

Housing Choices Committee

September 10, 2019

2:00 – Room 171

Welcome & Introductions

- **Brian O’Leary, AICP**
CCPC Executive Director
- **Susan Elks, AICP**
Community Planning Director
- **Libby Horwitz, AICP**
Senior Housing & Economic
Planner
- **Chris Patriarca, AICP**
Senior Community Planner
- **Committee Members**



Housing Forum

Date & Location

- **Thursday, November 14 from 2:00-5:00**
- **Forum will be held at the Westminster Presbyterian Church
10 West Pleasant Grove Road, West Chester
This is just off Route 202, south of West Chester Borough.**



Housing Forum - Agenda

Draft Agenda

- **Event Start (2:00-2:30)**
- **Introduction (2:30-2:45)**
- **Speaker – Ray D’Agostino – Affordable Housing Policy (2:45-3:15)**
- **Speaker – Brian Phillips – Designing Missing Middle Housing (3:15-3:45)**
- **CCPC eTools Launch – Brian O’Leary (3:45-4:00)**
- **Panel Discussion (4:00-4:30)**
- **Networking (4:30-4:45)**

Housing Forum - Speakers

- **Ray D'Agostino**

Ray is the CEO of the Lancaster Housing Opportunity Partnership. He also founded the Local Housing Investment Fund & Trust that provides financial assistance to projects that include affordable and workforce housing. He has further served as both a borough and township manager.

- **Brian Phillips**

Brian is the founding principal architect of Interface Studio Architects (ISA) of Philadelphia. His firm has been successful in designing affordably priced infill and other housing projects throughout Philadelphia.

Housing Forum - Panel

- **The panel participants confirmed at this time include:**

Ray D'Agostino

Brian Phillips

Jean Krack – Phoenixville Borough Manager

Yocasta Lora – Associate State Director of Advocacy & Community Outreach for AARP Pennsylvania

- **In addition to these four participants, we would also like to include a developer on the panel.**

Housing Forum - Marketing

- **The target audience for the forum is municipal officials and managers, but given the importance of the topic all interested parties are welcome to attend.**
- **There will be an Eventbrite on-line registration and flyer developed for the Forum that will be live towards the end of September.**
- **This will be a free event to attend.**

Reframing of the Housing Discussion

- **A+ Homes**

Attractive
Affordable
Adaptable
Aging Friendly
Accessible



Reframing of the Housing Discussion



eTools Review

- **eTools** – chescoplanning.org/MuniCorner/AllTools.cfm
- **Updated Housing eTools:**
 - [Accessory Dwelling Units](#)
 - [Aging in Place](#)
 - [Housing Rehabilitation](#)

eTools Review

- **Housing eTools under development:**
 - **Adaptive Reuse**
 - **Affordable Housing**
 - **Age Restricted Housing**
 - **Bonus Provisions for Affordable Housing**
 - **Housing Diversity**
 - **Mini-houses**
 - **Mobile Home Parks**
 - **Residential Conversions**

Outreach & Tools – Case Studies

- **Affordable Housing Case Studies:**
chescoplanning.org/housing/AffordableCaseStudies.cfm

- **Developed to illustrate how affordable housing projects can fit seamlessly into existing neighborhoods**

- **New Case Studies:**
 - **Granite Ridge – Kennett Township**
 - **Community Approach – Phoenixville**

The content for both of these will remain the same, but the color and logos will be updated based on the proposed A+ Homes branding.

REDEVELOPMENT AND INFILL

GREEN STREET MEWS PRIVATE DRIVE

Green Street Mews
DOWNINGTOWN, PA

Green Street Mews exemplifies the possibilities for turning outdated industrial sites into attractive new homes that are within walking distance to amenities, restaurants, and the train.

“ Green Street Mews is a great community, and from my place I can walk to everything I need. I can walk to Downingtown Main Street events, it's easy to get to Philadelphia using the SEPTA line, and I can hop right on the Struble Trail nearby. The neighbors here are also great, very nice people.”

- Bruce Mowday,
Local author & Green Street Mews resident

Case Studies – Granite Ridge

AFFORDABLY PRICED RENTAL



Granite Ridge

KENNETT TOWNSHIP, PA

Granite Ridge is an affordable apartment community located in Kennett Township near Kennett Square Borough.

“As a resident and an employee, I am blessed to raise my family and be part of the Granite Ridge community.”

- Alex Torres,
Granite Ridge
Maintenance
Technician
and Resident



Granite Ridge

KENNETT TOWNSHIP, PA

The Housing Options Task Force is an initiative of The Chester County Planning Commission, The Department of Community Development, The Suburban Realtors Alliance and Home Builders of Chester and Delaware Counties.



SPECIFICATIONS

Location:
125 Stewarts Lane
Kennett Square, PA 19348

Developer:
Delaware Valley
Development Company

Property Management:
Fairville Management Company,
LLC

Architect:
Architectural Alliance, Inc.

Builder:
EG Stoltzfus Construction, LLC

Total Number of Units: 112
• 56, 2 bedroom units at 1,030 sf
• 56, 3 bedroom units at 1,300 sf

Unit Type:
Affordable Rental Apartments

Consumer Affordability:
Of the 112 total units, 12 units
are set aside at 20% of the Area
Median Income (AMI), 47 units at
50% of AMI, and 53 units at 60%
of AMI. 12 units are fully ADA
accessible.

Landscape Type:
Suburban & Rural

Completion Date:
July 2015

PROJECT DESCRIPTION

Granite Ridge is an affordable rental housing development comprised of 112 two and three-bedroom units. With close proximity to employment centers and the supportive services of the Kennett Square community, this development helps address the need for affordable housing options, particularly for families. The need for housing of this type is clear from the waiting list of more than 440 families. Granite Ridge's architectural detailing is inspired by historic Chester County farmhouses. Further, its clustered design allowed for significant areas of preserved open space, and has allowed Granite Ridge to blend with the surrounding community.

PHOTOS



“Granite Ridge is a high quality development located in an affluent area that has a tremendous need for good housing that working families and seniors can afford. Residents take pride in living here and help make it safe and beautiful.”

- Glenn S. Worgan, Vice President
and Principal of Delaware Valley
Development Company



MORE INFORMATION

Learn more about how redevelopment and affordable housing can benefit your community.

- ▶ <http://www.chescoplanning.org/housing/Housing.cfm>
- ▶ 610-344-6285

Case Studies – Phoenixville



An initiative formed by:

- Chester County Planning Commission
- Chester County Department of Community Development

In partnership with municipal, housing advocacy, and developer representatives.
www.chesplan.org/housing/Housing.cfm

CASE STUDY

A Community Approach to Affordable Housing

PHOENIXVILLE, PA

The Phoenixville community is taking a proactive approach to address significant increases in home prices, rents, and displacement.

CHALLENGES

The Borough of Phoenixville has experienced significant reinvestment, redevelopment, and growth since the late 2000s, which followed a period of decline in the wake of the closure of the Phoenix Iron Works in 1984. As the Borough has become a more attractive place for individuals and families to reside, property values and, in turn, home prices and rents have been on a steady upward trajectory. This has resulted in a steady decline in affordably-priced housing as well as increasing displacement of long-time residents who can no longer afford to live in Phoenixville.

In 2017, in response to this issue, Phoenixville Borough Council authorized the Borough manager to chair a task force charged with developing strategies to address affordable housing in the Borough.

“Phoenixville community leaders understand the benefits of having a diverse community and are committed to increase both awareness of the need and affordable housing options to improve the well-being of the whole community.”

– Kris Keller
Executive Director
Orion Communities



CASE STUDY

A Community Approach to Affordable Housing

PHOENIXVILLE, PA

STRATEGIES

The Affordable Housing Task Force, made up of affordable housing developers, governmental officials, landlords, residents, and charitable service providers identified the following strategies:

- ▶ Improve methods of identifying affordable housing needs by different groups.
- ▶ Maximize the use of current housing resources.
- ▶ Explore the creation of new local housing resources and other funding options.
- ▶ Establish regional affordable housing goals and an implementation strategy.
- ▶ Establish a public education program.

“Affordable housing has become a national crisis. Often the first challenge is to help the community recognize the need for housing for the elderly, low income families, young people starting out, and individuals with disabilities. Phoenixville leaders are gaining an understanding of the need and helping to raise awareness so we can continue to have the diverse community we all love.”

– Kris Keller
Executive Director
Orion Communities



Photo (l to r): Keith Bures, President, Orion Communities Board of Directors and Kris Keller, Executive Director, Orion Communities. Mr. Bures and Ms. Keller both also serve as members of the Phoenixville Council on Affordable Housing.

ACTIONS AND RESULTS

In 2018, the Affordable Housing Task Force evolved into the Phoenixville Council on Affordable Housing. The council is an independent entity working to implement the task force's strategies. Below are highlights of major actions to date.



Public-Private Partnership
As land costs are one of the most significant barriers to the provision of affordable housing, Phoenixville entered into an agreement with The Hankin Group to develop the former site of the Borough Streets Department at 115 Buchanan Street into 50 units of affordable rental housing for seniors. In exchange for the affordable units, the Borough provided the land through a Pennsylvania Housing Finance Agency (PHFA) Deed Restricted 35-year

delayed payment. The willingness of the Borough to provide the property for construction at essentially no cost allowed the developer to commit to a project with only affordable units.

Single House Initiative
Since the Borough has a significant amount of existing housing, the council recognized this as an opportunity to create affordable housing units. Working in conjunction with the Phoenixville Community Health Foundation, the council helped develop a grant program to assist property buyers in reducing the overall mortgage repayment. In exchange for this grant, the property owner enters into an agreement with the Foundation to cap rents at \$800 per month. The end result is the preservation of affordable units within already existing housing.

Raising Awareness

In addition to their on-the-ground efforts, the council actively promotes the importance of affordable housing and regularly presents its strategic approach to other advocacy, non-profit, and governmental entities. This effort has inspired other municipalities to consider similar methods in addressing affordable housing challenges.

View the Phoenixville Council on Affordable Housing's video: www.youtube.com/watch?v=Q4iNuBMPxoc

How to Create an Affordable Housing Task Force: <http://phoenixville.org/DocumentCenter/View/B43/Creating-an-Affordable-Housing-Council-Guidelines-PDF?bid=1>

Thank You for Attending

