



July 19, 2017

Jennifer Munson, City of Portland
389 Congress Street
Portland, ME 04101

Dear Ms. Munson,

Avesta Housing proposes to create 69 new apartments, renovate 13 apartments, and build associated parking onsite at 510 Cumberland Ave, also known as Deering Place. The additional apartments will be located in an addition above an existing parking lot on the corner of Cumberland Ave and Mellen St, along the street level of the existing building on Cumberland Ave, above the one-story section of the building on Cumberland Ave, and on the parking lot on Deering Ave. Of the total 82 apartments, 50 of them will be designated as qualifying as affordable homes for very-low income households, and therefore meet the required criteria of the Workforce Housing Conditional Use standard. The Workforce Housing units will be on-site and integrated into the overall development with no distinction between workforce and non-workforce apartments. The financing for the development is expected to come from MaineHousing, and construction is anticipated to begin late Fall 2018.

The apartment mix will have the following breakdown:

Unit Type	Total Number	Very-Low Income	Market Rate
Efficiency	11	7	4
One-bedroom	47	21	26
Two-bedroom	11	9	2
Three-bedroom	13	13	0

Workforce versus Market Apartments

None of the units will be specifically designated as very-low income; depending on income mix of the current residents, the rent-restricted units will move through the building. Therefore, there is no distinction in finishes and unit layout or size between the very-low income and market rate apartments.

Market Strategy

Avesta Housing manages over 1000 apartments in the Greater Portland area. The proposed workforce housing income and rent type is similar to many of those apartments. Average vacancy for the past couple of years has been below 2%, and many of the properties have significant interest when there is a vacancy. The marketing strategy for Deering Place will include postings on the Avesta Housing website and Craigslist. The Avesta Housing website will include a dedicated page providing detailed property information such as photos and amenities. All marketing will follow Fair Housing guidelines.

Sincerely,

Matthew Peters
Vice President of Real Estate Services