Changing Hearts & Minds

APA-PA Conference October 17, 2023

Welcome!

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The Current Housing Landscape…

Hurricane Ida destroyed affordable rental units. Hundreds of families still can't find new ones.

In a fierce competition for housing, lower income resi

Delaware Valley realtors say even baby boomers aren't selling their homes like before

Community leaders dissect homelessness in Montgomery County

Perspectives, services & solutions examined

cle is completely disrupted and there's a clog in the market y realtors say.

A construction boom in Chester County: 700 people compete for 142 units

Residential development is exploding throughout Chester County, the wealthiest, healthiest and best-educated of Pennsylvania's 67 counties.

We're Paying Closer Attention to Housing

Affordable homes are increasingly out of reach for residents of all income levels and backgrounds:

- Housing costs continue to go up (more on that in a moment).
- An increasing number of renters are rent burdened, paying over 30% of their monthly income on housing costs, often at the expense of their health or other household costs.
- Seniors who want to age in place cannot afford it – can't afford to modify their homes and can't afford/find a different housing solution.
- People who work (or could work) here cannot afford to live here.
- Housing instability negatively impacts already vulnerable populations.
- It can be a challenge to build and renovate homes – especially affordable homes - in new and emerging housing markets.

Affording a Home Purchase

Median Sales Price – 2022
Montgomery County
$400,000 (8.1% increase)

Median Sales Price – 2022
Chester County
$466,480 (11.1% increase)

Bucks

Montgomery

Chester

Philadelphia

Delaware
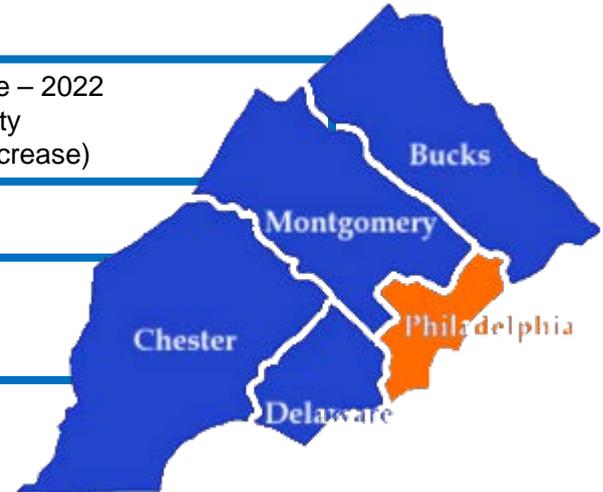
Largest Increases in Median Housing Price

Municipality	Median Price in 2022	Change in Sale Price 2002-2022	Percent Change in Sale Price 2002-2022
Bridgeport	$315,000	$216,250	219%
Narberth	$600,000	$395,000	193%
West Conshohocken	$465,000	$299,800	181%
Schwenksville	$249,900	$159,900	178%
Royersford	$298,900	$185,900	165%
Ambler	$402,500	$247,500	160%
Norristown	$180,000	$110,100	158%
Upper Providence	$553,349	$338,349	157%
Red Hill	$295,000	$180,100	157%
Conshohocken	$390,000	$235,000	152%
West Pottsgrove	$217,750	$130,250	149%
East Greenville	$225,000	$134,550	149%

Affordable Rentals Are a Thing of the Past

- PA has the 27th highest housing wage in the United States, the hourly wage a renter needs to earn in order to afford a rental home of a particular size at the Fair Market Rent.
- To be affordable, the cost of rent and utilities must not exceed 30% of household income.
- Housing wage is calculated by dividing the income needed to afford the Fair Market Rent for a particular size home by 52 (weeks per year), and then divide by 40 (hours per work week).

Affordable Rentals Are a Thing of the Past

Comparison	Pennsylvania	Montgomery County	Chester County
Total Number of Households	5,147,783	327,065	198,159
Total Number and Percent of Renters	1,586,866 (31%)	91,673 (28%)	50,031 (25%)
Housing Wage for Two-Bedroom Apartment	$23.61	$28.27	$28.27
Fair Market Rent for a Two-Bedroom Apartment	$1,228	$1,470	$1,470
Annual Income Needed to Afford a Two-Bedroom Apartment	$49,109	$58,800	$58,800
Hours Needed to Work Per Week at Minimum Wage ($7.25/hr) to Afford a Two-Bedroom Apartment	130	156	156

How do you get people to change their minds?

Homes for All

Identity and Messaging Development

Advocacy & Public Education

Innovative & Actionable Housing Development

Preservation & Stability

Advocacy & Education: Project Objectives

- **Establish an identity & logo** for a campaign to change hearts and minds around affordable housing development in Montgomery County.

- **Develop messaging** that helps to dispel myths, offer data, and share perspectives to persuade audiences about the benefits of affordable housing.

- **Design and develop a website** to **promote messaging strategies and provide technical assistance & data to communities** to garner support for housing affordability projects at a local level.

Research Plan – What do we think about AH?

Open-ended survey via Typeform shared with municipalities by Your Way Home team
- 45 responses
- 7 interviews conducted with 6 municipalities

Screener survey via Typeform shared with select individuals by Your Way Home team
- 7 responses
- 3 interviews conducted

Municipal Leaders	**Voters & Taxpayers**	**Housing Professionals**	**Community Leaders, Employers, & Business Owners**
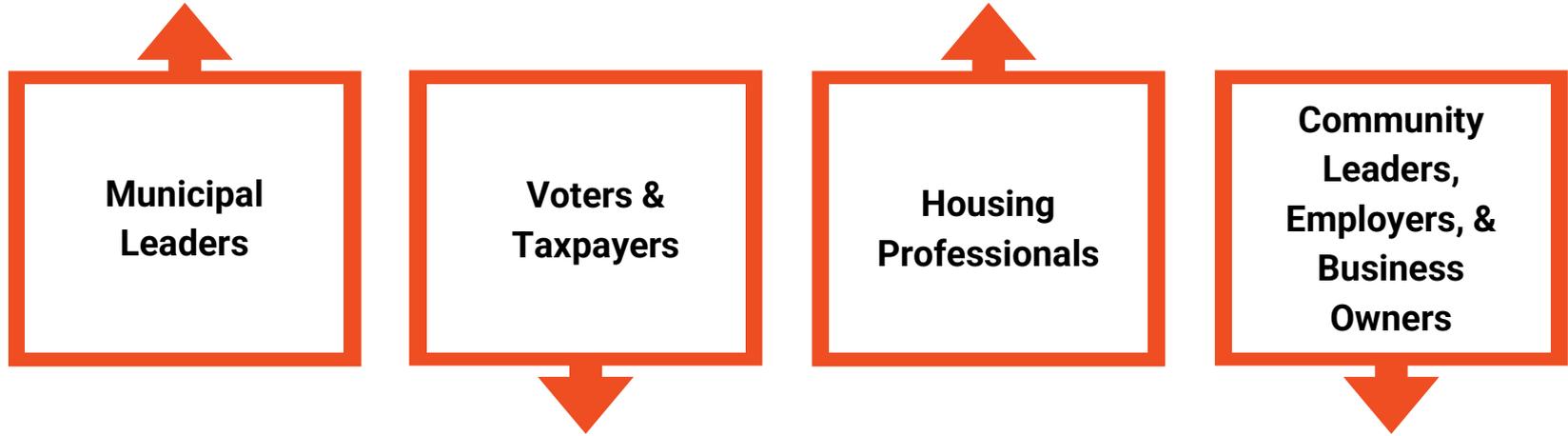
Screener survey via Typeform shared via social media, QR codes via fliers and TV, and in person.
- 520+ responses
- 5 interviews conducted

Open-ended survey via Typeform shared with select groups by Your Way Home team
- 11 responses
- *No interviews conducted because this is an intermediary audience*

Research Takeaways

- **Education is essential to move the needle, and many stakeholders aren't sure how to approach this in a way that will resonate with county residents or effectively reach municipal leaders and housing professionals.**

  - The financial benefits of a socioeconomically diverse community appear to be the most convincing argument for residents, and <u>more data is needed to demonstrate to residents the severity of the housing crisis</u>.

  - Misunderstandings around what affordable housing is, as well confusion around the more technical side of zoning and subsidies can halt productive conversations and spread misinformation.

  - The voters and taxpayers we talked to showed genuine concern for people in need of stable housing, and appeared to struggle with the judgement they're making about affordable housing and who needs it.

- **Municipal leaders who were interviewed are not against affordable housing,** but they struggle with finding developers and working with the local community to gain support for affordable housing projects.

Research Takeaways

- **Across all audiences surveyed and interviewed, the term "affordable housing" has negative connotations** and are thought of as "Section 8" and "low-income" housing.

- **There's an imbalance felt among select municipalities about who is "shouldering the burden" of providing affordable housing and accompanying support social services**. The municipalities who have an abundance of aging housing stock that is below market value are at their breaking point. However, how we talk about this and frame this is important.

- **Communication between stakeholders (developers, municipal leaders, county officials, and residents who are trying to get in touch with county services) needs improvement**. There is a lot of anger and frustration that appears to lead to communication breakdowns.

Homes For All Strategy

Key Recommendations

1. **Establish a Homes For All Network of Influence (not a Coalition)**

    ○   Grassroots, hyperlocal approach

    ○   Decentralizes power and enables participants to shape their role in the campaign, as well as the campaign itself

    ○   Based on social network theory

2. **Identify an Organization to Administer the Campaign (not solely County-led)**

    ○   Important that organization is non-governmental

    ○   County still plays a key role, contributing data, technical assistance, and funding

Homes For All Network

Key Activities

- Find and recruit influencers: Voters & Taxpayers, Municipal Leaders, Housing Professionals, Community Leaders and Business Owners

- Create an asset map

- Hold a Homes For All Network Launch/ Town Hall

- Hold webinar network information sessions

- Grow and manage a robust, active communications channel for members to collaborate

- Post important information on the website and manage social media accounts

- Maintain ongoing, in-person touchpoints

- Table at community events

- Identify local champions to attend municipal / zoning board hearings for specific affordable housing projects

- Follow and advocate for housing legislation

- Distribute advocacy toolkits with messaging framework

Messaging Framework Document

Strategic talking points and proof points to make the case for affordable housing.

What does the document contain?

- ○ Audience Definitions

- ○ Key Terms to Use or Avoid

- ○ Core messages central to the campaign

- ○ Audience-specific messages for Voters/Taxpayers, Municipal Leaders, and Housing Professionals

Key Terms to Use or Avoid

| Use this Term…	Not This…	Because…
Housing Affordability	Affordable housing	When talking about the state of housing in Montgomery County, we recommend framing the issue as housing affordability to create some separation between the countywide housing crisis and the housing itself.
High-quality, affordable homes	Affordable housing Low-income housing Section 8 housing	The phrase "affordable housing" easily derails conversations, and calling it by another name poses a risk of appearing to hide the intention. This is an opportunity to reframe affordable housing into something more relatable, human-centered, and with the potential to break stereotypes of affordable housing being low quality, unattractive buildings. A high-quality, affordable home is one that's safe, accessible, well-maintained, and costs 30% or less of the occupant(s)' household income, including utilities.
Cost-burdened	Rent-burdened Low-income	When a household dedicates more than 30% of its income toward either rent or a mortgage and utility bills, those individuals are considered cost-burdened. Because this definition includes utilities and is applicable whether you're paying rent or a mortgage, we recommend cost-burdened rather than rent-burdened because it's more inclusive. It needs to be clear that the burden is not only on renters and the 30% benchmark is not limited to just rent/mortgage payments.

Key Terms to Use or Avoid

Use this Term…	Not This…	Because…
Short-term or Interim housing	Homeless Shelter Shelter	Homeless shelter or just shelter is a triggering term that can derail conversations. Using short-term or interim housing is a more accurate description and centers the notion of housing, rather than simply putting a roof over someone's head. Short-term or interim housing also typically offers access to wrap around services that support individuals on their journey to independent living.
Financial Support Assistance Grant Tax Break	Subsidy	Most people do not understand or acknowledge financial benefits they receive, such as deducting their mortgage interest on annual tax returns, as subsidies that benefit them. We recommend avoiding the word subsidy because most individuals think of that word strictly associated with subsidized housing and "handouts," which is triggering because most resistant residents have a mindset that they worked hard to get what they earned without help. Use more conversational terms, such as assistance or financial support, or more specific terms if they're more applicable, like a grant.
Vibrant and Welcoming Neighborhoods	Spreading out poverty Fair Share	Locations in Montgomery County where poverty is concentrated create negative perceptions among county residents and even leaders. Poverty triggers fear for privileged households, and we need to reframe breaking up concentrations of poverty into something less ambiguous than "poverty." "Vibrant and welcoming neighborhoods" is a more straightforward phrase, and it implies a common factor: an income. We need to be clear that lower-income households are still working people who contribute to society.

Messaging Framework

How is it used?

- ○ Flexible, adapted for any use

- ○ Applied in conversations, social media posts, op-eds, meetings and presentations, materials

- ○ Structured like a pyramid
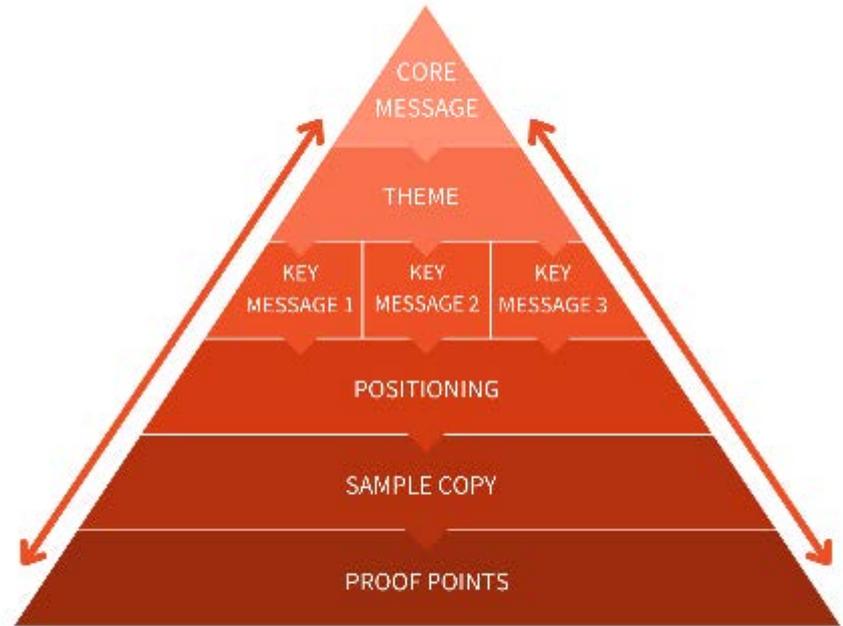
Core Message

Montgomery County is one of the best places in Pennsylvania to live. Families want to put down roots, invest in a home, raise children, and build a life. We're all looking for ways to find stability, safety, and comfort. We also want to protect our hard work and investments.

However, as the cost of housing continues to increase at a rapid rate, people at all stages of life in the county—community workers, aging family members, college graduates and young professionals—find it nearly impossible to purchase, maintain and stay in homes that support their families and their futures. Housing costs are rising faster than wages, and if we take action that allows people to live closer to their jobs, there will be benefits for all of us: stronger family units, more involved community members, an attractive local economy, and even less traffic.

Homes are at the heart of our communities, and if we do not collectively address the housing affordability crisis, everyone's investment in life in Montgomery County will be impacted. All parties involved—county and local government, residents and neighbors, housing developers and professionals, businesses, and community advocates—must commit to the individual things we can do to make sure our county continues to be not only an amazing place to live, but also an equitable housing role model for the rest of the state and the country.

Messaging Framework

What are the themes?

- Communicate that housing and the affordability crisis is a shared concern

- Break the stereotype of who needs affordable homes

- Break the stereotype of what affordable homes are and what impact they have on communities

- Ensure residents that their voices are important and will be acknowledged, considered, and responded to

Messaging Theme I

Ensure residents that their voices are important and will be acknowledged, considered, and responded to.

Validate audiences' concerns and help them understand by elaborating in a way that's easy to process.

Why this is important: The anger and frustration expressed by residents is often a result of feeling unheard and not getting the information they seek or the details they need to better understand what is happening in their community and to their neighborhoods. When someone is validated and their concerns are met with understanding, opportunities open up to have productive conversations that are not derailed by heightened emotions. Helping people think through the information by elaborating in a way that's easily understood and addresses their concerns, rather than opposing their perspective, is key to achieve durable attitude change.

Theme 1: Ensure residents that their voices are important and will be acknowledged, considered, and responded to

Key Messages

1. Every person in Montgomery County is a stakeholder whose opinions and concerns are appreciated. This kind of public participation shows how much we all care about our neighborhoods.

2. Working together to plan for more homes in a community means we have to understand each other, the project, and what guardrails are in place that dictate how things can happen.

3. It's not only important to acknowledge community concerns, but also help residents understand what can—and can't—be done to address them. It is also important to explain how a particular project and investment in it works.

4. Trust is earned, not given, and to earn that trust, stakeholders who are making decisions about affordable homes are committed to providing as much information as possible, following up on requests, and doing what they say they'll do.

Messaging Theme 2

Housing and the affordability crisis is a shared concern

What is the "why" behind the housing affordability crisis? How does it impact everyone—not only those who face housing insecurity?

Why this message is important: The FrameWorks Institute's research on housing messages recommends telling a story of "us" rather than "them" to gain the most traction. There needs to be an understanding that the problem of housing affordability is a collective problem, to which there will be collective benefits if the problem is addressed.

Theme 2: Housing and the affordability crisis is a shared concern

Key Messages

1. There are three major things that contribute to how a community functions: Its location, the systems in place that impact everyone's day-to-day, and each person's effort.

2. Existing homeowners need to be aware and concerned about what will happen to their quality of life and home investment when there's a lack of high-quality affordable homes for the workforce in their area.

3. Homes determine the stability of families and communities. If high-quality affordable homes are more available, more families can fully invest in themselves and their communities.

Messaging Theme 3

Break the stereotype of who needs affordable homes

Educate about the groups of people who face housing insecurity at a higher risk and demonstrate how they have common values with resistant residents. Show that potential new neighbors will not cause harm to their communities or pose a threat to current resident's values of safety, security and comfort.

Why this is important: Because these stereotypes are so widely believed and based on isolated experiences they've had with dense housing and its occupants, conversations around housing affordability can become volatile quickly. Even the phrase "affordable housing" can shut down conversations, which is why it's recommended to use "housing affordability" to talk about the bigger picture of the housing crisis and "high-quality affordable homes" to talk directly about housing units. We must help residents relate to those in need of fair or below market rate housing. This is another opportunity to tell a story of "us" rather than of "them."

Theme 3: Break the stereotype of who needs affordable homes

Key Messages

1. Families want to build a life in Montgomery County for the same reason the existing residents did: to have safety, stability and comfort. The only difference is young families are entering a more volatile housing market with inflated prices.

2. Hard-working people who provide essential services and amenities that improve the quality of life for residents need a wider variety of high-quality homes to allow them to be a part of the communities they serve.

3. Family units benefit from more housing options: Young college graduates can move back closer to their families, grandparents are able to age-in-place in a home that's safe and still close to their relatives, and children can have the stability and consistency they need.

Messaging Theme 4

Break the stereotype of what affordable homes are and what impact they have on communities

Shift existing perceptions that below market rate housing is dense, unattractive, and will devalue nearby homes.

Why this is important: A major concern for most in opposition to more housing will cite fears of density and the impact that will have on their neighborhood's infrastructure, and then classist sentiments about having to "see" a building they don't like. This is an opportunity to reframe and expand on what people picture when they think of affordable homes.

Theme 4: Break the stereotype of what affordable homes are and what impact they have on communities

Key Messages

1. The market value of many affordable homes is on par with an area's median home sale price. The only thing that's different is the occupant pays less because the cost of the building or the rents/mortgages are underwritten. Also, we have to compare apples to apples: twin homes are not comps to detached single-family homes.

2. New homes are built to aesthetically fit into their neighborhoods and contribute to an area's character.

3. To take advantage of tax incentives and funding to build high-quality, affordable homes, the homes have to meet high design and environmental standards.

4. What housing affordability really looks like is a wider-variety of high-quality homes: condos, twins, and various sizes of single-family homes. A variety of housing means residents at a variety of income levels, which is good for economic vitality.

5. Any home that costs its occupants less than 30% of their income is an affordable home.

Homes are the Heart of Montgomery County

We all must commit to the individual things we can do to make sure our county continues to be an amazing place to live, but also an equitable housing role model for the rest of the state and the country.

Homes For All Network

Website to be launched: https://live-ywh-montco.pantheonsite.io/

Thank You!

October 15-17th, 2023

American Planning Association 2023 Pennsylvania Conference

Discussion Items

Chester County Context

Housing Messaging Partnerships

Strategies For Talking About Housing

Chester County's Messaging

Chester County
Context

Chester County Comprehensive Plan

The Vision

In 2045…

Chester County abounds with healthy natural areas, robust farms, cherished historic sites, diverse housing, thriving businesses, quality education, accessible transportation, and vibrant communities for all.

Landscapes3

Landscapes

GOALS

How We
PRESERVE

How We
PROTECT

How We
APPRECIATE

How We
LIVE

How We
PROSPER

How We
CONNECT

Housing is addressed within the LIVE goal area

Chester County Planning Commission

- Comprehensive planning

- Planning support to municipalities

- Transportation coordination

- Trail planning

- Historic resource planning

- Open space planning

- Agricultural Development Council

- Environmental planning

- Housing advocacy

- Economic development support

- GIS mapping and analysis

- Pipeline Information Center

- Demographic analysis

- Development reviews

CHESTER COUNTY
Planning
COMMISSION

Chester County Planning Commission

Housing advocacy

- **Expand the housing supply**

- **Encourage zoning reforms**

- **Advocate for housing diversity**

- **Provide data**

- **Address concerns**

- **Encourage best practices**

Chester County Planning Commission

Messaging Challenges

- **Unaffordability "not an issue"**

- **Housing at the two extremes**

- **Fear of impacts**

- **Fear of nearby density**

- **Biases against "affordable" housing**

- **Aversion to ANY new housing**

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Chester County
Housing Partnerships

- Community Development
- Local Housing Groups
- Chamber of Commerce
- Economic Development Council
- Faith Based Organizing

Chester County
Department of Community Planning

- **Implementation of affordable housing programs**

- **Primarily subsidized housing**

- **Mainly <80% AMI**

- **Specific programmatic language**

Local Housing Groups

- **Focus on zoning reform**

- **Community driven**

- **West Chester, Kennett Square, Partnership to End Homelessness**

Chamber of Commerce

- **Employer and business interests**

- **Focus on attainable housing**

- **Messaging of lack of attainable housing decreases service**

Economic Development Council

- **Assist with housing initiatives**

- **Focus on economic competitiveness**

- **Employer focused**

Chester County
Economic
Development
Council

Faith Based Organizing

- **Working to create zoning reform advocates and YIMBYs**

- **Focus on encouraging housing diversity**

- **Created a tool for how to talk about housing based on Frameworks Guide**

Westminster Presbyterian Church

Resource
Housing
Communication

Frameworks Piecing It Together

Frameworks Piecing It Together Guide

Frameworks Piecing It Together Guide

1. Build messaging around the values of Fairness Across Places and Regional Interdependence.

2. Avoid consumerist language.

3. Move from the individual to the collective.

4. Explain how policies create disparities — without condemning the public or private sectors.

5. Take the time needed to introduce race in the most productive way.

6. Position community development organizations as solving the puzzle of varying concerns, expertise, and resources.

7. Highlight possibilities for wide-scale improvement — not wide-scale disaster.

Frameworks Piecing It Together Guide Lessons Learned

- **Solutions, not doom and gloom**

- **Communal, not individual**

- **Economic participation, opportunity, and community bonds messages less effective**

Framing the Conversation – Helpful Examples

Instead of	Try
The housing market has spiraled out of control.	Our rules and guidelines for community development are out of date, which is allowing housing costs to spike.
Our community has a shortage of affordable housing units.	Our community's housing costs have outpaced local incomes.
People who work low-wage jobs often must spend over half their earnings on rent.	Due to a combination of economic policies, rents and mortgages are increasing faster than income and earnings. This creates several financial and social pressures that affect us all.

Frameworks Piecing It Together Guide

https://www.frameworksinstitute.org/public
ation/piecing-it-together-a-
communications-playbook-for-affordable-
housing-advocates/
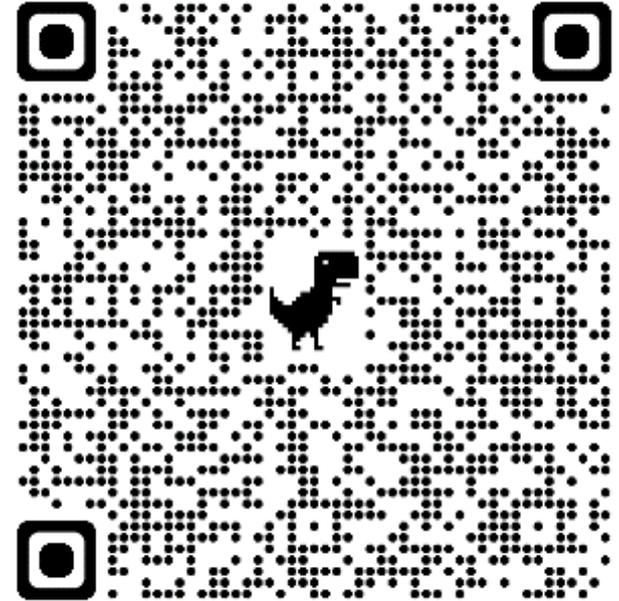
Chester County
Housing
Communication

Framing the Conversation

A+ Homes

Chester County Planning Commission

Messaging Challenges

- **Unaffordability "not an issue"**

- **Housing at the two extremes**

- **Fear of impacts**

- **Fear of nearby density**

- **Biases against "affordable" housing**

- **Aversion to ANY new housing**

CHESTER COUNTY
Planning
COMMISSION

Framing the Conversation
in Chester County

Our language…

- **Addresses and acknowledges concerns**

- **Uses broad terminology**

- **Focuses on public sector strategies**

- **Uses data and story telling**

- **Can be tailored to different communities**

- **Focuses on changing needs**

- **Chester County specific**

- **Works to change perception of affordable housing**

- **Uses community-oriented professions** (teachers and firefighters)

Framing the Conversation
in Chester County

Terminology

Affordable/Subsidized Housing

Affordably-Priced

Attainable

Workforce

Housing

Homes

Middle Income

Missing Middle

Changing demographics are causing a change in housing needs

"**Nuclear Family**" Households NOT the Norm

Nationwide

- In 1950, 43% of households
- In 2015, 20% of households

Single Households

Multi person households
1 person households

	2000	2010	2045
Multi person households	122,152	140,868	183,228
1 person households	35,753	42,032	66,612
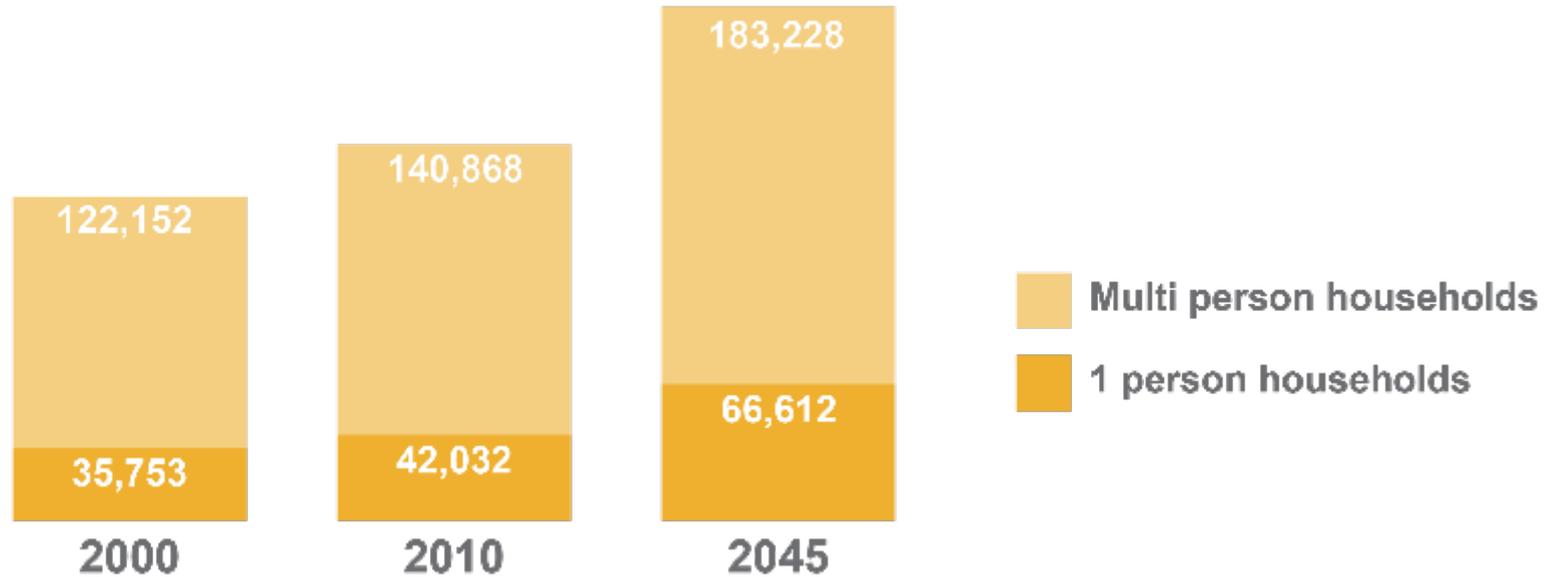
Single-person households increasing in Chester County

By 2034 older adults will **exceed** children for the first time in U.S. history

Aging Population

Chester County Senior Population

219,898
165,929
145,040
125,447
89,471
87,168
74,389
63,875
59,391
50,677
44,025
41,408
29,008
21,557

55+
65+

1970   1980   1990   2000   2010   2020   2045

Housing unit change, 1970-2045

243,939

199,564

80,457

1970   2020   2050
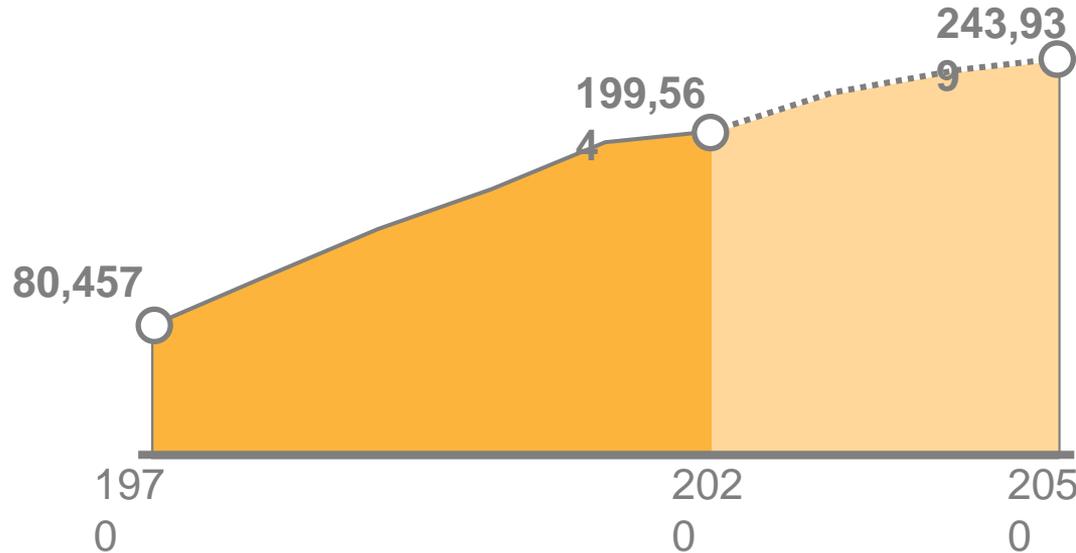
Source: US Census
CCPC analysis

To accommodate new population growth, the county will need around 51,500 new homes.

Housing policies and zoning in the county have not fully adapted to meet these changing needs

Zoning

Zoning barriers for housing types, many of which are traditional in the county

Missing middle housing allowed by-right
For residential land within Landscaped urban and suburban centers, not all county land.

Missing middle housing Type	Total land permitted	Percent of all residential land	Total undeveloped land	Percent of undeveloped land	Total developed land	Percent of developed land
	Land (in acres) where missing middle housing type is permitted	Percent of all residentially zoned land in suburban and urban growth areas allowing missing middle housing type	Undeveloped land (in acres) where missing middle housing type is permitted	Percent of undeveloped residentially zoned land in suburban and urban growth areas allowing missing middle housing type	Developed land (in acres) where missing middle housing type is permitted	Percent of developed residentially zoned land in suburban and urban growth areas allowing missing middle housing type
Rehab	2,599	13%	142	10%	2,457	13%
Accessory dwelling unit	4,231	22%	218	15%	4,013	22%
Twin	8,691	44%	468	32%	8,224	45%
Townhome	4,952	25%	307	21%	4,646	26%
Duplex	7,414	38%	353	24%	7,061	39%
Triplex	4,373	22%	233	16%	4,139	23%
Quadplex	4,052	21%	215	15%	3,837	21%
Multiplex	4,105	21%	233	16%	3,872	21%
Live-work	819	4%	33	2%	786	4%

Housing unit change, 1970-2045
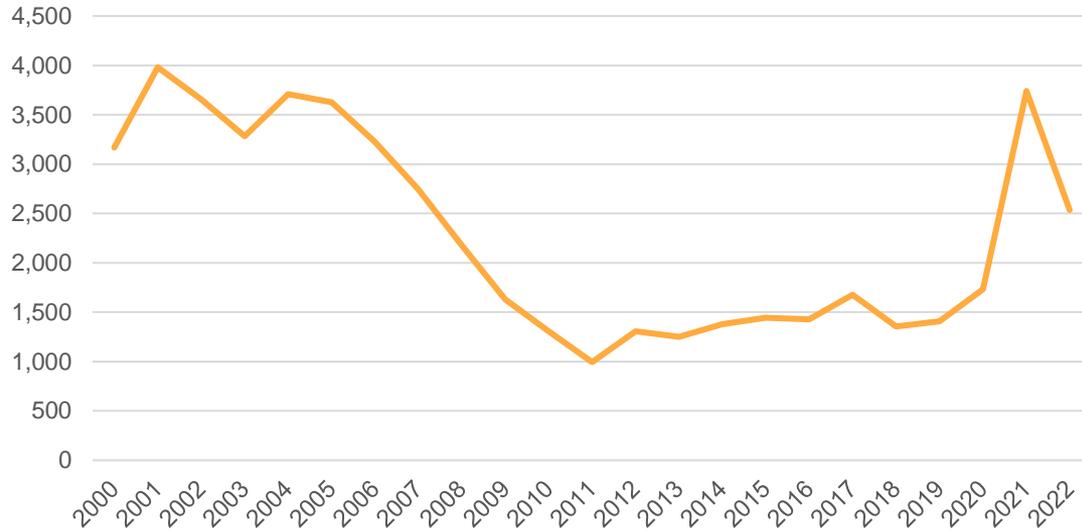
Source: CC Assessment

Went through a period of reduced housing construction

New Units, 2000-2022

This is causing community challenges

Median housing price
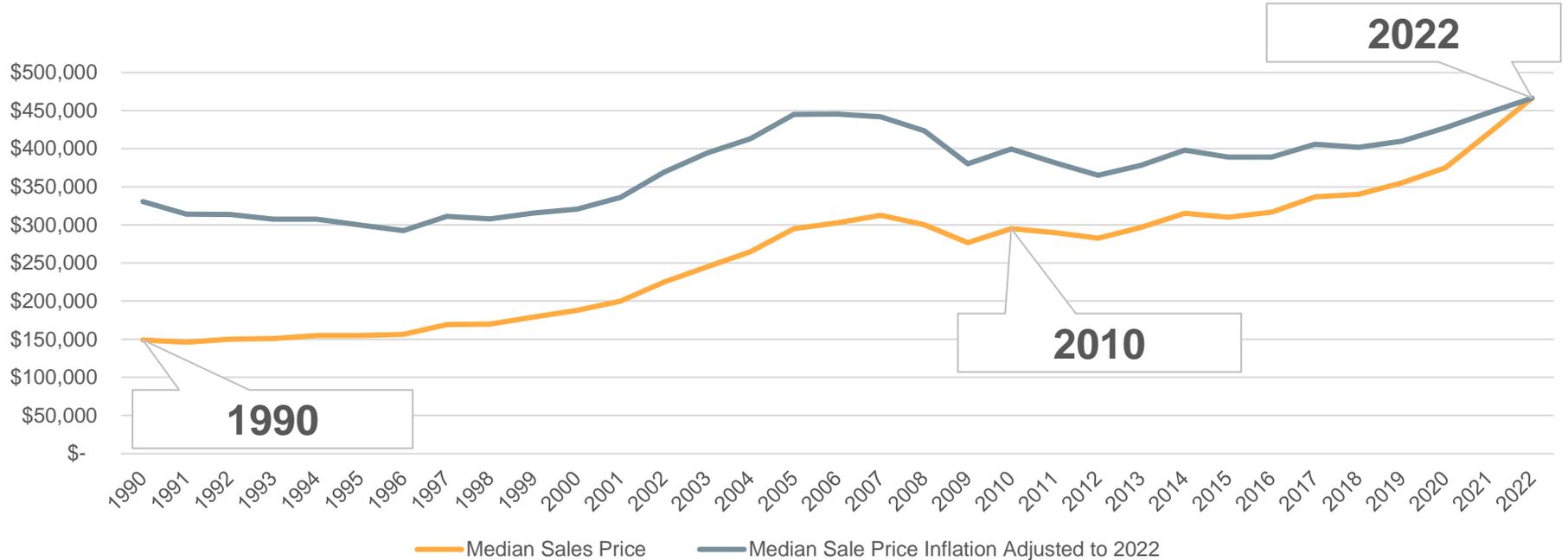
The median housing price in 2022 was **$466,480**, which is one of the highest in the state.

Community Challenges

- Residents who grew up in the county are now unable to live here.

- Housing costs have outpaced incomes for many industries including service workers, first responders, and teachers. These industries are struggling to attract workers, which is leading to declining service.

- Workers who cannot afford to live in the county need to commute in, causing increased traffic and air pollution.

- Our current housing supply does not match up with demographic needs.

- Our aging population will require different housing types.

In Chester County we need homes that are:

- Attractive
- Affordably-priced
- Adaptable
- Aging-friendly
- Accessible

We need A+ homes

A+

homes

Chester County

Attractive
Affordably-priced
Adaptable
Aging-friendly
Accessible

Attractive
Designed, constructed, and maintained to be compatible with local community character.

Affordably-priced
Available at attainable sale and rental prices; no more than 30 percent of household income should be spent on housing related costs.

Adaptable
Able to evolve with market forces, changing demographics, buyer and renter preferences, and environmental conditions.

Accessible
Connected to jobs, services, transit, amenities, and important community facilities.

Aging-friendly
Able to meet the diverse needs of seniors.

How do A+ homes affect…

Environment?

+ Compact development limits greenfield development.

+ Homes near public transportation and jobs decrease vehicle miles traveled and emissions.

+ Compact infill development can make the cleanup and remediation of contaminated sites financially feasible.

+ Apartments use less energy than single-family detached homes (U.S. EIA).

Economy?

+ Increased apartment growth often has a net positive fiscal impact – even higher than non-residential uses (West Chester University).

+ New housing provides increased tax revenue and construction jobs.

+ New residents support existing businesses and attract new business growth.

Traffic?

+ Municipalities can decrease the amount of new automobile traffic by encouraging compact residential development near public transportation and jobs, and expanding and improving the multi-modal network.

How do A+ homes affect…

Neighborhood Character?

+ A diversity of home types – apartments, cottages, twins, townhouses – can add to the character of an area and create special places, as many of the county's boroughs exemplify.

+ The density of homes can be adjusted and mitigated to complement existing neighborhoods, such as through a mix of home types and creation of green space.

Open Space?

+ A diversity of homes, along with appropriate planning and zoning, can support the retention of open space. If the county's forecasted 55,000 new homes were on one acre lots, they would consume 66,000 acres of greenfields. If these homes included apartments, townhouses, and redevelopment, 51,000 acres of greenfields could be protected.

Schools?

+ On average, higher density homes with two or fewer bedrooms add less new school-aged children per unit than detached single-family homes (DVRPC).

Planning Guides

- **Guide for each "A" word**

- **Each relates to both the "A" word <u>and</u> affordability**

- **Make the case for affordably-priced housing and provide strategies.**

Attractive – Missing Middle

Messaging:

New affordably-priced housing can fit in with existing neighborhoods. These styles of housing are traditional in the county.

Affordably-Priced – Construction Costs

Messaging:

regulatory measures may be causing more barriers to affordably-priced housing than the benefits they are providing for the community.

Adaptable – Needs Analysis

Messaging:
Data and trends are demonstrating and creating a real need to change the way housing is thought of and built in the county.

Aging-Friendly

Messaging:

An aging population will require smaller, denser, and lower cost housing options.

Accessible
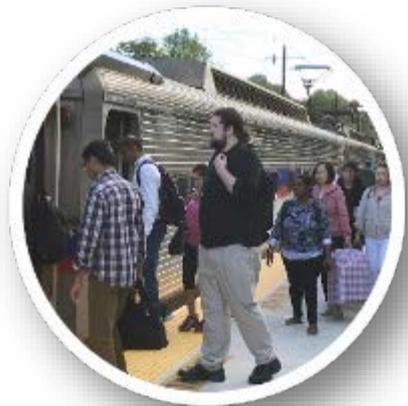
Messaging:

TBD. Will be completed in 2024.

Other Initiatives

- **Annual Housing Report**
- **Videos & Case Studies**
- **Municipal Presentations**
- **Housing Choices Committee**

- **Annual Housing Forum**
- **Starter Home Pilot**
- **Land Bank**
- **eTools**

Ongoing Results

- **ADUs West Chester**
- **Community Presentations**
- **Starter Home Initiative**
- **Increased Conversation and Partnerships**

Chester County **Housing Resources**
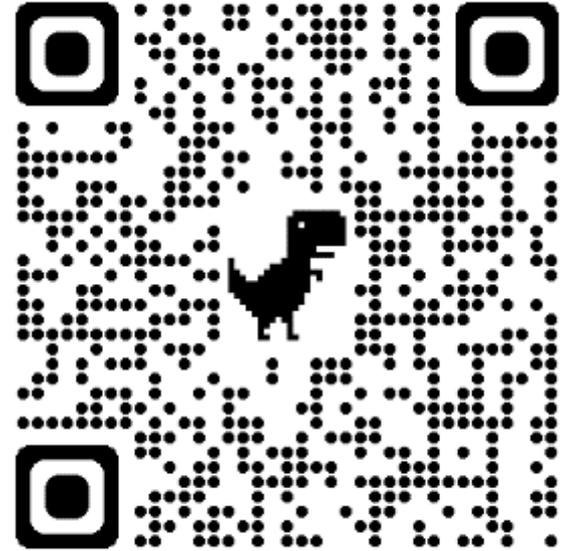
chescoplanning.org/housing/housing.cfm