



City of Maricopa Housing Needs

June 6, 2017



Introduction and Process

- Consultants – Atria Planning LLC
- Housing Needs Assessment
 - *What is it?*
 - *Why is it important?*
 - *How will we use it?*
- Where we are in the study
- Last Steps and Post-Study Work



Community Engagement

- Online Survey
- In-person Survey at Salsa Festival
- Two Focus Group Meetings
- Stakeholder Interviews
- One-day Housing Workshop



Summary – Key Findings

- Buying a home is “affordable,” but renting a home is not. Home prices are 20% more than regional average, but rental prices are 30% more
 - Yet *renters still live in Maricopa (23% of households)*
- More than 99% of homes are single family homes, limiting housing options for many single people, young adults, older adults, and households with moderate incomes.
- Maricopa has a reasonably educated, professional population, but does not attract college-educated residents compared to neighboring towns.
- This is partially due to the lack of amenities, entertainment options, and limited rental housing options (...post-recession, majority of young professionals are renters).

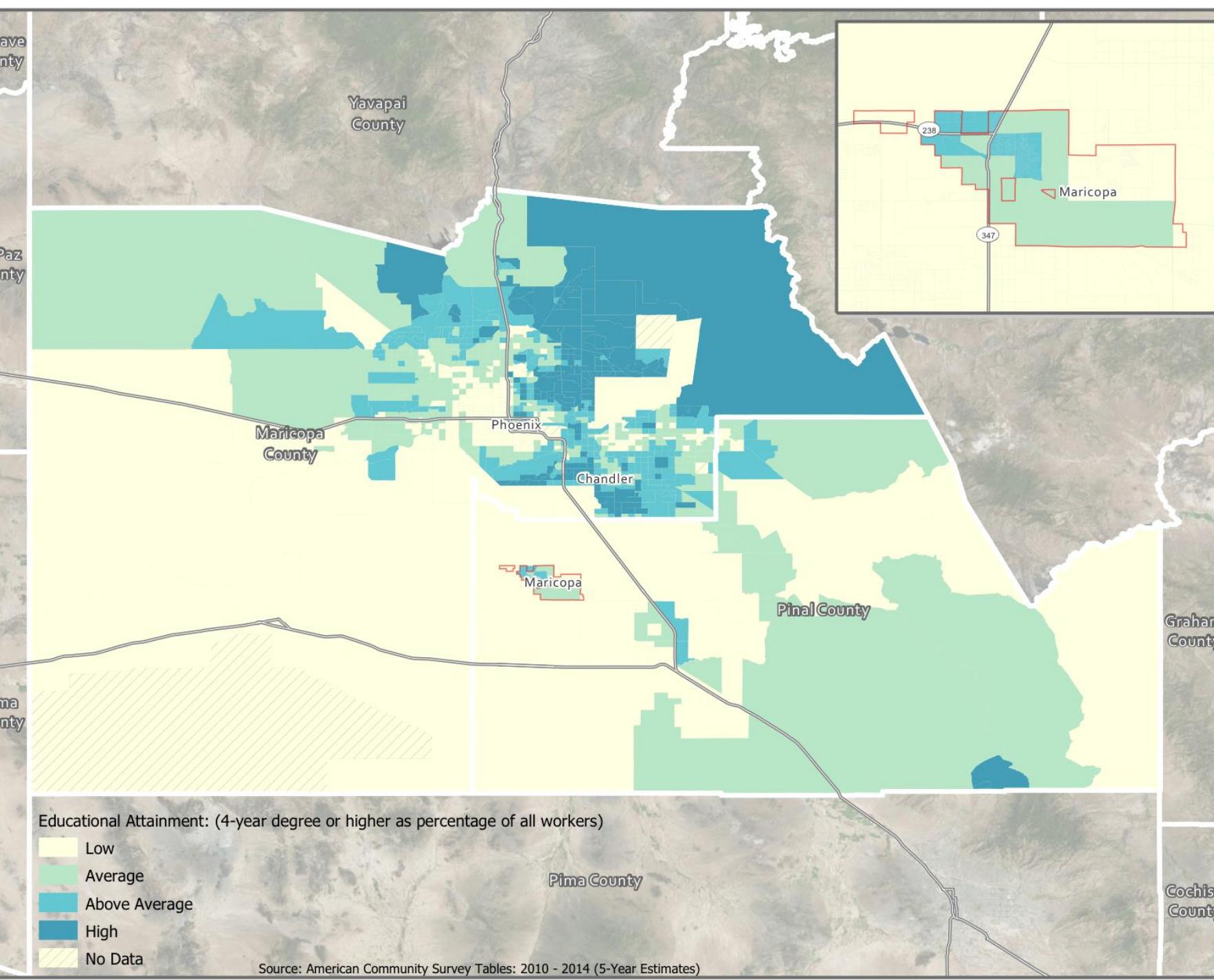
PEOPLE

Summary - People

- Family-oriented city; married couples and married couples with children
- Moderate/middle income community; very few families living in poverty
- Middle-educated residents; very few residents without a high school degree
- Similar to education, most households are moderate and middle income; few low wage residents and few wealthy households

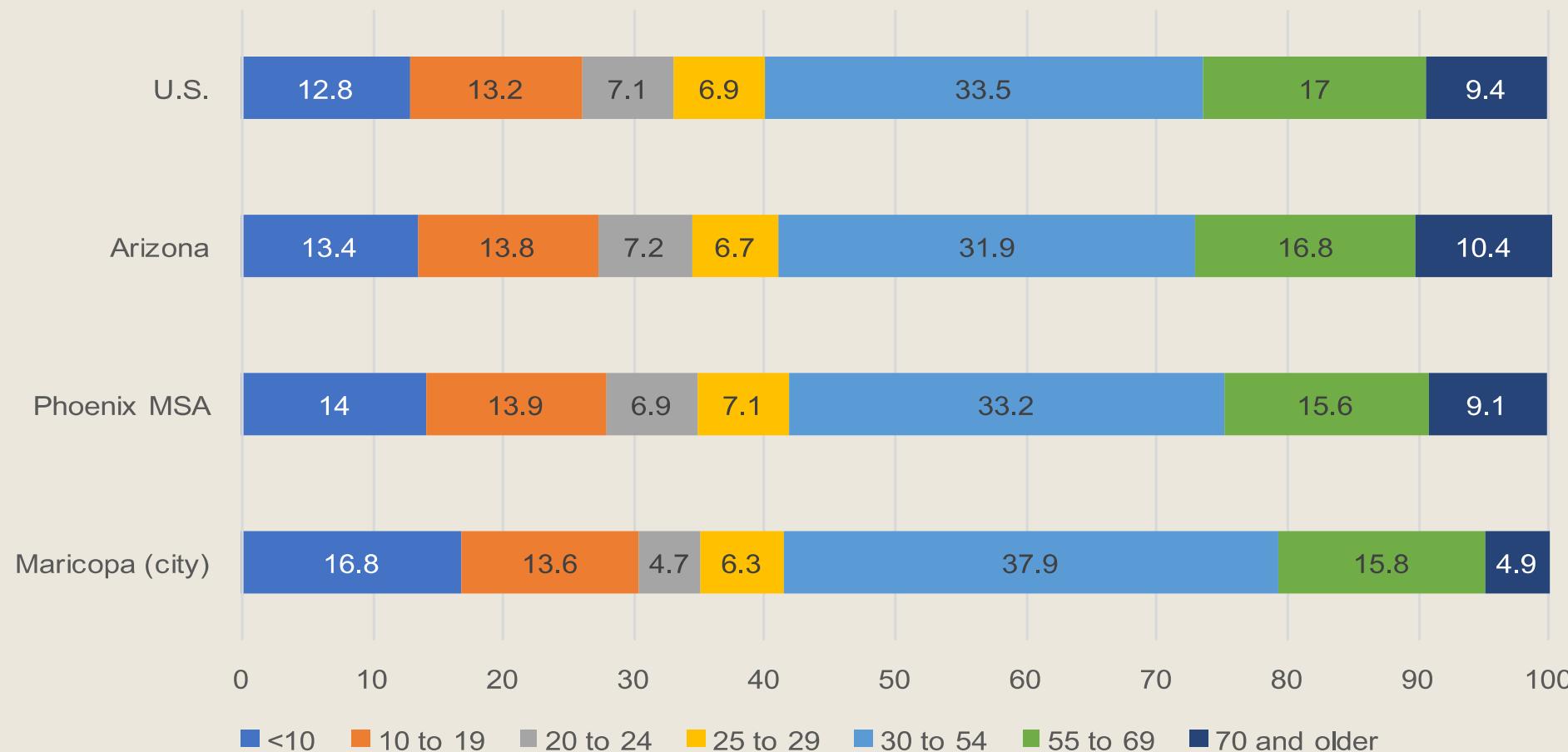


Percentage of Workers with a College Degree

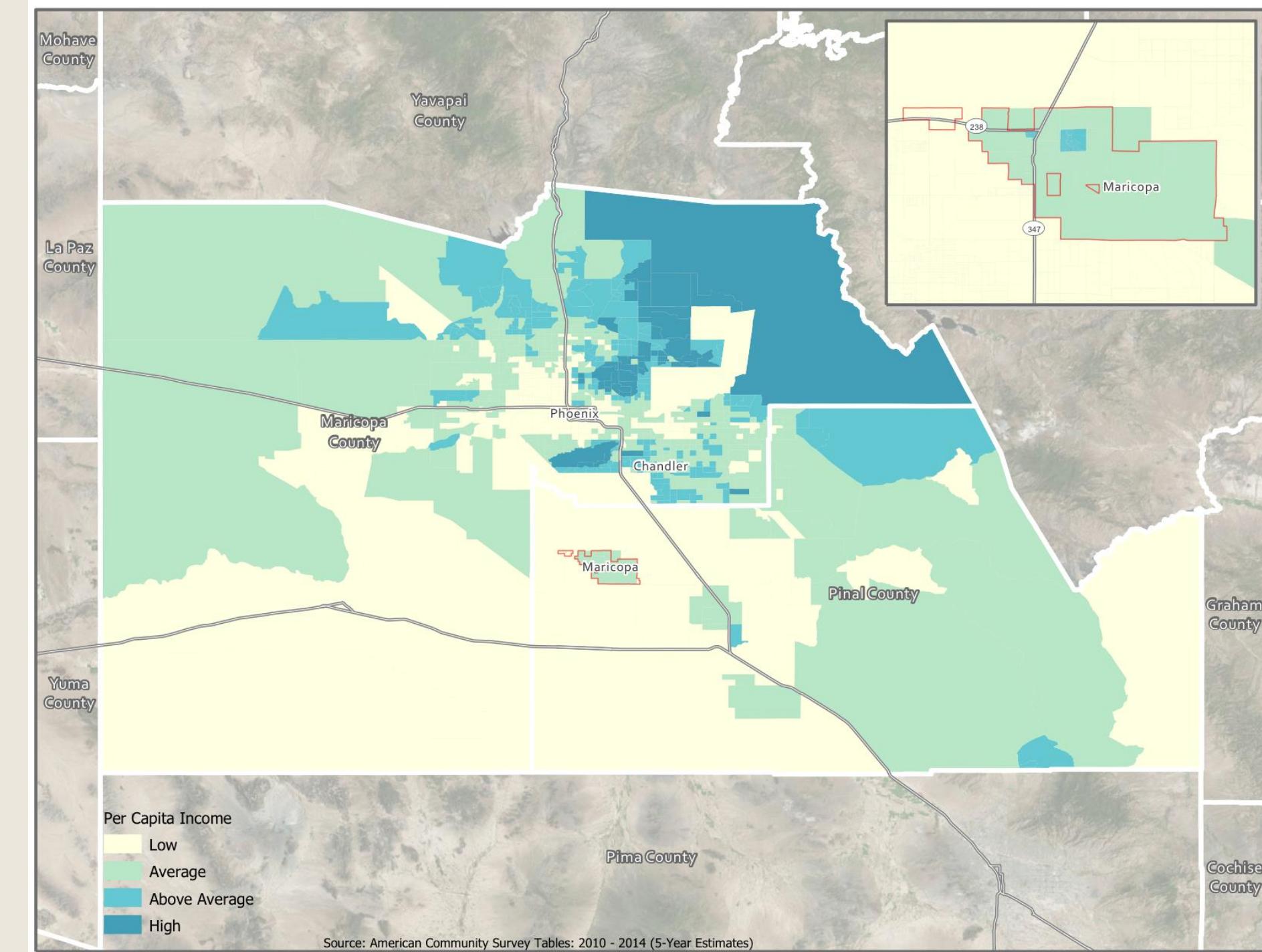


Age Distribution

More families with children; fewer young adults and older adults than regional, state, or national average



Per Capita Income



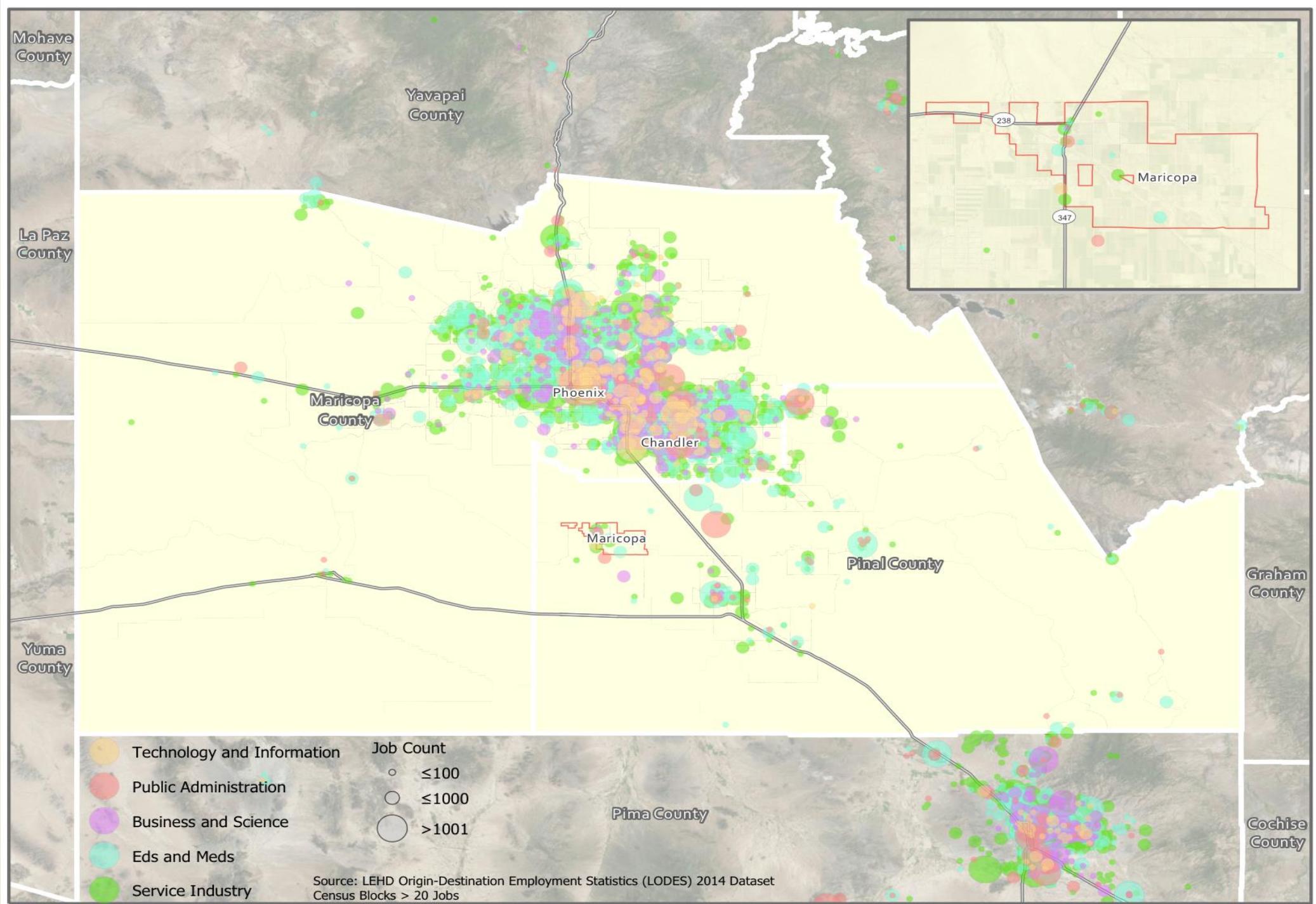
ECONOMY

Labor Force

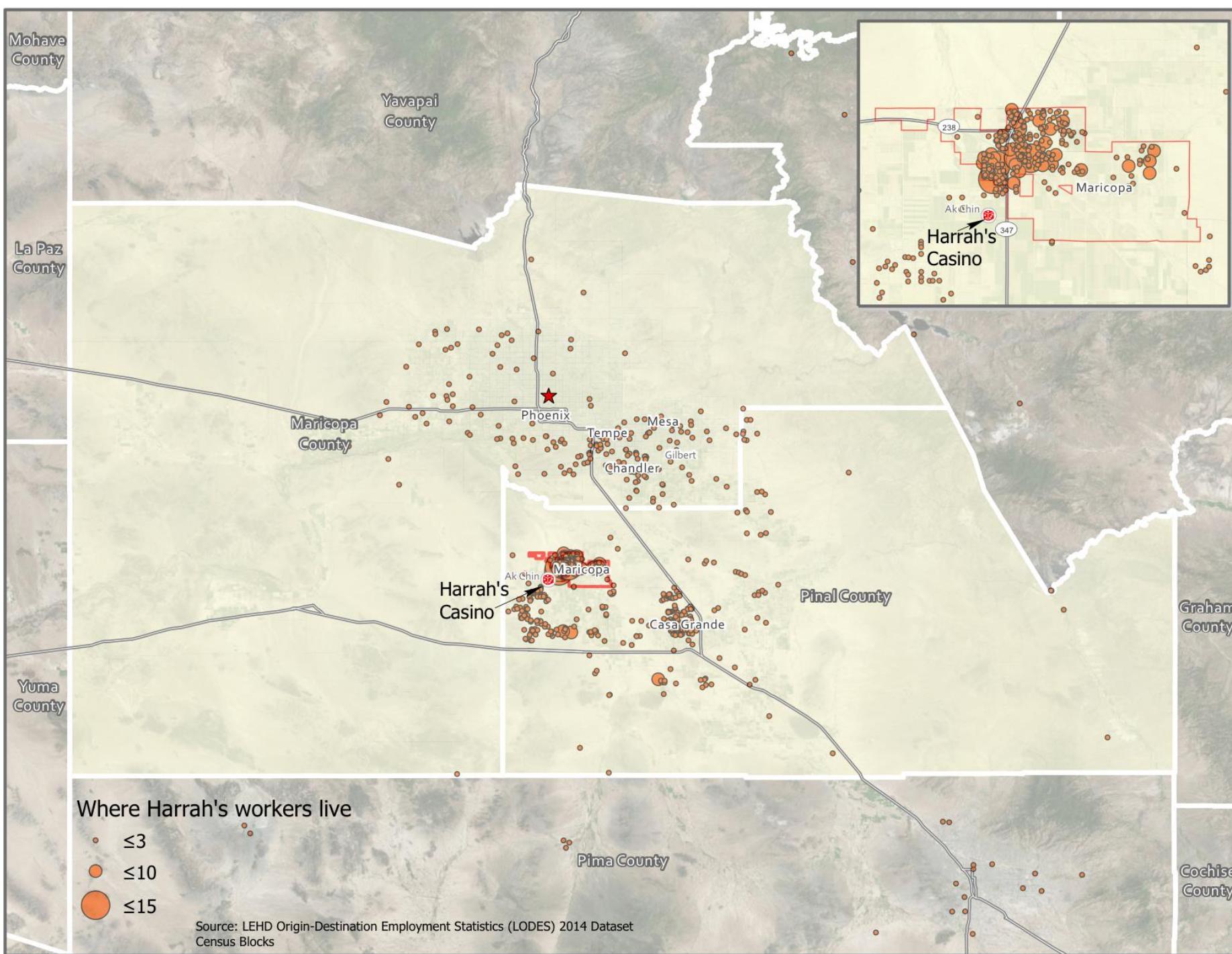
Maricopa is a city of workers; labor participation rate is substantially higher than the region, state or US. This means fewer stay-at-home moms, retirees, or those unemployed looking for work

	Maricopa (city)	Phoenix MSA	Arizona	US
Population 16 years and over	33,011	3,347,861	5,121,781	248,775,628
In labor force	66.29%	62.55%	60.07%	63.90%
Civilian labor force	66.19%	62.42%	59.73%	63.49%
Employed	61.27%	56.76%	53.79%	57.66%
Unemployed	4.92%	5.66%	5.94%	5.83%
Armed Forces	0.10%	0.13%	0.34%	0.41%
Not in labor force	33.71%	37.45%	39.93%	36.10%

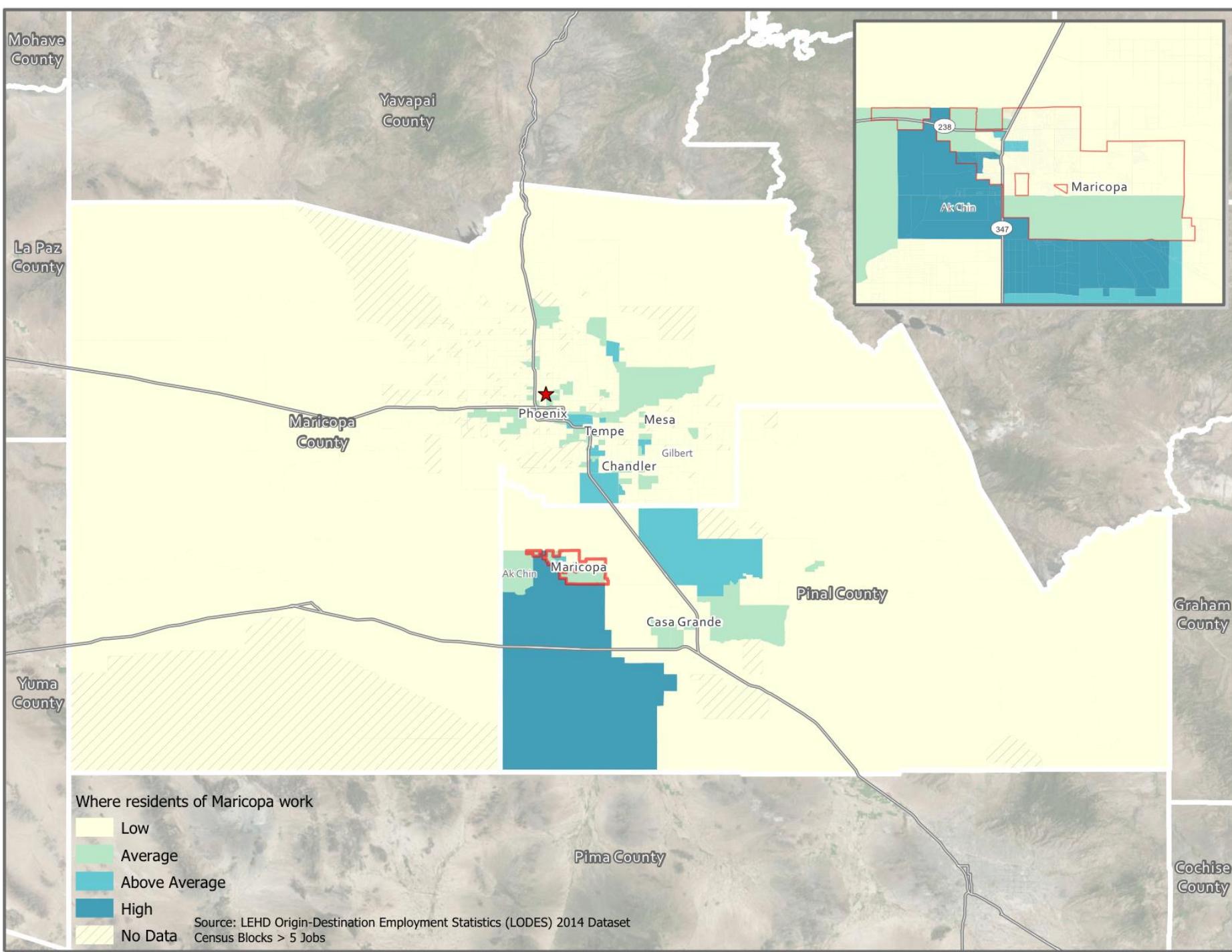
Jobs by Industry



Where Harrah's Workers Live



Where Residents Work



HOUSING

Summary - Housing

- Homes for ownership are “affordable” mostly clustered in the \$100K - \$200K range
- Rental housing is not “affordable” with very few units priced below \$1,000 per month
- Surplus of housing for sale; shortage of rental housing
- Virtually no housing diversity, walkability, or location efficiency
- Little to no housing opportunities for low and moderate income households, including seniors and persons living alone



Occupancy/Vacancy

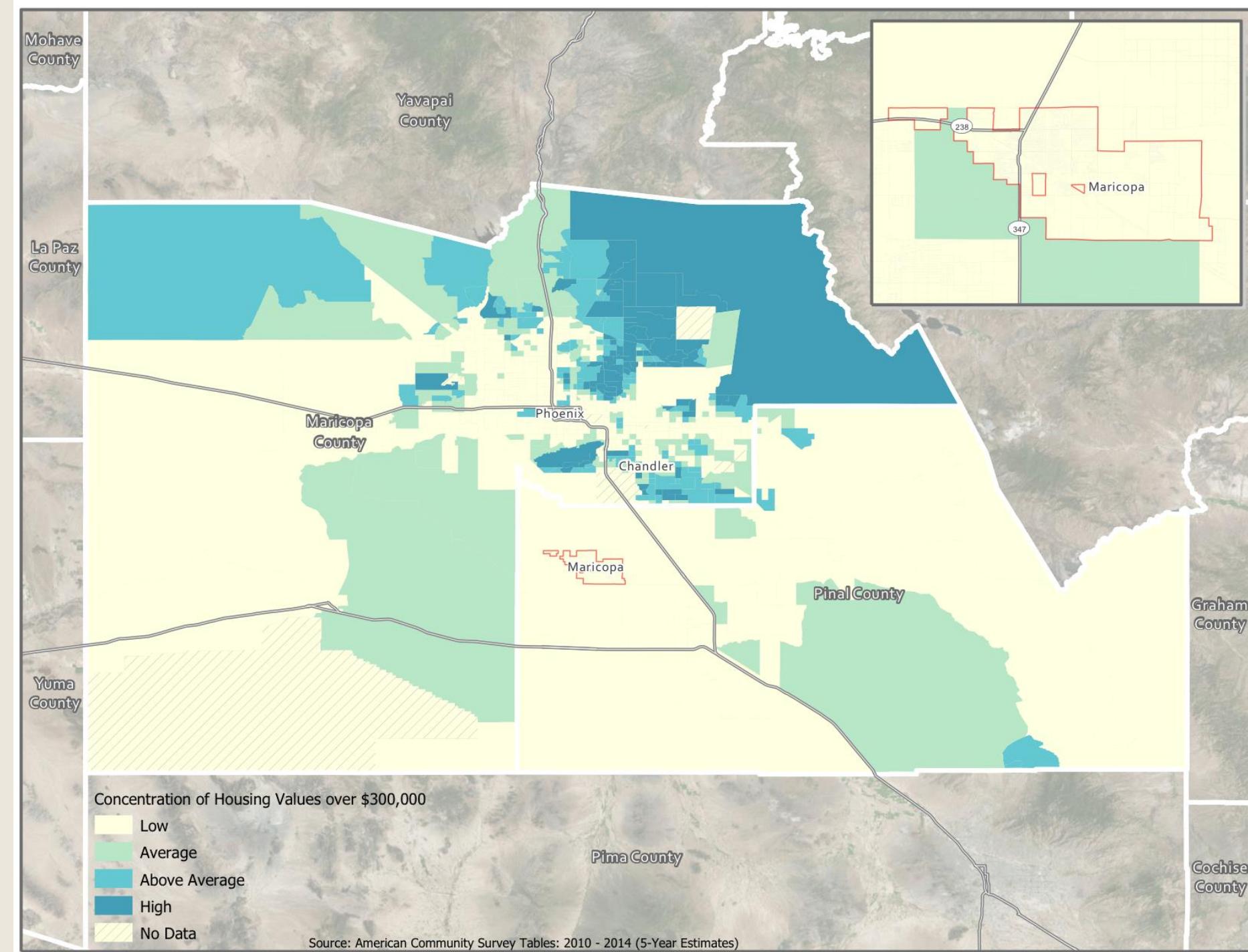
- Shortage of rental housing; healthy rental vacancy rate typically between 6% and 8%
- Surplus of homes for ownership; healthy vacancy rate typically between 2% and 3%

	Maricopa (city)	Phoenix MSA	Arizona	US
Total housing units	18,013	1,820,165	2,874,548	132,741,033
Occupied housing units	14,481	1,550,372	2,387,246	116,211,092
Vacant housing units	3,532	269,793	487,302	16,529,941
Vacancy Rate	19.61%	14.82%	16.95%	12.45%
<i>Homeowner vacancy rate</i>	4.8	3.3	3.3	2.1
<i>Rental vacancy rate</i>	4.7	9.5	9.2	6.9

Foreclosures

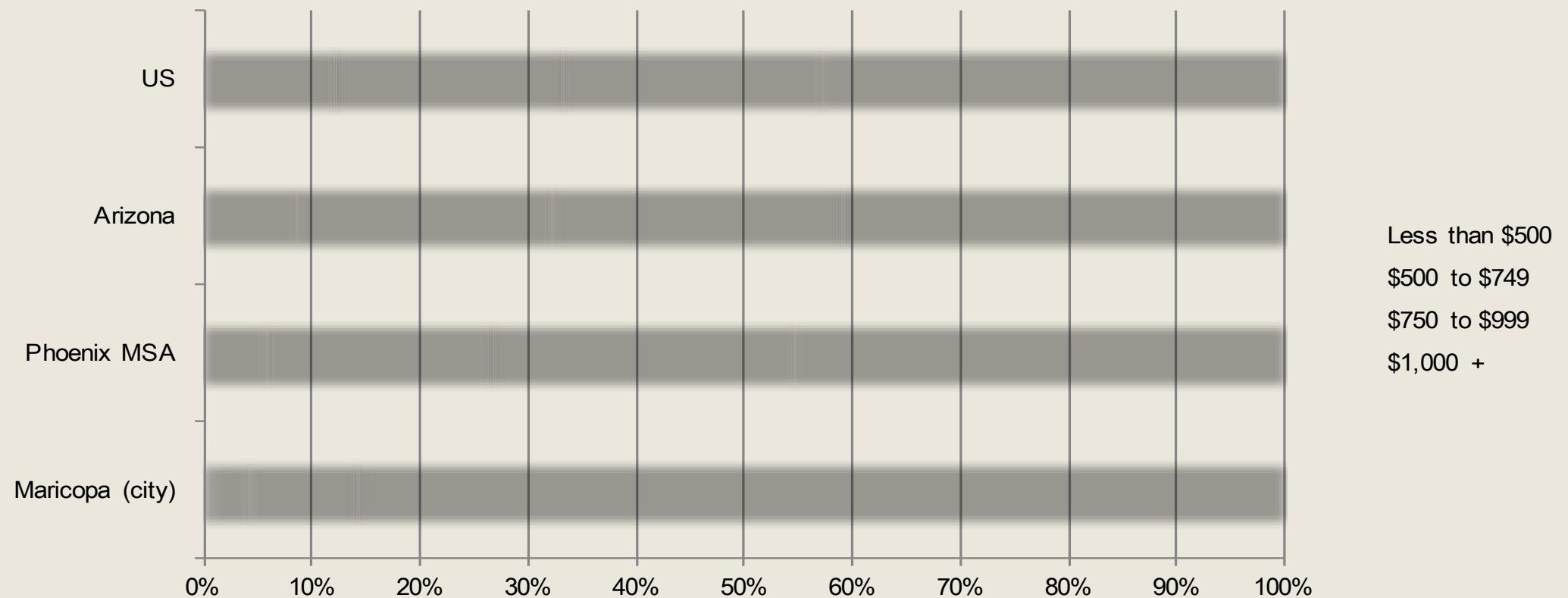
- Maricopa hit hard from Recession and Foreclosure Crisis
- Property values dropped 60% on average
- Recovery began mid-2012 and now prices are settled to average \$175K per home
- Expected to remain stable with steady, moderate growth in coming years

Concentration of Homes v \$300,000

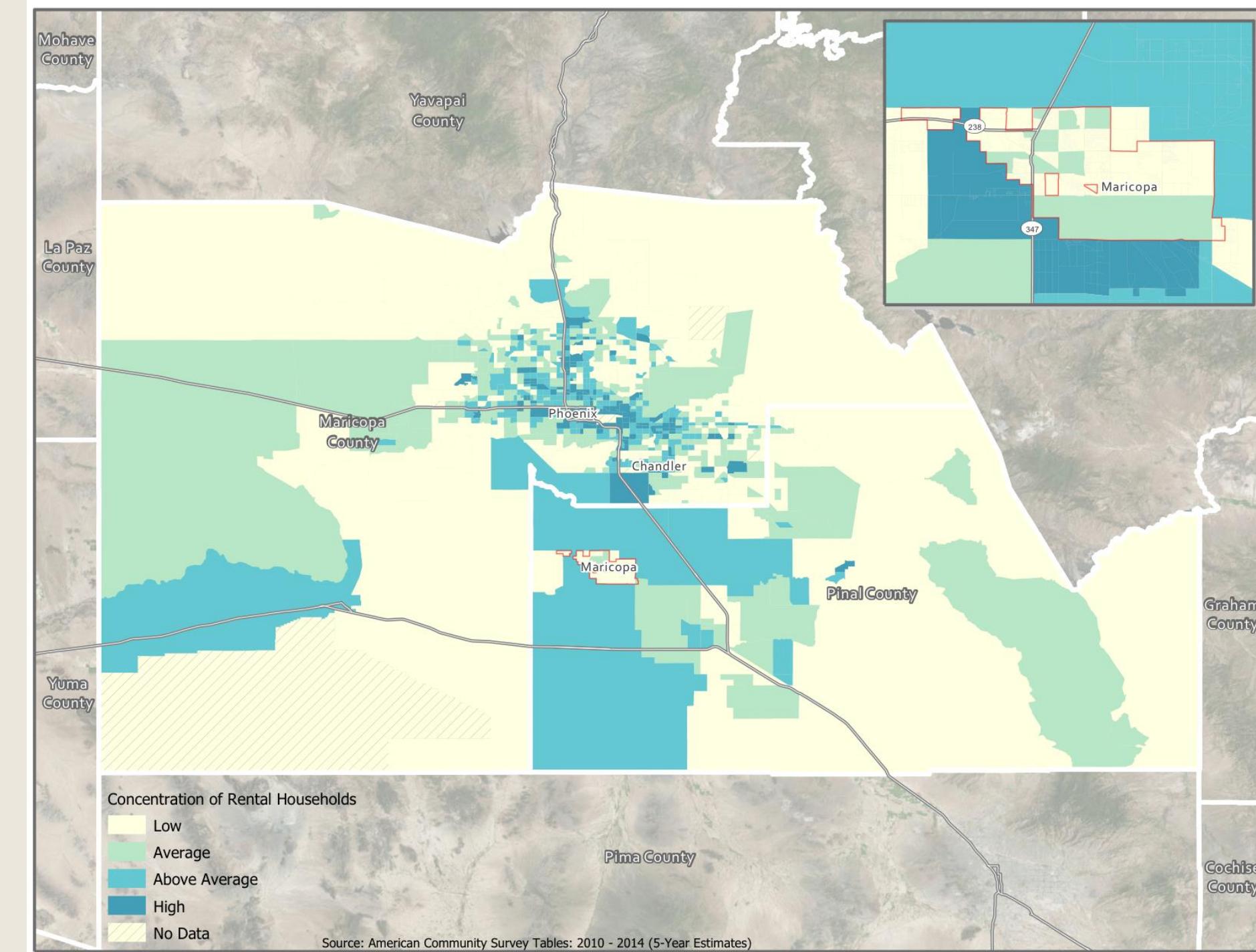


Asking Rent

- Low and moderate income renters cannot afford to rent most homes in Maricopa
 - *86% of rental homes are more than \$1,000 per month*
 - *Tremendous gap in “workforce” rental housing*
 - *No housing for single individuals, regardless of income*

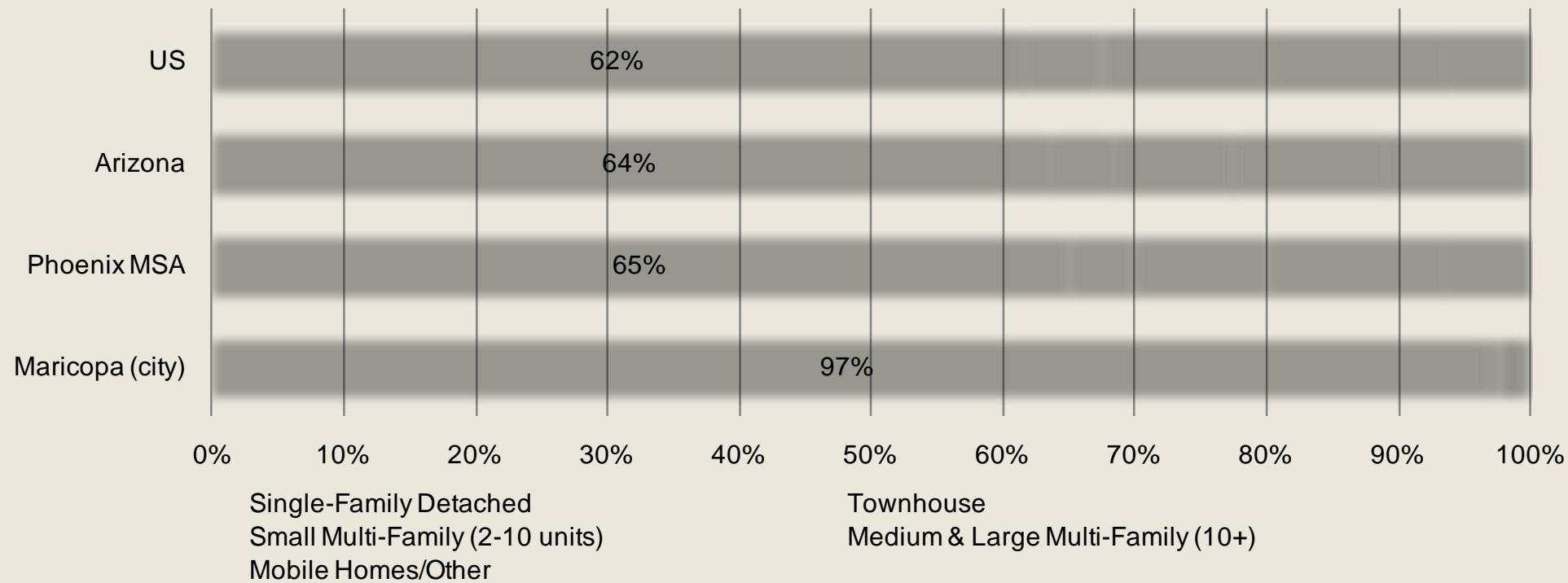


Renter Households



Housing Types

- Virtually no housing diversity; >99% of homes are single family units
 - *Deep contrast to what is “normal” for a sustainable community*
 - *Ties back to the lack of various rental housing types*



OPPORTUNITIES AND CHALLENGES

Opportunities

- Large parcels of buildable land
- The “newness” of the City; very little deterioration and spirit of growth
- Middle-income, educated population
- Comparatively affordable homes for purchase
- Investments in community facilities and recreation
- Housing recovery post-recession and private developer interest







Challenges

- No “downtown”
 - No Mixed use, walkable area
 - Limited sense of place
- Lack of housing diversity/no apartments, condos, townhomes, executive homes
 - No housing options for single adults
 - No workforce housing
 - No housing for low and moderate income seniors
 - No housing that supports neighborhood commercial
- Neighborhoods separated by walls and isolating street grids
- Distance to job centers/limited local jobs/traffic



HOUSING NEEDS

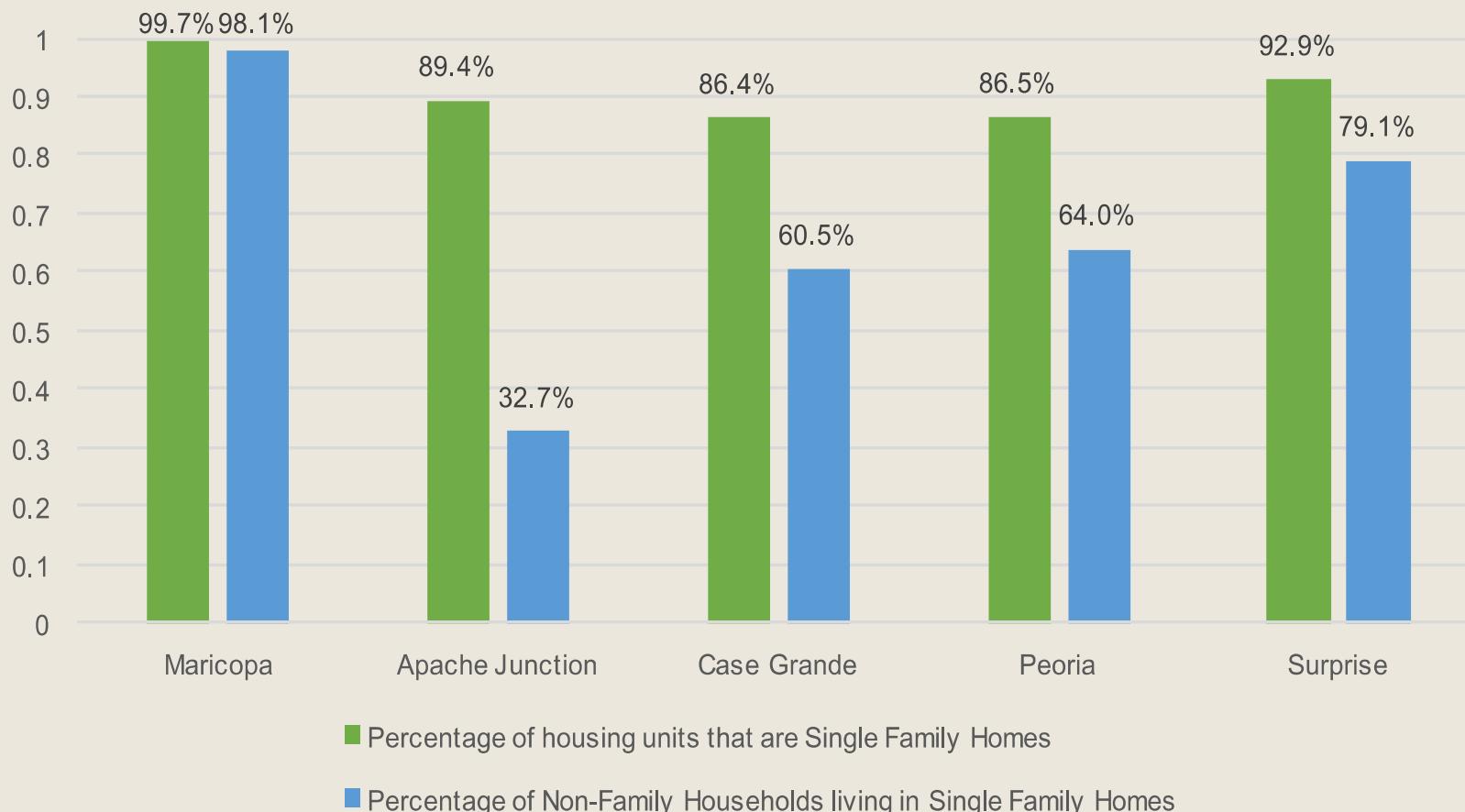
Housing for Older Adults

- Limited housing opportunities for residents over 75 that may have mobility or other challenges
 - *~3,200 residents will have their 75th birthday in the next ten years*
 - *Many may need to leave Maricopa without housing that meets their needs*
- Need for:
 - *Apartments and smaller units*
 - *Universal Design*
 - *Options for retrofitting homes so older adults may age in place*
 - *Supportive Services*



Housing for Singles

25% of households are single people or unrelated roommates (3,500 households) yet there are no housing options other than single family homes.



Workforce Housing

- A household needs to earn >\$50,000 to afford housing in Maricopa
- This excludes many:
 - Service industry workers (food service, retail, entertainment)
 - Young professionals starting their careers
 - Necessary city jobs (e.g. police, fire, EMTs)
- Focus Group meetings confirmed, many workers cannot afford to live on their own, and it may deter workers from moving to Maricopa

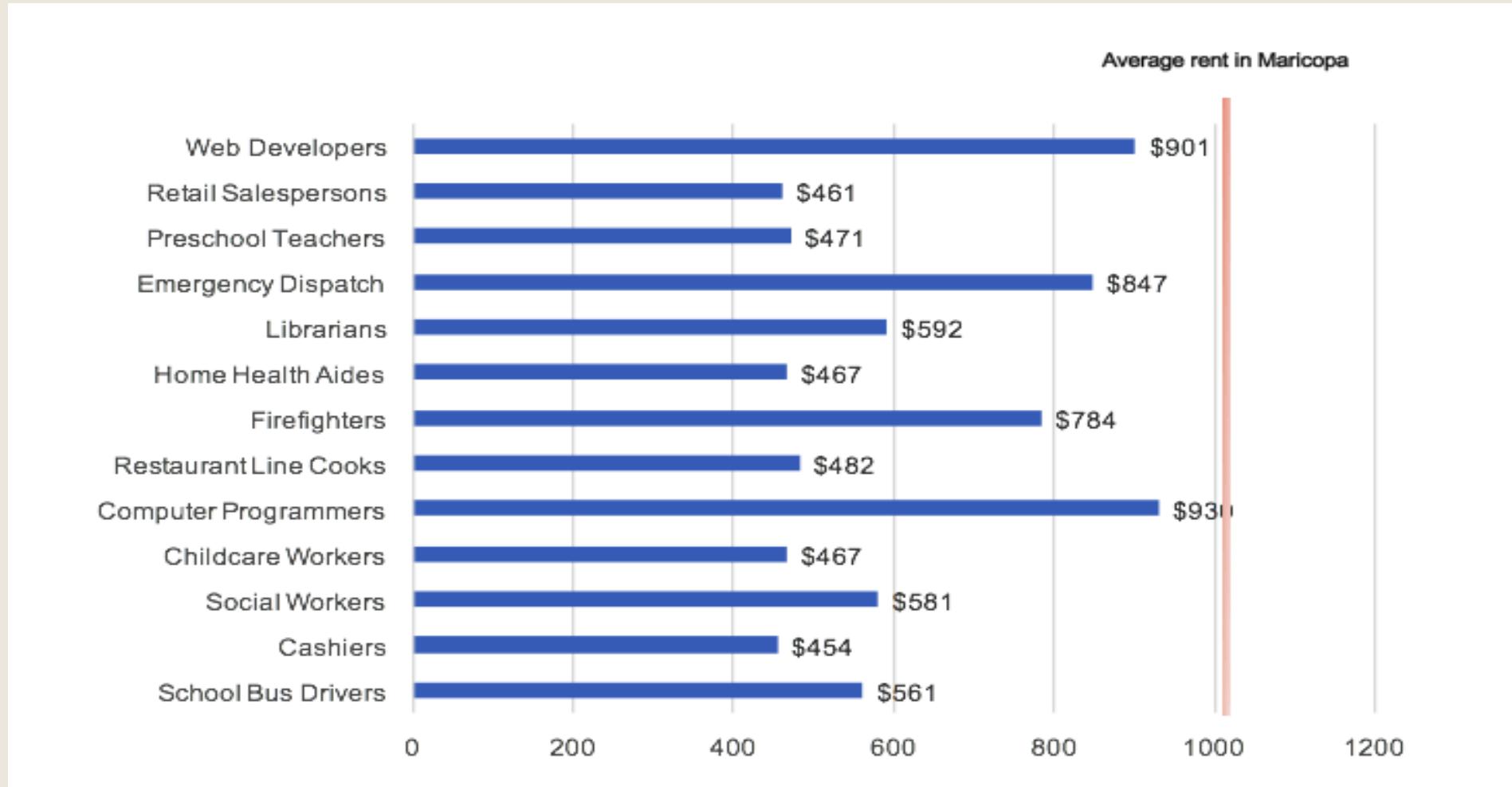


Apartments

- Because there are 0 apartments*
 - *No housing for community college students*
- Considered a deterrent to attracting more students
 - *No housing for low wage workers*
- They currently live in Maricopa, two or three families in a home
 - *No housing for many young professionals*
- Who are more likely to rent than any other group



What different types of entry-level workers can afford in housing costs



Source: Atria Planning LLC using data provided by Novogradac and Company, and U.S. Bureau of Labor Statistics, 10th Percentile of Wages by Occupation in the Phoenix MSA, 2016.

Recommended Next Steps

- *Develop a Housing Plan with well-defined strategies, an Implementation schedule, and identified target sites.*
- *Communicate with AZ Dept. of Housing, Pinal County Housing Authority, developers and advocates on Maricopa’s housing needs and plan*
- Attend the QAP public meetings with Dept. of Housing
- Discuss potential partnerships and Project-Based Vouchers with the Housing Authority
- Create a list of top notch developers; send emails discussing study and potential to work in the city
- Host a design charrette in partnership with Urban Land Institute or similar organization
- *Revise zoning code to allow more flexibility in target areas; incorporate specific design standards*
- *Determine how the City wants to participate in future development, and incentives it may offer through a Public Private Partnership*



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