An aerial photograph of a suburban residential area. The foreground shows a dense cluster of houses with dark roofs. A winding road with palm trees runs through the center. In the middle ground, there is a large lake with a golf course on the right side. The background shows a vast, flat landscape with distant mountains under a hazy sky.

Maricopa Housing Needs Assessment and Housing Plan, 2017 - 2027

July 17, 2018

Introduction

- Consultants – Atria Planning LLC
- Housing Needs Assessment
 - *What is it?*
 - *Why is it important?*
 - *How will we use it?*
- Summary of Housing Plan
 - *Committee Workshops*
 - *Charrette*
- Next Steps

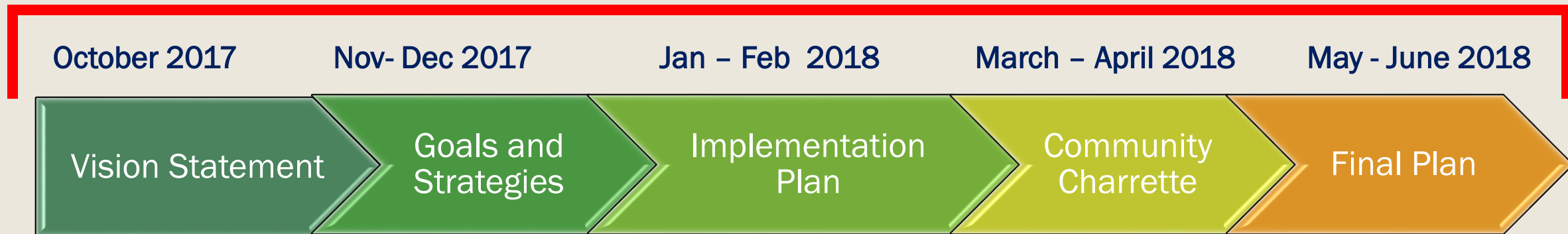


Process

Part 1



Part 2



Housing Needs Assessment

Housing Diversity

Housing that enhances Maricopa

Vision & Goals

Key outcomes: housing for all; housing that supports economic growth and sustainability; housing that is beautiful, community-oriented, and enhances the desirability of Maricopa as a place to live

Strategies

Diverse housing types including a variety of apartments and townhomes that can support walkability, neighborhood shopping and restaurants, and a town center

Implementation Plan and Final Housing Plan

Selection of priority sites; first Design Charrette with WRT; web-based data tool for future planning; outreach to state housing agencies, developers, and housing advocates

Community Engagement

- Online Survey
- In-person Survey at Salsa Festival
- Two Focus Group Meetings
- Stakeholder Interviews
- Five Workshops with Housing Committee
- Design Charrette
- Four presentations to City Council



HOUSING NEEDS ASSESSMENT



Housing Needs Summary

- Buying a home is “affordable,” but renting a home is not. Home prices are 20% less 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:
 - *single people*
 - *young adults*
 - *older adults*
 - *households with moderate incomes*

NEED MORE HOUSING DIVERSITY, TO INCLUDE APARTMENTS, SMALLER UNITS, AND MORE AFFORDABLE OPTIONS

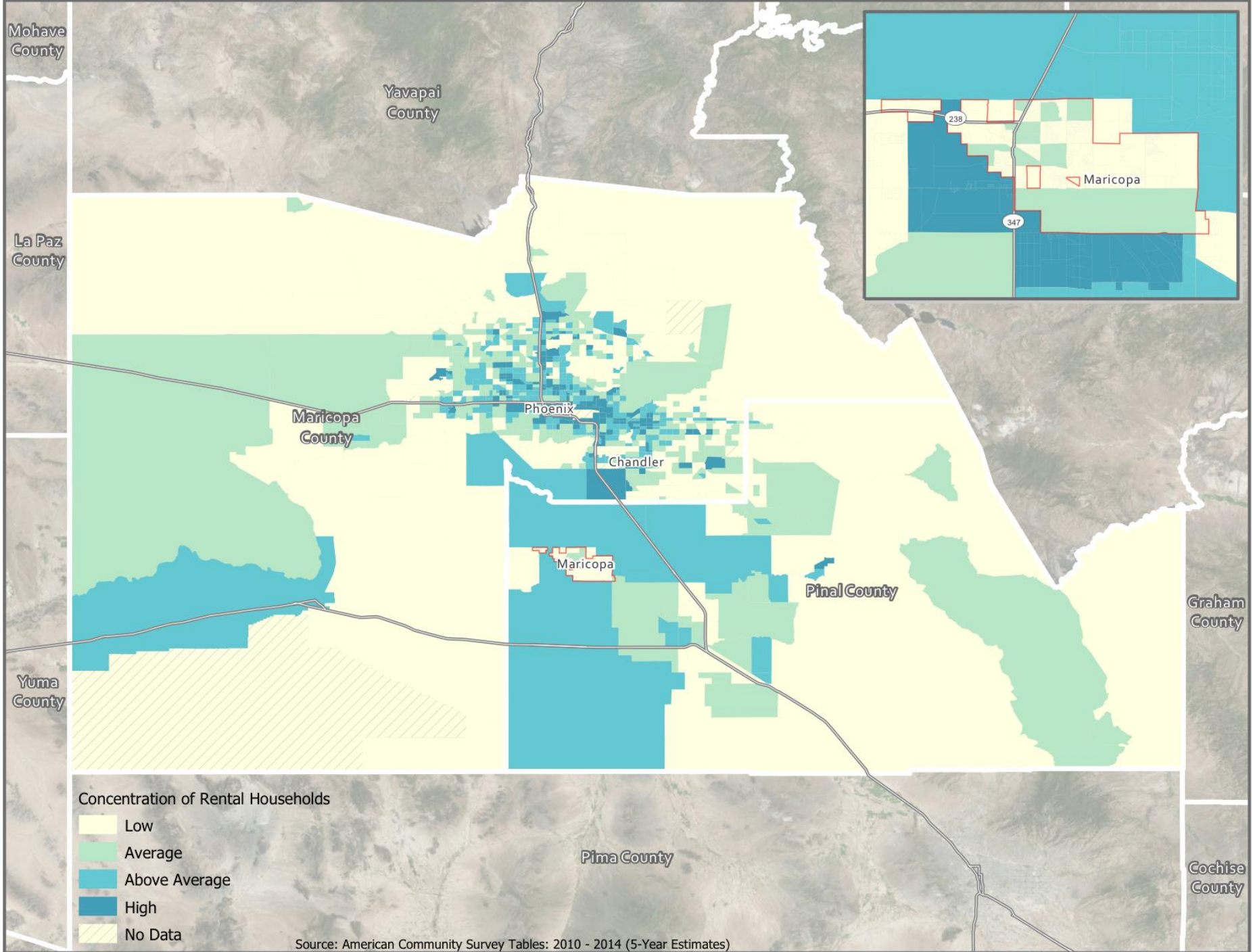


Occupancy/Vacancy

- 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%

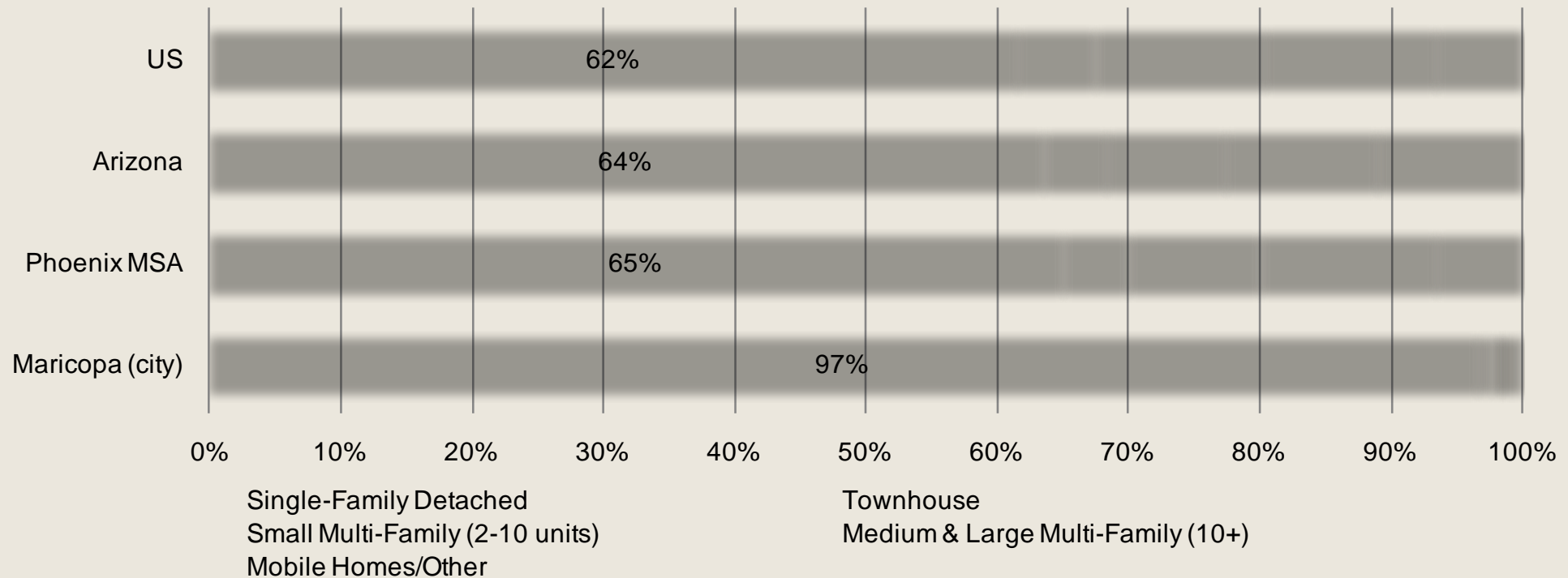
	Maricopa (city)	Phoenix MSA	Arizona	US
Total housing units	18,013	1,820,165	2,874,548	132,741,033
Occupied housing units	14,481	1,550,372	2,387,246	116,211,092
Vacant housing units	3,532	269,793	487,302	16,529,941
Vacancy Rate	19.61%	14.82%	16.95%	12.45%
<i>Homeowner vacancy rate</i>	4.8	3.3	3.3	2.1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

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*



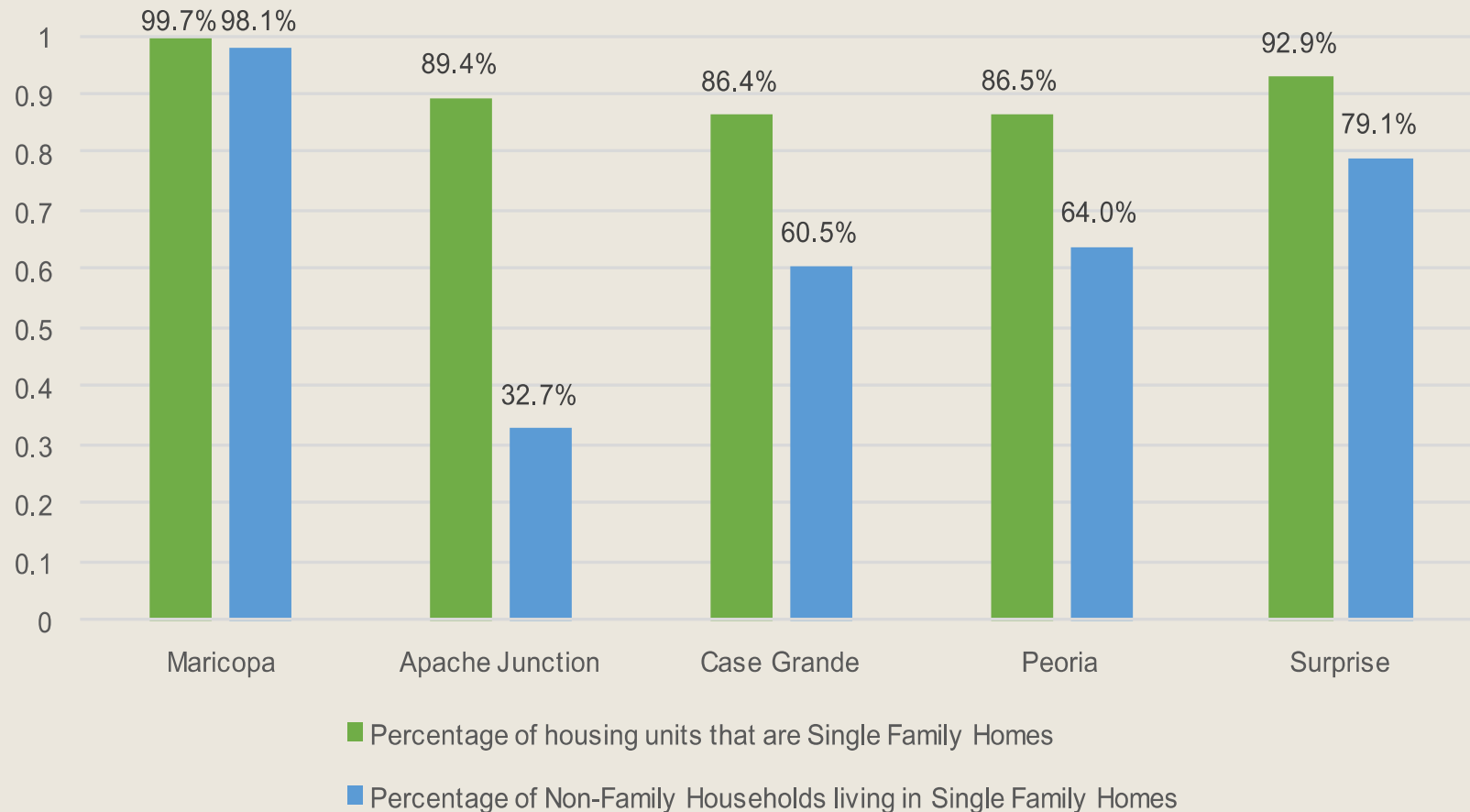
Housing for Older Adults

- 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.



Single People and Roommates Living in Single Family Homes, ACS 2015

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



What can entry level workers afford?



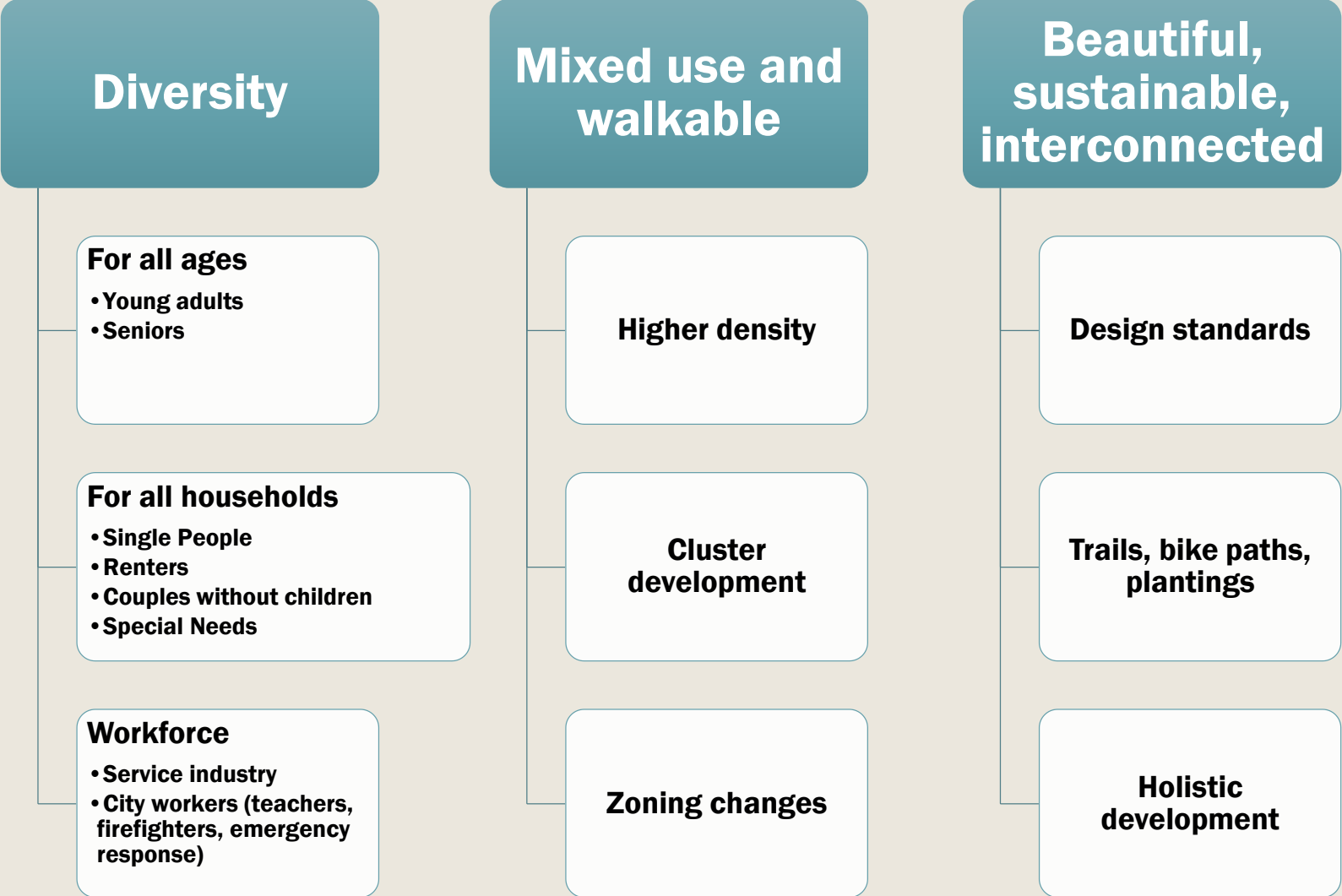
Source: Atria Planning LLC using data provided by Novogradac and Company, and U.S. Bureau of Labor Statistics, 10th Percentile of Wages by Occupation in the Phoenix MSA, 2016.

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



Summary of Housing Needs



VISION, GOALS AND STRATEGIES



VISION STATEMENT

Maricopa will provide housing that meets the needs of current and future residents while promoting sustainability, economic growth, and attractive, community-oriented neighborhoods.

Goals

- Maricopa's housing stock will be well-built, well-designed, and diverse.
- Maricopa will be a place that supports life-long residents by providing housing options for all stages of life.
- Future development will support the overarching goal of becoming a city to live, work, play and learn.
- The city's housing will enhance the overall attractiveness and desirability of the city, by creating a sense of place, encouraging walkability, and increasing access to jobs, shopping, and other amenities.
- The city will retain its sense of community and "small town" feel through a balanced, sustainable growth.

Strategies

- Be proactive in attracting new developers interested in building in Maricopa.
- Streamline the zoning and permitting process.
- Leverage public and private resources.
- Collaborate with public and private partners.
- Develop a phased approach for introducing new housing types into Maricopa.
- Implement form-based code and design standards.

Innovative Concepts

- Middle Housing aka casitas, triplexes, small complexes
- Accessory Dwelling Units aka “granny flats”
- “Spec” development
- Co-housing
- Live-Work Spaces
- Modular student housing
- Ground floor retail, apartments above



CONCEPT DESIGN





First Design Charrette for City Center, March 2018 *(one of many)*

Purpose: To start the vision process in translating a plan into reality

- WRT - architecture and design firm based in San Francisco and Philadelphia
- City Center site due to 100+ city-owned acres
- 36 city residents worked with designers to discuss what a town center can look like, feel like, and amenities it can offer

PRECEDENT CITY CENTERS

DOWNTOWN ABACOA, FLORIDA

ABACOA MASTER PLANNED COMMUNITY, JUPITER, FLORIDA

WHAT: Abacoa is a 2,055-acre, master-planned, mixed-use, community being built around the concepts and principles of Traditional Neighborhood Development (TND). When fully built, Abacoa will be home to 6,073 residences, over 5 million square feet of commercial space, and institutional research/recreational centers.

WHY: Abacoa is relevant to Maricopa City Center due to its diverse housing stock, mixed-use center, and incorporation of community recreational assets.

QUICK FACTS

BUILT: 1970	LAND USES: 3,000,000 SF COMMERCIAL SPACE 6,073 RESIDENCES	PROGRAMMING: ENTERTAINMENT SPORTS GOLF + GREENWAYS
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THE TOWN CENTER



Image Source: Google Earth

TOWNHOMES



Image Source: Urban Communities Institute

COMPACT DEVELOPMENT



Image Source: Google Earth

TOWN CENTER AMBIGUITIES



Image Source: Urban Communities Institute

DOWNTOWN ABACOA

AERIAL VIEW



Scale 1:100

TOWNTOWN



MAIN STREET



VERRADO MAIN STREET, ARIZONA

VERRADO MASTER PLANNED COMMUNITY, BUCKEYE, ARIZONA

WHAT: Verrado is a master-planned community with new housing, a walkable Main Street, 5 new schools and 70 neighborhood parks, located 26 miles west of downtown Phoenix. When fully built, Verrado will contain over 14,800 dwelling units.

WHY: Verrado is relevant to Maricopa City Center due to its location in the Phoenix metropolitan area and its active public community (City of Verrado).

QUICK FACTS

BUILT: 2002	LAND USES: 1,000,000 SF COMMERCIAL SPACE UP TO 14,000 RESIDENCES	PROGRAMMING: DISCOUNT HOSPITAL GOLF, BIKING TRAILS, PARKS
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MAIN STREET



Image Source: Urban Communities Institute

TOWNHOMES



Image Source: Google Earth

ALLEYS



Image Source: Google Earth

GREEN PROMENADE



Image Source: Google Earth

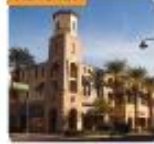
VERRADO MAIN STREET

AERIAL VIEW



Scale 1:100

MAIN STREET



TOWN SQUARE



Image Source: Google Earth, Urban Communities Institute, Urban Communities Institute

DESIGN ELEMENTS

PLACE MAKING

GREEN AREAS

INTIMATE



Image Source: Google Earth

NATURAL



Image Source: Google Earth

FORMAL



Image Source: Urban Communities Institute

CIVIC



Image Source: The Urban Institute

RETAIL + MIXED USES

NEIGHBORHOOD RETAIL



Image Source: Urban Communities Institute

MAIN STREETS

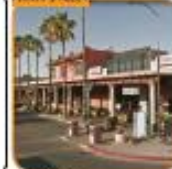


Image Source: Google Earth

2-3 STORY MIXED USE

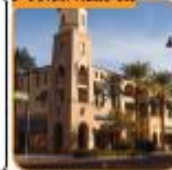


Image Source: Urban Communities Institute

1-5 STORY MIXED USE



Image Source: Urban Communities Institute

BUILDINGS + DENSITY

ALLEY LOADERS

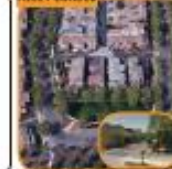


Image Source: Google Earth

MIXED CLUSTERS



Image Source: Google Earth

ATTACHED TOWNHOMES



Image Source: Urban Communities Institute

APARTMENTS/FLATS

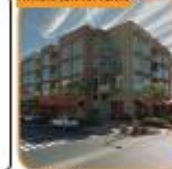


Image Source: Google Earth

DENSITY

FLOOR AREA RATIO (FAR)

WHAT IS IT? The ratio between the total floor area of a building and the area of the lot it sits on.

WHY DOES THIS MATTER? The larger a building the higher the FAR number is. When the allowable FAR is reached, buildings height will be restricted.

DWELLING UNITS PER ACRE (DU/ACRE)

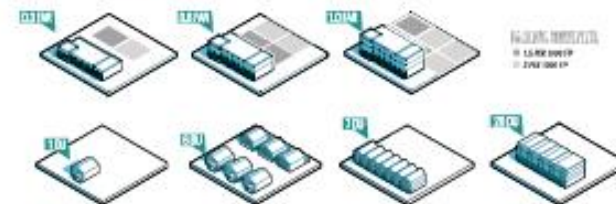
WHAT IS IT? A common way to assess the number of dwelling units in a development.

WHY DOES THIS MATTER? The more dense a development, the higher the DU/acre number will be.

PARKING MULTIPLIER

WHAT IS IT? A common way to assess the number of parking spaces required in a development, this is usually calculated by the type of lot, or floor area.

WHY DOES THIS MATTER? Parking calculations have a large effect on the size and intensity of required parking in new developments. The higher the multiplier, the more parking required.



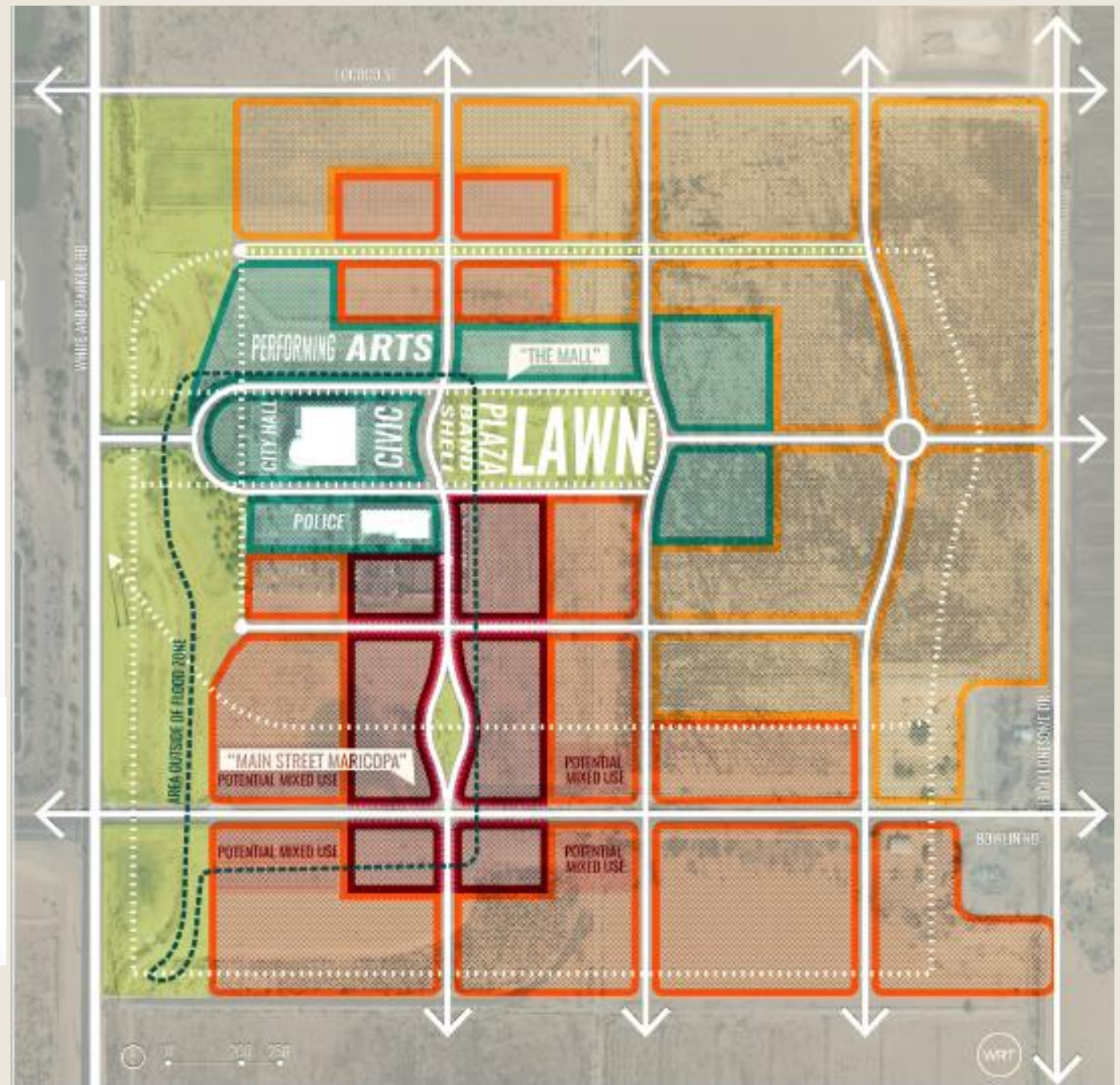
Concept Design - City Center

LEGEND



DEVELOPMENT CAPACITY

Use	Footprint	Units	Assumptions
Residential: Attached	N/A	327	Total Townhome Footprint: 1,200 Ft ²
Residential: MF	1,798,900	1,499	Total 3-4 Story Area divided by: 1,200 Ft ²
Retail	154,300	131,158	Percentage of Ground Floor: 85%
Open Space	1,054,000	24	Acres
Civic Space	180,000	450,000	Ft ² Average # of Floors: 3
Surface Parking	590,000	1,967	Spaces Area (per parking space): 300 Ft ²



PHASE 1

Outside floodplain
Capacity:
500 – 800 Homes
130,000 sq.ft. Retail
65,000 sq.ft. Commercial





NEXT STEPS - IMPLEMENTATION



Priority Action Items (26 total Action Items)

- 1 **Create development guidelines for multi-family and townhome developments that are user-friendly and precise.**
- 2 **Create incentive package for potential developers that may include land; infrastructure; pre-development financing; waived fees; other federal or local resources**
- 3 **When the City and its local stakeholder partners are prepared to start the planning phases issue a Request for Qualifications (RFQ) or Request for Proposals (RFP) for a developer and/or planning team.**
- 4 **Develop a master plan for targeted site(s) that reflects community feedback, market feasibility, recommended zoning changes, and a marketing/rebranding campaign.**
- 5 **Create a phasing plan for new development in coordination with other departments through the Implementation Committee.**
- 6 **Develop new form-based codes as needed (either through solicitation or through the master planning process); or revise existing code; to ensure complementary design standards, predictability and uniformity**



ATRIA PLANNING LLC

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