



# City of Maricopa Housing Needs - Update

Council Meeting, April 4, 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



# Summary – Findings to Date

- Buying a home is “affordable,” but renting a home is not. There are extremely limited affordable housing options for service industry workers (e.g. cashiers, retail clerks) or low income seniors.
- Yet renters still live in Maricopa (roughly 1/3 of households). Nearly all are in single family homes.
- Similarly, there are no logical housing options for single adults or two-person households, regardless of price. These two groups comprise the majority of new buyers.
- 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

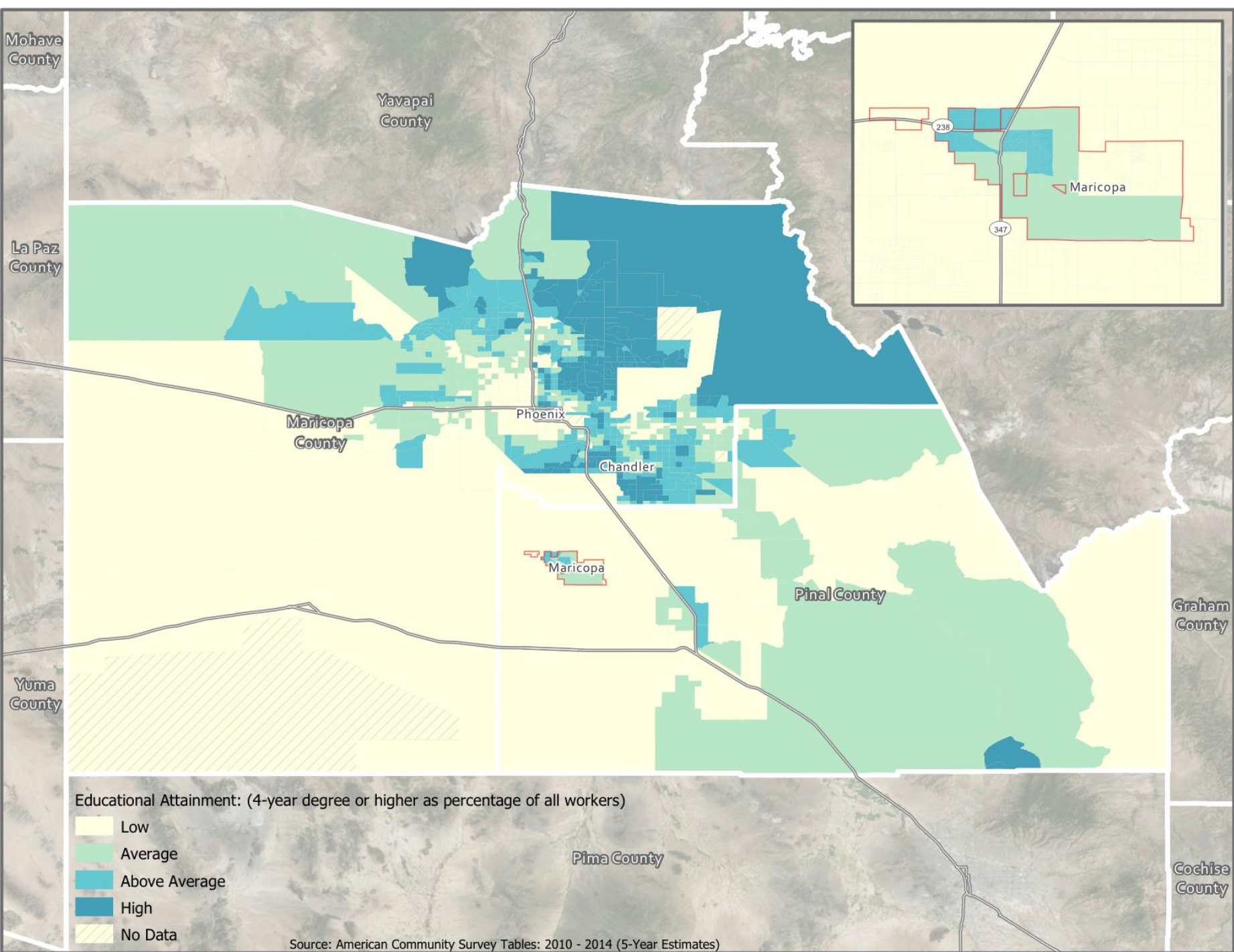


# Summary - People

- 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
- 4 out of 5 persons with disability are less than 65 years old

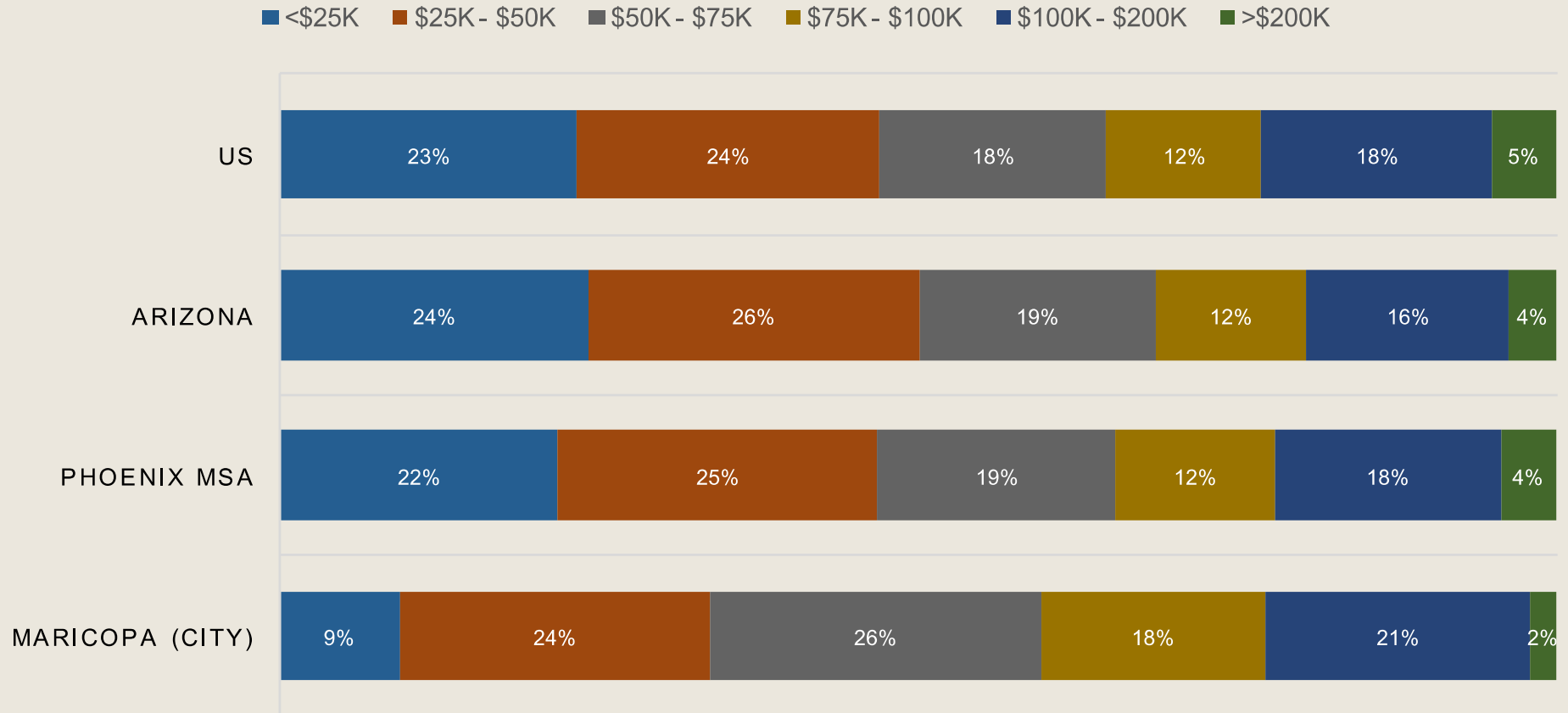


# Percentage of Workers with a College Degree

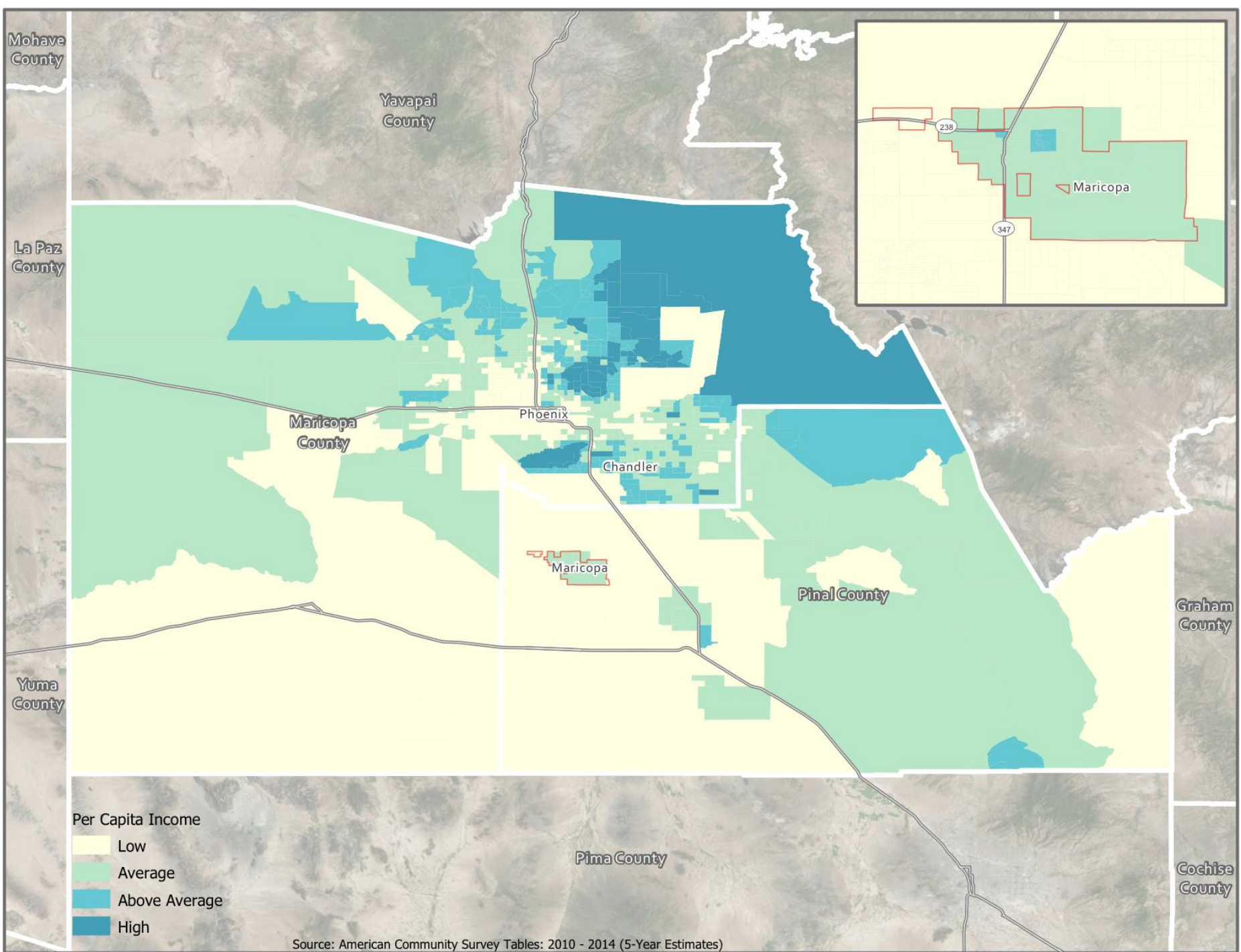


# Household Income

- Half as many “working poor” families in Maricopa compared to the region – 9% compared to 22% in the region
- Half as many “wealthy” families in Maricopa compared to the region – 2% compared to 4% in the region



# Per Capita Income





**ECONOMY**

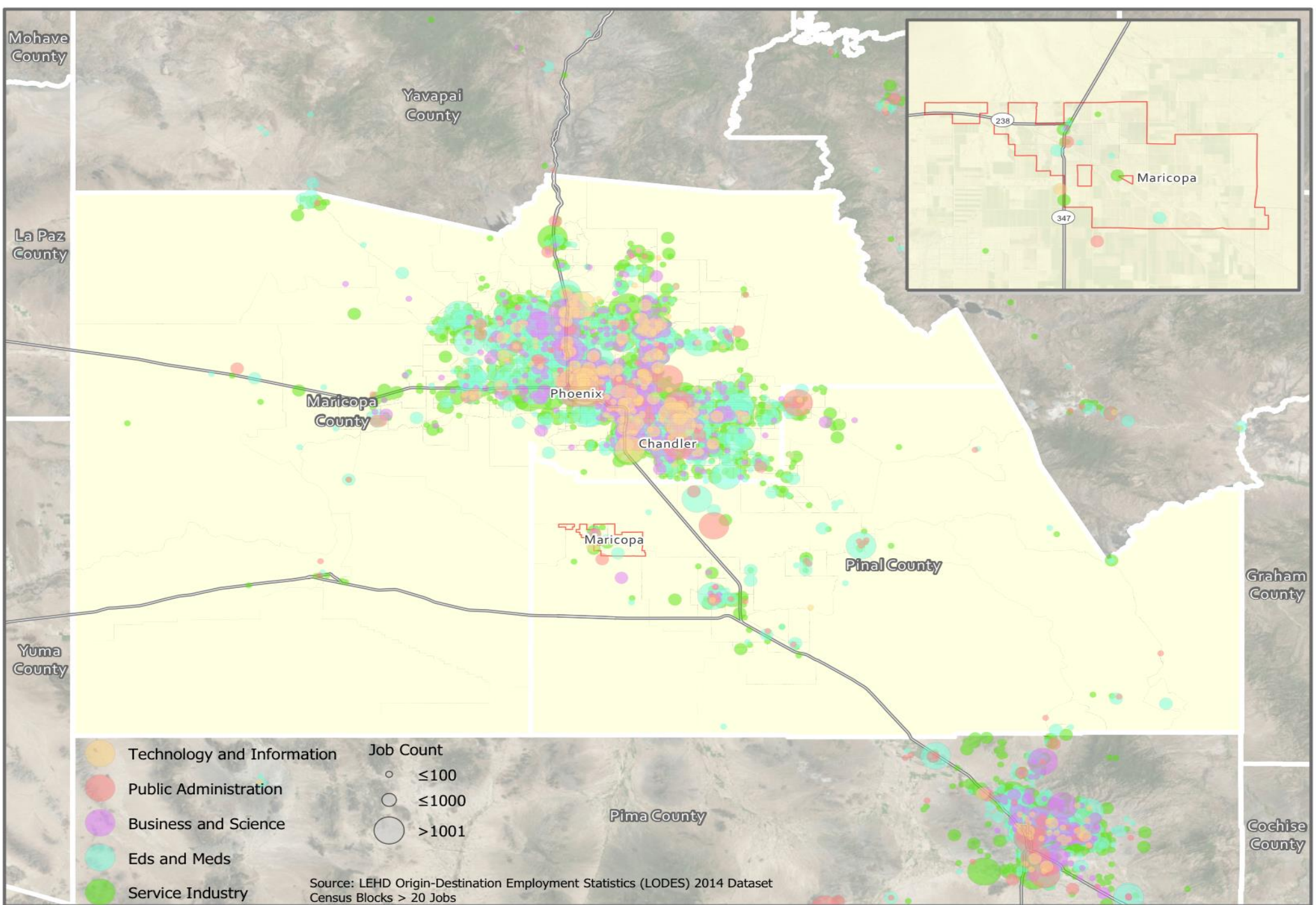


# Labor Force

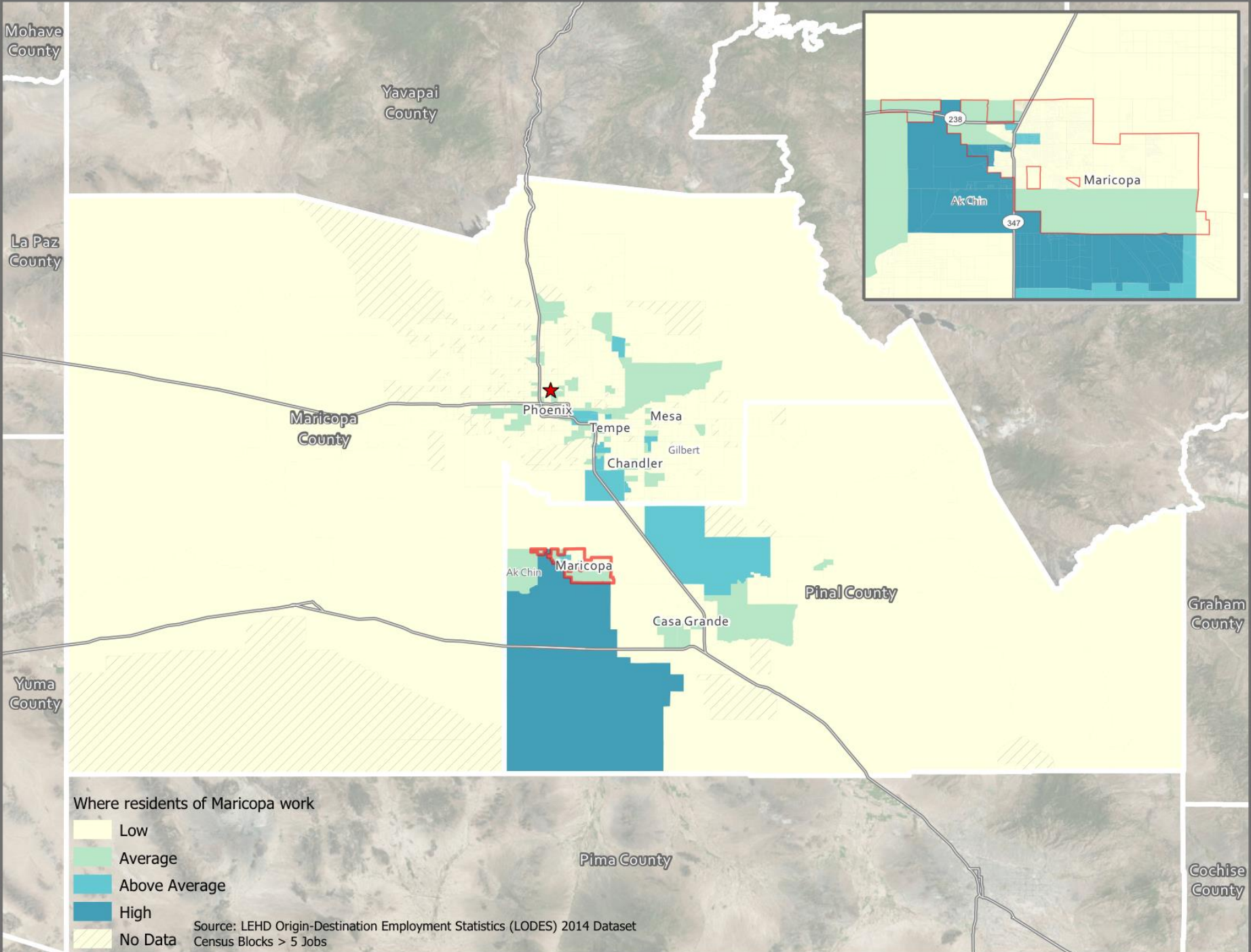
Maricopa is a city of workers; labor participation rate is substantially higher than the region, state or US. This means fewer stay-at-home moms, retirees, or those unemployed looking for work

|                              | Maricopa<br>(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 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



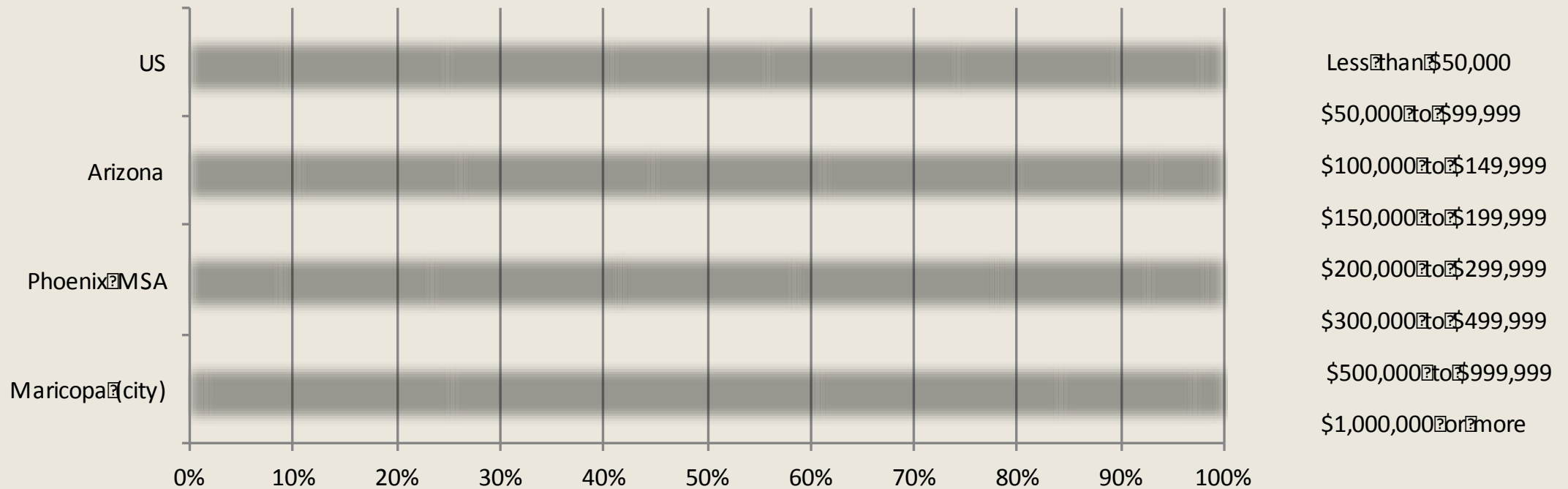
# Occupancy/Vacancy

- 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         |

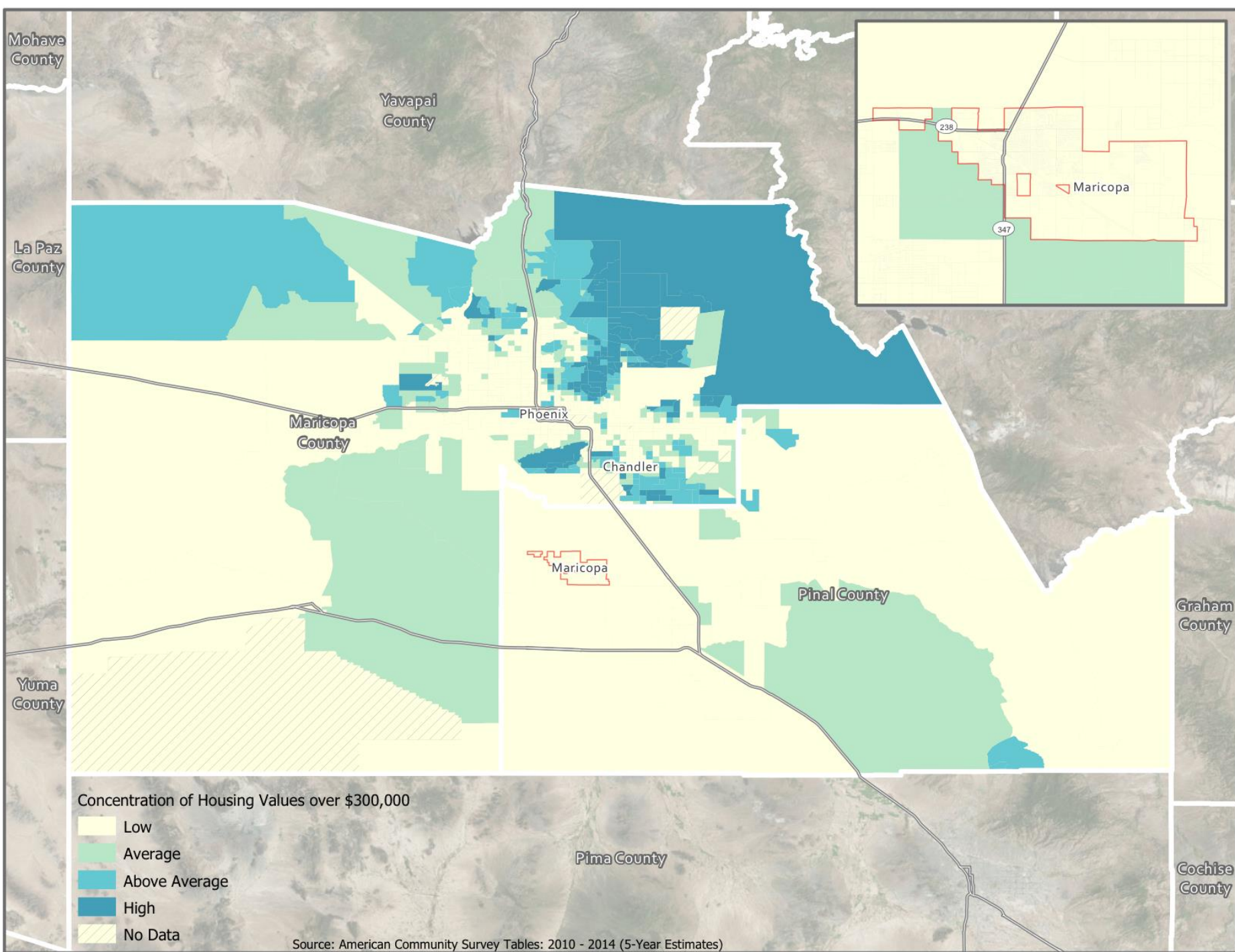
# Home Values

- Low and Moderate Income buyers can afford homes in Maricopa
  - *Roughly 60% of homes priced between \$100k and \$200K*
  - *Almost 20% of homes priced below \$100K*
  - *Limited options for higher end, executive or luxury homes*



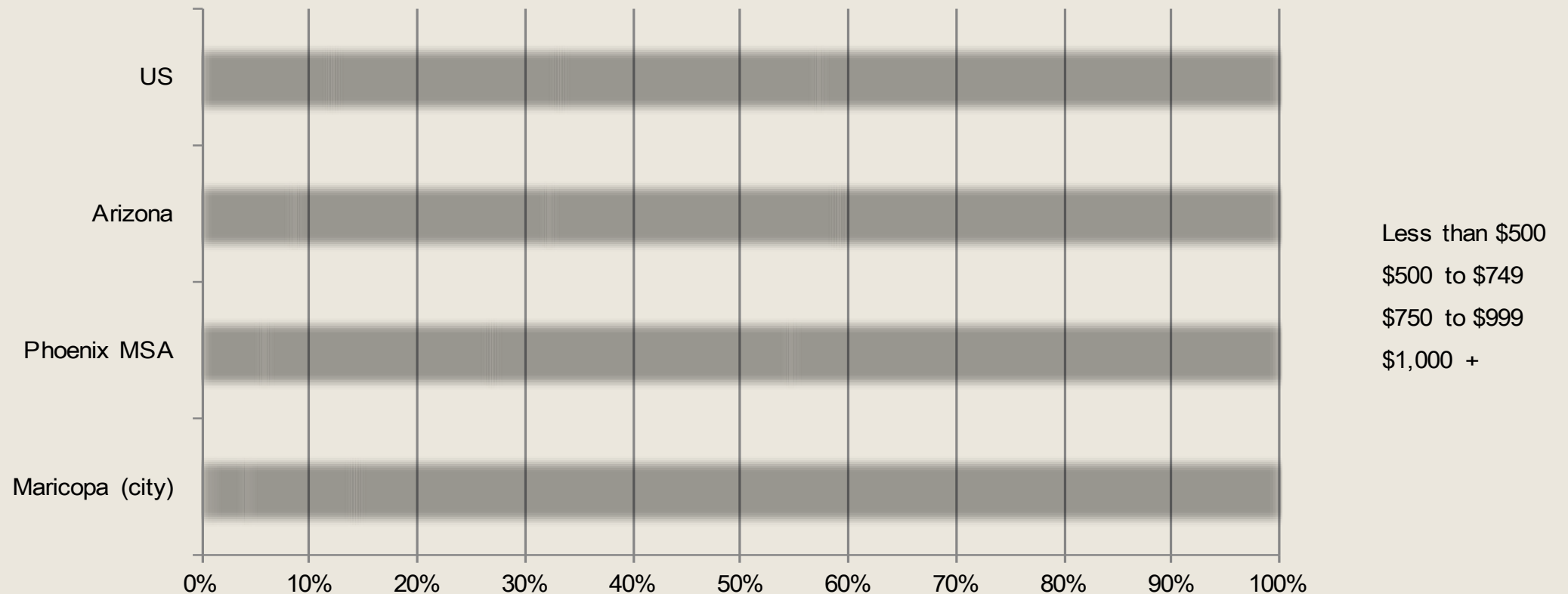


# Concentration of Homes > \$300,000

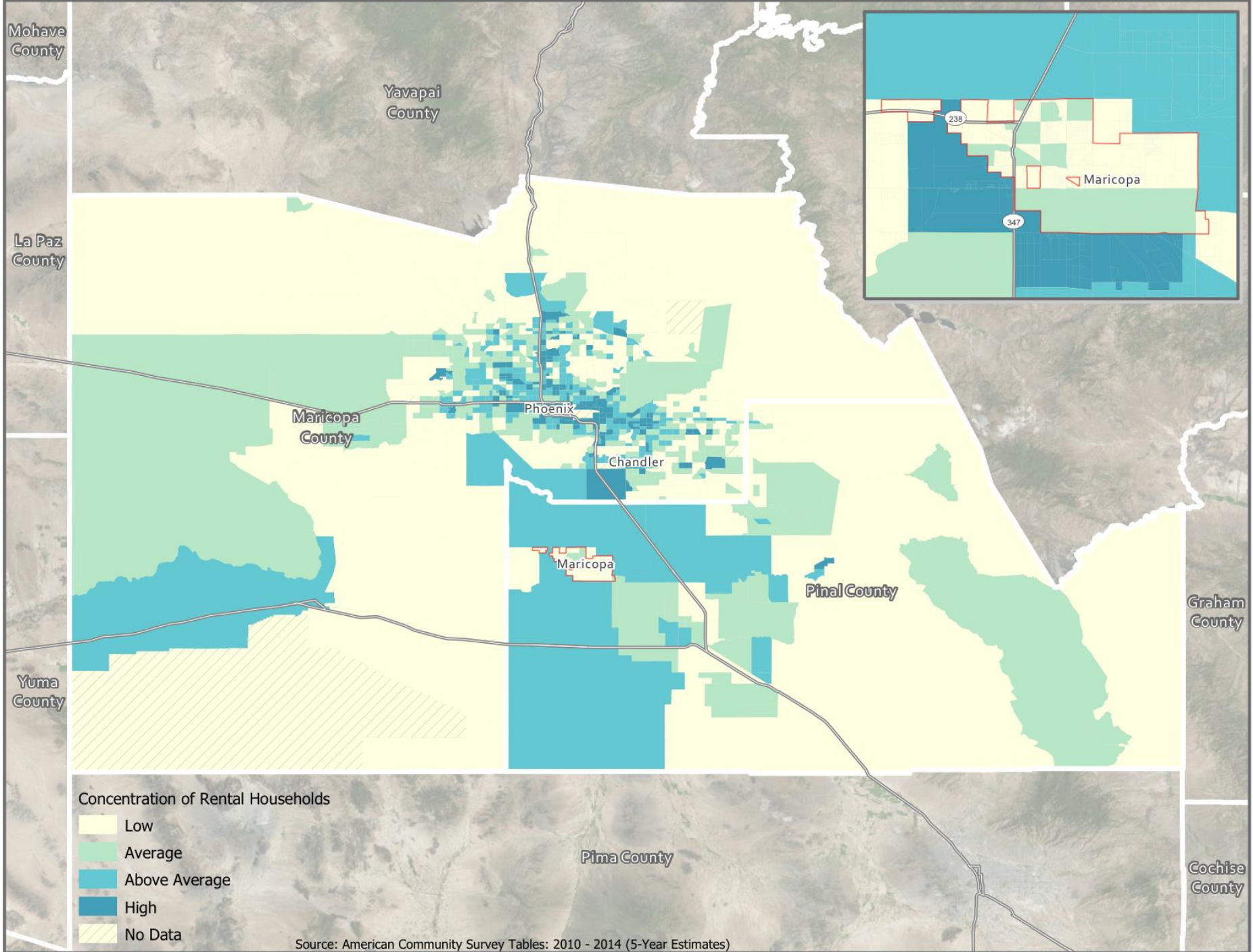


# Asking Rent

- 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

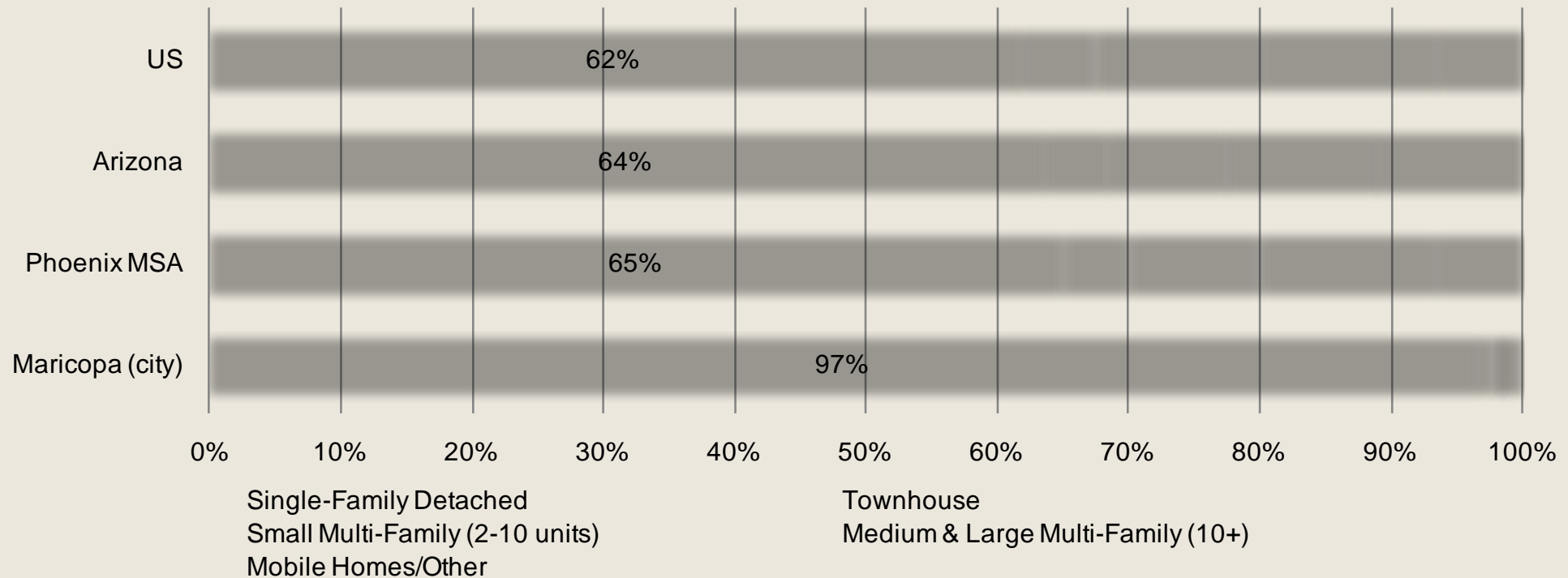


# Renter Households



# Housing Types

- Virtually no housing diversity; 97% 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 and Transportation Affordability Index

Source: Center for Neighborhood Technology

- Housing is affordable, but what people save in housing, they pay in transportation
- Job access is OK, but there is no transit and limited walkability

## Location Efficiency Metrics

Places that are compact, close to jobs and services, with a variety of transportation choices, allow people to spend less time, energy, and money on transportation.

0%

Percent of location efficient neighborhoods

## Neighborhood Characteristic Scores (1-10)

As compared to neighborhoods in all 955 U.S. regions in the Index

Job  
Access  
4.3

Moderate access to jobs

Transit  
Access  
0.3

Car-dependent with  
very limited or no access  
to public transportation

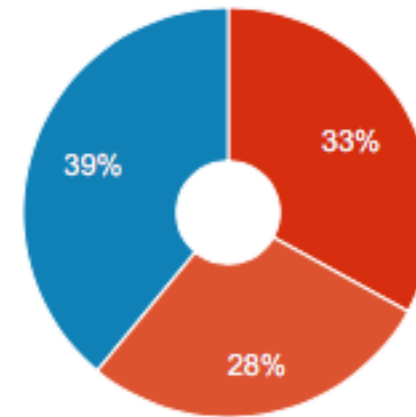
Compact  
Neighborhood  
1.4

Very low density and  
limited walkability

## Average Housing + Transportation Costs % Income

Factoring in both housing *and* transportation costs provides a more comprehensive way of thinking about the cost of housing and true affordability.

- Housing
- Transportation
- Remaining Income



# Housing for Older Adults and Singles

- Maricopa is a community where almost 100% of housing is single family
- Limits housing opportunities for single adults, including seniors and young adults before they have started families
- Singles as “roommates”
- Need for:
  - *1- and 2-bedroom units*
  - *Options for retrofitting homes so older adults may age in place*



# 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**



# Next Steps

- April
  - Summarize Community Engagement Outcomes (Surveys, Focus Groups, 1-Day Workshop)
  - Stakeholder Phone interviews with Developers/Lenders/Housing Organizations
  - Market Tapestry Analysis – what do people want?
  - Market Comps/Understanding the competitive market
  - Policy and Land Use
  - Site Recommendations
  - Vision, Goals and Implementation Strategies
- May – Draft Report and Final Draft





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