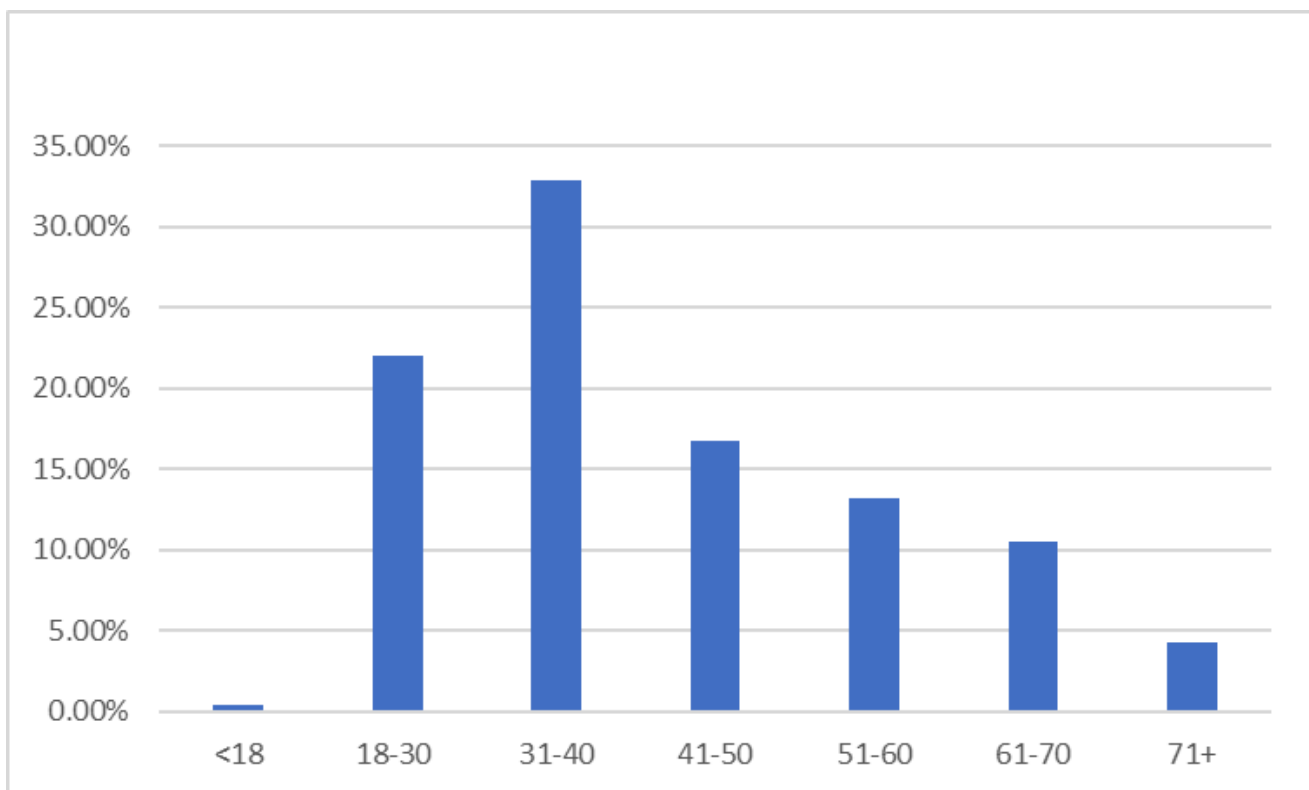
Because the survey was made readily available online and by employers, answers in the survey represent both residents of Navasota (70.2%) and those who commute in from surrounding areas (29.8%). The majority of responses from commuters came from people who live in the Bryan/College Station area, with several responses also from Conroe, lola, Montgomery, and Anderson.

# C. Survey Answers

All “Other” responses and fill-in-the-blank answers are available upon request. The charts, tables, and data below were compiled in Excel directly from SurveyMonkey.

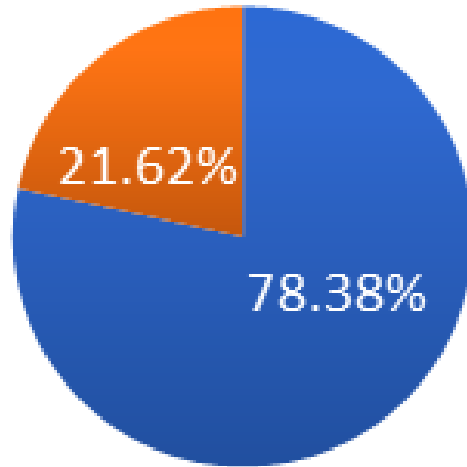
## Section 1: General Respondent Information

Question 1: What is your age? (Required Response)



Choice	Percentage	Responses
<18	0.38%	2
18-30	21.99%	117
31-40	32.89%	175
41-50	16.73%	89
51-60	13.16%	70
61-70	10.53%	56
71+	4.32%	23
<b>Total</b>		<b>532</b>

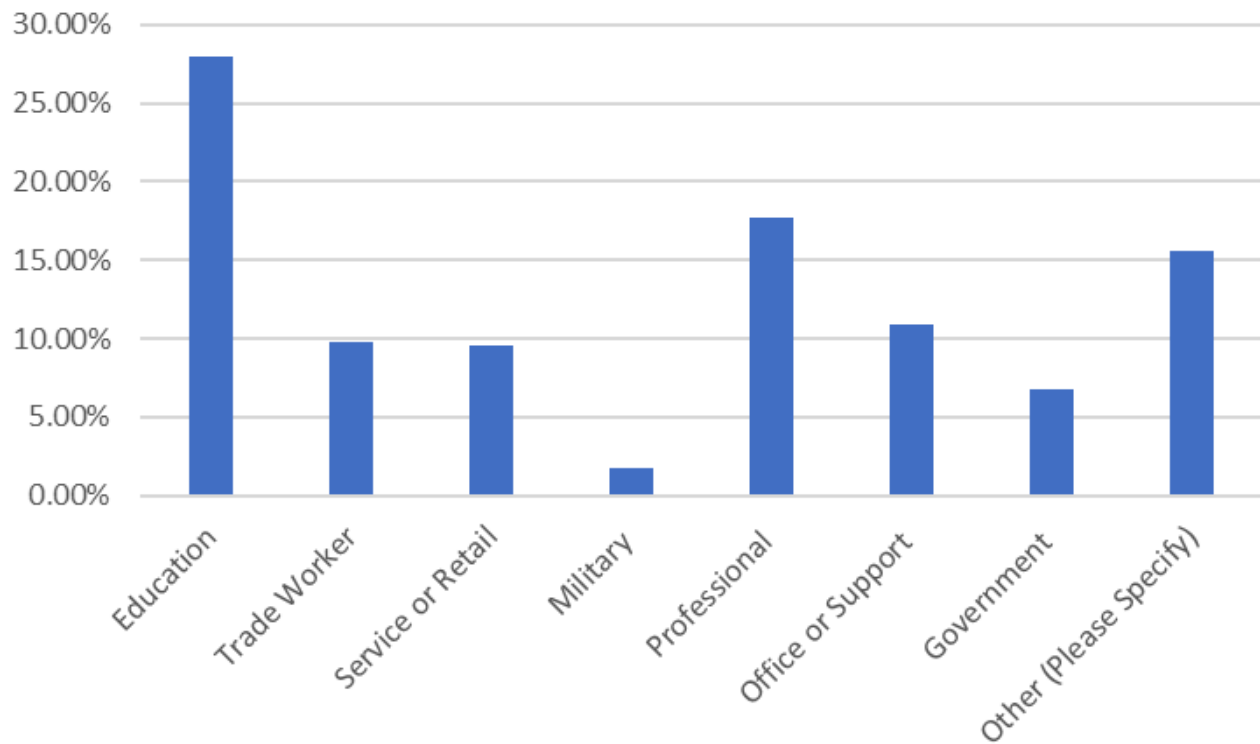
Question 2: Do you work in Navasota? (Required Response)



■ Yes ■ No

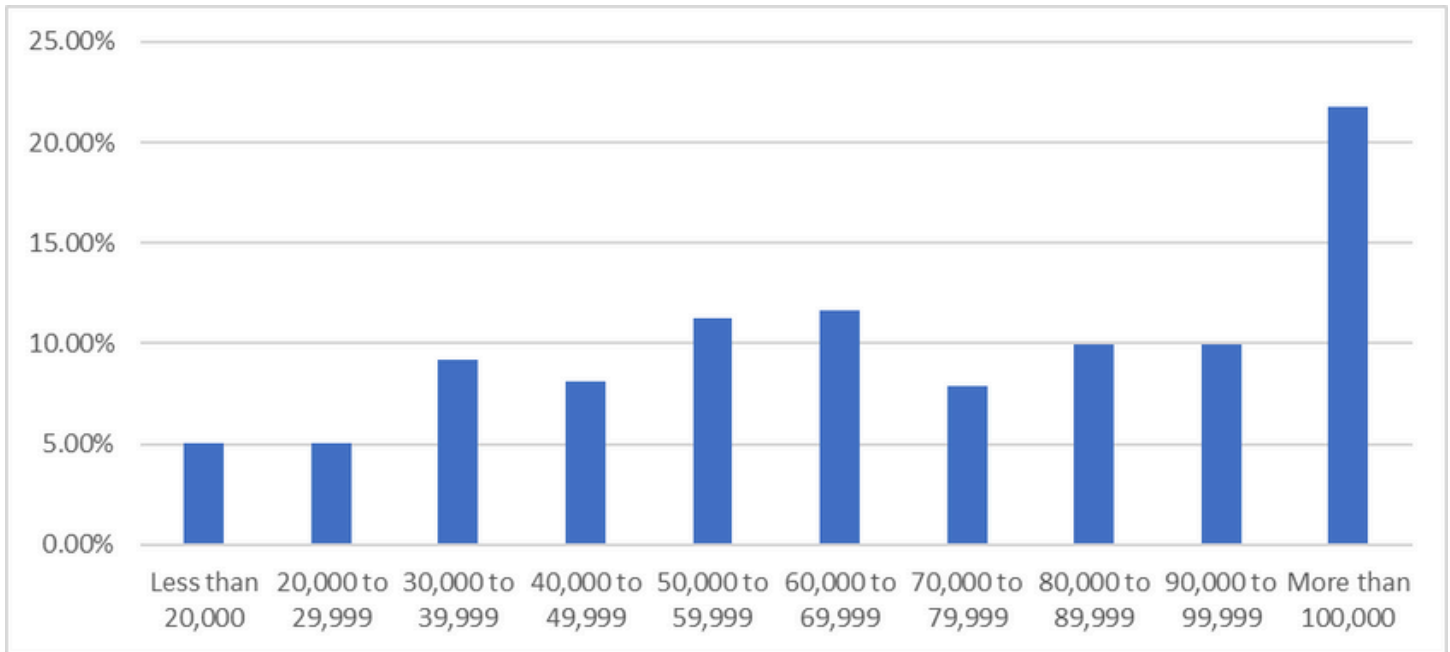
Choice	Percentage	Responses
Yes	78.38%	417
No	21.62%	115
Total		532

Question 3: How would you describe the work you do? (Required Response)



Answer Choice	Percentage	Responses
Education	28.01%	149
Trade Worker	9.77%	52
Service or Retail	9.59%	51
Military	1.69%	9
Professional	17.67%	94
Office or Support	10.90%	58
Government	6.77%	36
Other (Please Specify)	15.60%	83
Total		532

Question 4: What is your average approximate household income?  
 (Required Response)

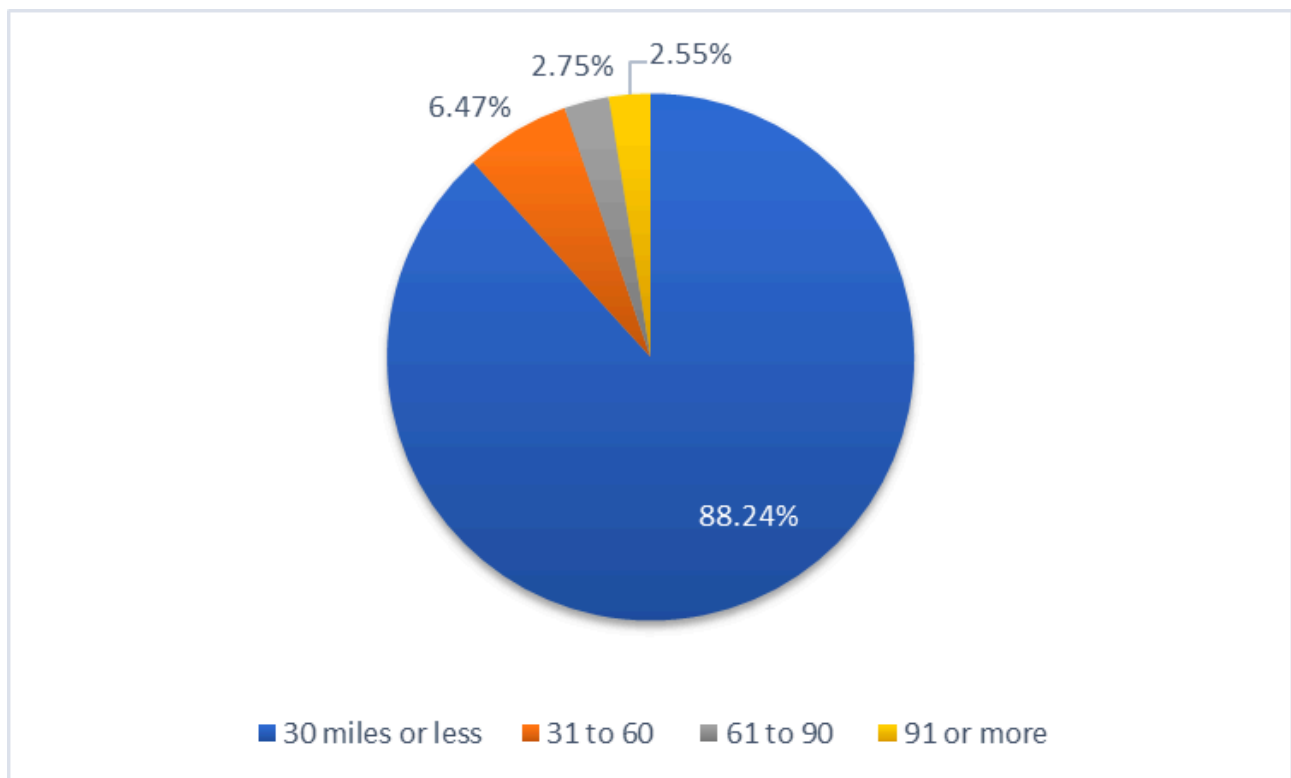


Answer Choice	Percentage	Responses
Less than 20,000	5.08%	27
20,000 - 29,999	5.08%	27
30,000 - 39,999	9.21%	49
40,000 - 49,999	8.08%	43
50,000 - 59,999	11.28%	60
60,000 - 69,999	11.65%	62
70,000 - 79,999	7.89%	42
80,000 - 89,999	9.96%	53
90,000 - 99,999	9.96%	53
More than 100,000	21.80%	116
Total		532

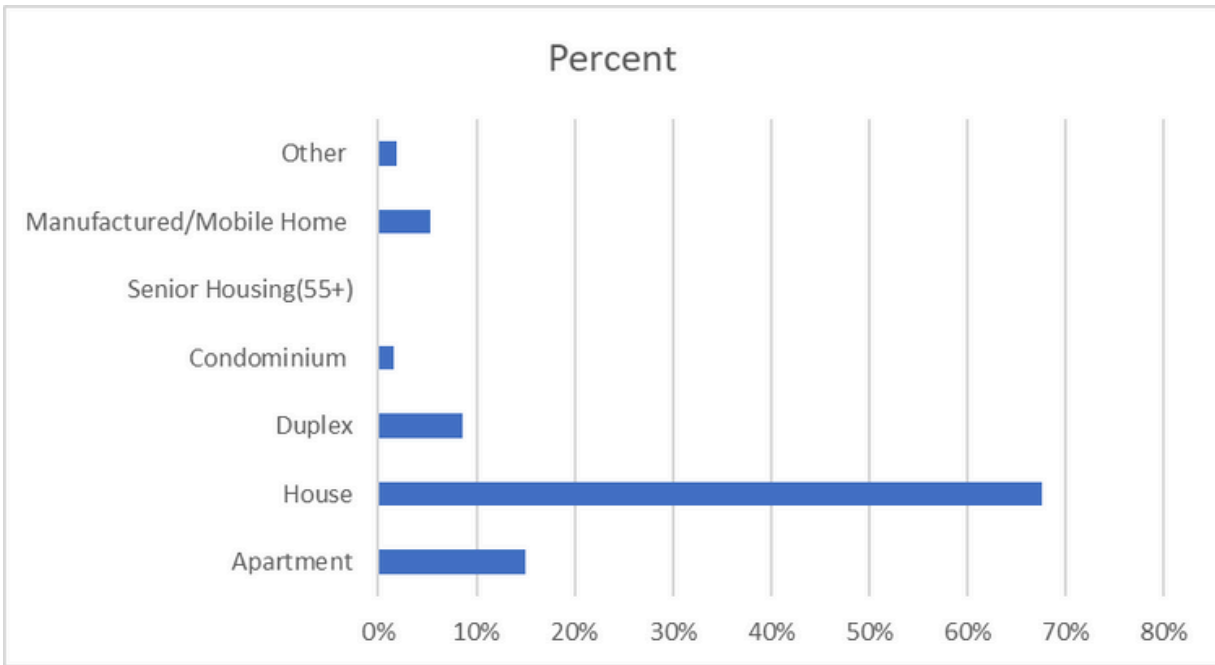
## Section 2: Housing Information & Preferences

Question 5: What city do you live in? (Required Response)

- The pie chart for question 5 only displays answers from residents that responded with answers that were within 300 miles of Navasota. Answers not within 300 miles were disregarded.
- 88.24% of respondents live within a 30 mile radius of Navasota, and 94.71% live within a 60 mile radius.

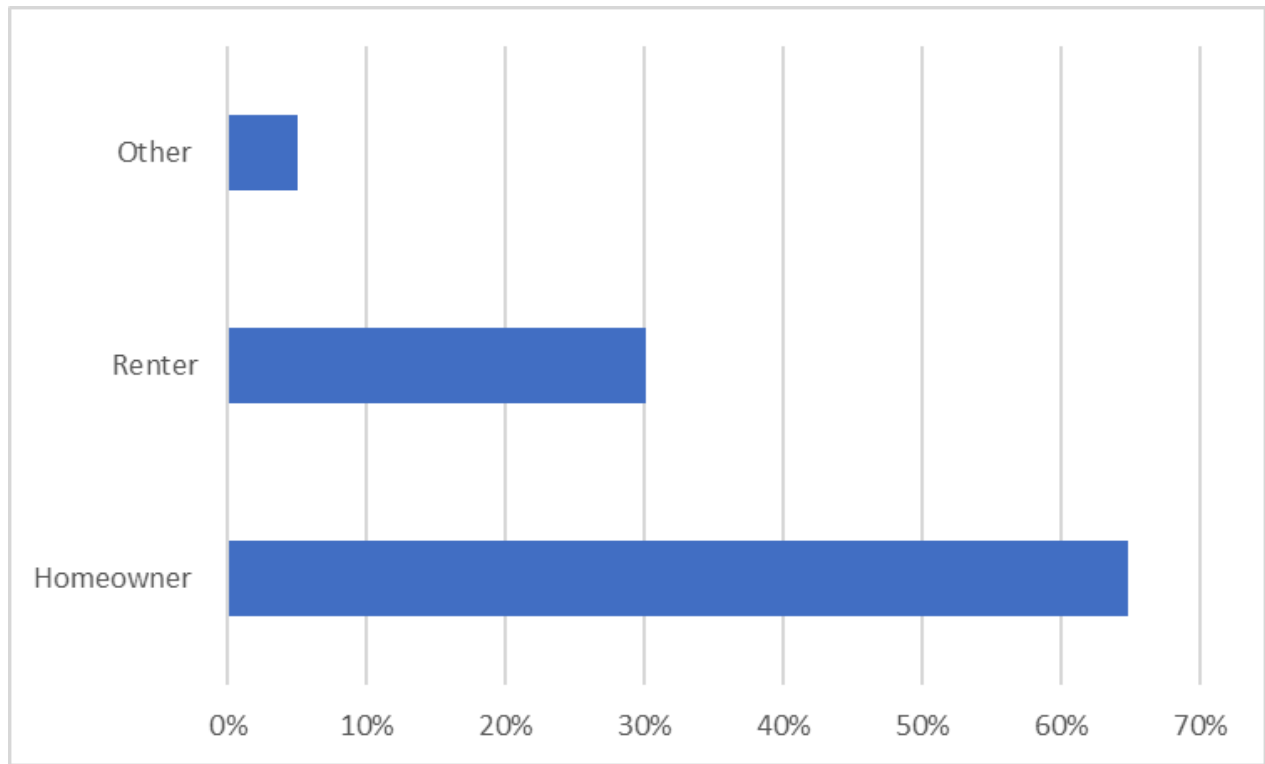


Question 6: Which type of housing are you currently living in? (Required Response)



Answer Choice	Percentage	Responses
Apartment	15.04%	80
House	67.67%	360
Duplex	8.65%	46
Condominium	1.50%	8
Senior Housing (55+)	0.00%	0
Manufactured / Mobile Home	5.26%	28
Other	1.88%	10

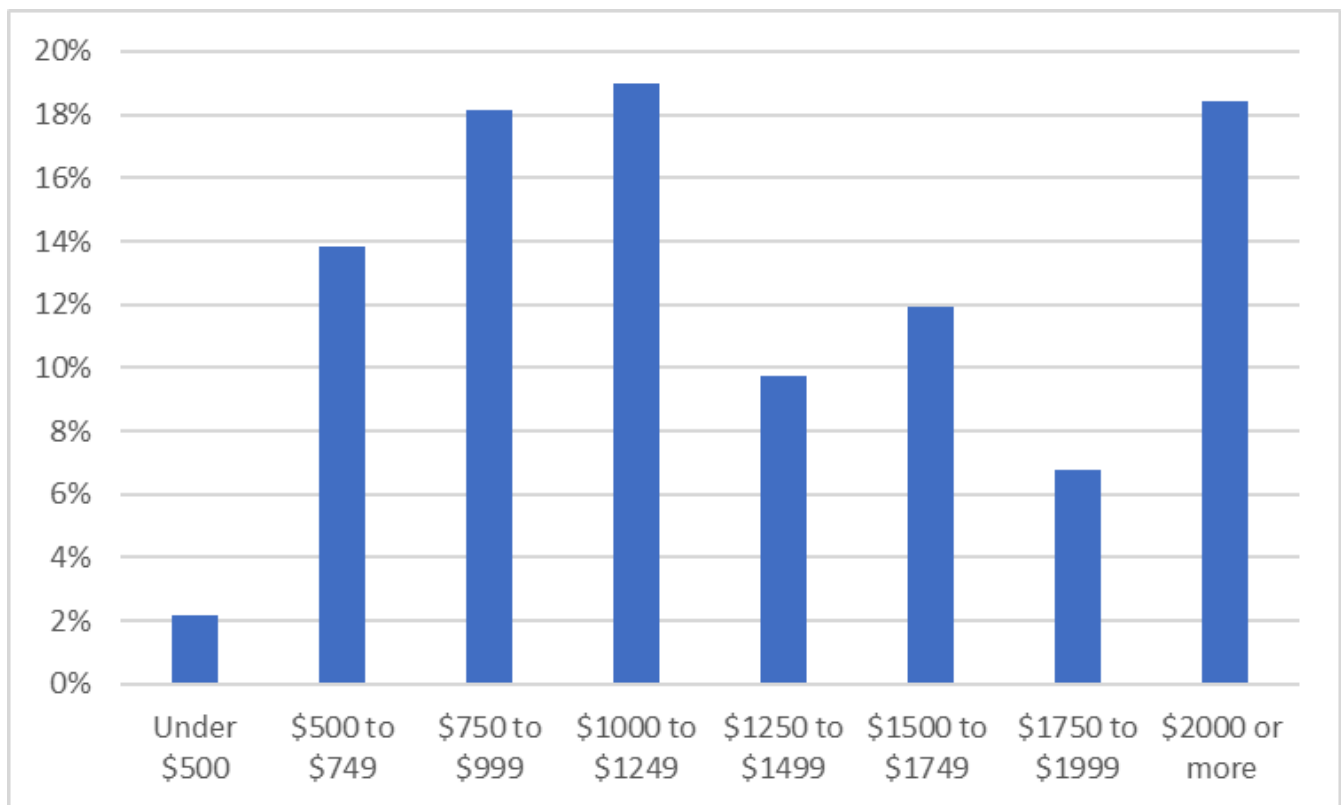
Question 7: Which of the following best describes your current housing situation?  
(Required Response)



Answer Choice	Percentage	Responses
Homeowner	64.85%	345
Renter	30.08%	160
Other	5.08%	27
Total		532

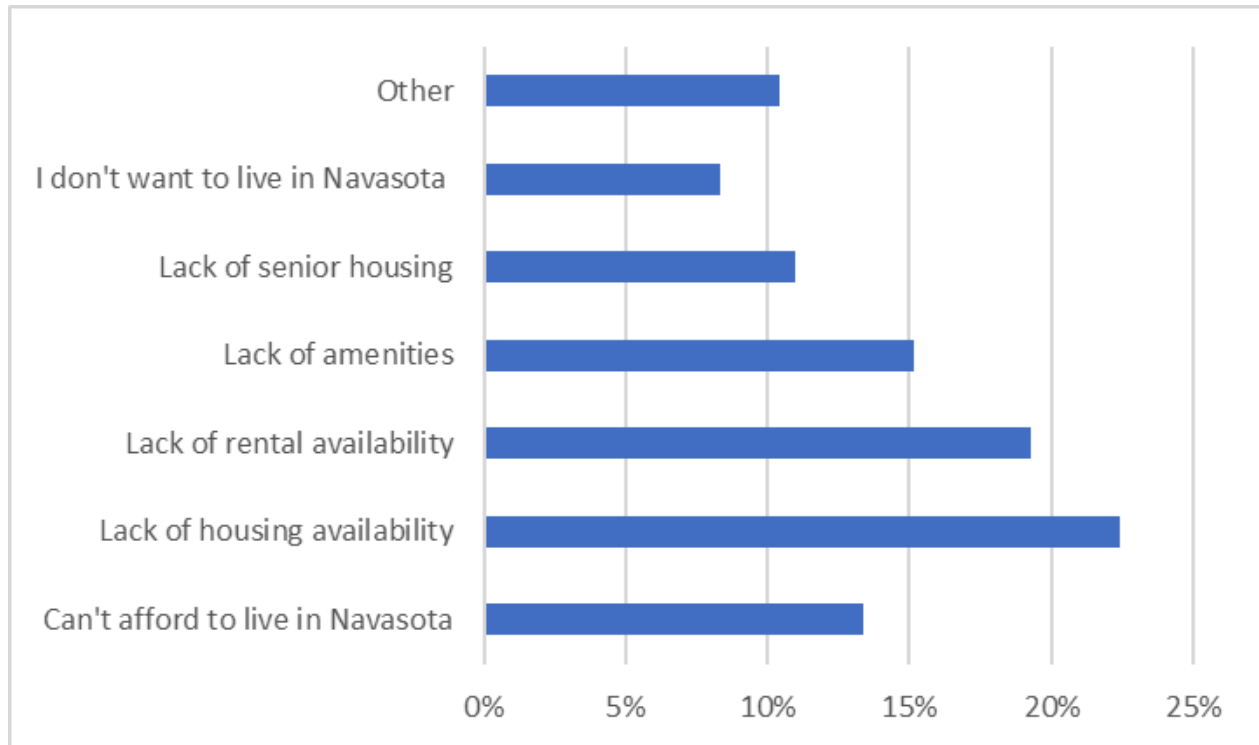
Question 8: What is your monthly rent for your house, apartment, or manufactured/mobile home? (Required Response)

- Average rent/mortgage payment: 1,283 dollars a month
- Answers that stated the home or place of residence was paid off were excluded when configuring this chart and table. The full list of answers is available upon request



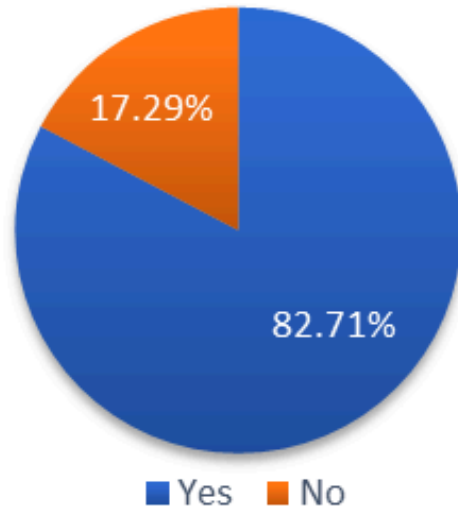
Answer Choice	Percentage	Responses
Under \$500	2.17%	8
\$500 - \$749	13.82%	51
\$750 - \$999	18.16%	67
\$1,000 - \$1,249	18.97%	70
\$1,250 - \$1,499	9.76%	36
\$1,500 - \$1,749	11.92%	44
\$1,750 - \$1,999	6.78%	25
\$2,000 +	18.43%	68
Total		369

Question 9: If you don't live in Navasota, what barriers, if any, keep you from living in Navasota? Select all that apply. (Optional Response)



Answer Choice	Percentage	Responses
Can't afford to live in Navasota	13%	77
Lack of housing availability	22%	129
Lack of rental availability	19%	111
Lack of amenities	15%	87
Lack of senior housing	11%	63
I don't want to live in Navasota	8%	48
Other	10%	60
Total		575

Question 10: Are you satisfied with your current living arrangements?  
(Required Response)



Answer Choice	Percentage	Responses
Yes	82.71%	440
No	17.29%	92
Total		532

Question 11: If you are not satisfied with your current living arrangements, please explain why: (Optional Response)

### Notable Responses:

“I would like to have my own place or rent an apartment. Renting is more reasonable for me now. A new, modern, apartment complex here would be great and keep me in Navasota. Nothing too luxurious nor low economic housing.”

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“We would prefer nice housing for senior adults, but there is not any available in Navasota.”

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“I wish I had more options with different apartment complexes.”

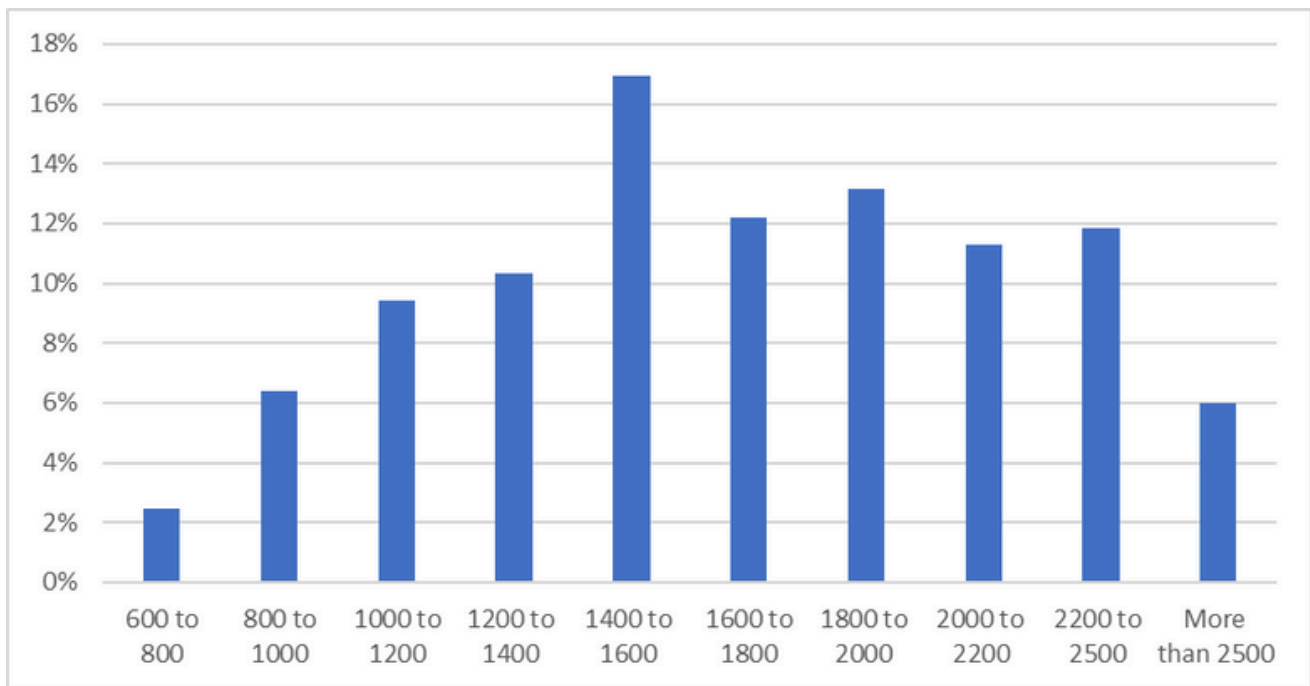
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“There are fewer apartments to choose from, and I hope more apartments will be built in the future.”

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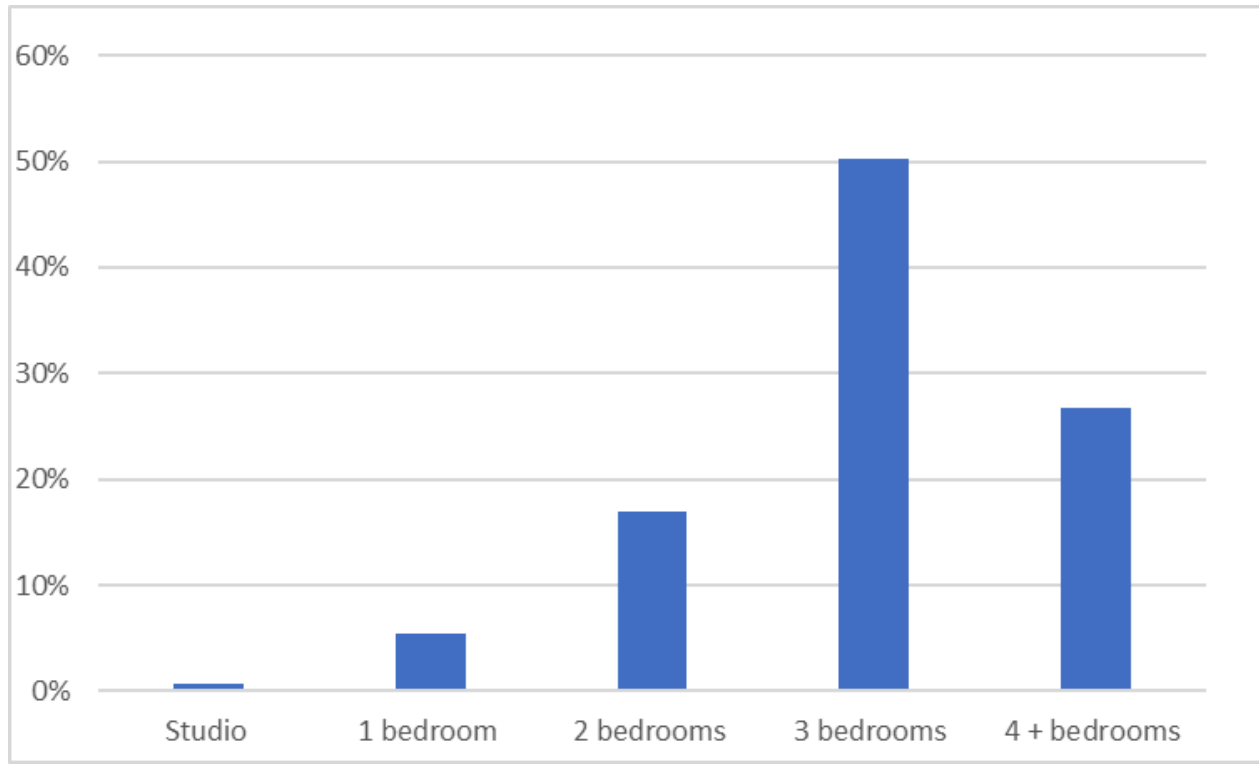
“I’d like to see more housing options for middle income families.”

Question 12: In square feet, what size home / apartment do you prefer?  
 (Required Response)



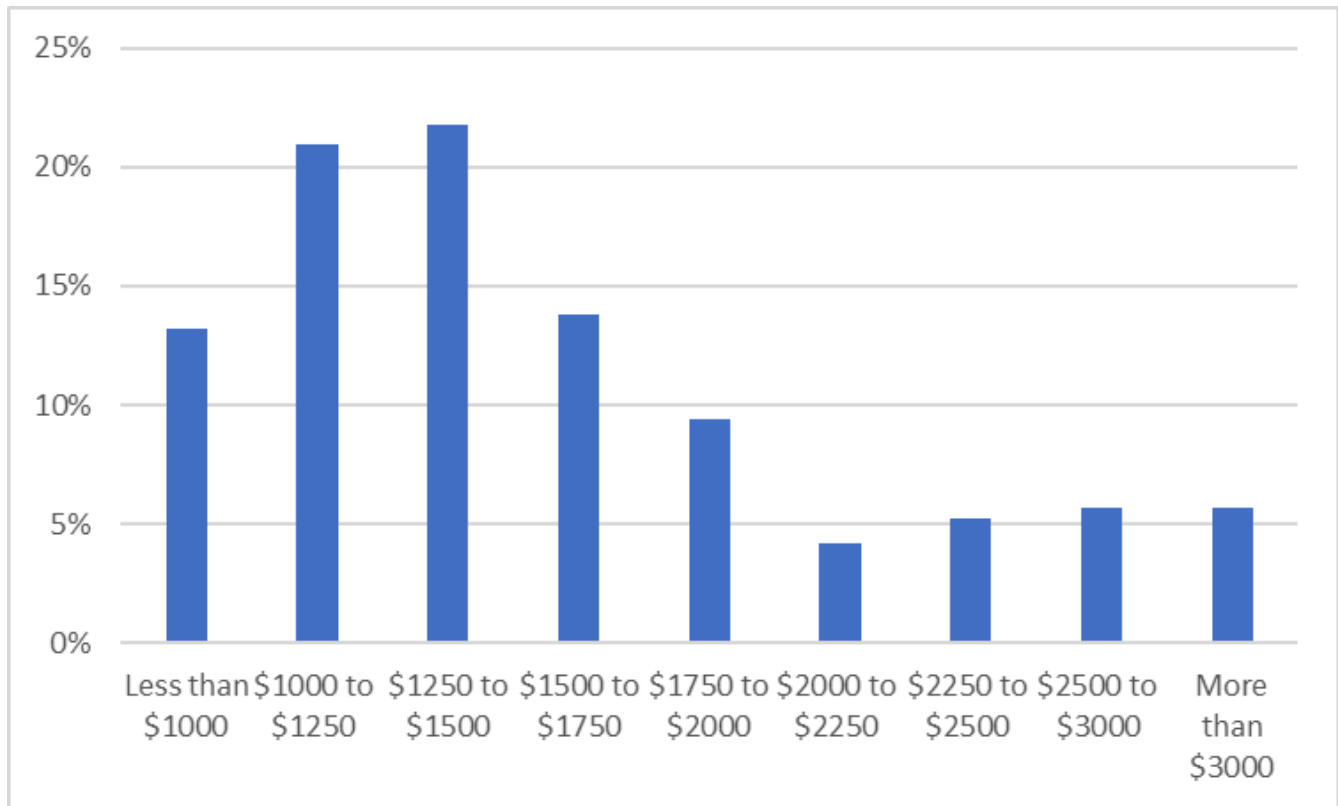
Choices (Sq Ft)	Percentage	Responses
600 to 800	2.44%	13
800 to 1,000	6.39%	34
1,000 to 1,200	9.40%	50
1,200 to 1,400	10.34%	55
1,400 to 1,600	16.92%	90
1,600 to 1,800	12.22%	65
1,800 to 2,000	13.16%	70
2,000 to 2,200	11.28%	60
2,200 to 2,500	11.84%	63
More than 2,500	6.02%	32
Total		532

Question 13: In number of bedrooms, what size home/apartment do you prefer?  
 (Required Response)



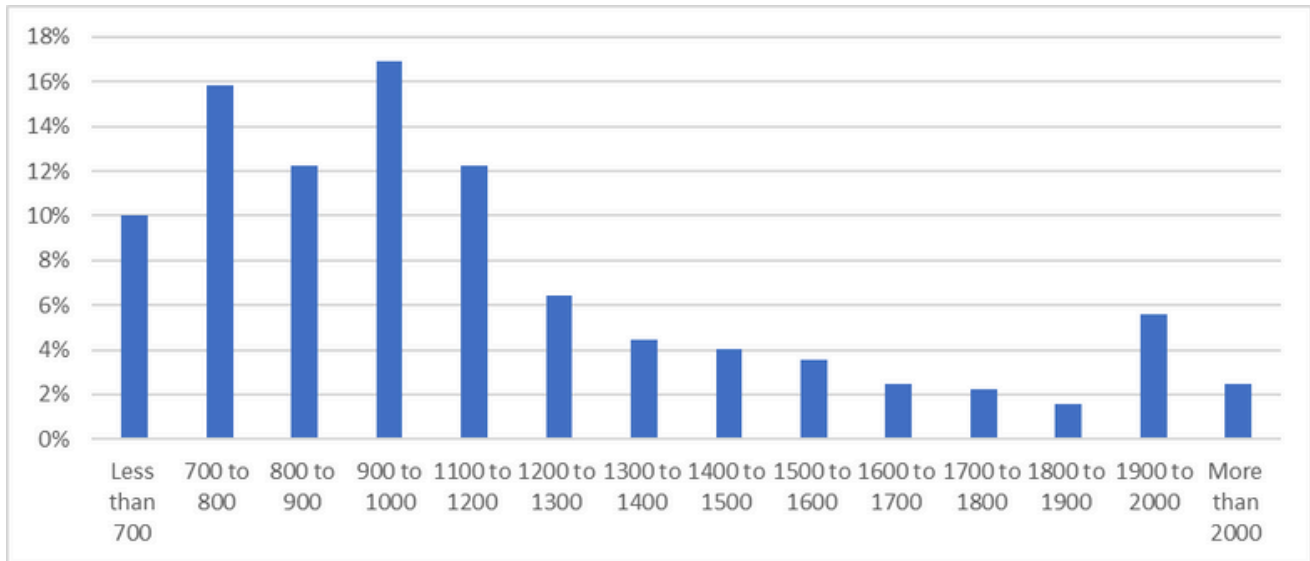
Choices	Percentage	Responses
Studio	0.75%	4
1 Bedroom	5.45%	29
2 Bedrooms	16.92%	90
3 Bedrooms	50.19%	267
4+ Bedrooms	26.69%	142
Total		532

Question 14: What range of monthly mortgage payment would you consider if purchasing a home in Navasota? (Optional Response)



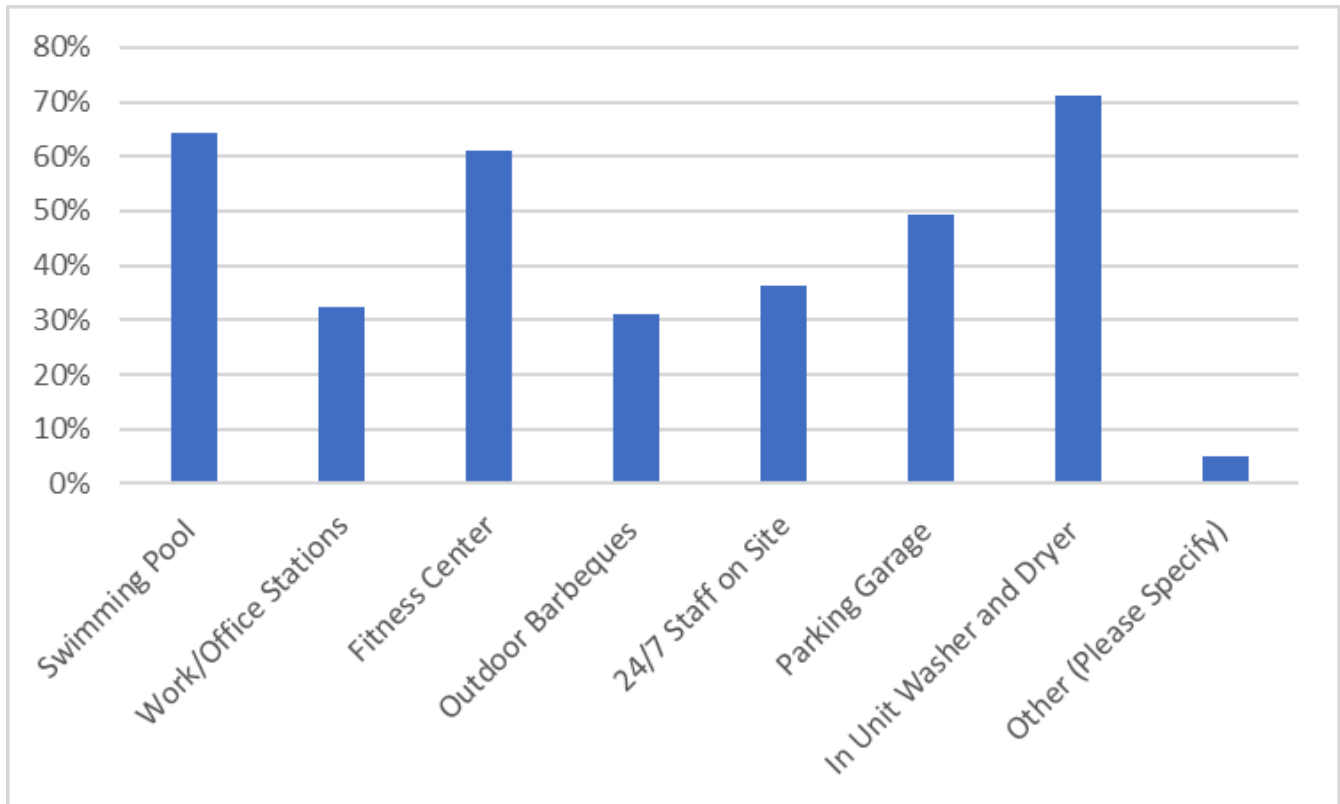
Choices	Percentage	Responses
Less than \$1,000	13.21%	63
\$1,000 to \$1,250	20.96%	100
\$1,250 to \$1,500	21.80%	104
\$1,500 to \$1,750	13.84%	66
\$1,750 to \$2,000	9.43%	45
\$2,000 to \$2,250	4.19%	20
\$2,250 to \$2,500	5.24%	25
\$2,500 to \$3,000	5.66%	27
More than \$3,000	5.66%	27
Total		477

Question 15: What range of monthly rent would you consider if renting an apartment in Navasota? (Optional Response)



Choices	Percentage	Responses
Less than \$700	10.02%	45
\$700 to \$800	15.81%	71
\$800 to \$900	12.25%	55
\$900 to \$1,000	16.93%	76
\$1,100 to \$1,200	12.25%	55
\$1,200 to \$1,300	6.46%	29
\$1,300 to \$1,400	4.45%	20
\$1,400 to \$1,500	4.01%	18
\$1,500 to \$1,600	3.56%	16
\$1,600 to \$1,700	2.45%	11
\$1,700 to \$1,800	2.23%	10
\$1,800 to \$1,900	1.56%	7
\$1,900 to \$2,000	5.57%	25
More than \$2,000	2.45%	11
Total		449

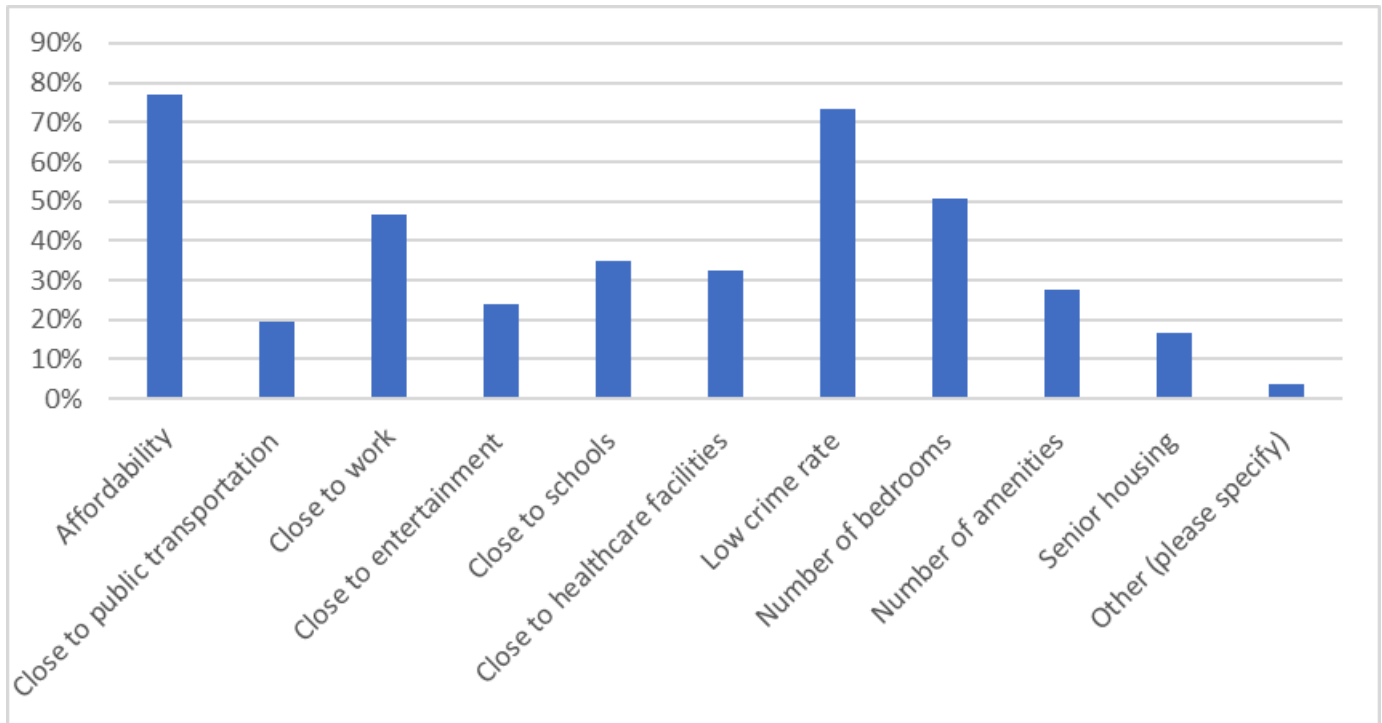
Question 16: What amenities would you be willing to pay additional costs for if looking to rent an apartment in Navasota? Select all that apply.  
 (Optional Response)



Choices	Percentage	Responses
Swimming Pool	64%	297
Work/Office Stations	32%	149
Fitness Center	61%	282
Outdoor Barbeques	31%	144
24/7 Staff On-Site	36%	167
Parking Garage	49%	228
In-Unit Washer & Dryer	71%	329
Other (Please Specify)	5%	23
Total		462

- The most common “Other” responses were a dog park, gated entrances, and playgrounds. The full list is available upon request

Question 17: What factors are most important to you when choosing a house or apartment? Select all that apply. (Required Response)

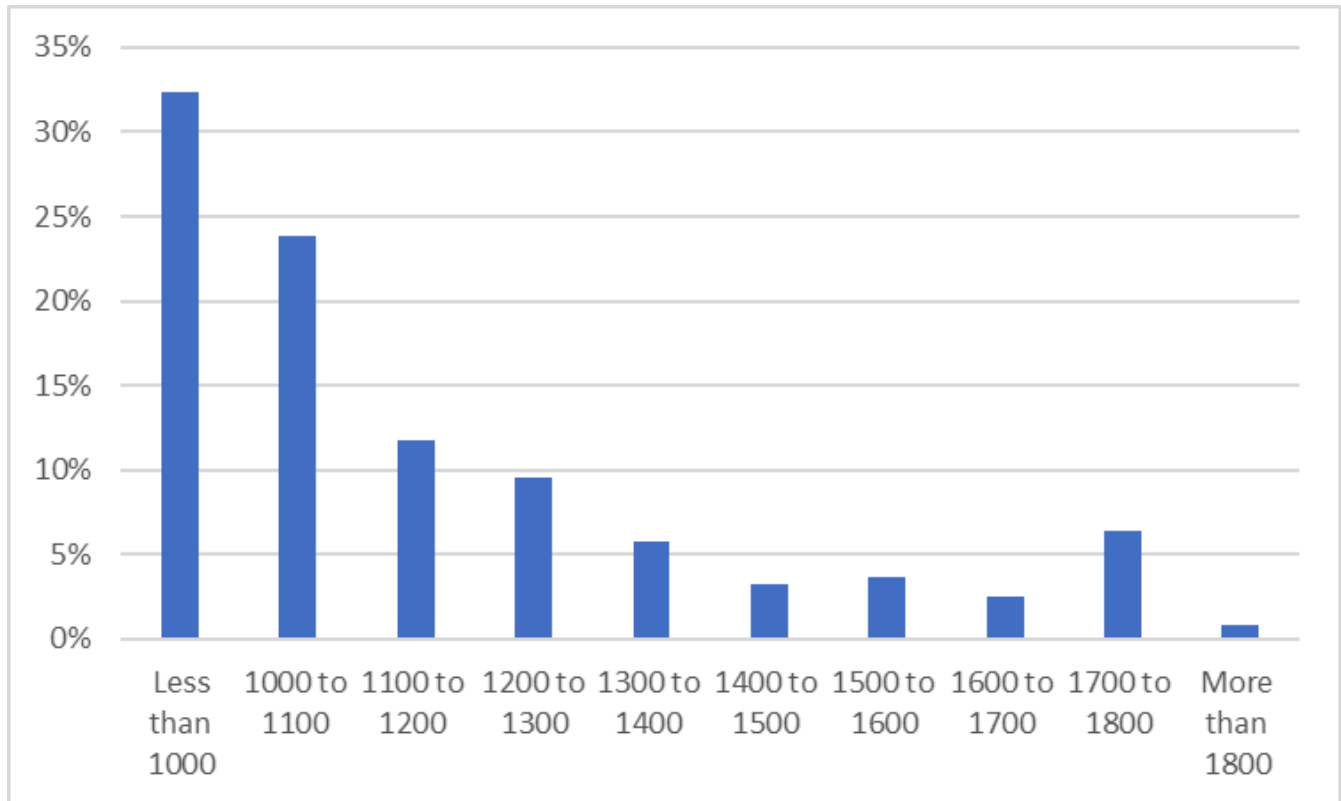


Choices	Percentage	Responses
Affordability	77.07%	410
Close to Public Transportation	19.55%	104
Close to Work	46.80%	249
Close to Entertainment	23.87%	127
Close to Schools	34.77%	185
Close to Healthcare Facilities	32.33%	172
Low Crime Rate	73.50%	391
Number of Bedrooms	50.75%	270
Number of Amenities	27.44%	146
Senior Housing	16.54%	88
Other (Please Specify)	3.76%	20
Total		532

- The most common “Other” responses were location, property size, and construction quality. The full list is available upon request

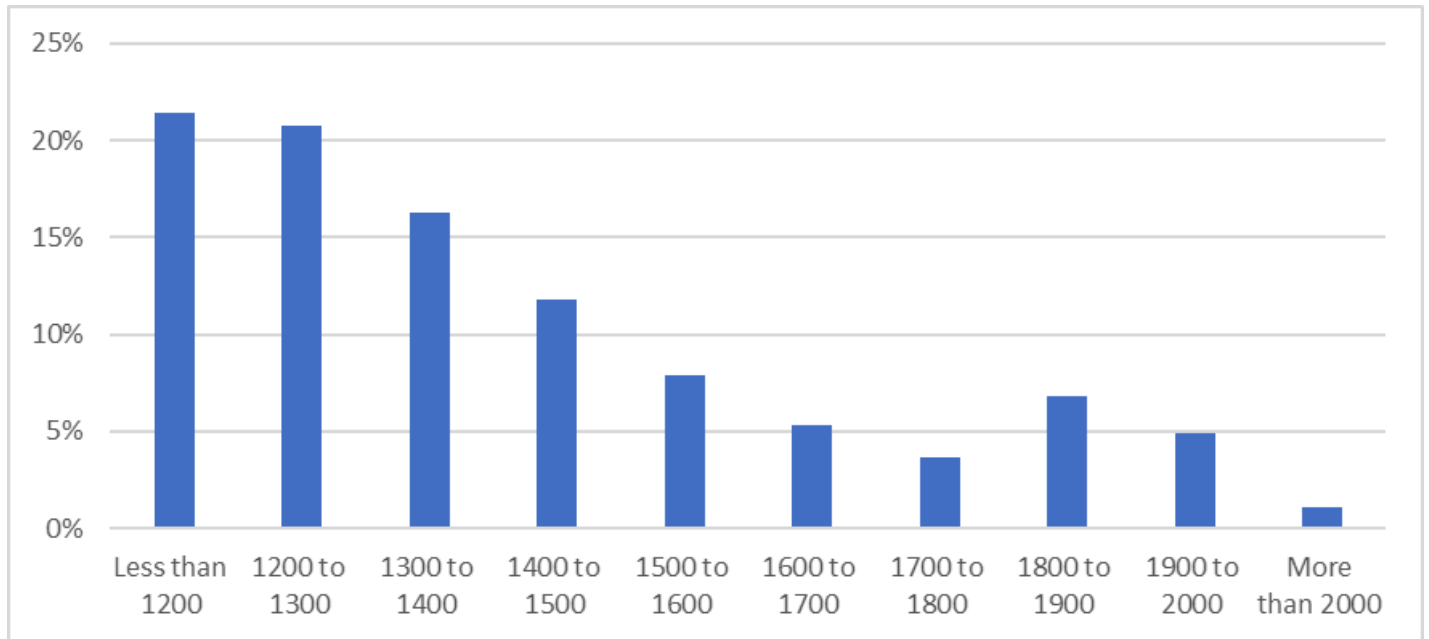
## Section 3: Luxury Apartment Questions

Question 18: What range of monthly rent would you be willing to pay for a one-bedroom luxury apartment in Navasota? (Optional Response)



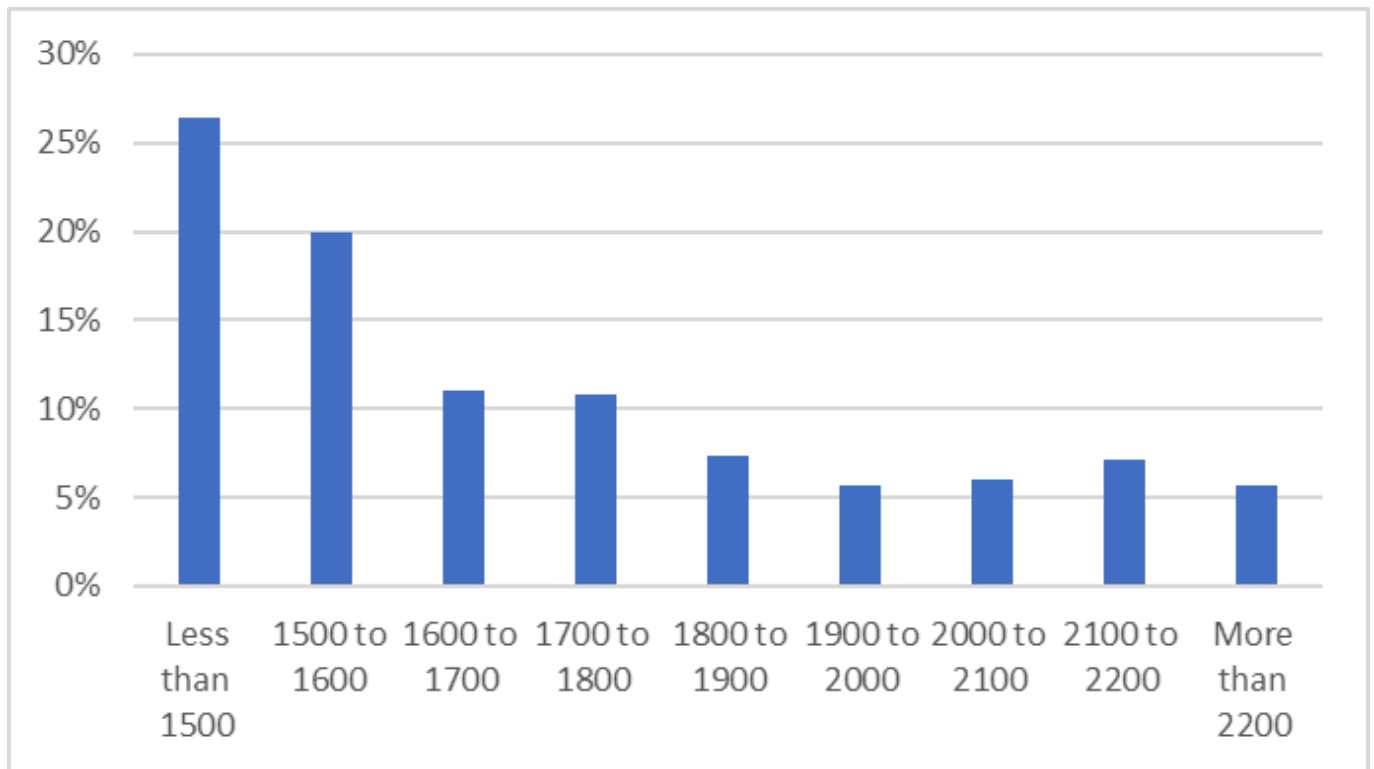
Choices	Percentage	Responses
Less than \$1,000	32.41%	152
\$1,000 to \$1,100	23.88%	112
\$1,100 to \$1,200	11.73%	55
\$1,200 to \$1,300	9.59%	45
\$1,300 to \$1,400	5.76%	27
\$1,400 to \$1,500	3.20%	15
\$1,500 to \$1,600	3.62%	17
\$1,600 to \$1,700	2.56%	12
\$1,700 to \$1,800	6.40%	30
More than \$1,800	0.85%	4
Total		469

Question 19: What range of monthly rent would you be willing to pay for a two-bedroom luxury apartment in Navasota? (Optional Response)



Choices	Percentage	Responses
Less than \$1,200	21.41%	100
\$1,200 to \$1,300	20.77%	97
\$1,300 to \$1,400	16.27%	76
\$1,400 to \$1,500	11.78%	55
\$1,500 to \$1,600	7.92%	37
\$1,600 to \$1,700	5.35%	25
\$1,700 to \$1,800	3.64%	17
\$1,800 to \$1,900	6.85%	32
\$1,900 to \$2,000	4.93%	23
More than \$2,000	1.07%	5
Total		467

Question 20: What range of monthly rent would you be willing to pay for a three-bedroom luxury apartment in Navasota? (Optional Response)



Choices	Percentage	Responses
Less than \$1,500	26.41%	122
\$1,500 to \$1,600	19.91%	92
\$1,600 to \$1,700	11.04%	51
\$1,700 to \$1,800	10.82%	50
\$1,800 to \$1,900	7.36%	34
\$1,900 to \$2,000	5.63%	26
\$2,000 to \$2,100	6.06%	28
\$2,100 to \$2,200	7.14%	33
More than \$2,200	5.63%	26
Total		462

## Section 4: Optional Contact Information

Question 21: Full Name (Optional Response)

Choices	Responses
Answered	377
Skipped	155

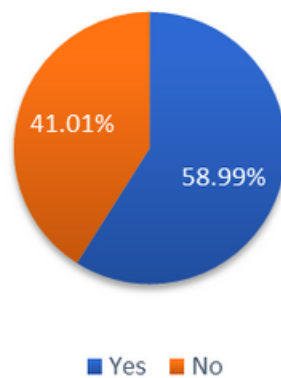
Question 22: Email Address (Optional Response)

Choices	Responses
Answered	381
Skipped	175

Question 23: Phone Number (Optional Response)

Choices	Responses
Answered	320
Skipped	212

Question 24: Would you be okay with being contacted for an interview?  
(Optional Response)



Choices	Percentage	Responses
Yes	58.99%	246
No	41.01%	171
Total		417

## C. Results

Key survey results are summarized below in the order the questions were asked, offering a condensed version of the housing survey data.

- 21.8% of respondents answered that their household income was over 100 thousand dollars per year, indicating that there is potential demand for larger homes with greater amenity offerings in the area.
- 30.08% percent of respondents answered that they are currently renting, compared to 65% of respondents who answered they are a homeowner.
- 65.85% of respondents indicated that they currently pay at least 1000 dollars a month on their home or rental payments.
- The average payment across all respondents was 1,283 dollars a month for their living situation.
- When asked what barriers kept them from living in Navasota, the two most common answers were related to the lack of options available.
- 19% of respondents indicated a lack of rental availability as the reason, and a further 22% indicated their reason was a lack of housing availability.
- 1400 to 1600 square feet was the most common preference for house size, indicating the potential market for starter homes and 2-bedroom apartments is present.
- 3 bedrooms was the most commonly preferred house size.
- 86.79% of respondents said they would pay at least 1000 dollars a month for a home in Navasota.
- 89.98% of respondents answered that they'd pay at least 700 dollars a month for an apartment in Navasota.
- 71% of people said they'd pay more for an apartment with an in-unit washer and dryer, and 61% answered that they'd pay more if an apartment complex had a fitness center.
- 67.59% of respondents indicated that they'd be willing to pay at least 1000 dollars a month for a 1-bedroom luxury apartment.

# Conclusion

Because of economic factors in the area and where the city is located, Navasota expects to see substantial additional growth in the near future. Additionally, the city's retail trade area has already seen substantial growth in recent years and is expected to follow that trend line. This continuation of growth suggests that the need for housing will become increasingly felt in an already undersupplied market (as seen by average commute times and survey answers).

The lack of market rate apartment availability is evident in the area, as the number of existing units is unable to meet market demand. Feedback from the community as well as answers present in the survey indicate multifamily housing is a high priority for the city looking forward. Increases in population and median income in the city's trade area also suggest that Navasota will have to expand its housing capacities and offerings in the near future.

Overall, demand for housing is as diverse as it is abundant. The number of single-family house permits issued annually is rising, but it hasn't been enough to meet demand. The city's age and income distributions show that it can support developments for multifamily projects, housing for first-time buyers, larger lots with more amenities for higher income earners, and senior housing. There is a lack of available units across all types of housing, as expressed throughout the survey answers.

With increased demand comes increases in opportunity for developers to fill the residential needs gap. There is ample opportunity for new developments in the area, which the local municipalities and residents are ready and willing to help facilitate. The city of Navasota, developers, as well as local residents and stakeholders will all benefit from an increase in single and multi-family housing supply.



Thank you for taking the time to review the Navasota Workforce Housing Report. We appreciate your interest in this important topic and encourage you to reach out with any questions or for further discussion.


## PREPARED BY:

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