WELCOME
Housing Choices in Chester County
Urban Centers Forum - October 11, 2018
Housing Choices for Chester County

Urban Centers Forum - October 11, 2018

Agenda

4:00 pm to 4:10 pm | Registration and Refreshments

4:10 pm to 4:20 pm | Welcome and Introductions
• Introductions
  - Pat Sokovnich, Director of Chester County Department of Community Development
  - Kevin Myers, Urban Planner, CCPC
• Chester County Commissioners
  - Michelle Kichline
  - Kathi Cozzone
  - Terence Farrell

4:20 pm to 5:20 pm | Main Speakers Panel
• The State of Housing in Chester County
  - Kevin Myers, Urban Planner, CCPC
• Housing Alliance of Pennsylvania
  - Levana Layendecker, Deputy Director
• Council on Affordable Housing in Phoenixville
  - Janice Blos, Co-Chair
  - Kathryn Evans, Co-Chair
• Habitat for Humanity, Chester County
  - Chip Huston, Director
• Progressive New Homes
  - Sarah Peck, Principal

5:30 pm to 6:00 pm | Discussion and Networking

6:00 pm | Closing Remarks
• Kevin Myers
  Urban Planner, Chester County Planning Commission
  chescoplanning.org       kmyers@chesco.org

• Landscapes3

• Certified Local Government (CLG) -
  Planners Forum,
  Wednesday, Oct. 24th 8-10am at Longwood Gardens
  http://news.chescoplanning.org/events/

• UCII coming this fall

• Urban Centers Technical Assistance, VPP
Funding, Vision Partnership Program

- Two rounds. 1st Round Spring 2019.
- Competitive program for comp plans, ZO and SLDO, official maps, special studies, economic development studies, historic resource surveys, etc.
- In-kind work or grant funding (reimbursement).
- $125,000 per round.
- Contact: selks@chesco.org

Susan Still Elks, AICP
Planning Services Director
Chester County Planning Commission
601 Westtown Road, Suite 270, West Chester, PA 19380
610-344-6285 | www.chescoplanning.org
Housing Choices
**Key Issues**

- 146,000 more people
- 55,000 more homes
- 88,000 more jobs
- 64,000 more seniors
Chester County Housing Data

2016 ACS Census Data (Chester County)

Median Household Income = $88,995
Housing Units = 195,720
Median Housing Price = $331,000
Urban Centers = 18.5% (36,285)
Median Gross Rent = $1,222

Housing Tenure

<table>
<thead>
<tr>
<th>Housing Tenure</th>
<th>% Own</th>
<th>% Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Centers</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Townships</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>County</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>
## Chester County Housing Data

### 2016 ACS Census Data (Chester County)

#### Housing Type

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total</th>
<th>Detached</th>
<th>Attached</th>
<th>Apartment</th>
<th>M Home</th>
<th>RV ect.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Centers</td>
<td>36,285</td>
<td>11,441</td>
<td>11,309</td>
<td>13,322</td>
<td>213</td>
<td>0</td>
</tr>
<tr>
<td>% Urban Centers</td>
<td>18.5%</td>
<td>31.5%</td>
<td>31.2%</td>
<td>36.7%</td>
<td>0.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Townships</td>
<td>159,435</td>
<td>109,444</td>
<td>23,384</td>
<td>21,759</td>
<td>4,823</td>
<td>25</td>
</tr>
<tr>
<td>% Townships</td>
<td>81.5%</td>
<td>68.6%</td>
<td>14.7%</td>
<td>13.6%</td>
<td>3.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>County</td>
<td>195,720</td>
<td>120,885</td>
<td>34,693</td>
<td>35,081</td>
<td>5,036</td>
<td>25</td>
</tr>
</tbody>
</table>
Chester County Housing Trends

Source: Chester County Assessment Department data
Chester County Housing Trends

Source: Chester County Assessment Department data
Township Housing Trends

Source: Chester County Assessment Department data
Township Housing Trends

Source: Chester County Assessment Department data
Urban Centers Housing Trends

Source: Chester County Assessment Department data
Urban Centers Housing Trends

Source: Chester County Assessment Department data
## Urban Centers Affordability

### Median Household Income, Median Home Sale & Affordability - 2016

<table>
<thead>
<tr>
<th>2016 Median HHI</th>
<th>2016 Median home sale</th>
<th>Minimum HHI required for 2016 median</th>
<th>% Difference between median and affordable HHI</th>
<th>Maximum affordable home price for 2016 median HHI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$57,757</td>
<td>$215,906</td>
<td>$69,221</td>
<td>20.8%</td>
<td>$171,025</td>
</tr>
</tbody>
</table>

- 2016 Median household income = $57,757
- Maximum affordable home price for 2016 HHI = $171,025
- 2016 Median home sale = $215,906
- Median household income required to purchase a house at median sale price = $69,221
- Difference between median and affordable HHI = 20% ($57K vs $69K)
Recent Development Examples

West Chester: Chestnut Square

Source: www.chestnut-square.com
Recent Development Examples

Kennett Square: Magnolia Place “Victory”

Source: www.rentmagnoliaplace.com
Recent Development Examples

Phoenixville: Riverworks and Phoenix Village

Source: liveriverworks.com / phxvillage.com
Development Case Study
Downingtown: Green Street Mews

Green Street Mews offers affordable living within walking distance to downtown. It sold out in just 13 months and has been very popular with young families and young professionals. All in all, it’s been a great development for the Borough.

- Steve Sullins,
  Downingtown Borough Manager

Source: http://www.chescoplanning.org/housing/pdf/GreenStreetMews.pdf

Location:
200 Green Street,
Downingtown, PA 19335

Developer:
Progressive Housing Ventures

Architect:
Barton Partners Architects & Planners

Builder:
Progressive Housing Ventures

Total Number of Units:
30

Unit Type:
Townhomes/Attached Single Family with garage

Consumer Affordability:
$219,370 – $262,570
(74-89% county median)
Units were sold at market rate. The developer used favorable mortgage financing for buyers with no PMI and only 3% down due to the property being within a Community Reinvestment Act area.

Landscape Type:
Urban

Start/Completion Date:
2008

Sustainability:
Energy Star rated appliances, high insulating value construction
Proposed Development Example

Downingtown: Proposed River Station (Hankin)

Source: TMACC/Hankin Group presentation
Documents/Resources

http://www.chescoplanning.org/housing/housing.cfm
Documents/Resources
http://www.chescoplanning.org/housing/housing.cfm

Programs and Projects

Housing Report, 2017
The annual Housing Report provides an annual summary of residential real estate trends in Chester County. The report displays median sales prices of residential properties on three aggregate levels: county, school region, and municipal. Further, it summarizes new construction by type of housing, including single family, twins, townhouses, and apartments. View Report ►

Affordable Housing Case Studies
To illustrate how affordable housing can be successfully developed and integrated into communities, Affordable Housing Case Studies were developed to show successful examples of new affordable housing in Chester County. The projects highlighted encompass a variety of types for a diversity of populations and needs. Learn More ►

Housing Options Task Force
The Housing Options Task Force consists of the Planning Commission, municipal partners, and housing related organizations in a partnership formed to implement the housing element of Landscapes2. The Task Force Executive Committee continues to provide input on CCPC activities relating to housing. Learn More ►

Planning Toolbox — Housing Diversity
Housing Diversity refers to the range of housing options available to residents of Chester County and other areas. Each municipality is required to provide opportunities for all types of housing through their zoning ordinances. Offering a diverse mix of housing in cost, unit type, and neighborhood setting is important to meet the needs and preferences of all residents. View Tools ►
Documents/Resources

http://www.chescoplanning.org/Resources/Data.cfm

Data and Publications

- Publications
- Map Index
- Aerial Photography
- Data Index
- Census Information
- Videos

Housing — Home Sales and Median Price

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Sales</th>
<th>New Sales</th>
<th>Total Median Price</th>
<th>New Sales Median Price For Sales Involving &gt; 5 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chester County</td>
<td>1,871</td>
<td>451</td>
<td>$321,500</td>
<td>$411,000</td>
</tr>
<tr>
<td>Atglen Boro</td>
<td>18</td>
<td>0</td>
<td>$184,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Arundel Boro</td>
<td>6</td>
<td>0</td>
<td>$184,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Birmingham Twp</td>
<td>64</td>
<td>1</td>
<td>$636,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Canton Twp.</td>
<td>246</td>
<td>35</td>
<td>$221,050</td>
<td>$331,223</td>
</tr>
</tbody>
</table>
Housing Wrap-Up

• 2017 median sales price of all units highest since 1990.
• 2017 median sales price of new units highest since 2004.
• 2017 number of units sales exceeded 7,000 for the first time since 2007.
• 2017 new housing unit sales exceeded 700 for the first time since 2013.
• 2017 median sale price $337,000; 6.5% greater than 2016.
• 2017 median sale price of new construction $432,305; 5.1% greater than 2016.
• In 2017 multi-family comprised 40% of all new units. Since 2015 this has ranged from 45-50%, a significant change from 2010-2013 when it ranged from 12-27%.
Speakers Panel

Housing Alliance of Pennsylvania
• Levana Layendecker, Deputy Director

Council on Affordable Housing in Phoenixville
• Janice Biros, Co-Chair
• Kathryn Evans, Co-Chair

Habitat for Humanity, Chester County
• Chip Huston, Director

Progressive New Homes
• Sarah Peck, Principal
Moderated Discussion
Potential Discussion Questions

- Changes to regulations that may assist with housing choices? TDR?
- Incentives to create a range of housing price points? Density bonus?
- Programs? County, multi-municipal, municipal…
- Public/private partnerships?
- Housing types? Accessory units, tiny houses, carriage houses…
- Funding/Financing? Banks, programs, TIF, LERTA, etc…
- Housing for certain populations? Seniors, students, etc…
Thank you!

Questions or Comments?

www.chescoplanning.org
Housing Alliance of Pennsylvania
• Levana Layendecker, Deputy Director

https://housingalliancepa.org
Council on Affordable Housing in Phoenixville

• Janice Biros, Co-Chair
• Kathryn Evans, Co-Chair

https://youtu.be/Q4iNuBMPxxc
Habitat for Humanity, Chester County
• Chip Huston, Director

https://hfhcc.org/
Providing basic, well-built, affordable, owner-occupied housing with God’s people in need — in a way that builds hope, dignity, and independence, develops partnerships, encourages community, involves Christians and others of goodwill and cooperates with other organizations so that God’s love is shared and celebrated.
Executive Summary

- For the first time in its history, Habitat for Humanity of Chester County will be building homes in Southern Chester County as a 40-home development will be built in West Grove.

- Habitat is building 46 homes in the City of Coatesville.

- The total cost of these two projects is $10,000,000.

- The opportunity to acquire two large properties that will yield more than 80 homes for deserving families in need of decent, affordable housing.

- To date, the Coatesville homes are down to 12 to build.

- West Grove has broken ground with anticipated home construction set for May/June 2019.
Since its incorporation in 1989, Habitat has consistently increased its production of affordable homes. To date, HfHCC has built or rehabilitated 151 homes in Coatesville, Downingtown, Phoenixville and West Chester. Over 400 people are now living in their own homes thanks to our many volunteers and donors.

Houses form only one part of our vision. While it would be possible to simply build houses and give them to families in need, we have a homeownership process designed to empower families. As our saying goes, “It’s a hand up . . . not a handout!” In addition, we create opportunities for people to give a hand up to our partner families through volunteer experiences. As people come together to contribute what they can we find that we are building stronger communities along the way.

While the annual median household income in Chester County is $84,000, our partner families generally earn between $25,000 and $50,000 annually. Habitat offers an alternative to renting through affordable homeownership. The average HfHCC mortgage payment is between $650 and $750, and by paying their 25-30 year, zero-interest mortgages, not only do families acquire an immediate upgrade in their standard of living, but also opportunities to break the cycle of poverty.
Investing for Impact

Increasing Capacity to Build for the Future

Affordable financing is the engine that drives the Habitat model. When construction is completed, the owner purchases the home via a no-interest mortgage from Habitat. Homeowner housing loan repayments are then “recycled” through the “Fund for Humanity” providing capital back to HfHCC for building additional homes.

As more homes are built and occupied, more money flows back to us, increasing our capacity to serve more families. In essence, a dollar donated today will be working for affordable housing for many years to come.

HfHCC’s Economic Footprint

Habitat for Humanity of Chester County creates value in our community and provides a clear return on investment for our homeowners, volunteers, and donors alike.

- HfHCC homes represent approximately $414,000 in annual tax revenue for our county and school districts. In fact, every new Habitat home adds approximately $3,600 to the tax base annually.
- HfHCC homes have provided $9,108,000 in revenue to the combined taxing agencies over the last 22 years.
- Habitat volunteers provide free labor worth more than $500,000 annually.
- Home construction activity generates approximately $1,000,000 in revenue for local businesses and suppliers each year.
- Goods and services related to home construction have provided nearly $111,000,000 to the local economy over the course of 22 years.
Investing for Impact

Our Method for Families

Need
- Overcrowded
- Homelessness
- Poor housing situation/condition

Ability to Pay
- We work with families who make between 30% and 60% of AMI
- Income can be from work, SSI, SSD, child support etc.

Willingness to Partner
- Sweat Equity (200 hours per applicant on mortgage)
- Financial Literacy
- Home Maintenance

Financial
- 25 to 30 year, Zero interest mortgage
- Family does pay real estate taxes
Chester County is a place of extreme wealth and unimagined, and often unseen, poverty. Even as one of the wealthiest counties in the nation, there exists a real shortage of affordable housing.

For many hard-working families, the fruit of their labor is substandard housing. Trailers infested with cockroaches, apartments that lack adequate plumbing, and heating systems that no longer work are just some of the deplorable conditions they are forced to live with. Moreover, rental costs, even for unsafe or inadequate housing can easily consume more than half a family’s income - leaving low-income families little money for other basic necessities like food, clothing or health care. These families must also live a great distance from the workplace, increasing their commuting time and decreasing their productivity.

Substandard housing can endanger the health and safety of its occupants, erode their hope and self-worth, and impair their children's ability to succeed in school.

HfHCC understands that affordable housing is an urgent problem requiring extraordinary steps. We can help these families to build a home that is more than decent shelter – it is hope for the future.

<table>
<thead>
<tr>
<th>Chester County’s Affordable Housing Crisis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families with children in Chester County that earn less than $25,000 per year</td>
</tr>
<tr>
<td>Fair market rent for a 3-bedroom apartment</td>
</tr>
<tr>
<td>Median home price in Chester County</td>
</tr>
<tr>
<td>Yearly minimum income needed to afford that home</td>
</tr>
<tr>
<td>Typical Mushroom Laborer Wage Rate</td>
</tr>
<tr>
<td>Percent of housing in Coatesville devoted to home ownership</td>
</tr>
</tbody>
</table>
Building Communities, Changing Lives seeks to:

• Increase affordable housing stock in Southern Chester County by building 40 homes on a 6.8 acre plot in the Borough of West Grove;

• Complete the remaining 12 homes in Coatesville’s Cambria Development;

• Offer appropriate mortgage products to hard-working families;

• Provide critical housing support services, such as credit counseling and budget workshops, to partner families;

• Strengthen existing strategic partnerships and generate new ones to holistically address community challenges; and

• Engage a broad collection of key neighborhood stakeholders, including local government, businesses and, most importantly, residents in creating and implementing solutions.

• Find more available land opportunities
Building Communities – Where we have been….

Families Served to date

- Coatesville - 117
- West Chester – 17
- Phoenixville - 16
- Downingtown – 1
A Neighborhood Revitalization Effort

An Affordable Housing Community in Coatesville

In addition to building homes, HfHCC is addressing the need of revitalization in **one of the county’s most economically distressed areas – Coatesville.**

In Fall 2009, Community Builders, Inc., a non-profit development corporation, approached Habitat to complete an 86-home development on the site of the former Oak Street public housing project. **A comprehensive neighborhood revitalization effort,** the project was designed to address the negative impact of the poorly developed public housing complex that dominated the area for more than 30 years.

HfHCC purchased the land with plans to complete the remaining 45 homes over the next six years.

An area once dominated by dilapidated housing in the form of massive concrete apartment buildings, this property is now a neighborhood with tree-lined streets and a large park. No longer crime-ridden, this area is filled with love and laughter of hard-working families who now have a decent, affordable place to live.
A Neighborhood Revitalization Effort

Oak Street Housing: Then and Now
A Neighborhood Revitalization Effort

Oak Street Housing: Then and Now
A Neighborhood Revitalization Effort

Oak Street Housing: Then and Now
A Neighborhood Revitalization Effort

An Affordable Housing in West Chester

HfHCC had the opportunity to buy land in the Borough of West Chester in 2005. 16 lots in all were developed once subdivision was complete. We worked with the Borough to develop a high density plan for the East End neighborhood using existing lot lines in the area. Even adding off street parking.
A Neighborhood Revitalization Effort

West Chester Barnard and Bolmar: Then and Now
A Neighborhood Revitalization Effort

West Chester Barnard and Bolmar: Then and Now
West Grove Borough
An Affordable Housing Community

In Fall 2010, Habitat purchased a plot of land in the Borough of West Grove. Despite the growing need for affordable housing, this opportunity is the first in 20 years that HfHCC has been able to build in Southern Chester County. Over the next six years, 40 homes will be constructed on the 6.8 acre lot located just off of the town’s square – forever changing the lives of 40 families.

In choosing this area, Habitat considered community assets such as proximity to schools, parks, public transit and services.

This community will feature an open space with two retention ponds, a native plant meadow, a riparian creek buffer zone to prevent damage to the creek bed, and a passive walking area.
Thank you for taking the time to learn about Habitat for Humanity of Chester County and our plans to make an even greater difference in Chester County. As we enter the most exciting and ambitious period of our history, we look to business and community leaders like you to support our efforts and to help us expand our network of friends.

The importance of a decent place to live cannot be overstated, for with it comes stability and promise; family unity and hope; and a foundation from which individuals and neighborhoods reach their full potential.

Stronger, more stable families build stronger communities – both socially and economically.

**Contact Information:**

Chip Huston  
610-384-7993, x12  
Chip@hfhcc.org
Progressive New Homes

• Sarah Peck, Principal

http://www.progressivehsg.com/
Infill Housing Development

A Win For:

• Municipalities
• Developers
• The Market
• The Environment
Where, What, Why and How?
Where?

• Towns with a retail core
  • walking distance to train, shops, services, parks
• Developed industrially around rivers and train lines
• Existing infrastructure, water and sewer
• Close to employment & commuter arteries
• Historically bypassed for new development;
• Burdened with non taxable real estate
• Communities with historic architecture and sense of place
What?

• Properties with problems – solvable with new development.
• Formerly industrial uses, built on or near rivers - often contaminated
• Flooding, lack of storm water management
• Blighted properties, disinvestment
• Obsolete uses no longer highest and best
• Deteriorated infrastructure
Why?

• Strong market demand
  — Empty nesters, singles, couples with and without kids, seniors, single parent families
• Few other new housing choices
• Environmentally sustainable
• Economic Driver for businesses in CBD
• Tax ratables
How?

- Economics through Increased Density
  - lowers land cost per unit
  - Lowers Infrastructure cost per unit
- Flexbility in sales pricing
- Wider market accelerates sales pace
- Reduces interest carry
- Lowers indirect costs – both sales and constr.
- Partnership with municipalities
  - Zoning relief, tap fees flexibility
Case study– Downingtown Borough

- 1.64 acre site
- Vacant quonset hut, former light industrial
- Flood Plain, contaminated
- Zoned for 8 townhouses
Performance Zoning Ordinance

Density Bonuses for:

• Flood control improvements
• Greater off street parking
• Greater open space
• 3.5 parking spaces per unit
• 50% Open spce
• 18 D.U.’s per unit
Back to Back Townhomes with Garages

Garage Level

Living Level

Bedroom Level

Loft Level
(2) 24 FEET
BACK TO BACK
Back-to-Back Townhomes, 2-car Garages
OTHER EXAMPLES
Plan A

g. wissman designs

gregory wissman aia
1657 willow street
norristown pa. 19403

lower level

first level

second level

third level
16 d.u.’S PER Acre, 50% open space
Stacked Townhomes
Disguised as Mansions
...Stacked Building Plan

Level One & Two

Level Three & Four

Level One
TYPICAL INTERIOR
Multi-plex Townhomes
Rear Garages at Grade Level
Back to Back and Piggy Back Design