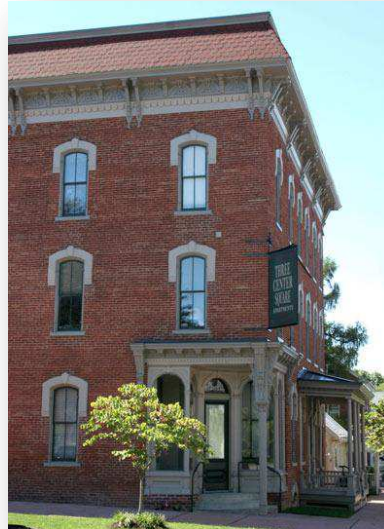


Housing Market Analysis 2013: A Call to Action

Lancaster County, Pennsylvania



The Housing Market Analysis was undertaken through a partnership between...



*Better Housing for
a Brighter Future*

With funding assistance from:



Lancaster County Planning Commission

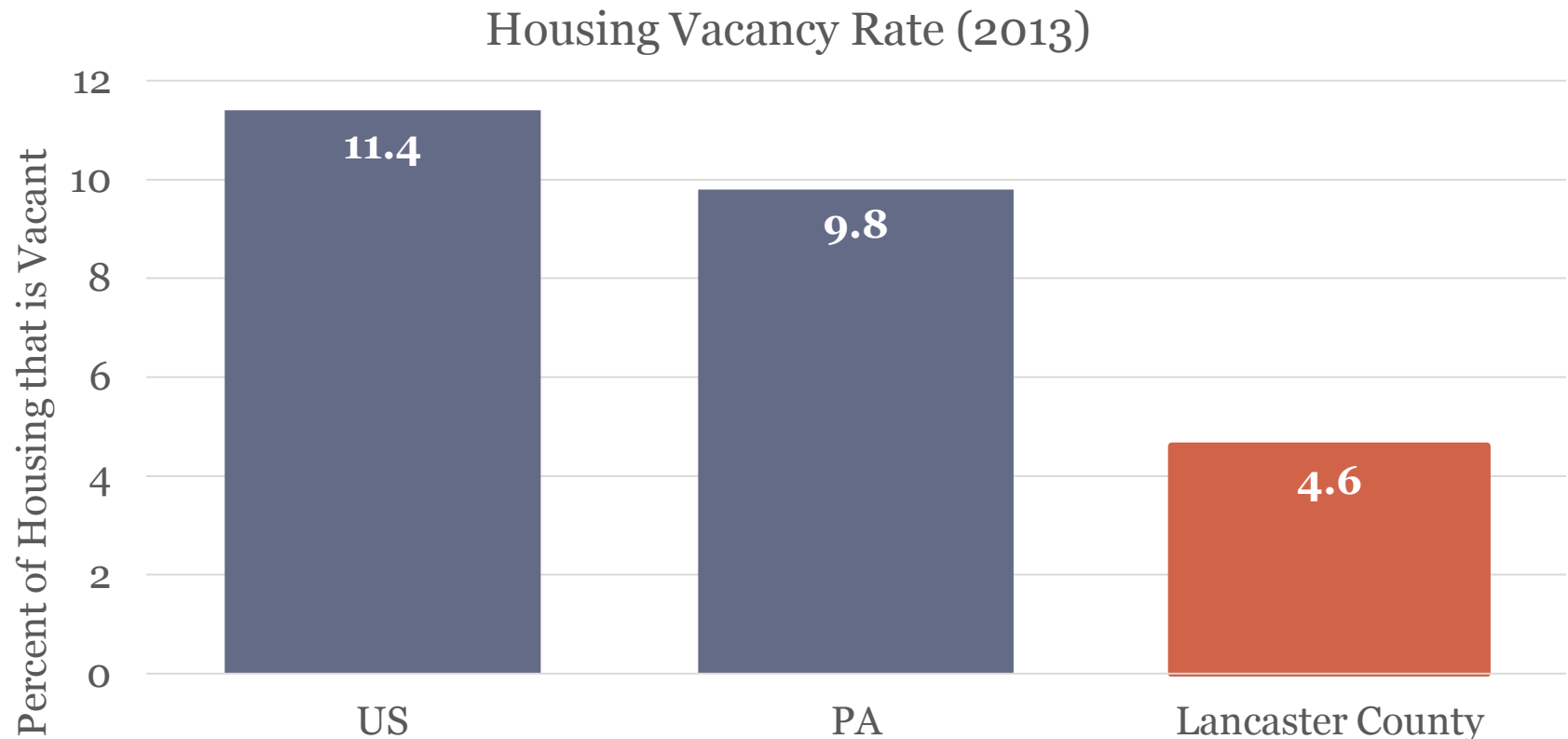


Current Conditions

Housing in Lancaster Today:

- Low housing vacancy rates
- Increasing rental rates
- Increasing housing costs & rates of housing cost burden
- Increasing transportation costs due in part to the location of housing
- Mismatch between housing supply and demand
- Older housing stock requires maintenance and reinvestment

The housing vacancy rate in Lancaster County is extremely low; our housing stock is at **functional full capacity.**

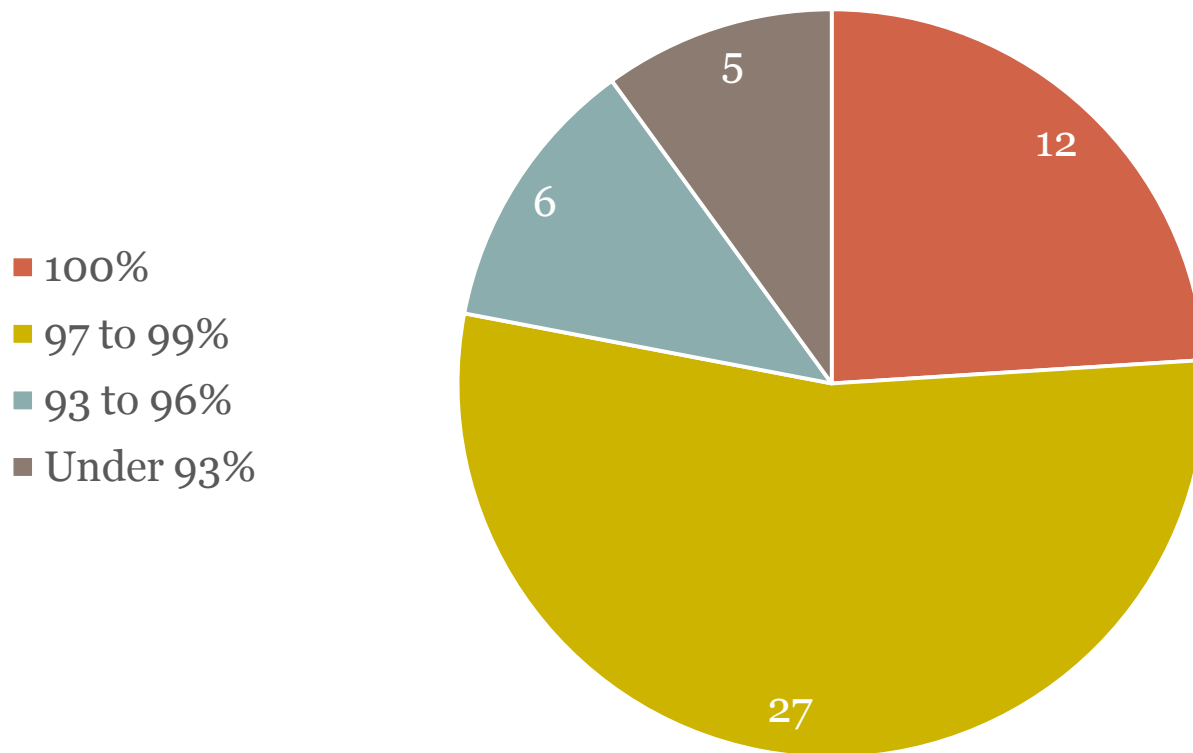


Source of US & PA Data: 2013 Claritas

Source of Lancaster Data: 2013 Claritas/HMA 2013 by Zimmerman/Volk Associates

An August, 2013 survey of rental properties in Lancaster County indicated an **occupancy rate of 97.4%.**

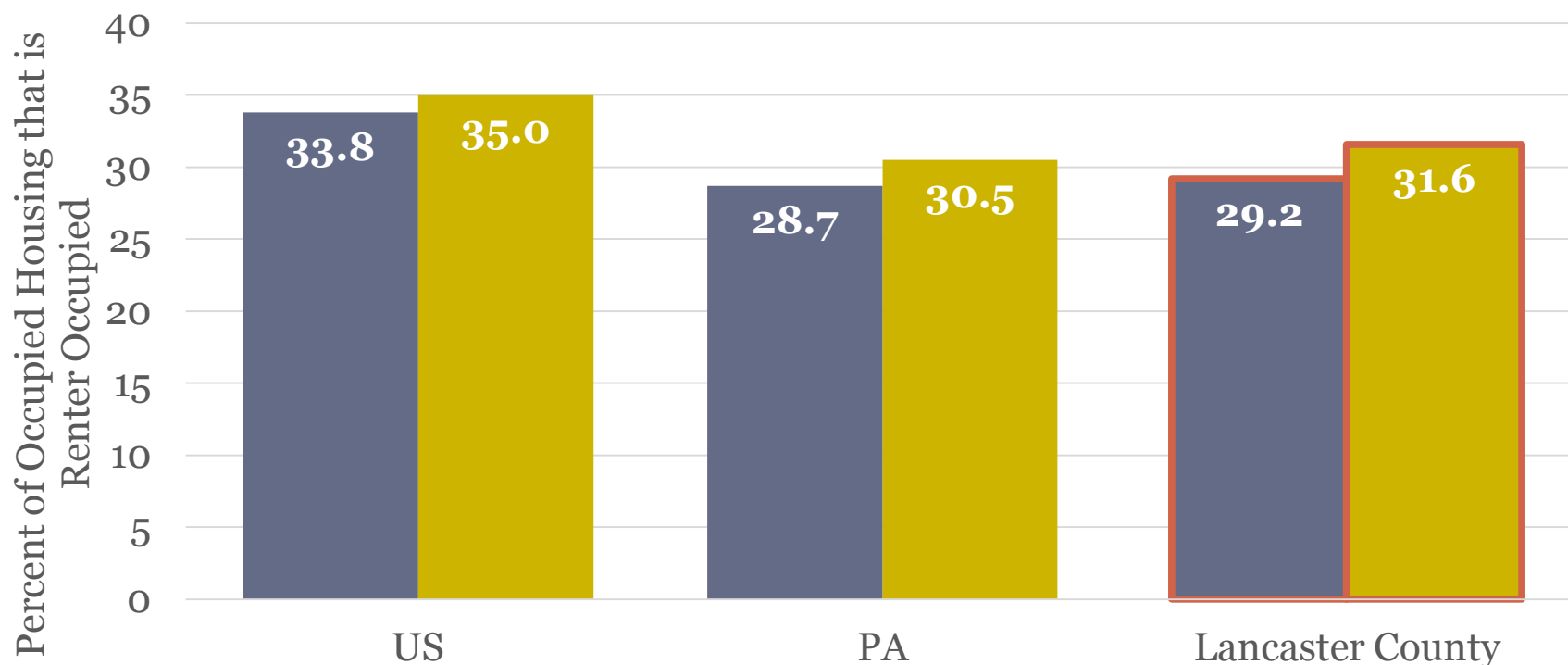
Total Surveyed Rental Properties by Occupancy Rate (2013)



More and more people across nation, state, and county
are **choosing to rent housing.**

Rental Rate

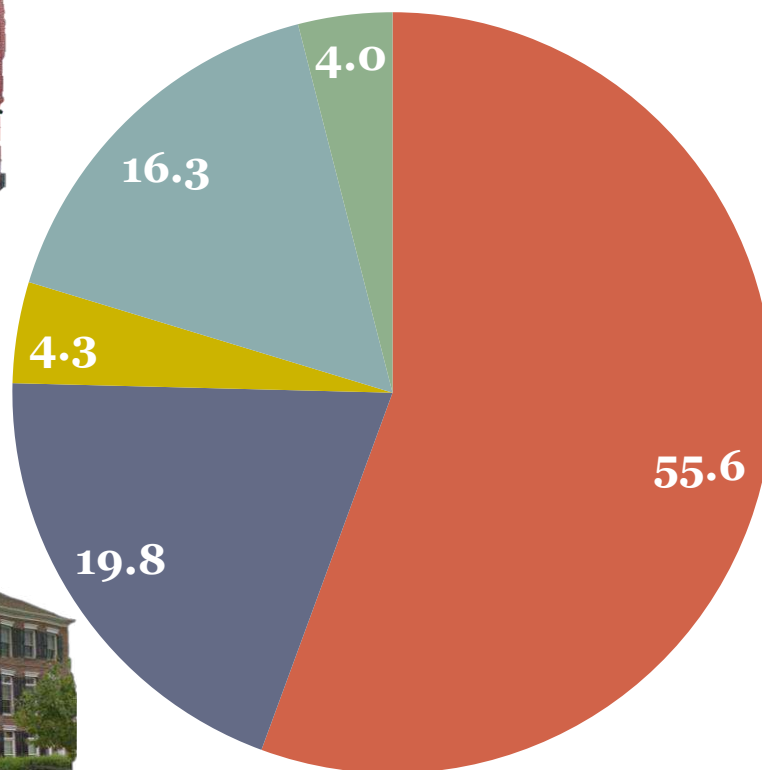
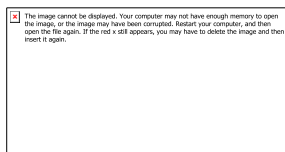
■ 2000 ■ 2013



Source of US & PA Data: Census Bureau, 2000 Decennial Census & ACS 2012 1-Year Estimates

Source of Lancaster Data: 2013 Claritas/HMA by Zimmerman/Volk Associates & Census Bureau 2000 Decennial Census

We have more single-family detached housing than
all other housing types combined.



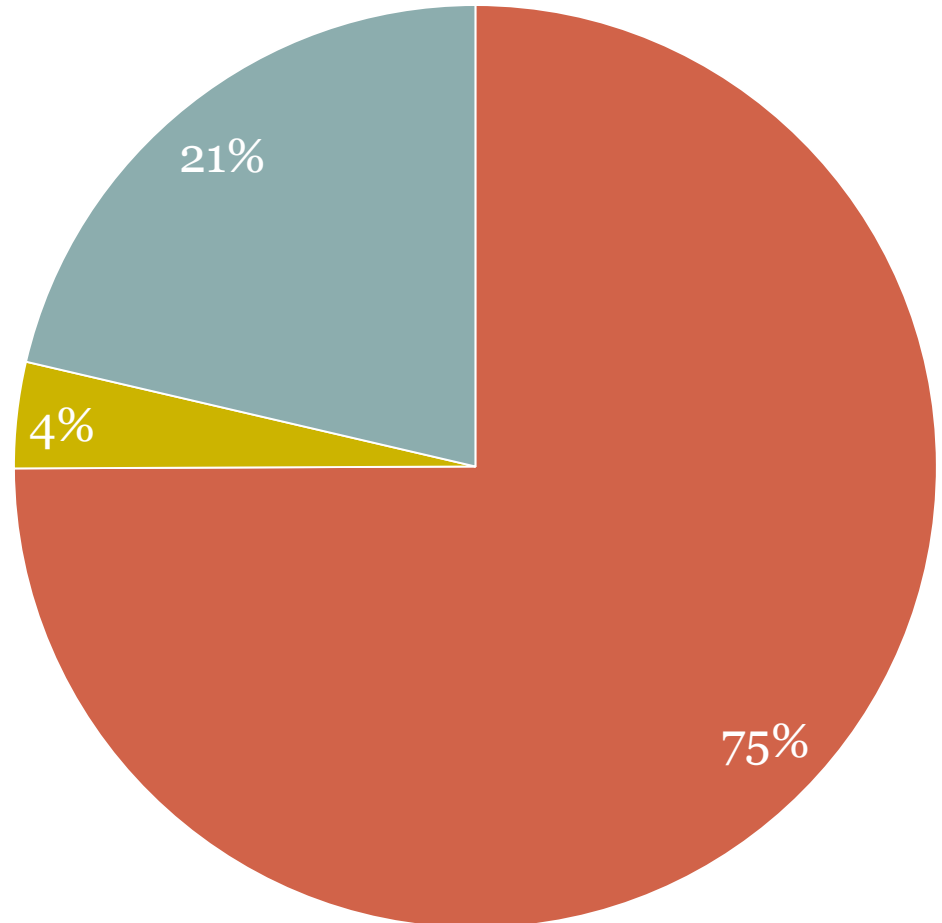
Housing Type by
Units in Structure (2013)

■ Single-Family Detached ■ Single-Family Attached ■ Duplex ■ Multi-Family ■ Mobile Home

Lancaster County Today: Housing Production

Building Permits: 2008-2012

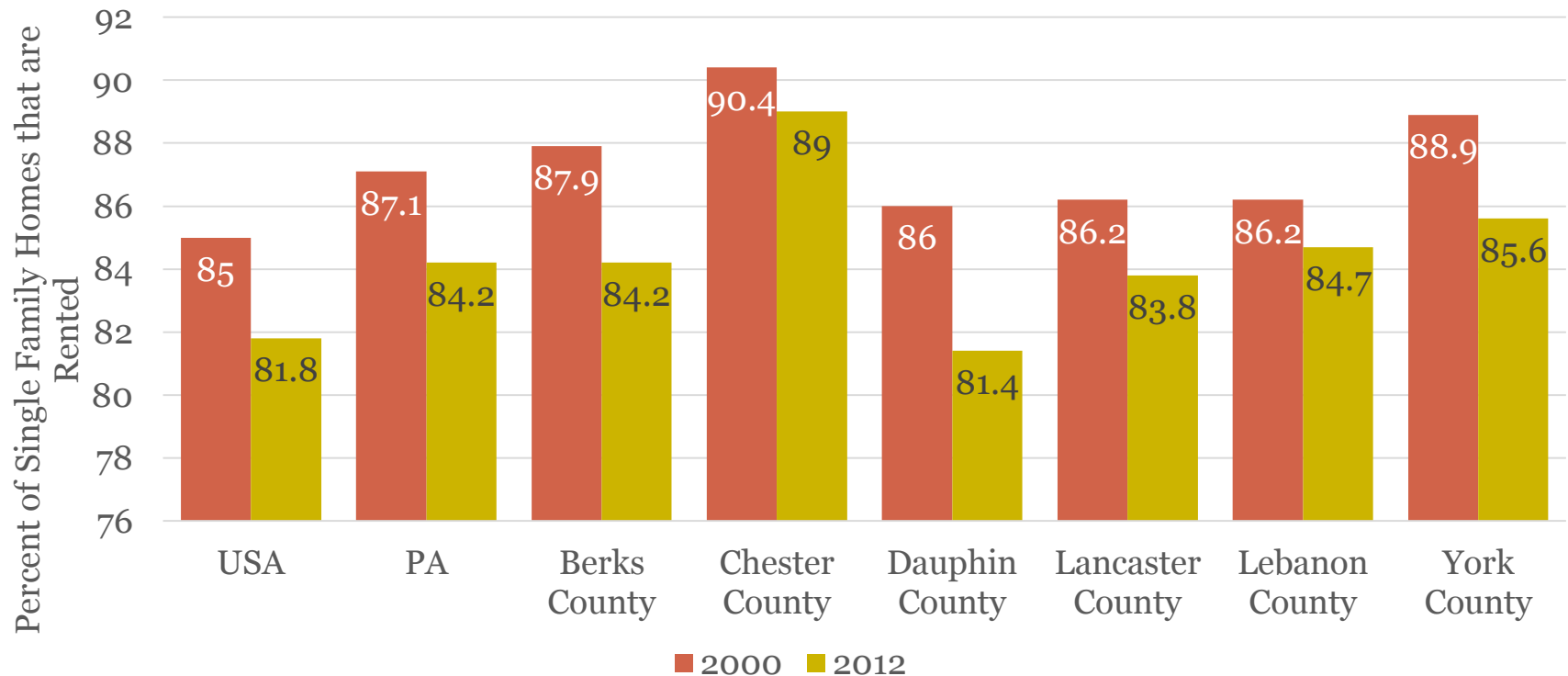
- Single Family*
- Duplex
- Multi-Family



* Includes both attached and detached

The market is finding other ways to provide the
needed rental housing...
more single family homes are being rented.

Percent of Single-Family Homes that are Owner Occupied in 2000
and 2012



Lancaster County Today: Age of Housing Stock

- **46%** of housing units in the county were built more than 40 years ago.
- In Lancaster City...that figure is **84%**.
- Older homes require investment in order to keep them in good condition.
- Maintenance costs can quickly add up & overwhelm lower-income homeowners or landlords.

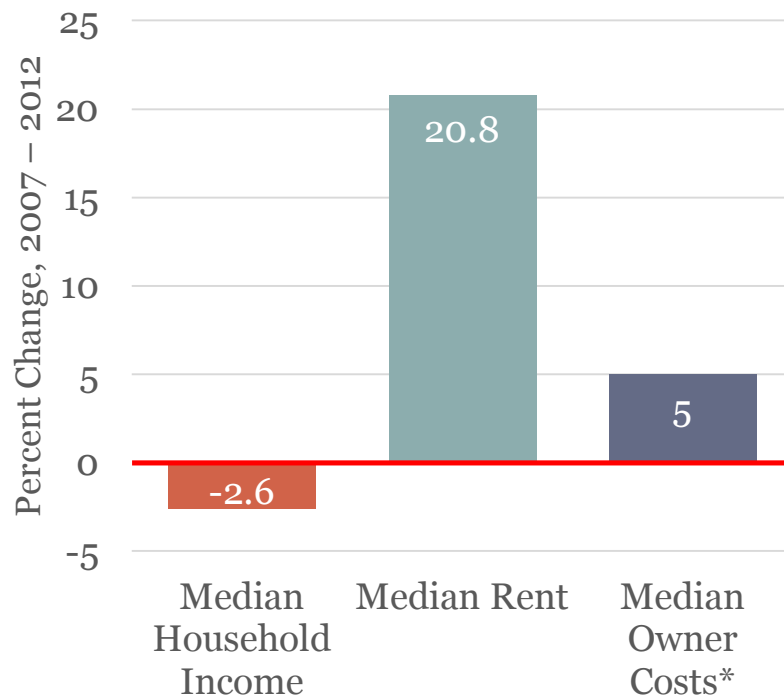


When housing is not maintained, it can become **hazardous** for occupants and whole communities.



Incomes are not keeping pace with housing costs.

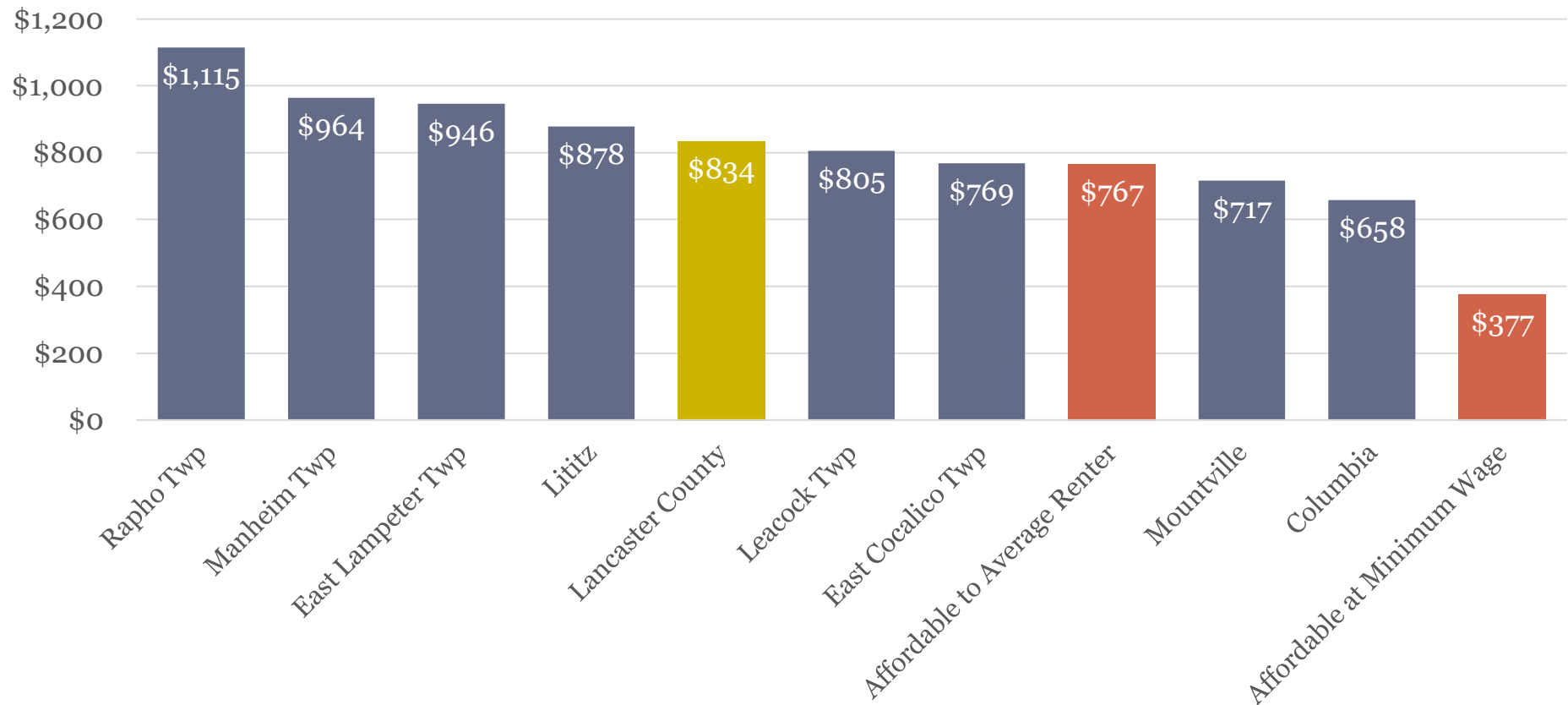
Percent Change in Median Housing Costs and Incomes in Lancaster County, PA, 2007 – 2012



Year	Median House-hold Income	Median Rent	Median Home-Owner Costs*
2007	\$52,764	\$726	\$1,355
2008	\$55,850	\$786	\$1,431
2009	\$55,673	\$779	\$1,432
2010	\$51,740	\$822	\$1,417
2011	\$53,387	\$834	\$1,471
2012	\$51,371	\$877	\$1,423

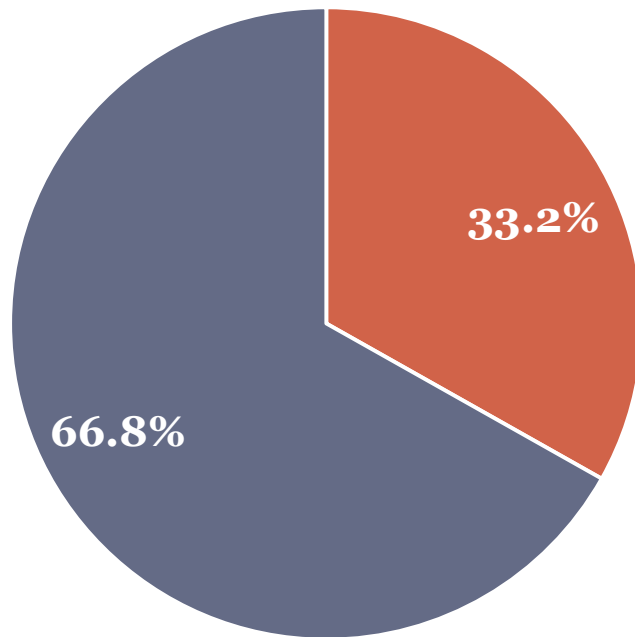
Even in the most affordable communities, many full-time workers have trouble making ends meet.

Median Rent in 2011



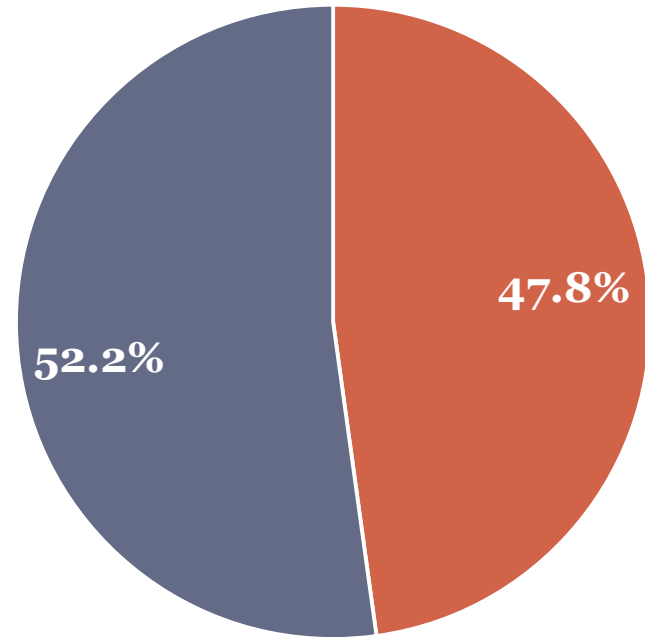
Housing costs are high; when people spend more than 30% of their income on housing costs, they are housing cost burdened.

Owned Housing Units with a Mortgage



■ Cost Burdened ■ Not Cost Burdened

Rented Housing Units



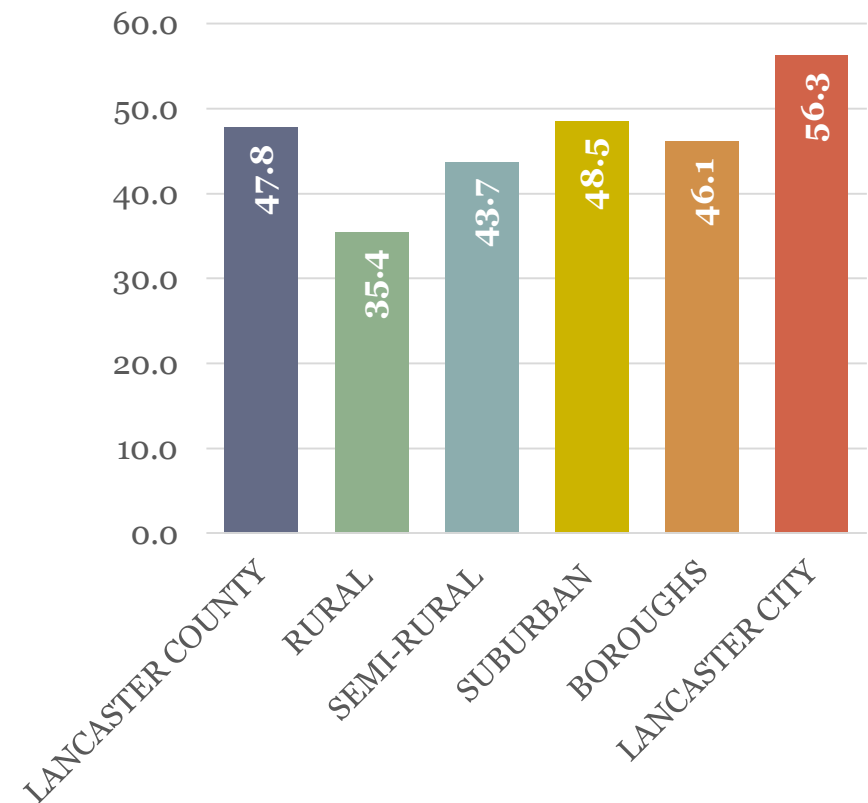
■ Cost Burdened ■ Not Cost Burdened

Even where housing costs are comparatively low,
housing cost burden is still high -
particularly among renters.

Median Rent

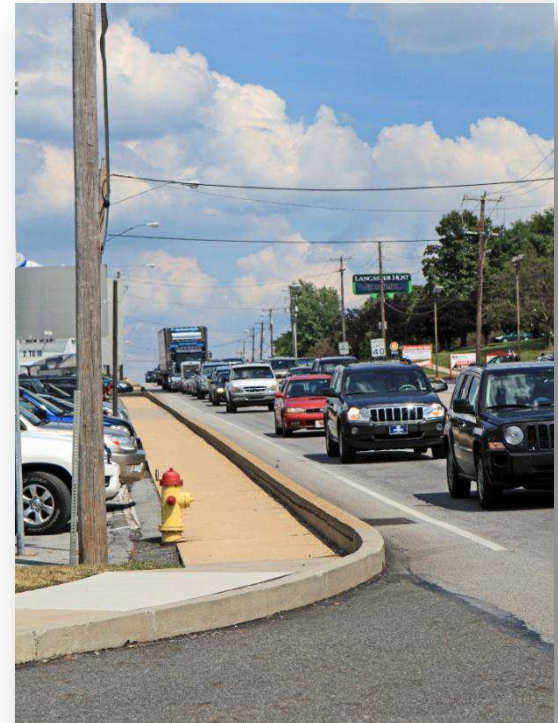
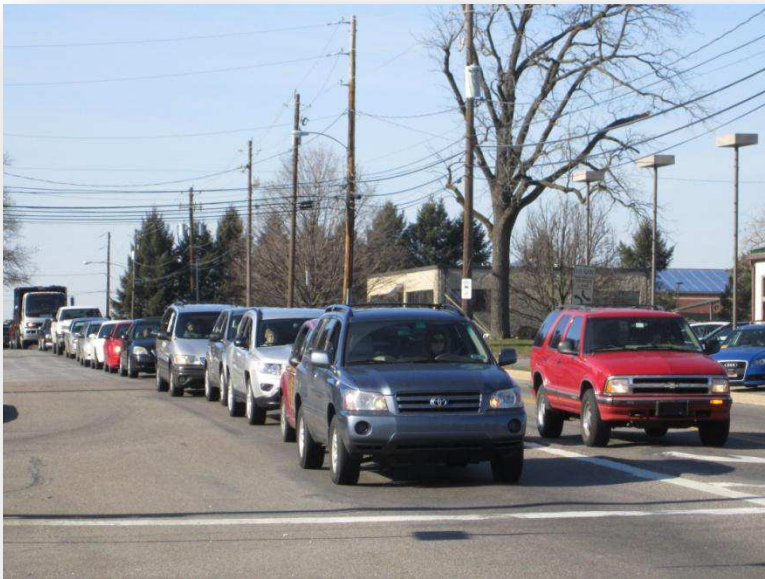


Housing Cost Burden Among Renters
(% of Renter Households)



Homes and jobs continue to be spread out across the county, resulting in traffic congestion, longer commute times, and **higher transportation costs**.

- Over **70%** of county households have a housing/transportation cost burden of more than 45% of income.



Lancaster County **Today**: Household Types

Empty-Nesters & Retirees	Families	Younger Singles & Couples
52%	29%	19%



Future Conditions

Housing Market Potential in Lancaster Over the Next 5 Years: 2013 – 2017

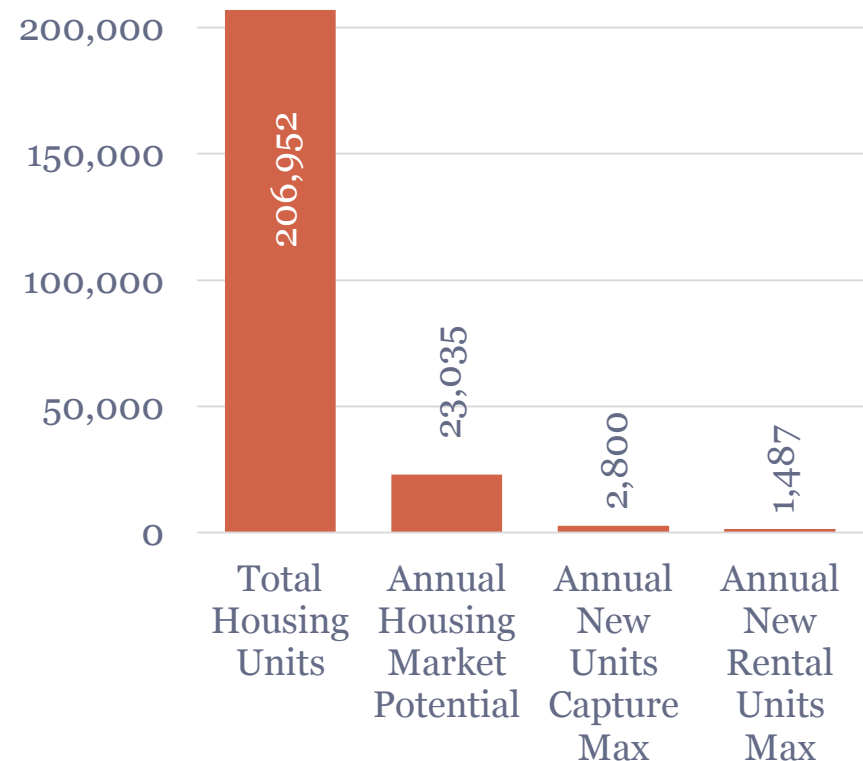
- Younger singles & couples will form the most households
- High demand for rental housing & apartments
- Need for diverse price points

How many new housing units is Lancaster County likely to capture over the next several years?

Housing Market Potential, 2013 - 2017

- Number of households that will move *to or within* Lancaster County each year over the next five years: 23,035
- Capture rate for NEW housing units: 5 to 15 percent
- Annual capture of NEW housing units: 1,647 to 2,800
- Annual capture of new RENTAL housing units: 991 to 1,487

Market Potential & Capture



Lancaster County **Tomorrow**: Households

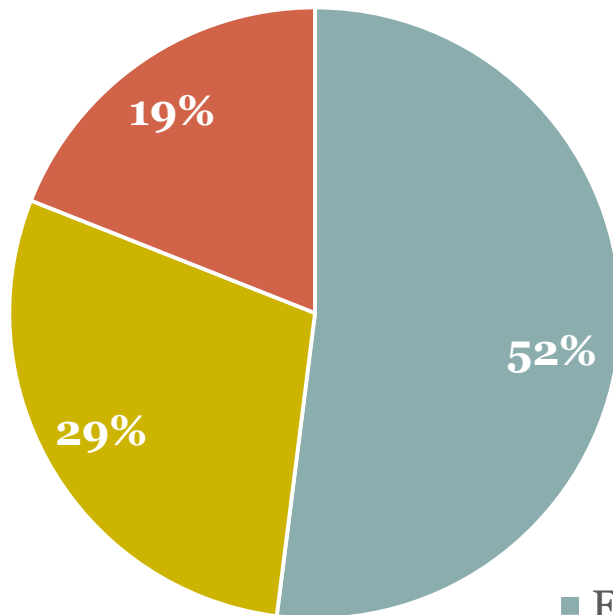
Market Potential: 2013 through 2017

Empty-Nesters & Retirees	Families	Younger Singles & Couples
24%	31%	45%

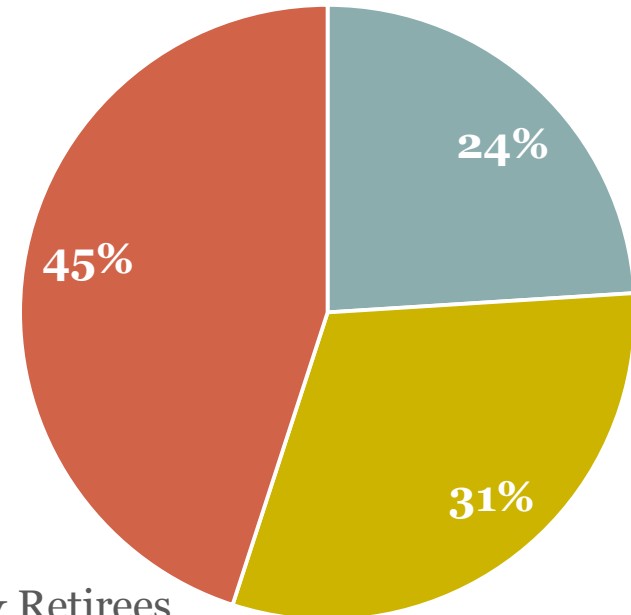


Over the next 5 years,
younger singles & couples will dominate
the market for new housing.

Households Today

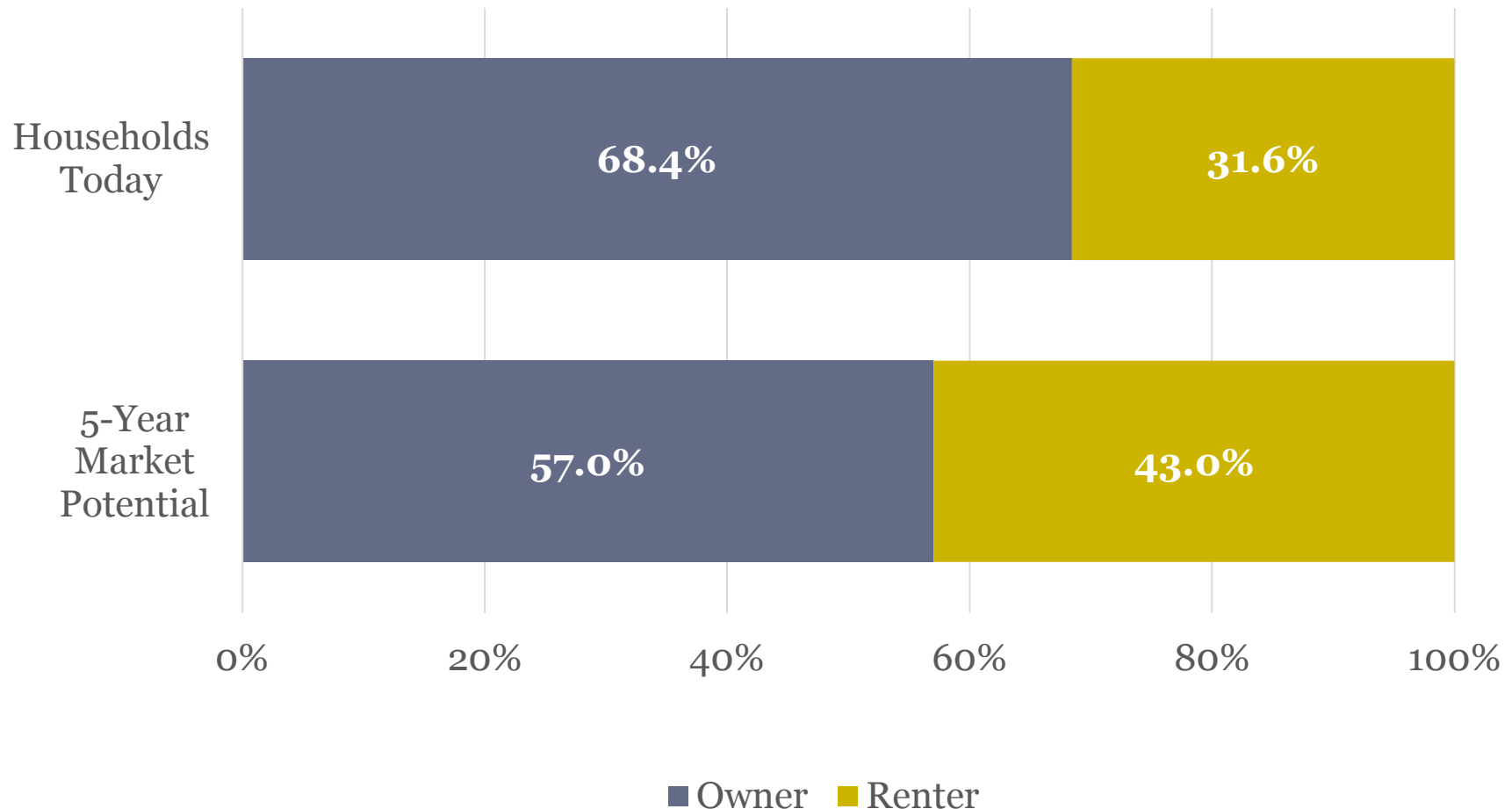


Market Potential 2013 - 2017

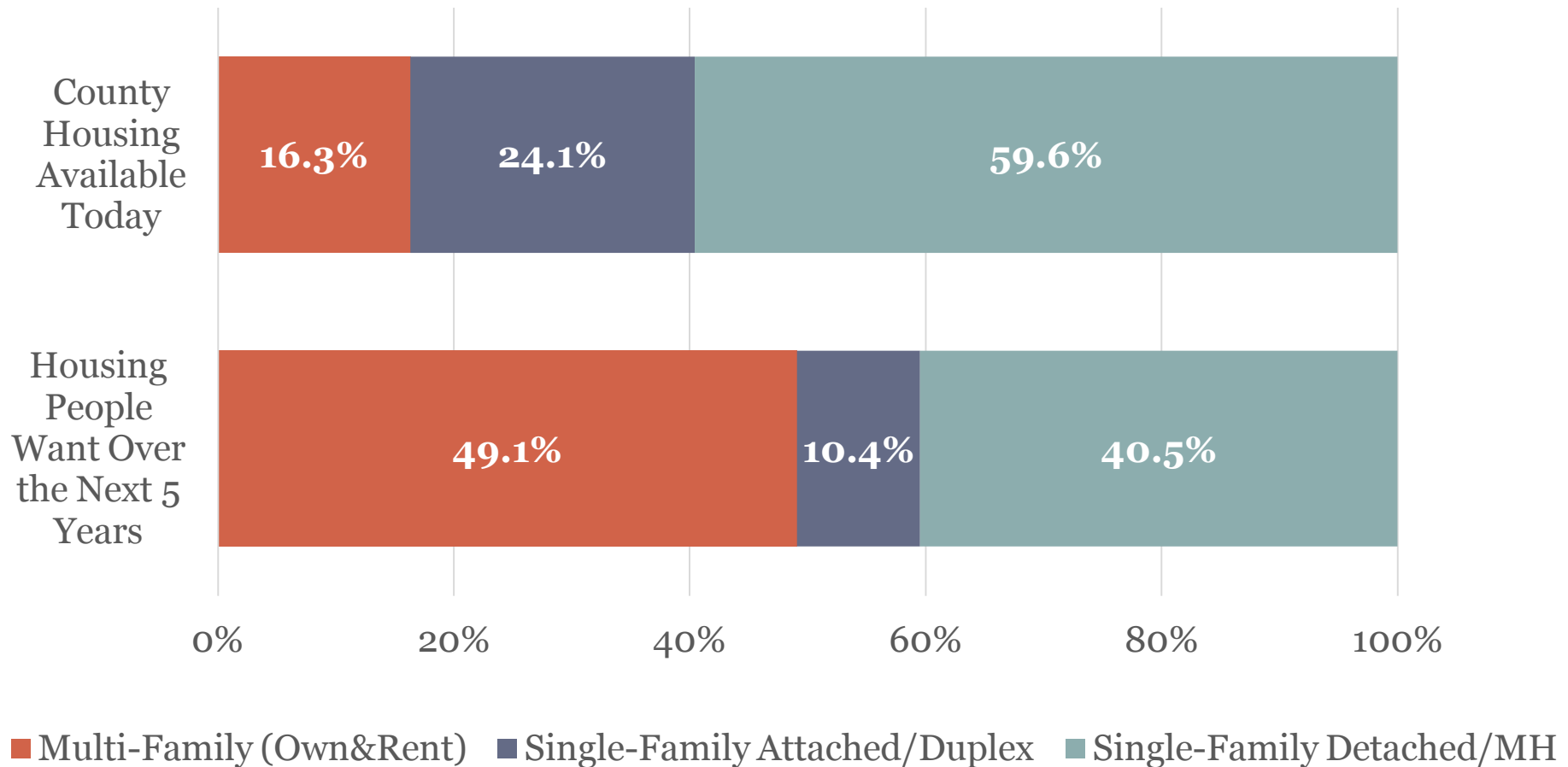


- Empty-Nesters & Retirees
- Families
- Younger Singles & Couples

More people are choosing to rent; the
preference for rental housing
is expected to grow over the next 5 years.

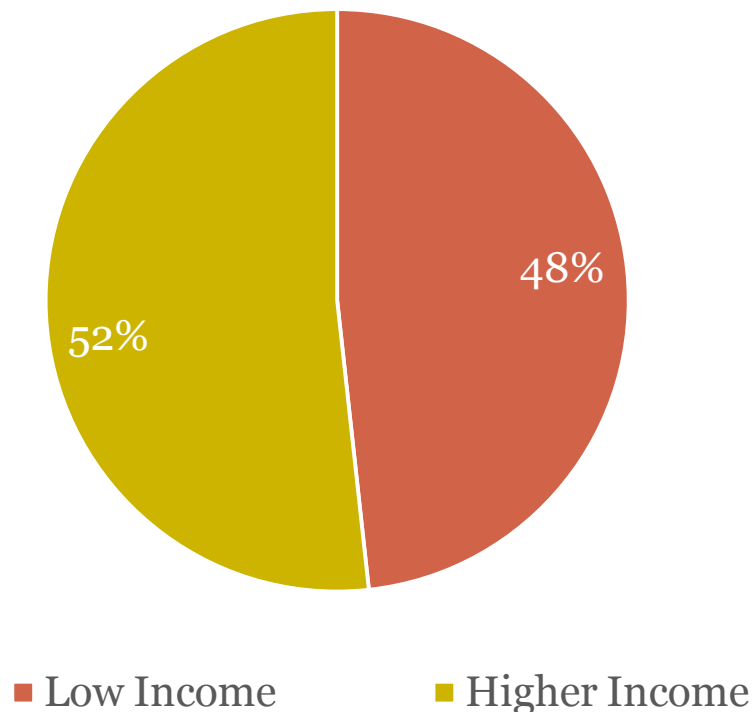


Over the next 5 years, people will be looking for far **more multi-family housing** than is currently available.



Nearly half of the households looking for housing over the next five years will be “low-income.”

Percent of Households Looking for Housing Over the Next 5 Years by Income

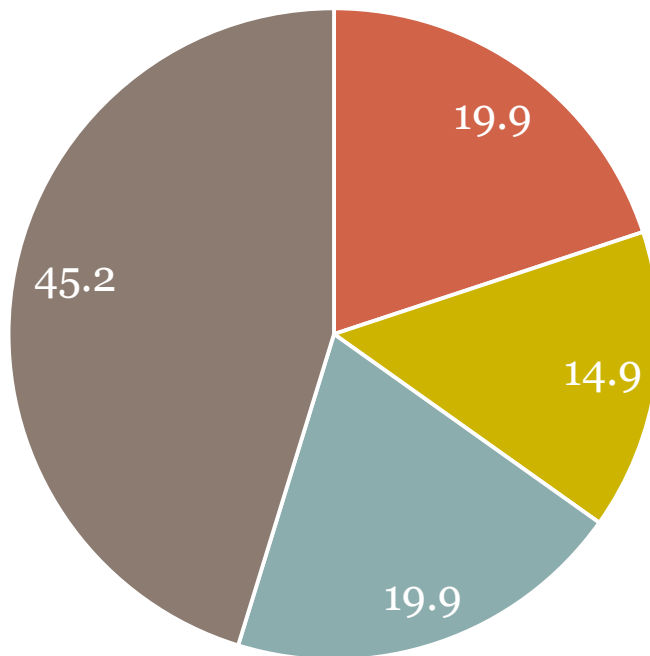


What is “low income”?

- A household that earns less than 80% of the area median income (AMI).
 - Family of four: \$56,000
 - Single person: \$39,200
- Many people are employed full time at good jobs and are still considered to be “low-income.”

More than half of the households looking for **rental housing** over the next five years will be “**low-income.**”

Market Potential for Renters



■ Under 30% AMI

■ 50 to 80% AMI

■ 30 to 50% AMI

■ Moderate/High Income

What is “low income”?

- Extremely Low Income = Under 30% AMI
 - Family of four: \$24,250
 - Single person: \$14,700
- Very Low Income = 30 to 50% AMI
 - Family of four: \$35,000
 - Single person: \$24,500
- Low Income = 50 to 80% AMI
 - Family of four: \$56,000
 - Single person: \$39,200

Key Challenges & Concerns

- Providing enough multi-family/rental housing options.
- Providing housing at a variety of price points.
- Maintaining our aging, existing housing stock.
- Providing housing near jobs, schools, transportation and existing infrastructure.

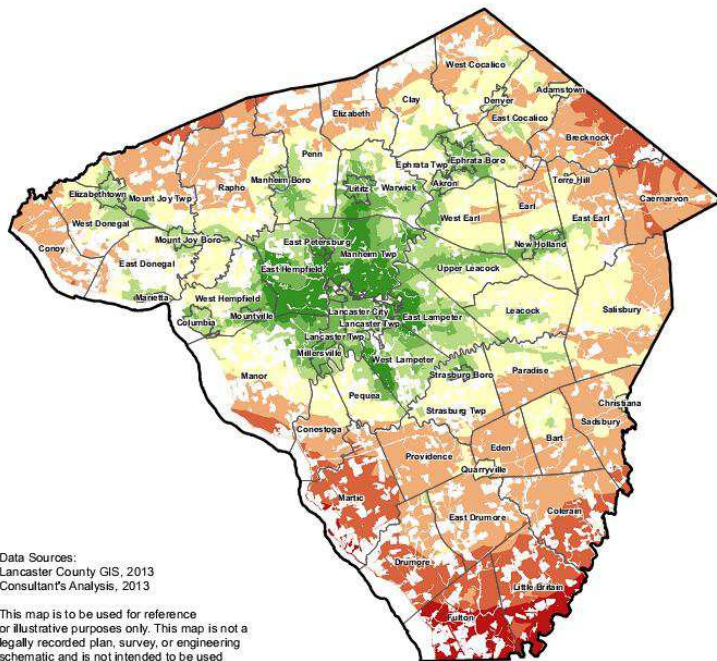


Why Housing Matters

- ❖ To maintain a strong economy, we need jobs.
- ❖ To continue to attract good jobs, we need an ample supply of well-educated workers.
- ❖ To get workers to their jobs, we need a diverse, efficient transportation system.
- ❖ None of this happens without quality, affordable housing with convenient access to jobs, schools, services, and transportation.
- ❖ We need the right type, at the right price, in the right place.

Targeting affordable housing to the most suitable locations...

Suitability for Affordable Owner Housing
Lancaster County, Pennsylvania



Data Sources:
Lancaster County GIS, 2013
Consultant's Analysis, 2013

This map is to be used for reference or illustrative purposes only. This map is not a legally recorded plan, survey, or engineering schematic and is not intended to be used as such.

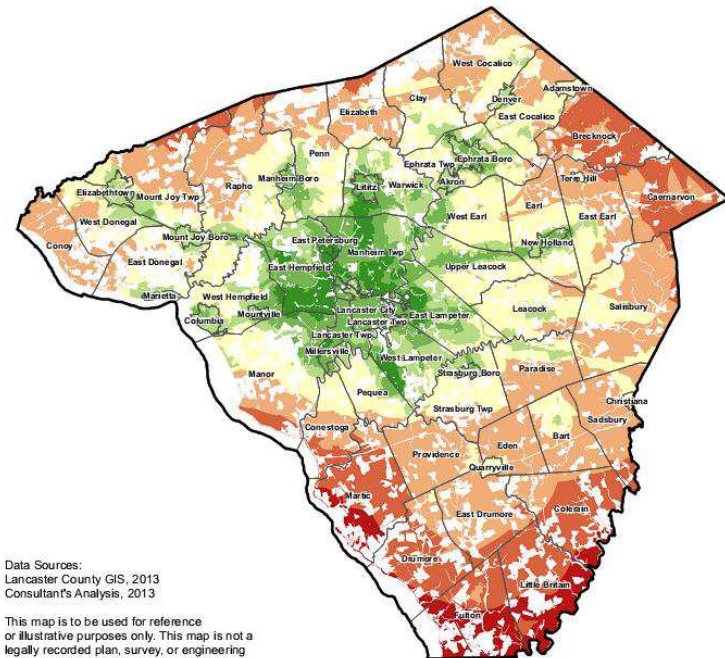
For complete disclaimer see
<http://www.co.lancaster.pa.us/gisdisclaimer>

Suitability for Affordable Owner Housing

Suitability Score	
2.8 - 3.8 (Low Suitability)	5.8 - 6.78
3.81 - 4.79	6.79 - 7.78
4.8 - 5.79	7.79 - 8.78
	8.79 - 9.77 (High Suitability)

Map prepared by:
Sarcinello
Planning & GIS Services
October, 2013

Suitability for Affordable Renter Housing
Lancaster County, Pennsylvania



Data Sources:
Lancaster County GIS, 2013
Consultant's Analysis, 2013

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Suitability for Affordable Rental Housing

Suitability Score	
2.48 - 3.49 (Low Suitability)	5.52 - 6.51
3.5 - 4.5	6.52 - 7.52
4.51 - 5.51	7.53 - 8.53
	8.54 - 9.54 (High Suitability)

Map prepared by:
Sarcinello
Planning & GIS Services
October, 2013

What Should We Do?

- ❖ What the Coalition for Sustainable Housing (C4SH) is doing
- ❖ What you can do to help

Coalition for Sustainable Housing (C4SH)

Members

Rick Jackson

Holland Baldrige

John Blowers

Frank Christoffel IV

Matt Creme

Ray D'Agostino

Scott Fischer

Robin Gamby

Emma Hamme

Shelby Nauman

Stacie Reidenbaugh

Scott Sheely

Bob Shenk

Stephanie Smith

Tom Smithgall

Bob Thomas

Heather Valudes

Karen Weibel

Jamie Widener

ELA Group/BIA

concerned citizen

E. Lampeter Twp./LIMC

Lancaster Co. Assoc. of Realtors®

Nikolaus & Hohenadel

LHOP/Smart Growth Coalition

Council of Churches/Coalition to End Homelessness

concerned citizen

LCPC

Lancaster City Alliance

Habitat for Humanity/PA Housing Alliance

(formerly) Lancaster WIB/RMO*

HRG/Smart Growth Coalition

Farmland Trust/Smart Growth Coalition

High Industries/Urban Land Institute

Tabor Community Services/LHOP

Lancaster Chamber/MPO

Lititz Borough/LHOP/LCSWMA

United Way/Coalition to End Homelessness*

Goal & Objectives

GOAL: To accomplish an increase in the supply of rental housing (market rate & affordable) as part of a diverse housing market that contributes to the economic vitality of Lancaster County.

PRIMARY OBJECTIVE: To build support for actions that increase the supply of rental housing among specific target audiences.

We Envision A Community Where...

- Safe, quality rental housing is viewed as essential infrastructure.
- A wide range of rental housing is available at a variety of prices and in a variety of locations.
- Barriers to development of new rental and mixed-used residential communities are removed.
- Barriers to thoughtful conversion of existing housing into quality rental housing are removed.
- Uniform and reasonable inspection and maintenance requirements are implemented.



We are asking for a lot of help...

Municipal Officials

Keep an open mind and remove the regulatory barrier to quality rental housing.

School District Officials

Recognize the importance of quality rental housing and support its development at the municipal level.

General Public

Advocate to your neighbors and elected officials for quality rental housing.

Civic Organizations

Be engaged with us in mutually advocating for the community benefits of quality rental housing.

Business Community

Be vocal advocates for the economic benefits derived from quality rental housing.

Builders/Developers

Build more market-driven, mixed- income quality rental housing.

Thank you!

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