



# 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



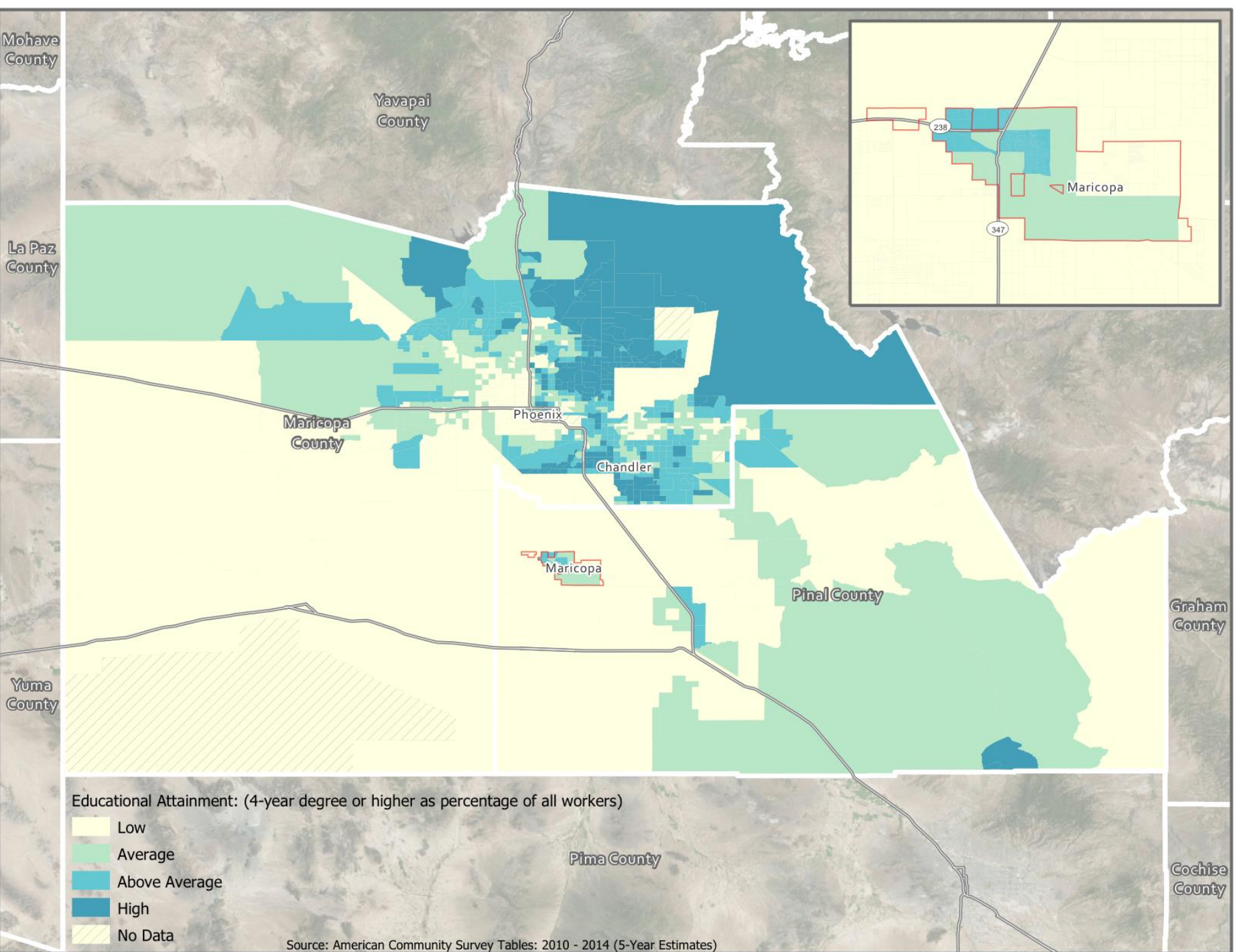
# Summary - People

- 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



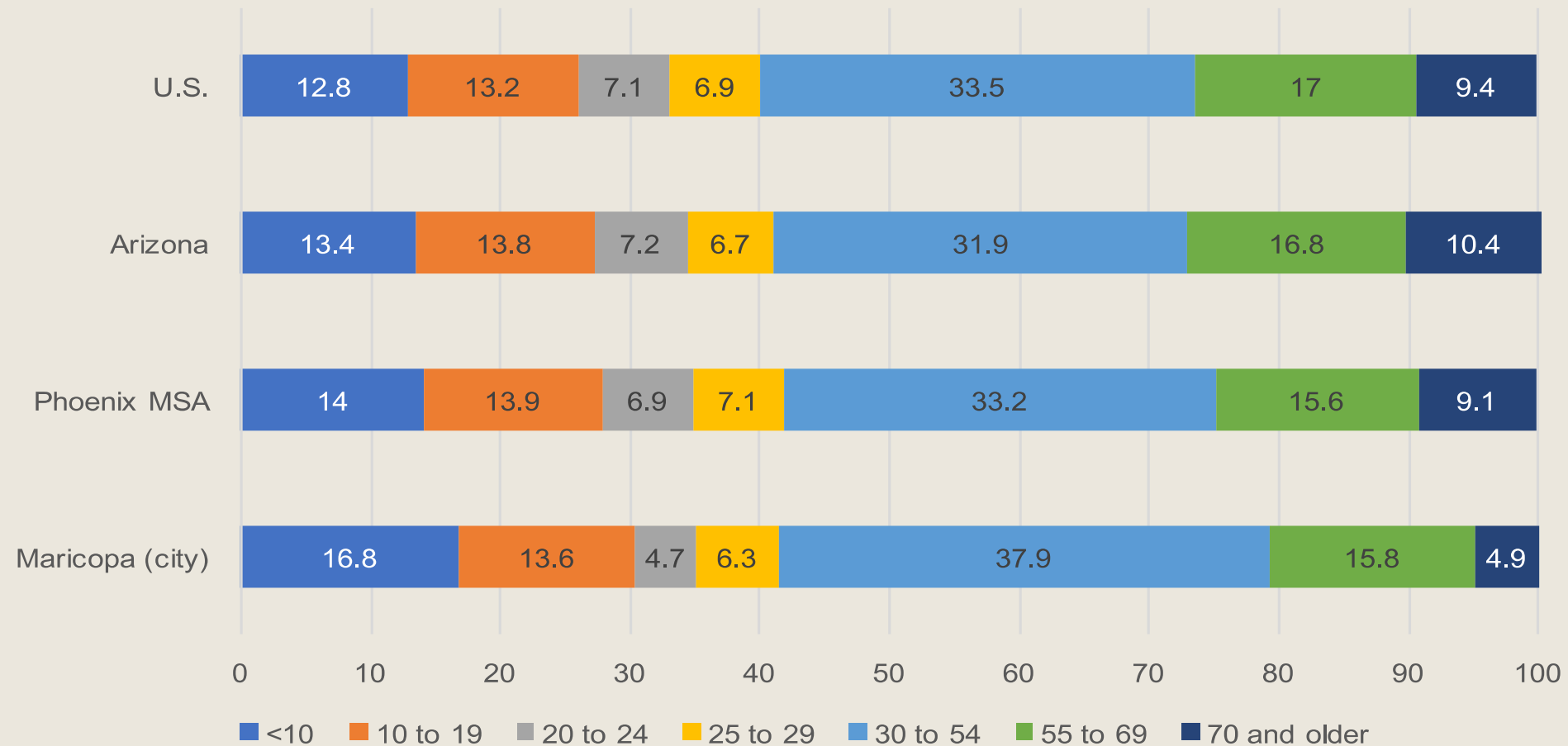


# Percentage of Workers with a College Degree



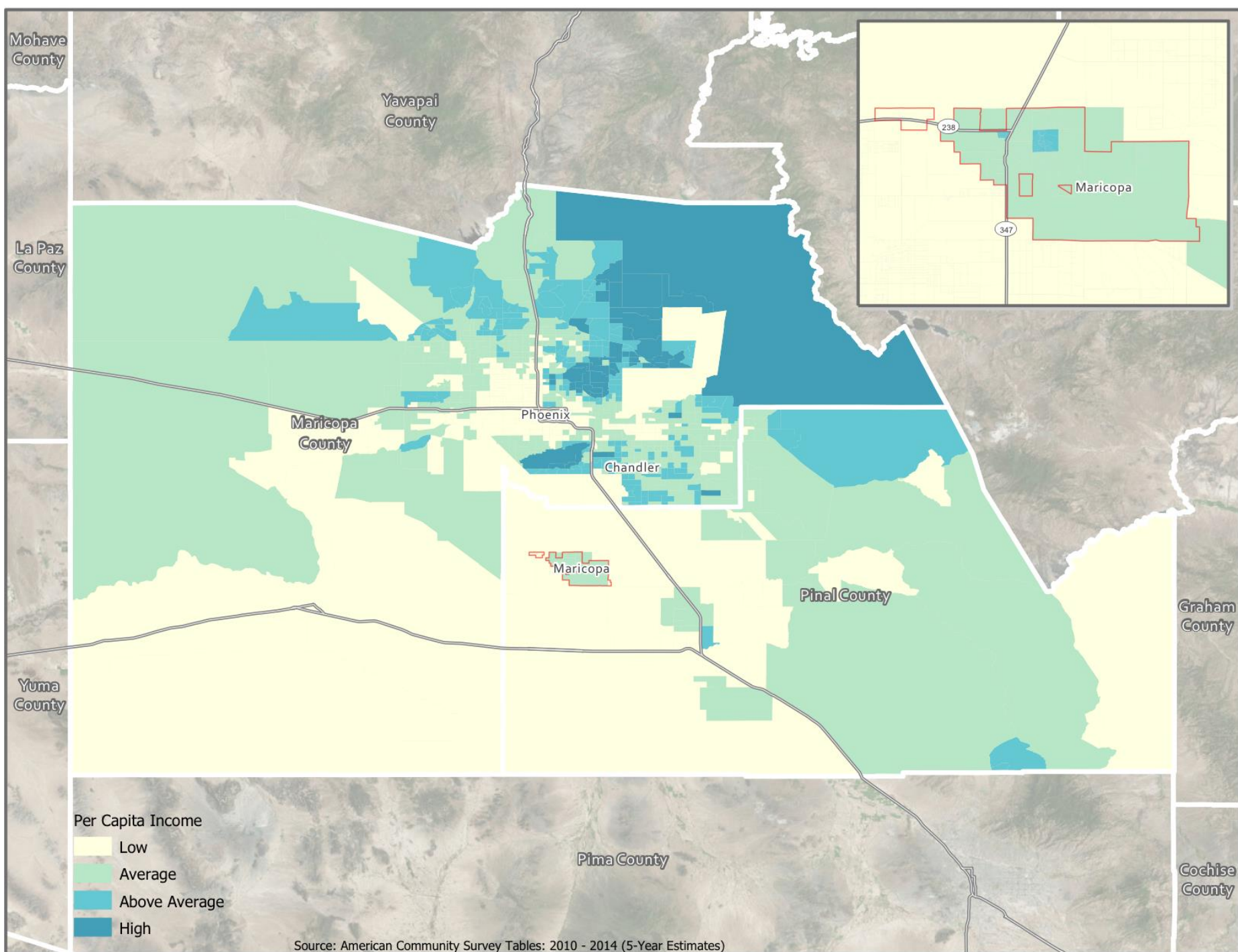
# Age Distribution

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





# Per Capita Income



ECONOMY



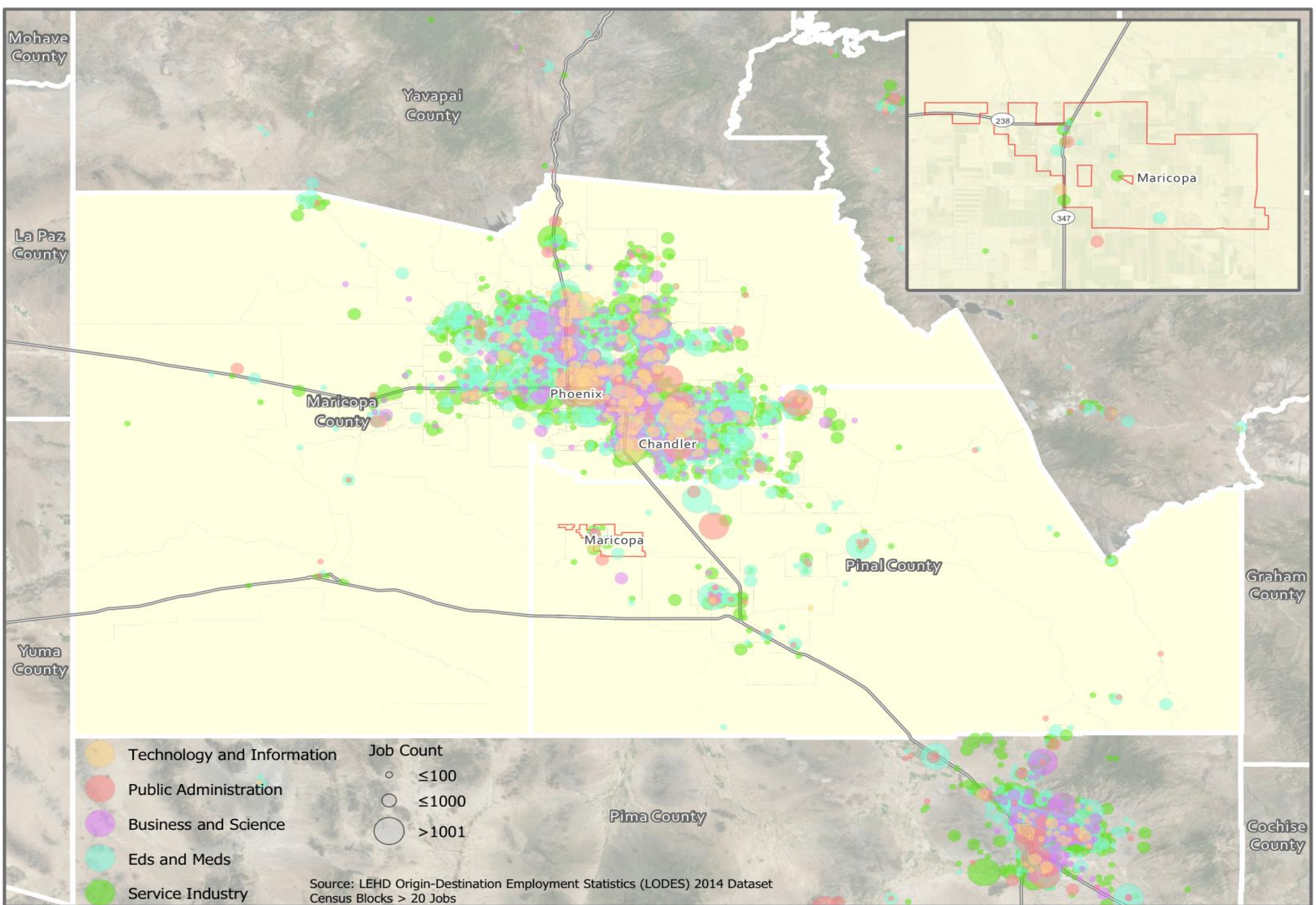
# Labor Force

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%

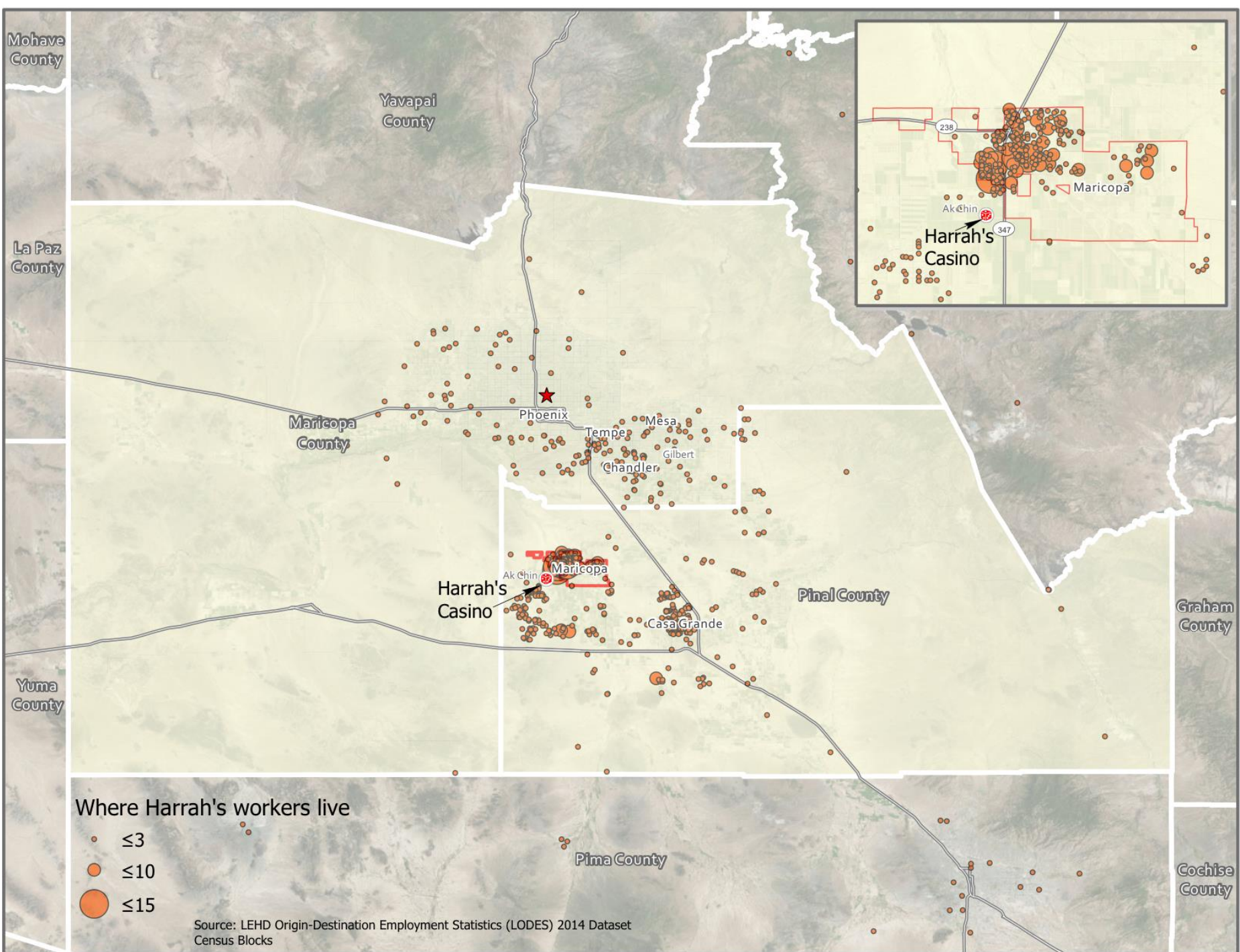


# Jobs by Industry



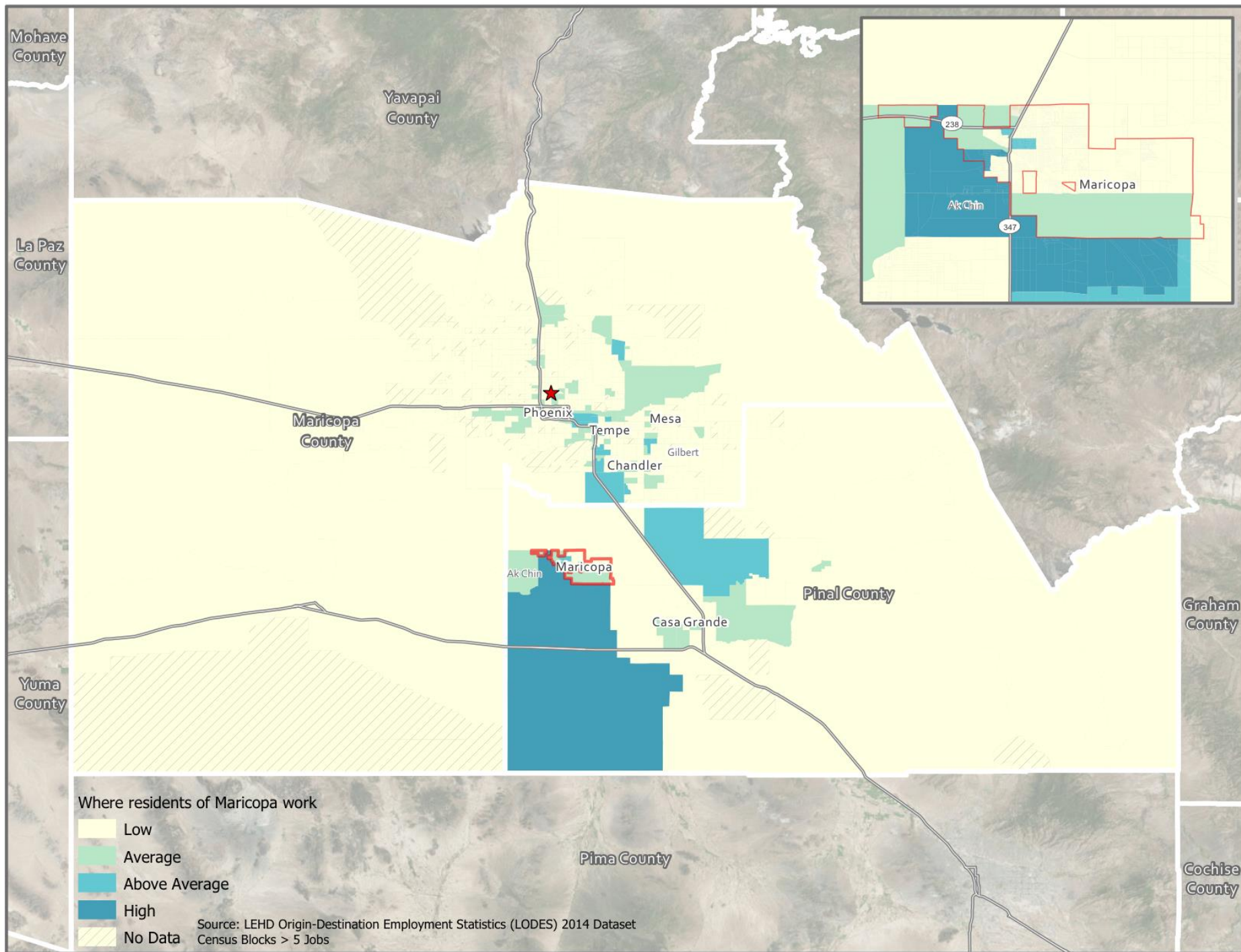


# Where Harrah's Workers Live





# 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%

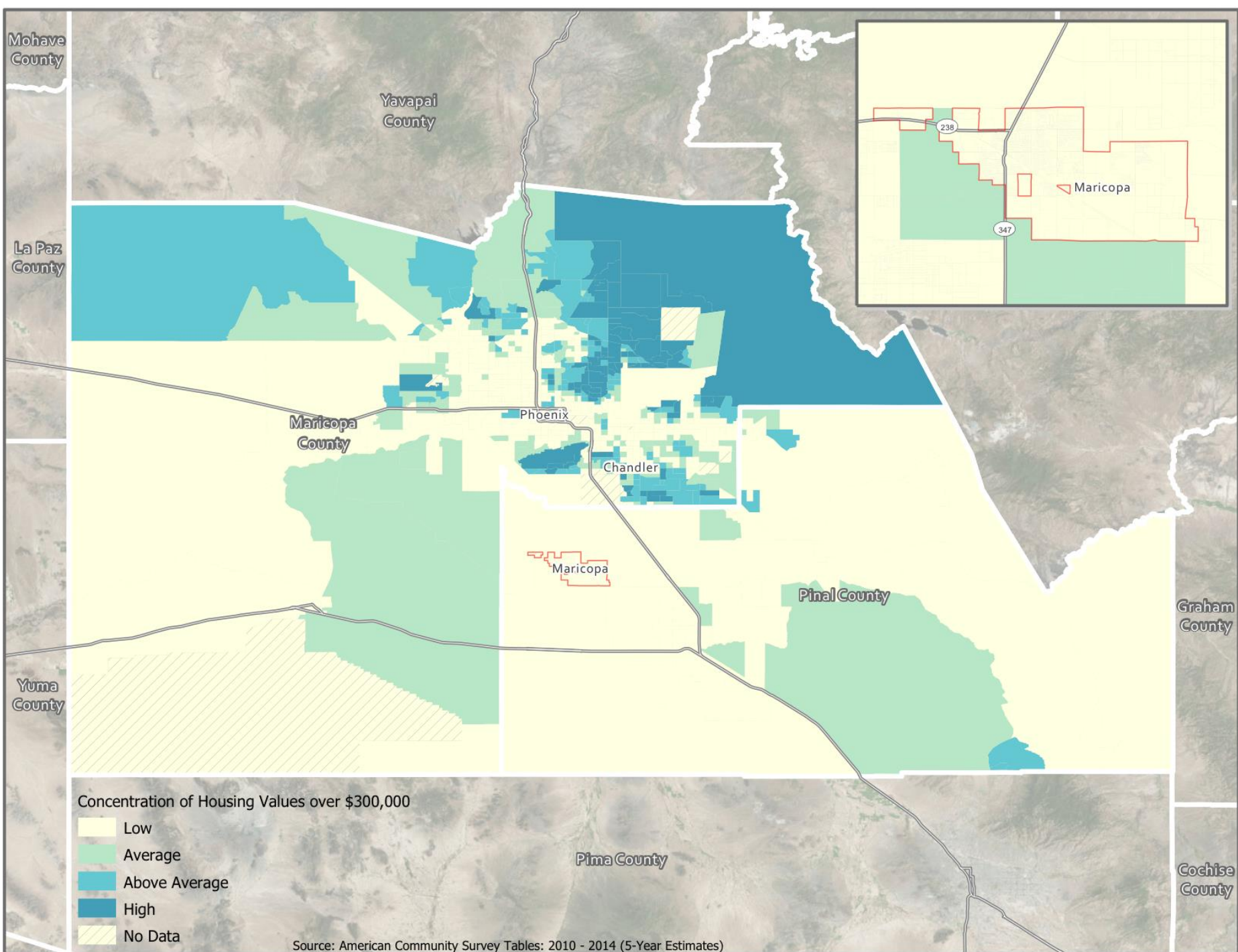
	Maricopa (city)	Phoenix MSA	Arizona	US
Total housing units	18,013	1,820,165	2,874,548	132,741,033
Occupied housing units	14,481	1,550,372	2,387,246	116,211,092
Vacant housing units	3,532	269,793	487,302	16,529,941
Vacancy Rate	19.61%	14.82%	16.95%	12.45%
<i>Homeowner vacancy rate</i>	4.8	3.3	3.3	2.1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



# Foreclosures

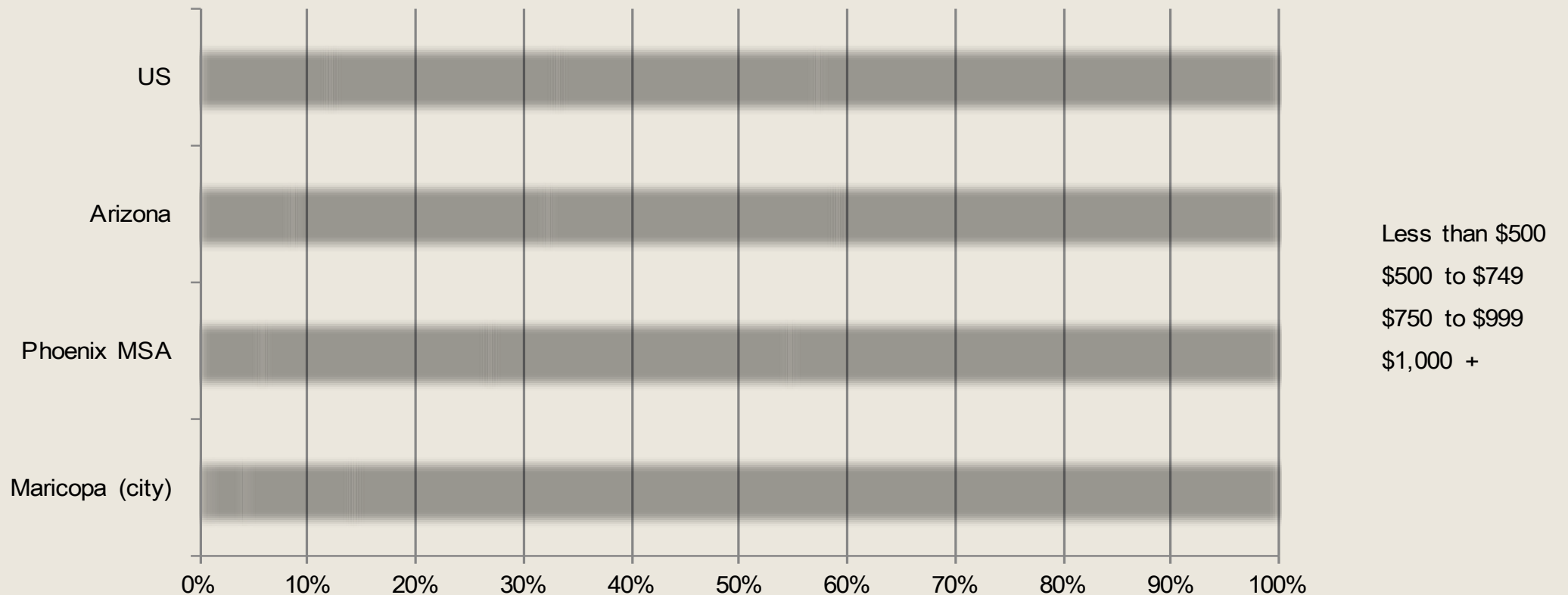
- Maricopa hit hard from Recession and Foreclosure Crisis
- Property values dropped 60% on average
- Recovery began mid-2012 and now prices are settled to average \$175K per home
- Expected to remain stable with steady, moderate growth in coming years

# Concentration of Homes > \$300,000



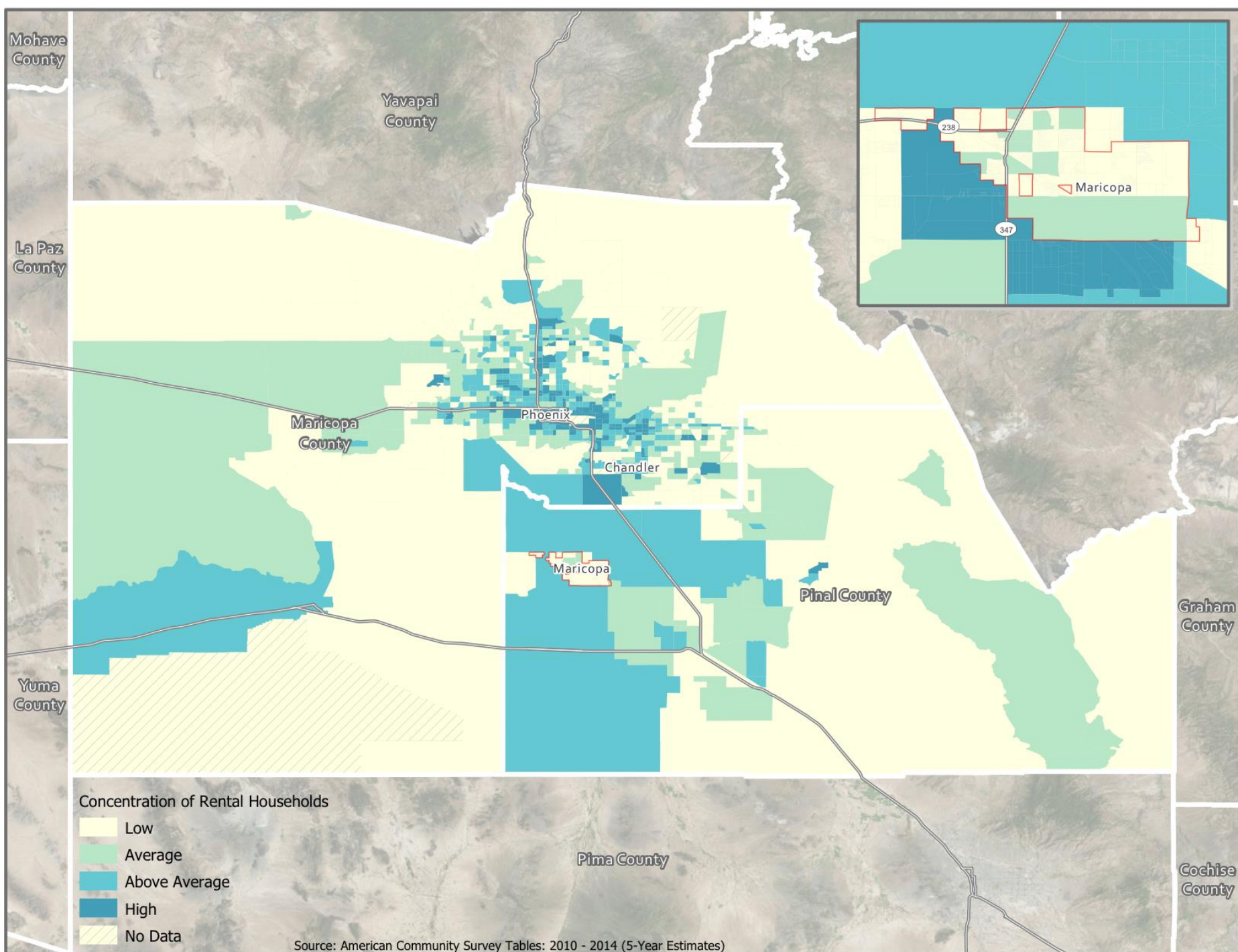
# Asking Rent

- 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





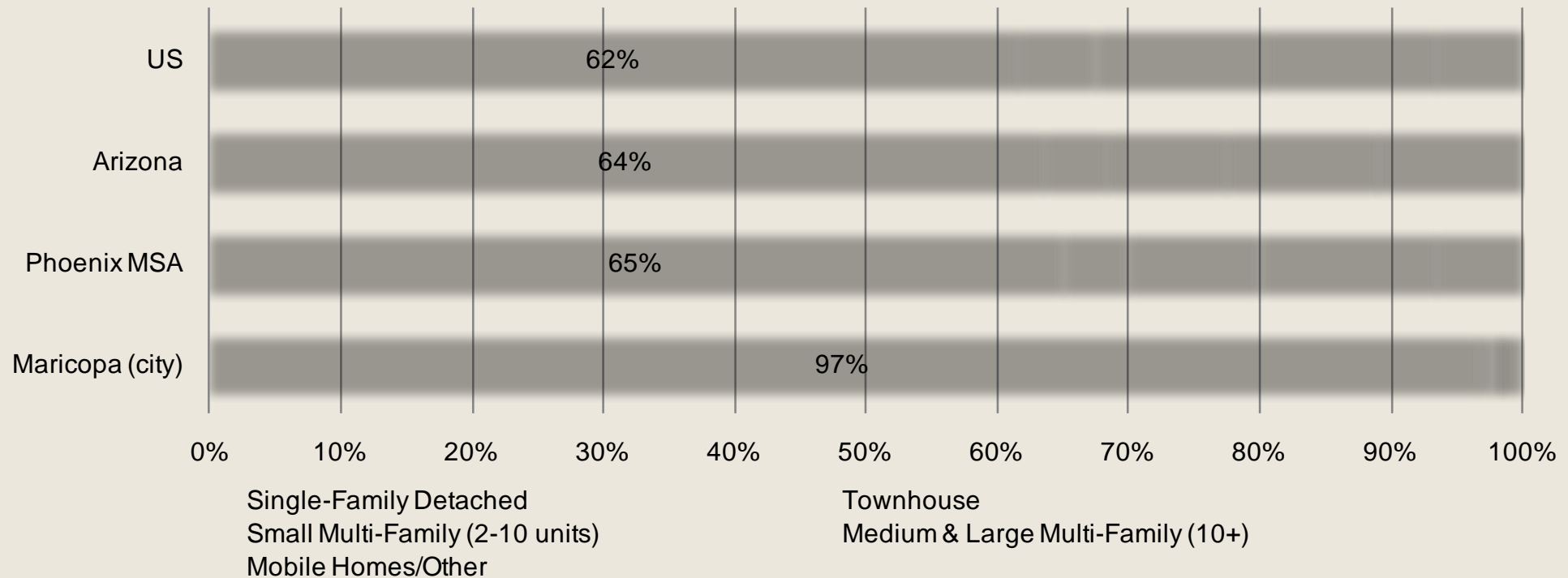
# Renter Households





# 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

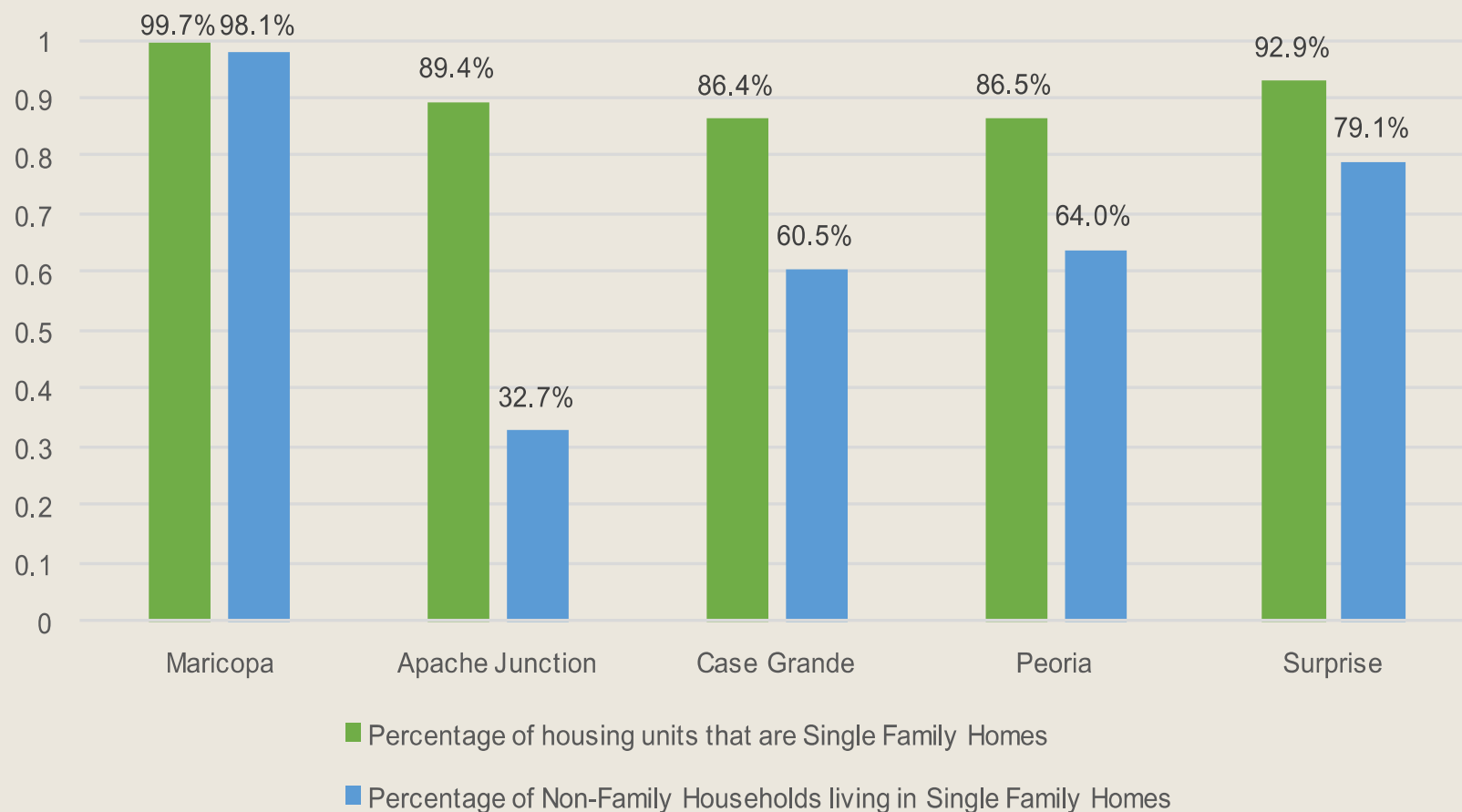
- Limited housing opportunities for residents over 75 that may have mobility or other challenges
  - ~3,200 residents will have their 75<sup>th</sup> birthday in the next ten years
  - Many may need to leave Maricopa without housing that meets their needs
- Need for:
  - Apartments and smaller units
  - 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



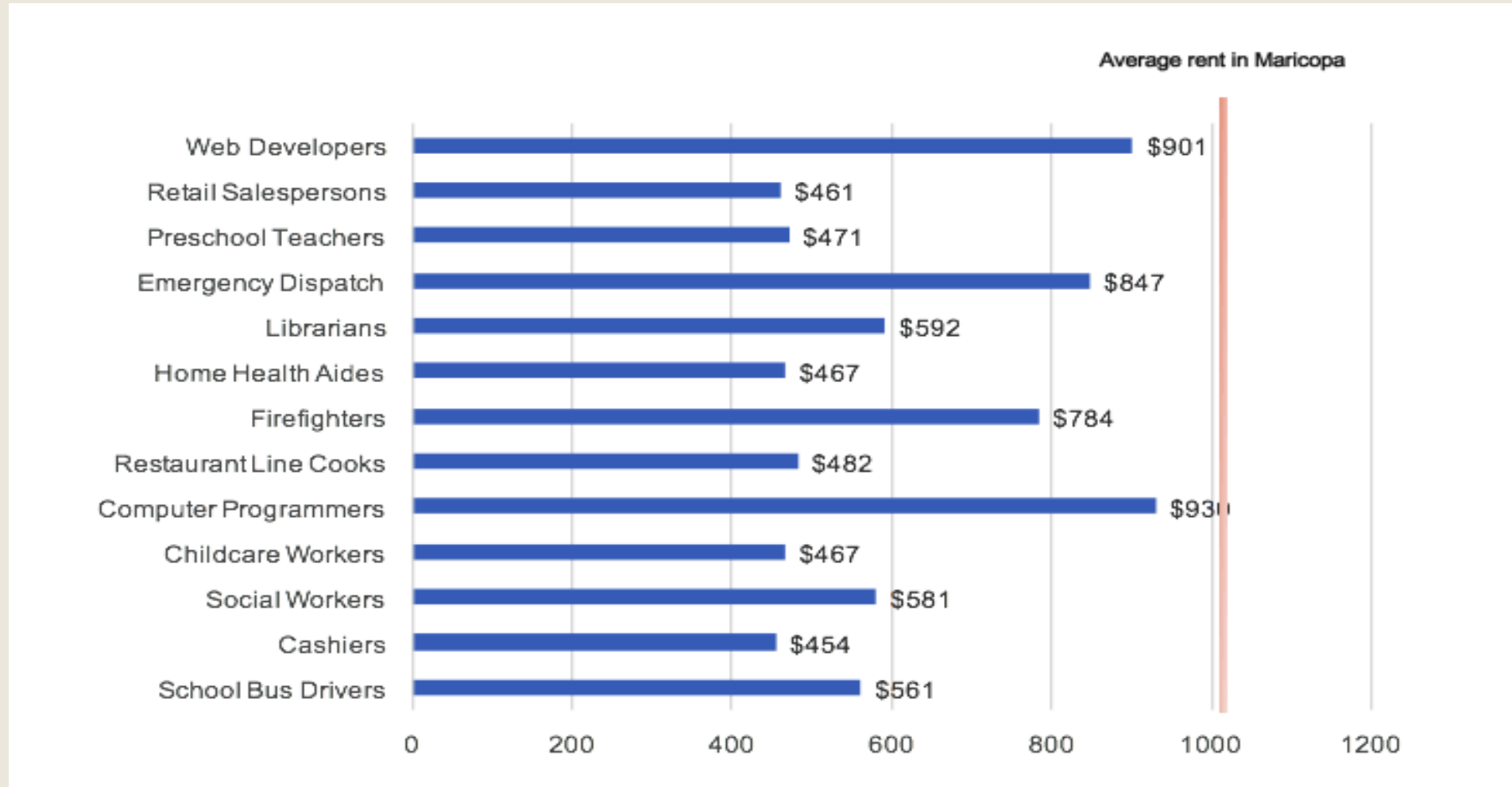
# Apartments

- 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, 10<sup>th</sup> 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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