6

HOUSING

Housing Overview

Meeting the housing needs of every Silverton resident and work force member is a substantial task. Clearly, many of the root causes of housing need are beyond the power of a local government to solve. Nevertheless, there is a lot that local governments can do to address housing needs. Using available resources, the City of Silverton will strive to build and renew the community by:

- Preserving and enhancing the vitality of the Silverton's existing homes and neighborhoods;
- Providing a diversity of housing opportunities for a variety of household sizes, age groups, and income levels;
- Meeting changes in housing needs through creative redevelopment efforts;
- Protecting and improving the physical and visual quality of residential areas through careful maintenance, rehabilitation, code enforcement, and public investment; and
- Maintaining consumer confidence in the future of neighborhoods and the community as a whole.

The housing element within this comprehensive plan plays a vital role in the overall fiscal health of the city. Silverton's owner occupied rates for dwellings have declined over the past twenty years. This is significant since there is a clear correlation between owner occupied rates and community property values. As the number of owner occupied dwellings decreases, typically, so does the average property values for that particular neighborhood, or city, as a whole. Therefore, it is imperative that Silverton officials recognize this pattern and take pro-active steps to increase owner occupied rates throughout the city.

Silverton has begun to take such pro-active steps towards addressing this issue. In 2007, the city adopted a comprehensive residential marketplace study drafted by Property Advisers consultants. This detailed study examined the existing housing stock and future demand as well as examining the housing stock of neighboring communities. This study is a prudent first step to combating the issue of declining owner occupied dwelling rates and will serve as a solid base for implementing future action steps. Many of the observations and recommendations contained in this housing element chapter are derived from the Property Advisers study.

Examples of the Existing Silverton Housing Stock

SILVERTON CITY HOUSING DEMOGRAPHICS

The primary Demographic Area is the corporate boundaries of the City of Silverton, an area of approximately 3.5 square miles. For comparison, we have also included similar demographics for the five neighboring areas of Amberley Village, City of Deer Park, Kenwood CDP, Madeira City, and a portion of Columbia Township combined with a portion of the City of Cincinnati neighborhood of Kennedy Heights all located within Hamilton County. For the following discussion, we will highlight the City of Silverton.

All estimates are made from Census 2000 data and periodic updates that are statistically and precisely adjusted by Applied Geographic Solutions (AGS) for current 2006 estimates and 2011 projections. The general population in Silverton is 4,888 and there are 2,394 households, down 5.5% from 2000 after a slight increase of 0.3% growth during 1990-2000. Silverton experienced the lowest household decline since 2000 when compared to the other Areas surveyed.

Average household size in Silverton is 2.00, with 75% of households having only one or two persons, some ten points higher than other regional markets. Compared to the other Areas, Silverton has the lowest average household size with Amberley and Madeira experiencing the highest at 2.55. We note that Silverton has the highest percentage of households having only one or two persons, while the other areas reflecting share that are 5-10 points lower.

Silverton Demographic Areas
by City or Census Defined Place
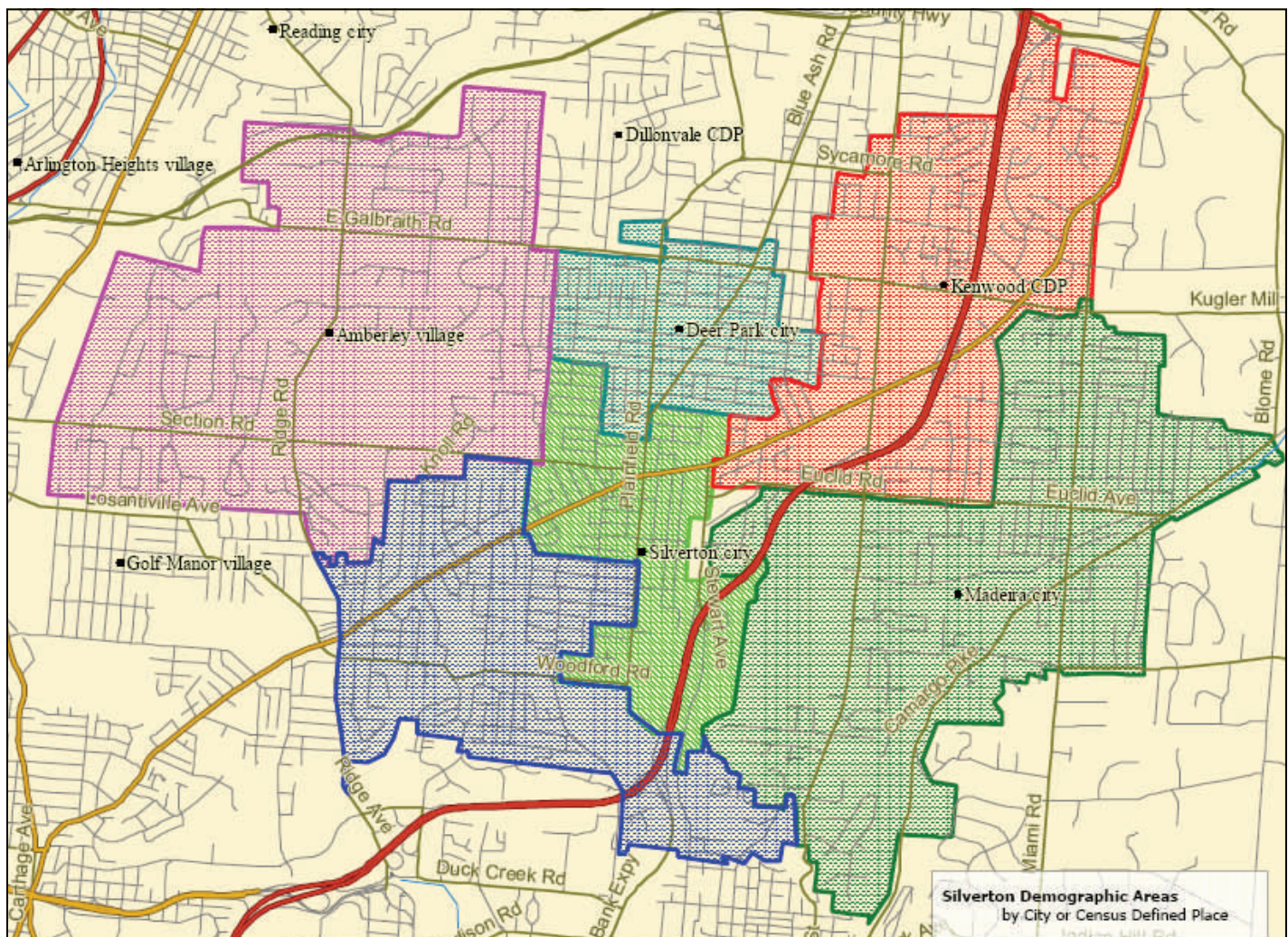
SILVERTON CITY HOUSING DEMOGRAPHICS (continued)

Some 20% of the population are 20-34 years old, the highest percentage compared to the other areas with a range of 8.2% (Amberley) to 19% (Deer Park). We note another 30% are 35-54, very consistent with the surrounding Areas. Another 30% are over 55 years with a median age a young 41.5 years. Deer Park, Madeira, and Kennedy Heights/Columbia Township have similar trends while Amberley and Kenwood have a higher share of residents over 55 years (37% and 38% respectively) and higher median ages (48.7 and 47.0 respectively).

There are 47% Black residents, 49% White, and 4% Asian, Multi-Race or Other population. The share of Black householders drops to less than 11% and the share of White householders increase to at least 85% in Amberley, Deer Park, Kenwood, and Madeira. Some 88% of the population over 25 years old have a HS diploma, while 19% have some college and 38% have a college degree. This level of collegiate education is considered above average within other regional submarkets.

The share of population over 15 that are now married is 41%, considered below average, while just 23% of households have children at home. The share of married population is fairly low compared to the other Areas with percentages ranging from 47% (Deer Park) to 74% (Amberley), save for a similar 40% in Kennedy Heights/Columbia Township. The share of households with children is higher in all the other areas, with Madeira experiencing the highest at 34%. Silverton's local economy is heavily weighted toward health care, education and other services (28%), retail and wholesale trade (18%) and manufacturing (12%). These three combined business sectors above account for 57% of the local workforce.

Of the Silverton population 16 years and over, an estimated 2,813 or 66% are in the labor force, about two points below other regional submarkets, while there are an estimated 1,458 daytime employees found within the city limits. The percent of population in the labor force is comparable in the other Areas. The ratio of employed population to daytime employees is not balanced outside of Silverton (1.9); a smaller ratio found in Deer Park, Kenwood, and Madeira (1.5, 0.3, and 1.3 respectively), while we note a much larger ratio found in the more modest Amberley and Kennedy Heights/Columbia Township (1.8 and 2.2, respectively).

Locally, 47% of households have a single vehicle while 45% have two or more vehicles, an obvious nod to smaller households and to local commuters. Silverton experiences the highest percentage of households with a single vehicle and the lowest percentage of households with two or more vehicles. We note Kennedy Heights/Columbia Township (46%) experiences a similar trend as Amberley and Madeira experiences a different trend (79% and 68%, respectively). Some 2.2% the labor force work at their home, comparable to that of the other areas outside of Kenwood (6.0%) and Madeira (4.9%).

For those households that do not work at home, their median commute time to work was 22 minutes, while we noted that 13% of working households will commute over 40 minutes. Given the gross land area of Silverton, over 87% of Silverton working residents leave the city for their workplace each day and nearly 1,200 workers commute into Silverton each day. Silverton experiences the longest median travel time to work and the highest percentage of working household that commute over 40 minutes.

SILVERTON CITY HOUSING DEMOGRAPHICS (continued)

Of 2,738 housing units in Silverton, some 50% are owner-occupied, 38% are rentals with high overall housing vacancies of 13%. This concentration of owners is lower than that seen in other nearby areas. For their occupied housing units:

- Moved in since 1999 16%
- Moved in before 1970 13%
- Detached housing units 58%
- Attached with 1-9 units 27%
- Attached with 10-49 units 11%
- Structure built before 1960 79%
- Structure built 1960-1980 14%
- Structure built since 1980 7.0%

Some 40% of Silverton residents have been in their home at least five years defined as household stability, while 15% have moved within the last year, defined as household transience, the lowest stability and highest transience rates. In the other surrounding Areas, Kennedy Heights/Columbia Township had similar stability and transience, while Madeira had the highest stability (57%) and lowest transience (11%).

As reported in the Census 2000, some 43% of Silverton homeowners said then that their home was valued at $80,000-$100,000 while another 26% valued their home between $100,000-$150,000. Yet, only 9.4% of homeowners reported their home values over $150,000. Their median home value was $94,833.

For renters, again in 2000, the largest concentration of 62% reported that their contract rents were $300-$500 monthly, with 10% reporting monthly rents $500-$700 and another 12% with rents over $700. The average contract rent was $418. Contract rents in 2000 were higher in each surrounding Area. Similar shares, yet higher average contact rents were noted in Deer Park, Madeira, and Kennedy Heights/Columbia Township with significantly higher rents seen in Amberley and Kenwood.

Per capita income in Silverton is currently $20,749, some 24% below the Hamilton County per capita average of $27,236 while their associated median household income is $40,086, some 13% below Hamilton County's median of $46,216. Their current average household income is a similar $42,385. In other submarkets, we typically see average incomes that are 15%-20% above median incomes from an imbalance in higher income households. Their greatest concentration of Silverton incomes by age bracket are as follows:

- 25-34 years $40,000-$50,000 19%, plus 17% at $30,000-$40,000
- 35-44 years $40,000-$50,000 17%, plus 14% at $20,000-$30,000
- 45-54 years $75,000-$100,000 19%, plus 12% at $60,000-$75,000
- 55-64 years $10,000-$20,000 15%, plus 14% at $60,000-$75,000
- 65-74 years $20,000-$30,000 16%, plus 14% at $30,000-$40,000
- 75 years+ $10,000-$20,000 20%, plus 19% at $20,000-$30,000

Housing Market Observations

The Silverton Housing Study offered the following observations and recommendations regarding the existing Silverton housing stock and future housing stock strategies :

● Silverton is a city whose housing growth is held in check, not by its household makeup or location as seen in most submarkets, but by its aging and typically one-dimensional housing stock. The important attached housing component of most vibrant submarkets is noticeably absent.

● Silverton is a city with a young population, few retirees, a homogenous income distribution, and small household size. A vast percentage of these residents currently rent their home within a complex containing less than 10 units.

● The bulk of the housing activity is seen in older single-family homes on small lots with pricing from $85,000-$135,000. Above $140,000, there are few choices. We also found an unusual balance between median and average household incomes that we attribute to the lack of upper-end housing.

● Bound by its aging housing stock, Silverton now is seeing a abnormal number of home foreclosures and rental property that are found in most of the subdivisions. These foreclosures and rental property not only erode the neighborhood values in the short run, but certainly impact the pride of ownership and neighbors' confidence in their home. Rental properties that contain 2—9 units per structure now accounts for nearly 30% of the City of Silverton housing stock.

● Rentals in the City of Silverton should be treated with the same impact to neighborhood values as foreclosures. An individual purchasing their property as an income-producing rental would today face at least a 40% disparity in total monthly ownership costs versus market rents. Likely, any landlord would pursue only distressed home sales for rentals to cover their costs.

● The northern portion of Silverton adjacent to Deer Park, represent both a concentration of renter-occupied households and tandem "gateways" of updated identity for new Silverton residents from Amberley to the west and Kenwood to the east. We note with interest that over 1,200 non-resident commuters drive into Silverton each workday.

● Silverton has the ability to offer a new attached housing options in the price range of $150,000—$220,000, a price range currently begin achieved by neighboring Deer Park with it's influx of young, professional households.

Housing Policy Recommendations

H 1.0 Quality Housing Materials & Construction
Implement design guidelines for all new residential development and redevelopment within the city. The types of permitted exterior materials and architectural construction should be detailed in these guidelines. Emphasis should be placed on requiring natural and masonry based exterior materials and minimizing or prohibiting the use of vinyl, aluminum or other non-natural based exterior building materials. Flexibility should be provided for rehabbing existing facades of residential structures. These guidelines may be incorporated into the zoning code as part of either a specific overlay district or inserted into the applicable residential zoning district standards.

H 1.2 Diversified Housing Mix
Take pro-active measures to increase housing opportunities for a broad range of income levels, including options for both owner-occupied and rental housing.   Efforts should be taken to identify specific zoning and financial incentives that will target the specific type of residential housing product desired.   Strategies to consider include: providing for increased unit density figures based on mixed-use residential development patterns, consider community reinvestment area tax abatements for new housing meeting established minimum criteria, explore the use of a points based ranking system that awards increased density bonuses to developers / builders meeting specific architectural and design guideline criteria and perform a detailed analysis of the types of permitted residential uses in the existing residential zoning districts to ensure the types of targeted housing types are permitted uses in these districts.

H 1.3 Residential In-fill Development Policies
Promote the appropriate redevelopment of residential infill sites within designated areas of the city. The city may consider adopting zoning regulations that address this type of development. The specific types of issues that may be incorporated into the zoning code include: requiring minimum percentage s of exterior dwelling materials comprised of natural materials and masonry products, architectural design guidelines to provide continuity with the existing neighborhood residences, maximum lot coverage ratios to ensure new dwellings are not a disproportionate size compared to the average neighborhood dwelling size / lot size ratio and perform a detailed review of the minimum setbacks in the current residen6ial zoning districts to identify potential obstacles to desired residential infill projects.

H 1.4 Residential Adaptive Reuse Projects

Promote new and redeveloped residential units above existing non-residential uses, mixed uses, large commercial shopping centers and larger commercial multi-story structures. Minimum dwelling sizes should be established for adaptive reuse scenarios. Other issues to address for residential adaptive reuse projects include: requiring minimum architectural design guidelines standards for the building façade, provisions for adequate on-site parking for building residents and residential density figures should be reviewed for specific residential adaptive reuse projects to provide the necessary incentives for developers to considers these types of projects.

Housing Policy Recommendations

H 1.5 Upper Story Residential Uses
Encourage upper floor residential units above ground floor commercial and office uses, including large commercial shopping centers and other multi-story commercial and office structures. Refer to the guidelines set forth in the suggested Silverton City Central Overlay District.

H 1.6 Planning for New Housing Developments
Strategic city planning should include "edges" or well placed pockets of new attached for-sale housing to address both the housing affordability issues and the unmet demand for such housing by several household psychographic segments already in Silverton and in adjacent submarkets. It is recommend the City pursue projects incorporating very visible and incremental attached housing and/or mixed-use projects that will update and "re-brand" Silverton as a great place to live.

H 1.7 "Green" Building Strategies for Residential Redevelopment
The City should promote the inclusion of "green" building techniques and materials for new residential development with the community. The City may consider applying a points based award system to it's existing residentially targeted community reinvestment area districts to encourage the use of "green" building techniques and materials by providing extra tax abatement terms. The City may also consider incorporating CRA or zoning density bonus incentives into the Silverton City Central Overlay District guidelines aimed at mixed-use development containing a residential use element.