



City of Wooster Housing Update

Topics

- ***Current Housing Trends***
- ***Development Projects***
- ***Workforce Housing Need***
- ***Future Housing Opportunities***



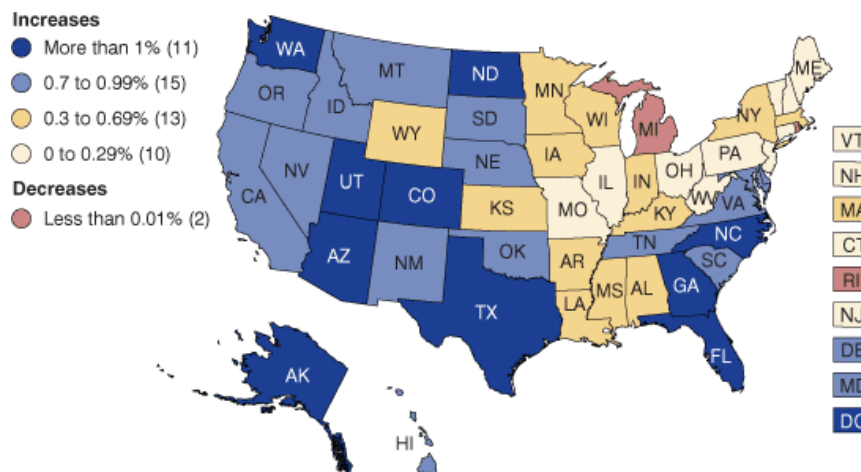
Current Housing Trends

National Trends

- Decreased household size, increased home size

Year	Avg. Household Size (People)	Avg. New Home Size (Sq. Ft.)
1960	3.33	-
1980	2.76	1,740
2000	2.62	2,266
2010	2.59	2,392
2017	2.53	2,571

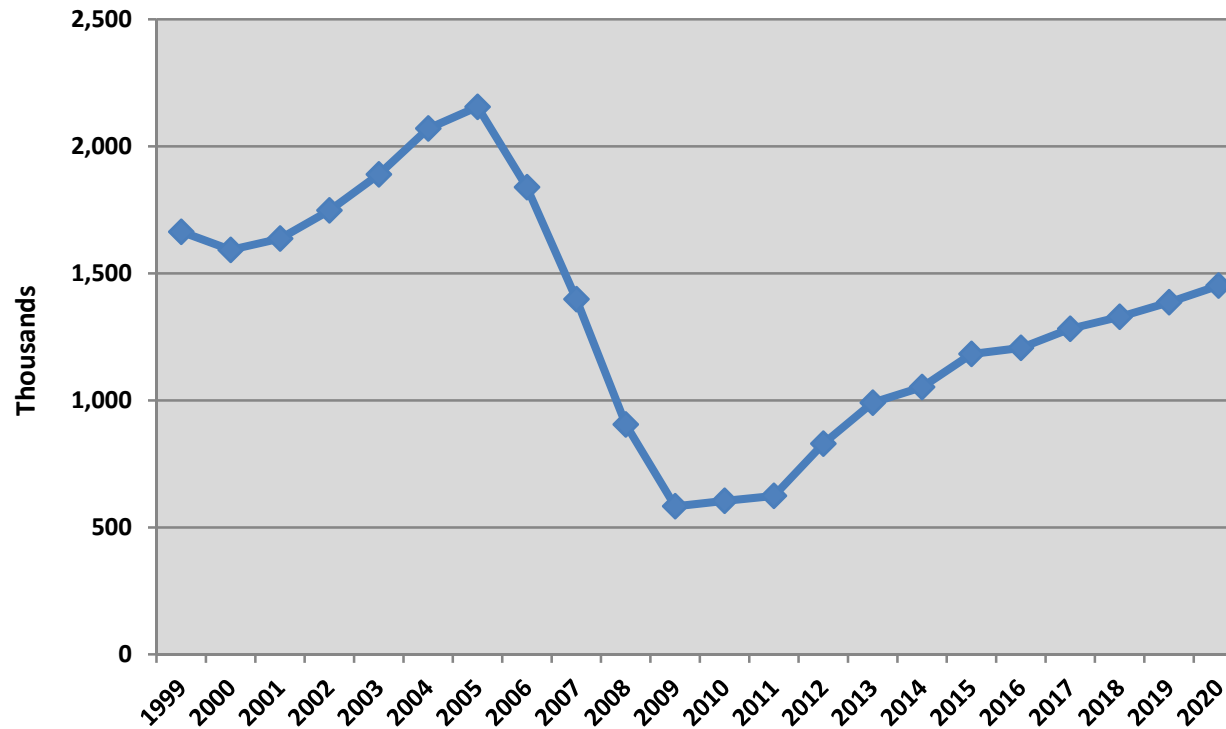
- Growth is occurring in suburban & exurban areas and in the south & west of US



Current Housing Trends

National Trends

- US permits issued for new housing units



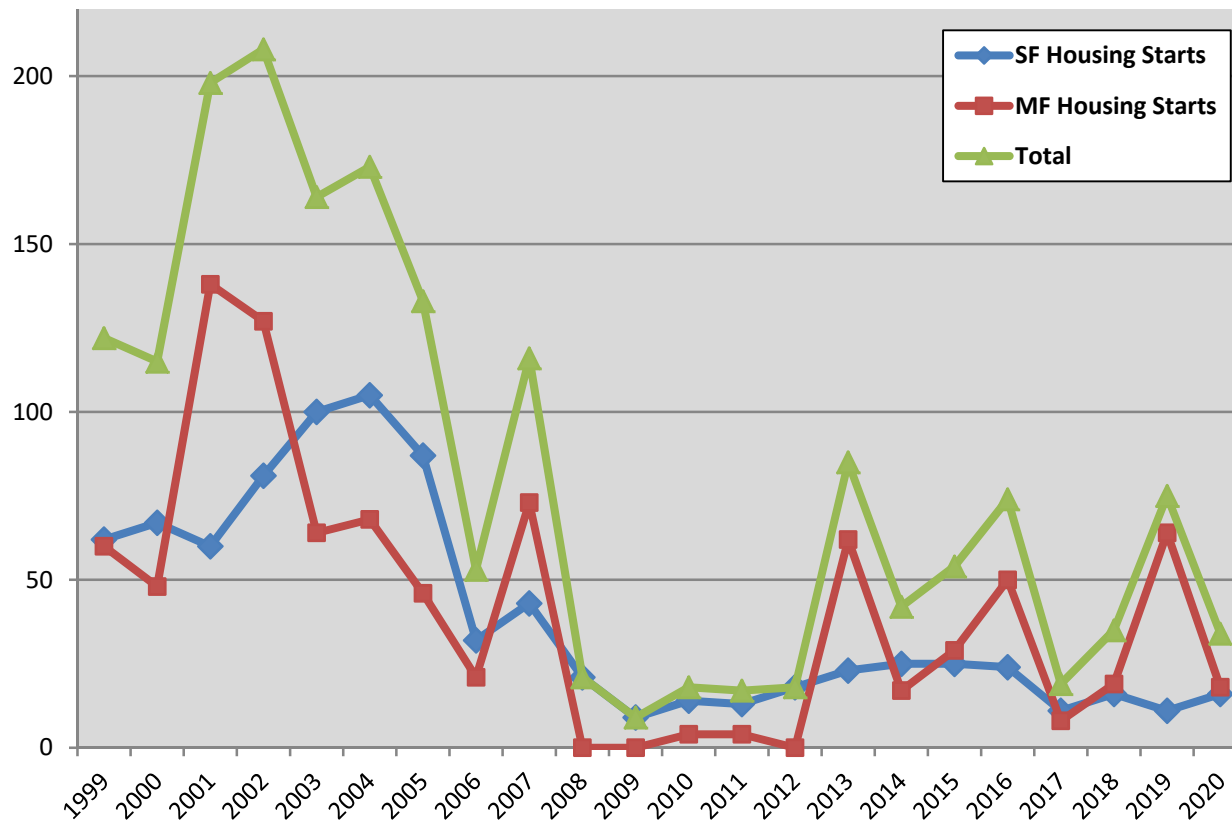
Source: US Census - New Residential Construction



Current Housing Trends

Local/Regional Trends

- City of Wooster permits issued for new housing units



Source: City of Wooster Building Standards Division



Current Housing Trends

Local/Regional Trends

- **Limited residential project applications in the past 3 yrs.**
 - Single-Family Residential - No new SF subdivisions & existing subdivisions nearing build out
 - Condominiums - Build out of existing developments and 10 units on N. Market St.
 - Apartments - 52 units on Akron Rd near completion and downtown conversions
 - Demolitions - 22 residential demos
- **Overall Planning Commission and Staff Support**

	Project Applications*	Planning Commission Action		Staff Recommendation	
		Approval	Denial	Approval	Denial
SF Residential	5	5	0	5	0
Condominium	1	1	0	1	0
Apartments	6	5	1	6	0

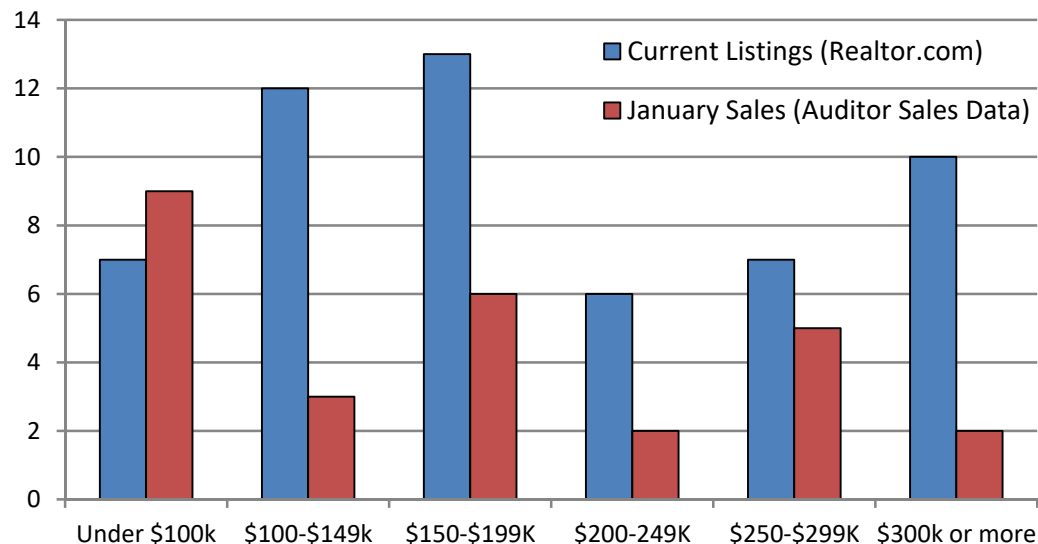
**Not all were constructed*



Current Housing Trends

Local/Regional Trends

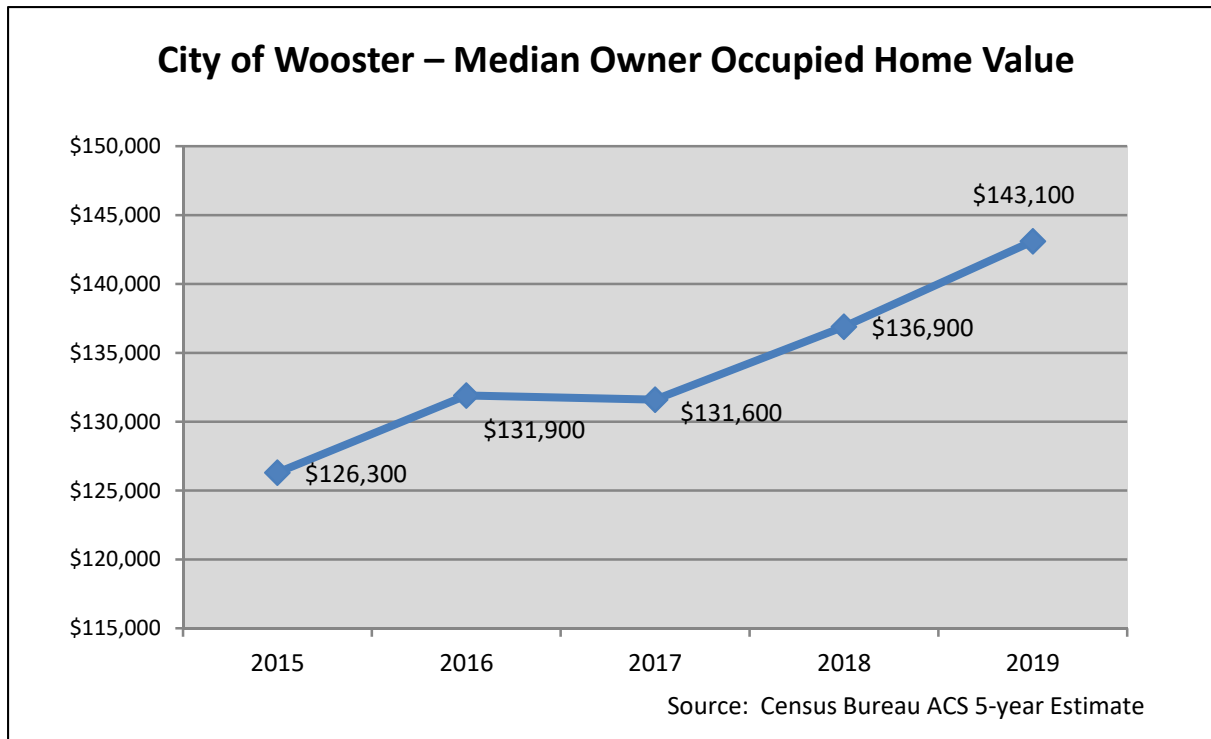
- Low Inventory – Avg. days from listing to pending is 16 in Akron Metro & 17 in Cleveland Metro (Zillow)
- New Single Family Home Avg. Cost of Construction – \$268,839 in the past 3 years per Building Permit data (*does not include property acquisition*)
- Current Single Family Home Listings and Jan. 2021 Sales



Current Housing Trends

Local/Regional Trends

- Increase in home values



Current Housing Trends

Local/Regional Trends

- Data from Wooster and Area Cities

City	Percent Owner	Percent Renter	Median Home Price	Median Rent
Brunswick	77%	24%	\$169,200	\$912
Wadsworth	73%	27%	\$171,200	\$866
Medina	65%	35%	\$175,200	\$798
Orrville	65%	36%	\$120,500	\$786
Massillon	63%	37%	\$102,100	\$689
Rittman	62%	38%	\$116,000	\$743
Ashland	61%	40%	\$109,300	\$714
Wooster	58%	42%	\$143,000	\$728
New Philadelphia	56%	44%	\$126,100	\$792
Mansfield	50%	50%	\$79,600	\$634
Average	63%	37%	\$131,220	\$766

Source: US Census ACS 2015-2019

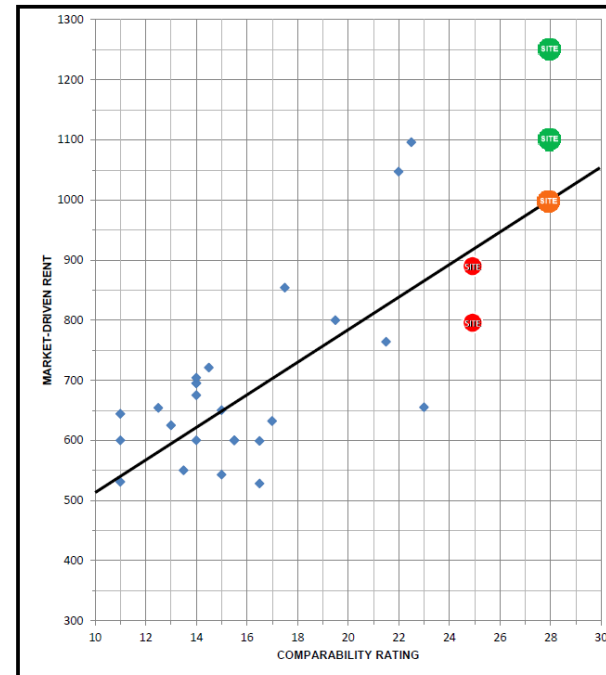


Current Housing Trends

Market Analysis

- Conducted w/ Downtown Plan (2015) for Office/ Retail/MF Residential
- Documented need for 240 new multi-family units
- Upscale & moderately priced rent of \$700 to \$1,350/mo.
- Project amenities – Community room, fitness center, recreation areas, etc.

Two-Bedroom Units by Collected Rent & Comparability Rating



Current Housing Trends

Low Income Housing

- High demand, low supply of units
- Renters w/ federal housing vouchers cannot find qualifying units on private market
- No vacancies in Wayne Metropolitan Housing Authority Units
- Many people are on application waiting lists
 - 762 (federal housing choice voucher program)
 - 496 (public housing units)



Development Projects

Wooster continues to be an attractive location for new business and expansion of existing businesses

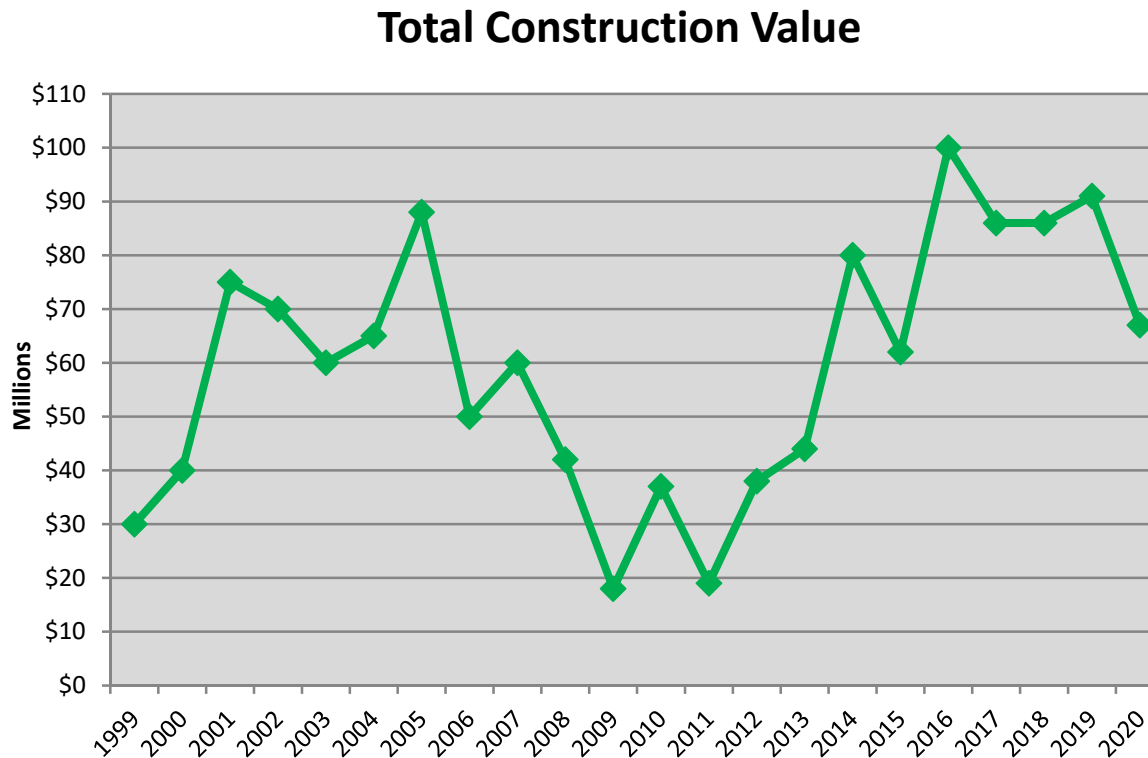
- Recent impactful development projects:
 - GOJO
 - Daisy
 - LUK Expansions
 - Western Reserve Group
 - Holiday Inn & CAB
 - College of Wooster & OARDC Buildings
 - Wayne County Fair Event Center
 - RBB/Noble Tek Old Mansfield Rd.
 - AEP Long Road
 - Aldi
 - Akron Children's



Development Projects

Total Construction Value

- Last 10 years average \$67 million/yr.



Source: City of Wooster Building Standards Division



Development Projects

- Prospective projects upcoming/under construction:
 - Burbank Rd/Smithville Western Development
 - Industrial opportunities at Geyers Chapel Rd/Daisy Way
 - Potential SF Residential and apartment projects
 - Downtown redevelopment projects
 - West View Manor Expansion/Event Ctr.
 - Rea Associates N. Market St.
 - Caliber Collision Akron Rd.
 - Akron Rd. Warehouse (Rear of Reed Warehouse)



Workforce Housing Need

- Wooster area employers report new workers have difficulty finding housing.
 - Chamber & WEDC report many new hires will quit before long when they find a new job closer to home.
 - Wooster employers exploring other areas to expand.
 - **Increases RISK for relocation and job loss**

- **Why is this happening?**

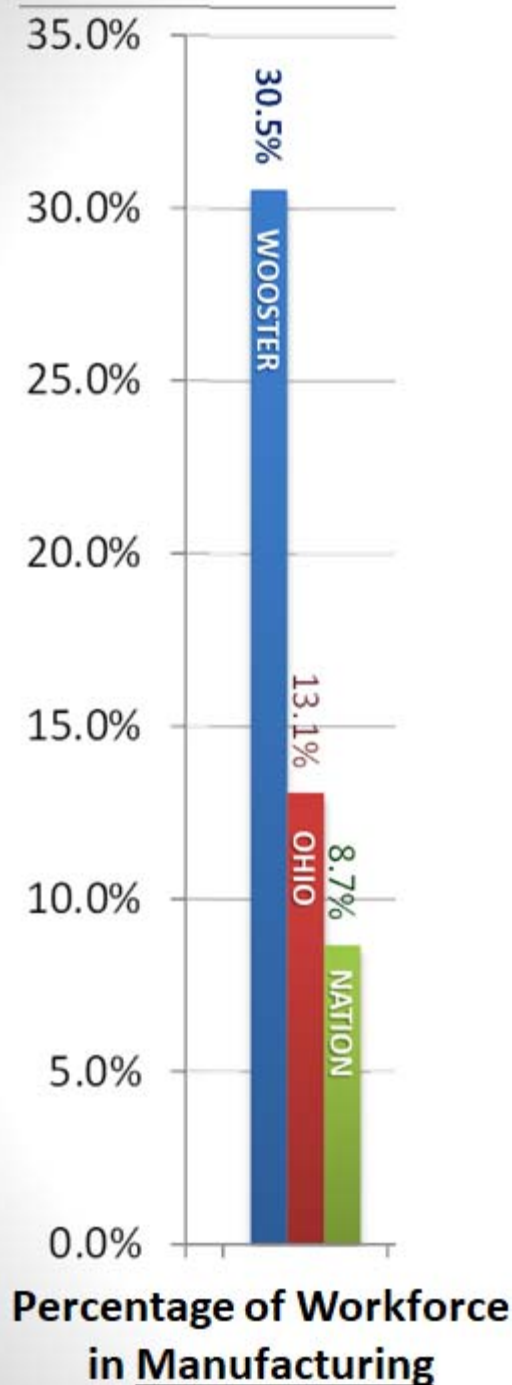
- Limited new housing starts (already discussed)
- Smaller family sizes (local & national trend)
- Absorption of **majority** of local workers
- Job Growth
- Higher Developer Risk
 - Few large tracts of land with utilities.
 - Contracting regional population.
 - Limited Market data compared to larger cities.



*The TeamNEO region has **lost** population since 2010.*



Workforce Housing Need



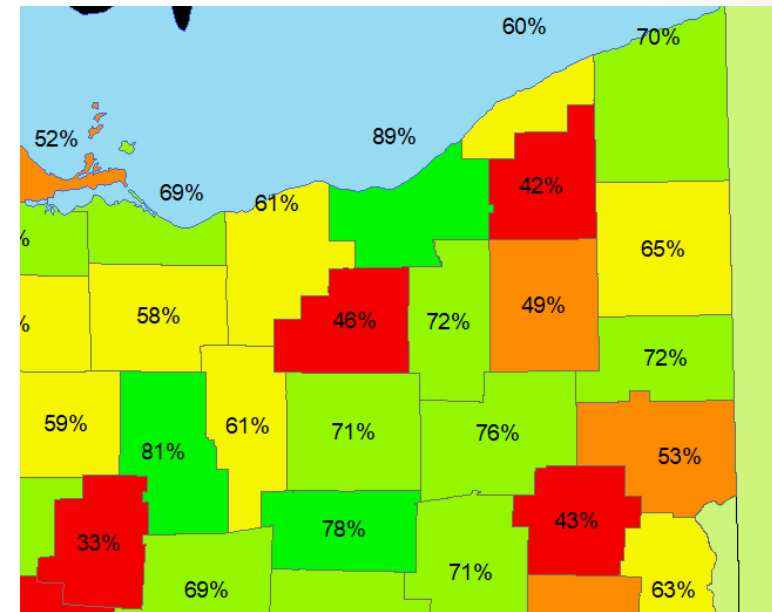
- Wooster's Economy Is Primarily **Manufacturing**.
- Career advancement dependent upon highly specialized on-the-job experience.
- Firms increasingly must attract entry-level employees beyond Wayne County.
- Wayne County had **49,335 jobs** in 2019, up **18.5%** from 2010
 - Approx. 28,663 (58.1%) of these jobs are in the City of Wooster.
- Unemployment rates are **low**:
 - Nation: **6.7%** | Ohio: **5.5%**
Wayne: **3.7%** | Wooster: **3.9%**

Workforce Housing Need

A Bedroom County

- Wayne has 5.1% more commuters (+/- 3,000) than jobs.
- **Almost 3/4ths of county jobs** are filled by Wayne residents.
- Few locals left to fill new jobs.
- Wayne is becoming a business county, but ***lacks*** easy access to other counties' workforces.

BUSINESS VS BEDROOM COUNTIES:

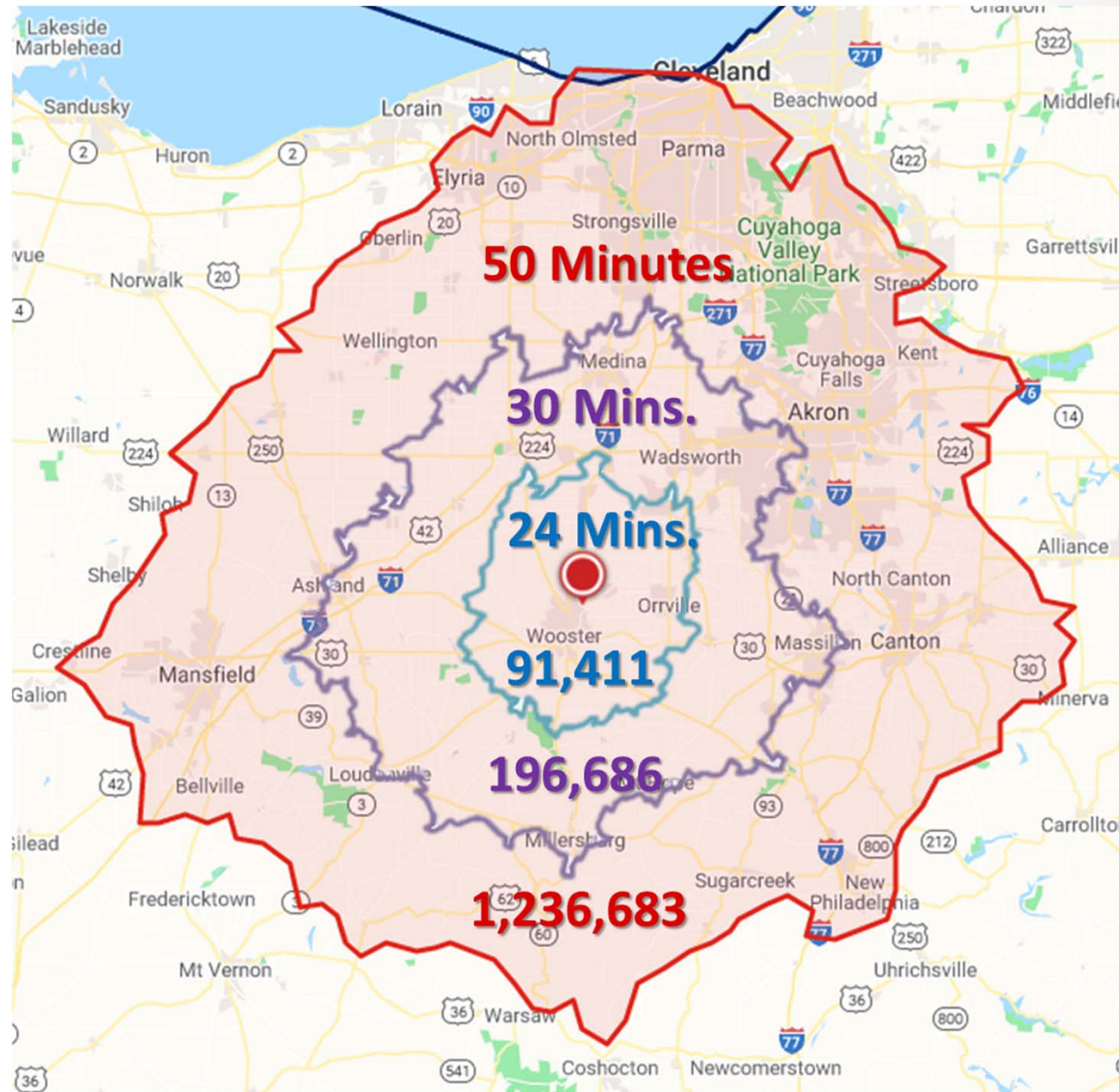


Approx. **71%** of residents work in Wayne.

County	Work in County of Residence	Work Outside County of Residence
Holmes	14,540 (78%)	4,093 (22%)
Stark	130,386 (76%)	41,963 (24%)
Summit	183,463 (72%)	70,494 (28%)
Wayne	37,731 (71%)	15,731 (29%)
Ashland	14,226 (61%)	9,238 (39%)
Medina	39,783 (46%)	47,423 (54%)

Workforce Housing Need

- Wayne County's Workforce Catchment Basin:



JobsOhio /
US Census

Workforce Housing Need

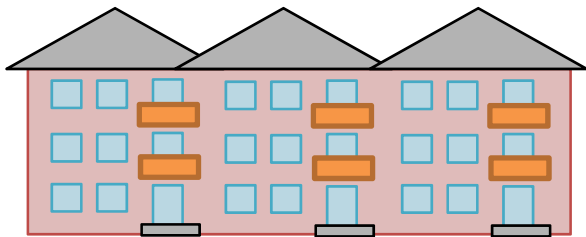
- Long commutes are acceptable and common for moderate and highly compensated positions
- Long commutes are **impractical** for many entry-level and early-career positions.

What's the Solution?

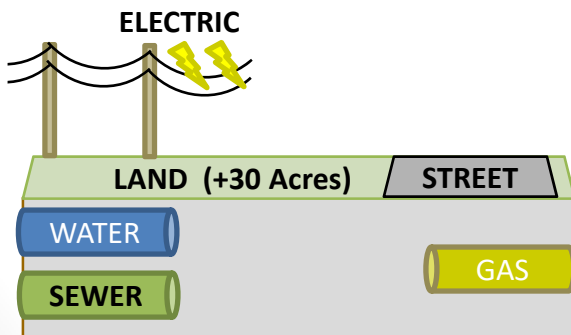
- **Most ALL of Wooster's housing segments are deficient**
- Apartment Housing is a pressing concern to meet **early-career and entry-level** workforce needs:
 - No down-payment required
 - Lower short-term costs
 - Short-term commitment
 - Lower maintenance
- Single-Family is a pressing need for **advanced-level** jobs.

Workforce Housing Need

- Regional Developers have explained the following needs:
 - **Actionable demand** data, which is limited in small communities. (*Successful projects attract others.*)
 - **Attainable** large lots **with** utilities support a project.



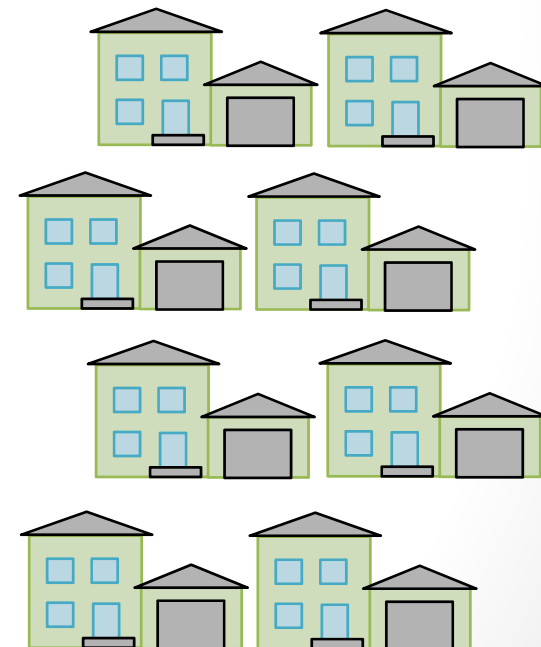
*New housing unit growth
(Successful apartment communities or single-family subdivisions.* Apartments are the **most-likely** source due to current interest and potential unit volume.)*



*Available Sites
(Requires access to utilities, willing seller, and regulatory approvals.)*

**ACTIONABLE
DEMAND**

New single-family housing



As interest grows in Wooster from apartment communities, larger-scale single-family development interest is anticipated to follow, but these projects will require much larger sites.

**ATTAINABLE
Sites**

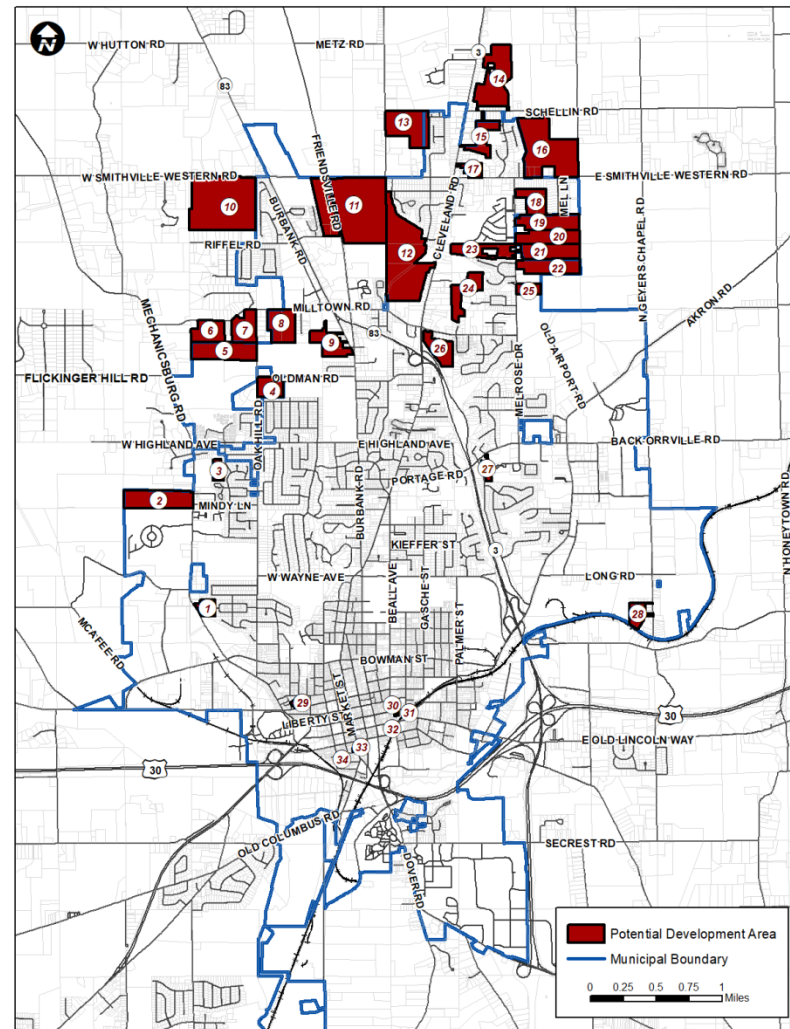
Future Housing Opportunities

- Due to the documented need in the community, the City has prioritized attracting new residential development and redevelopment
- This includes advancing the creation of housing options for all residents
 - Single-family homes
 - Multi-family condominiums and apartments
 - Units and developments in all price ranges
- Need to expand Facilities Planning Area (EPA Rule)
 - Unlike villages, Wooster's sewer/water is expandable.
 - Utilities enable density, which preserves farmland.
- Community marketing and outreach to regional developers.



Future Housing Opportunities

- Residential Development Handout Created
- Potential Residential Development Areas Identified
- Site information included (zoning, utility access, site characteristics, etc.)
- Limited available large parcels w/utility access



Future Housing Opportunities

- A Suite of Tools to Encourage and Aid Housing
 - **Community Reinvestment Area**
 - Tax exemption on major upgrades or new building.
 - **CHIP Grant** (Repair grants for Low-Income Families)
 - Preserves older housing with home rehabilitation.
 - **Tax Increment Financing** for new *public* infrastructure
 - **Property Maintenance Program** for safety and value
 - **Wayne County Land Bank** to move “stuck” properties.
 - **Zoning** and **Variations** allowing for creativity.

Further Resources:

- Job and Family Services Ohio Labor Market Information (ohiolmi.com)
 - Local Unemployment Data | Local Sector Employment
- Bureau of Labor Statistics | Quarterly County Statistics (bls.gov)
 - County Wage Data | County Employment Data | Labor Data
- US Census Bureau (data.census.gov)
 - Building Permit Data | American Community Survey | Economic Survey
- JobsOhio (www.jobsohio.com)
 - Site Inventory | Demographics and Workforce Database
- Wayne Economic Development Council (waynecountyedc.org)
 - Cost of Living Inventory
- Ohio Development Services Agency (Development.ohio.gov)
 - Office of Research – County Demographics & Projections | Trends Data
- Wooster Development Studies (woosteroh.com/development)
 - 2020 CRA Housing Study | 2019 Analysis of Impediments to Fair Housing



Any Questions

