

CALV Housing Summit

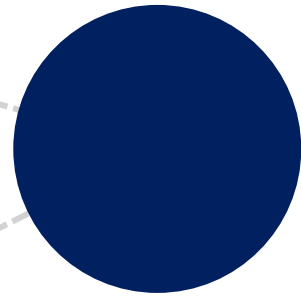
March 26, 2024



Becky A. Bradley, AICP, Executive Director

trends

to act on



now



societal



technological



environmental



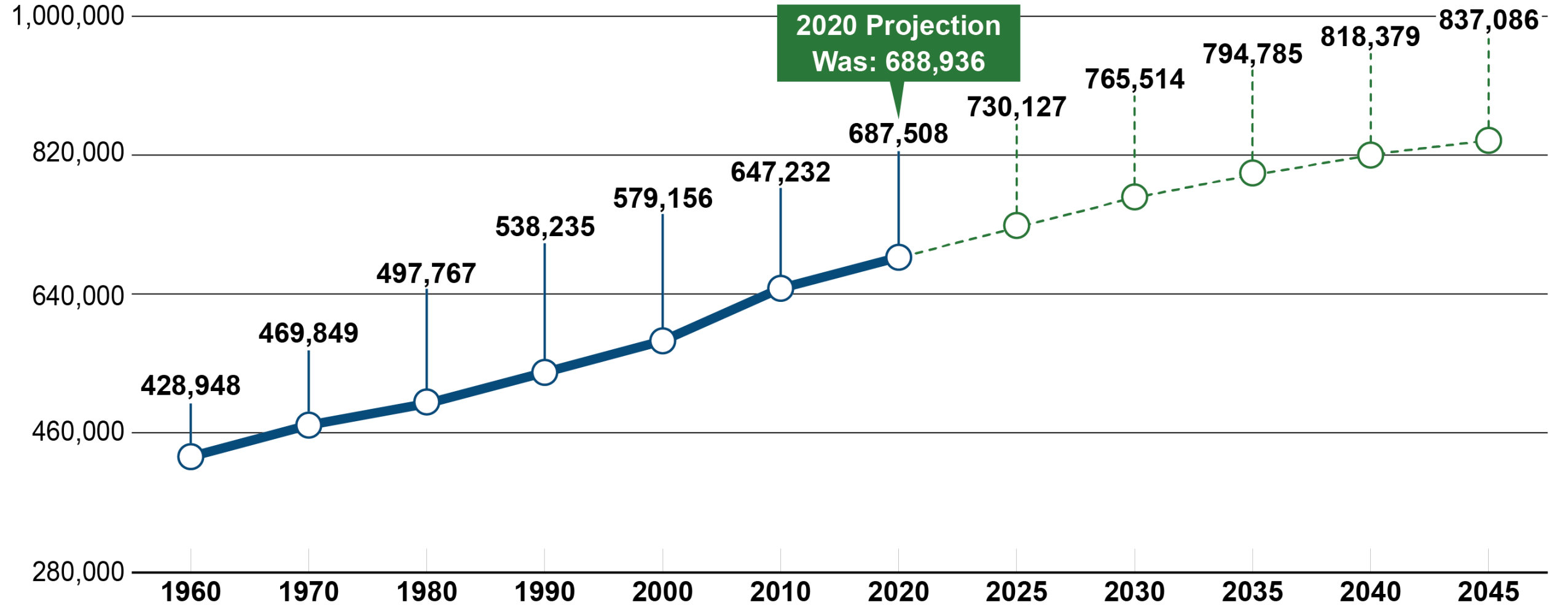
political +



economic



Lehigh Valley Population



GROWING

99,243

Projected population
increase by 2050

**10.9
Million**

Daily vehicle miles traveled

912,256

Passengers and

118,972

Tons of freight cargo
passed through
Lehigh Valley
International Airport
in 2022

461,401

Projected total
employment in 2050

**9.86
million**

metric tons CO₂e

The total annual greenhouse
gas emissions in the
Lehigh Valley annually

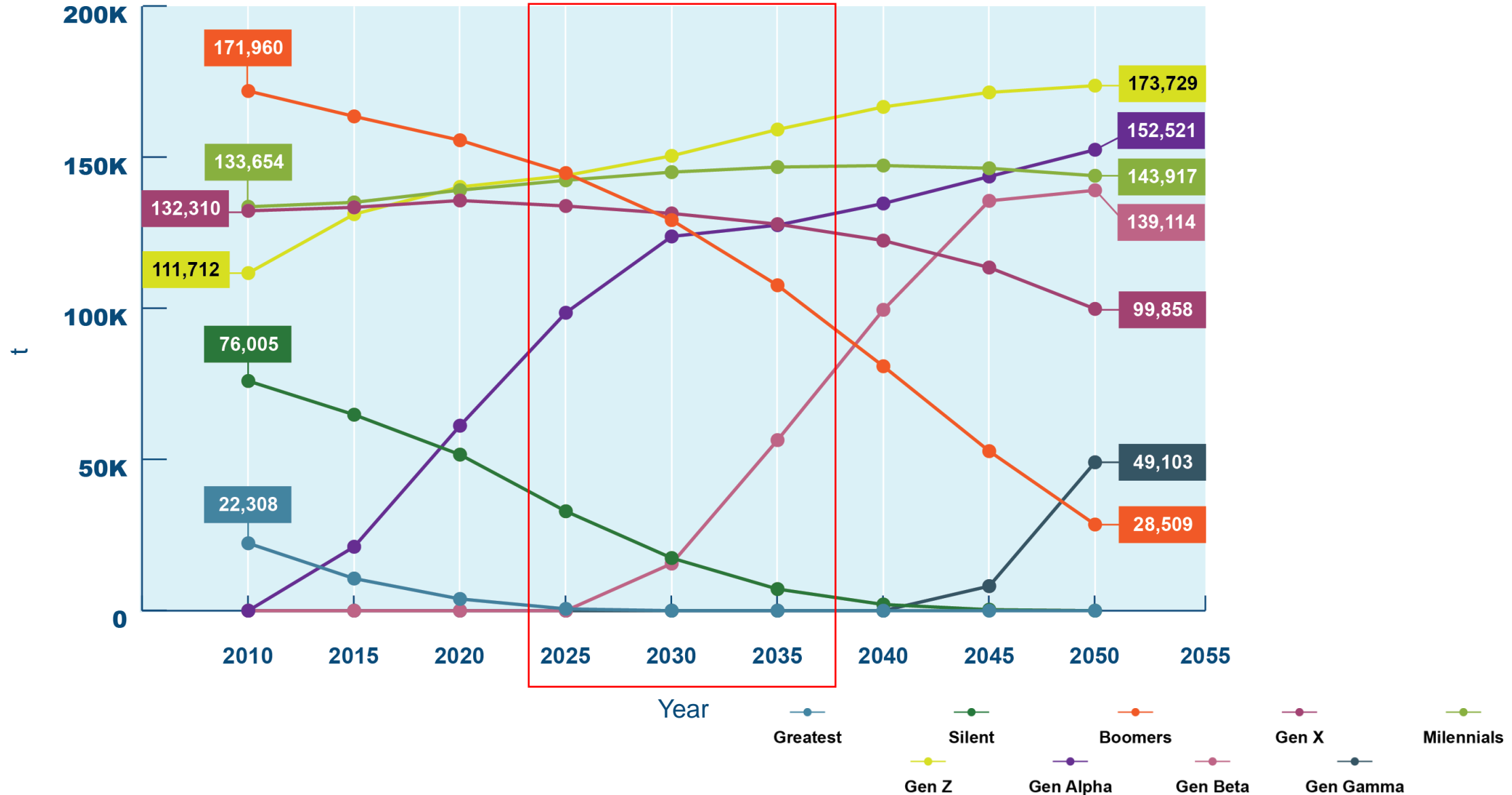
**\$43.8
Billion**

Gross Domestic Product

**4.6
Million**

LANTA riders
per year

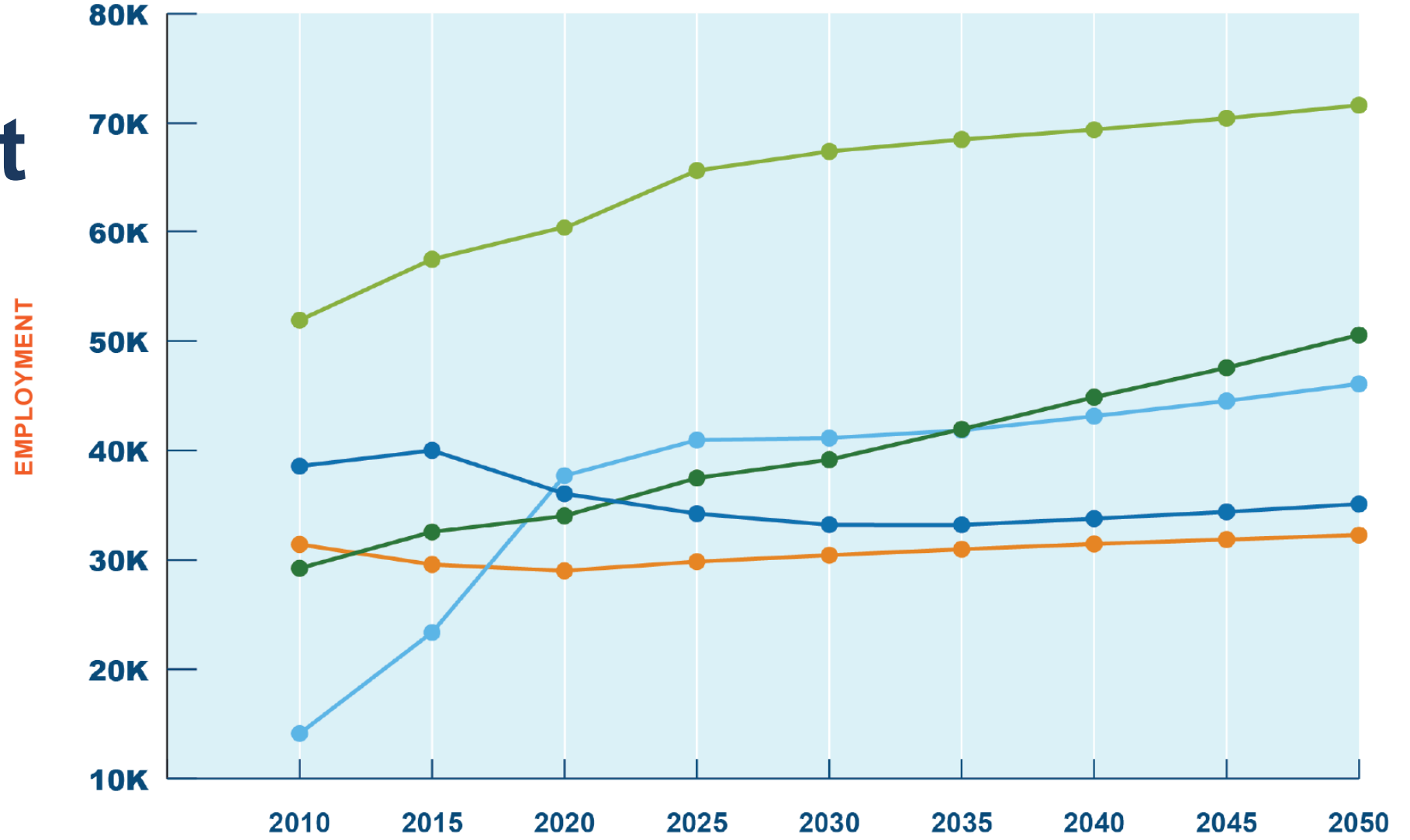
Lehigh Valley Population by Generation Forecast



TOP FIVE INDUSTRY PROJECTIONS

2010 – 2050

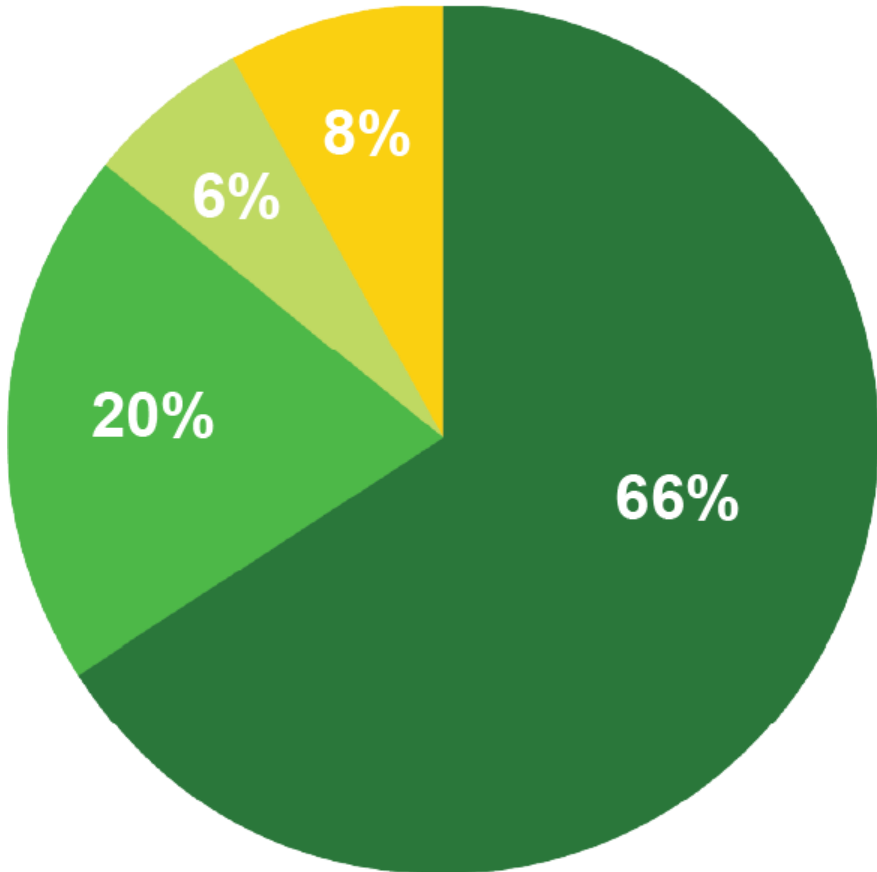
Employment



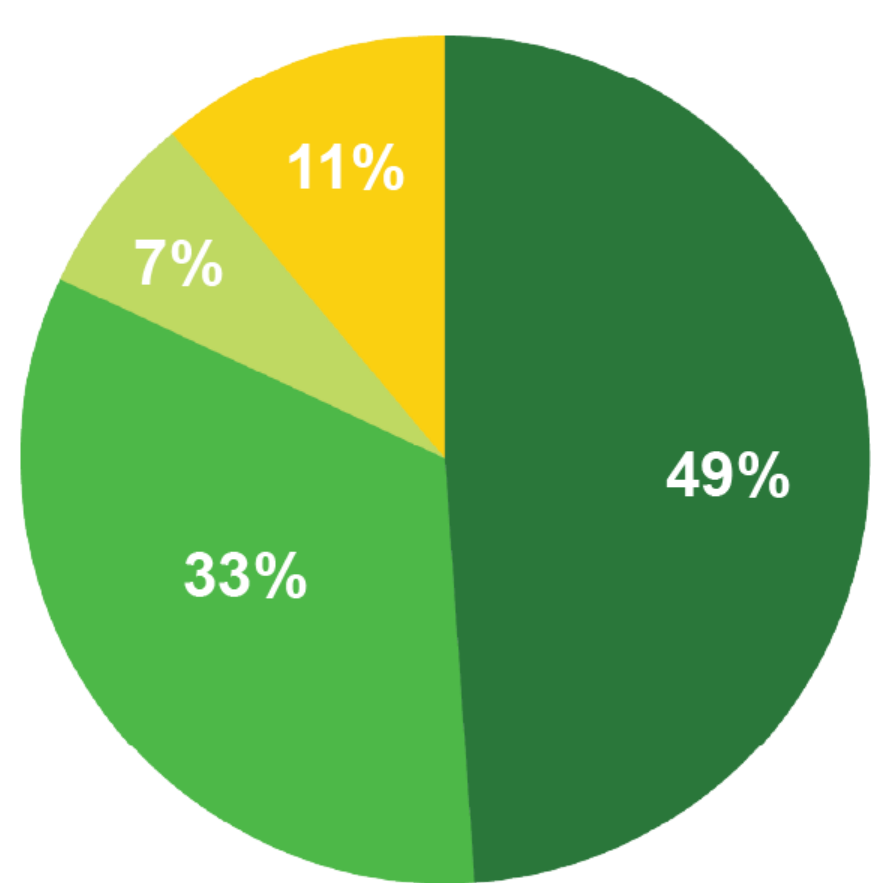
Source: U.S. Census/Regional Economic Modeling Inc. (REMI)



2020



2050



White



Hispanic or Latinx



Black or African-American



American Indian or Alaska Native, Asian, and Native Hawaiian or Pacific Islander

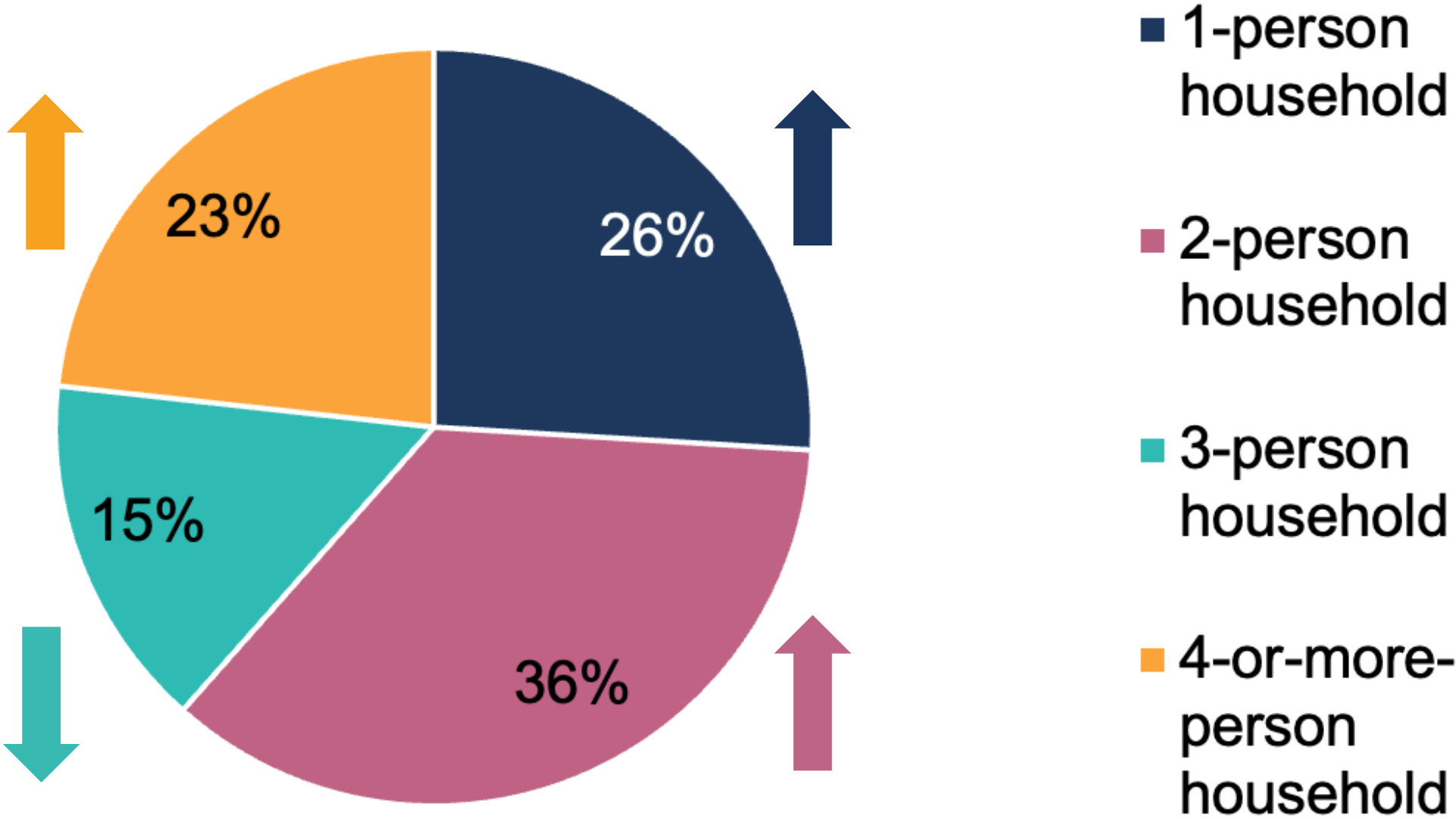
A person of color in the Lehigh Valley is three times less likely to graduate from high school, half as likely to own their home and more than twice as likely to live in poverty

A person who is Hispanic or Latinx is nearly 4 times as likely to live in poverty.

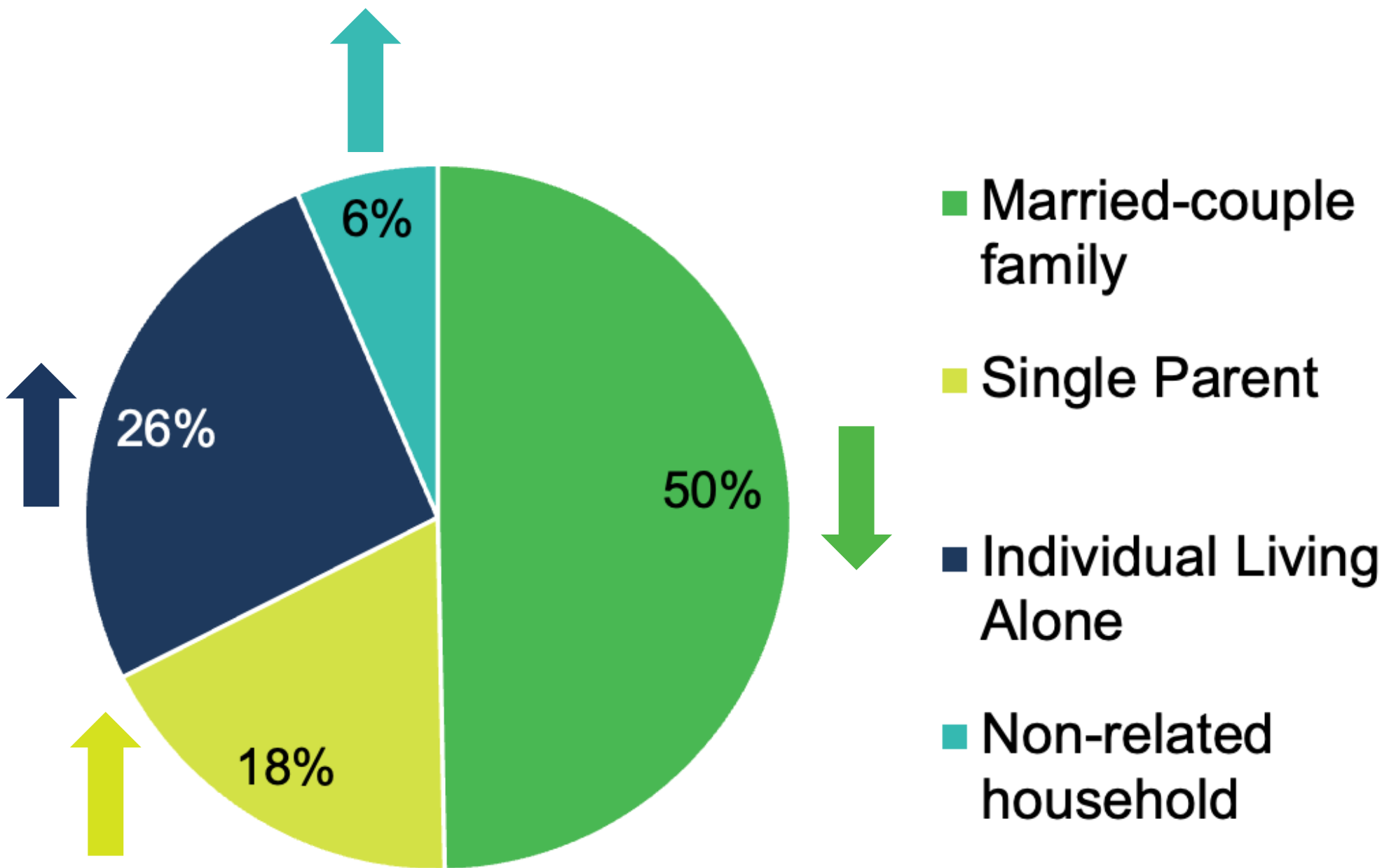
With 51% of people racial/ethnic minorities by 2050 the region will need to make significant equity-focused progress to ensure economic stability and growth

RACIAL EQUITY IS ACHIEVED
when race can no longer be used to predict life outcomes

Shifting Living Preferences: Household Size

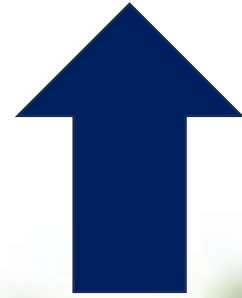


Shifting Living Preferences: Household Type



Shifting Living Preferences: Multi-Generational

19.1%



**Increase in households living with
relatives other than parents and
children**

Housing with
a Big



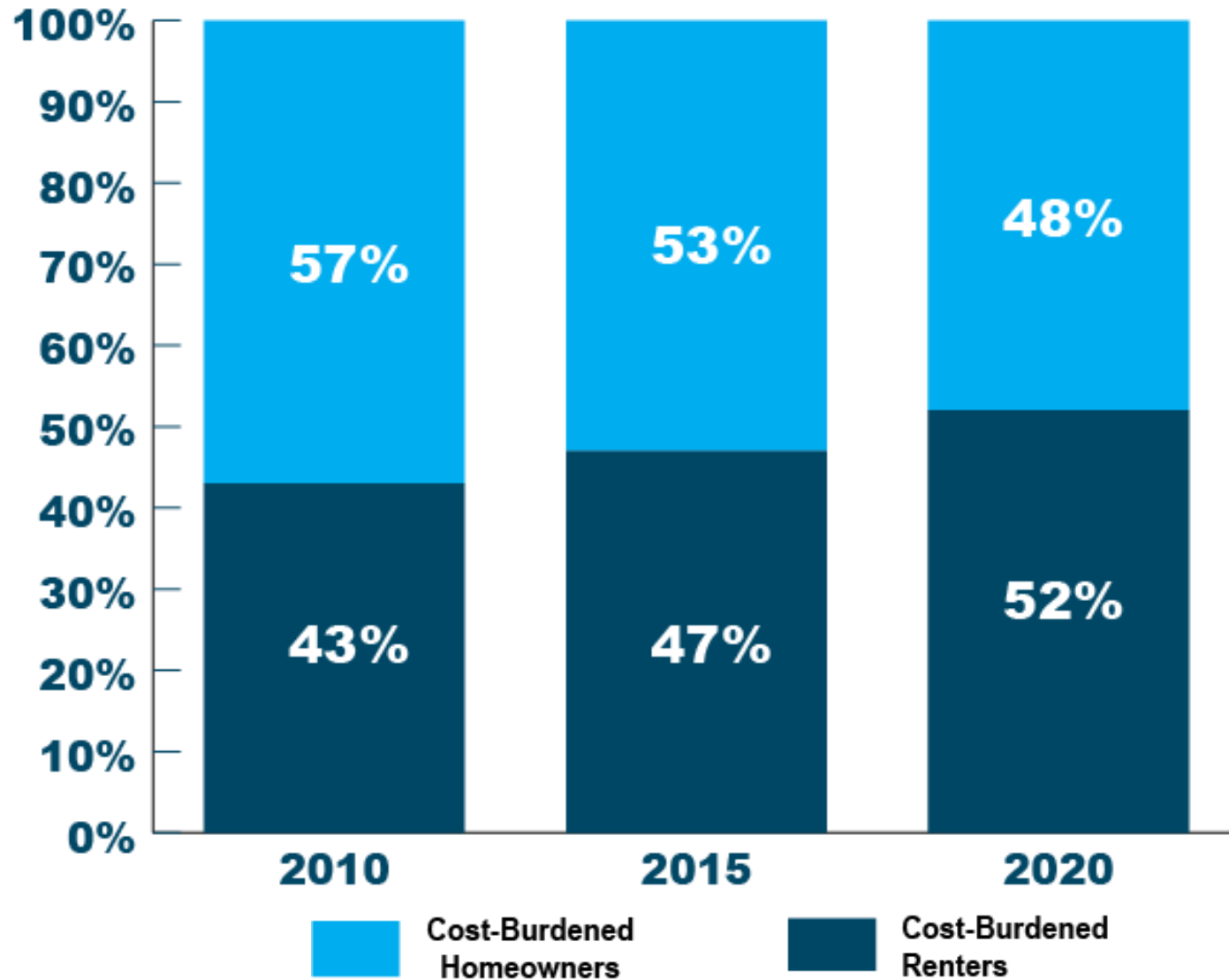
ffordable

Housing with a Little



ttainable

Regional Housing Cost Burden



192,202

people are cost-burdened

5.6 in 10

renter-households

2.2 in 10

owner-households

Housing Cost Burden by Age Group



60%

**24 years
or below**

58%

**25 to 34
years**

49%

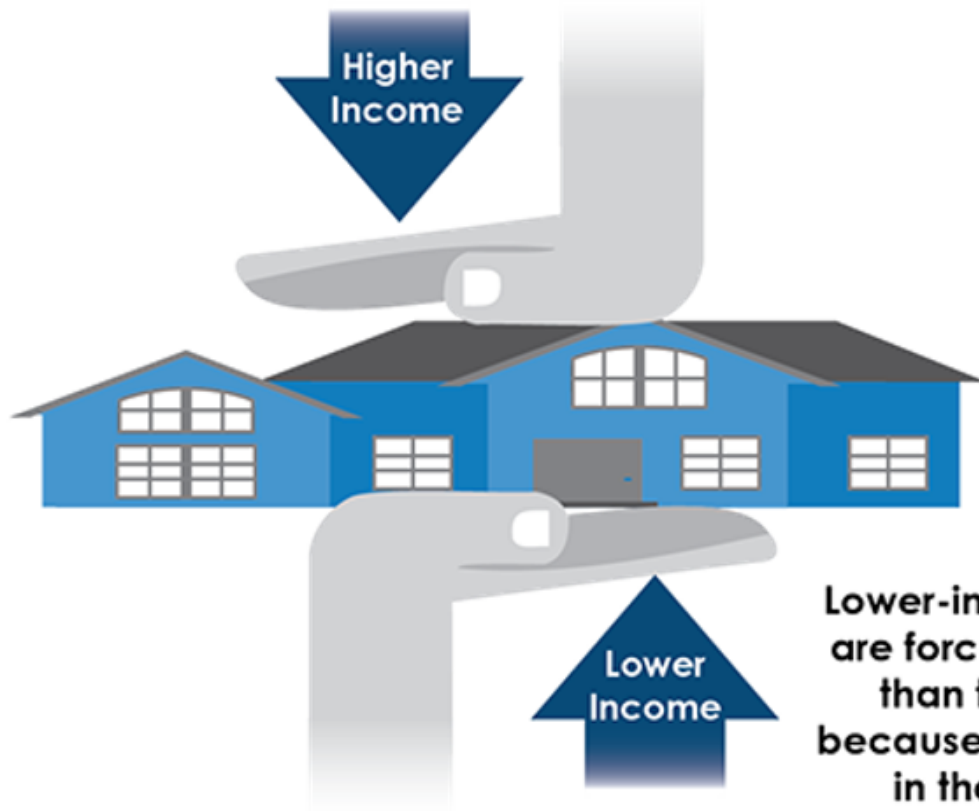
**35 to 64
years**

70%

**65 and
over**

What housing is needed?

Higher-income households are either forced to buy down or remain in lower-cost housing as they gain wealth, creating a lack of units in mid- and lower-price ranges



Lower-income households are forced to spend more than they can afford because of limited housing in their price range

Shortage of
34,716
housing units for incomes
of \$100,000/year or more

Stock of
51,606
housing units for incomes
of 25,000-\$99,999/year

Shortage of
16,058
housing units for incomes
of \$24,999/year or less

Shortages in several income brackets add pressure on the entire system, creating constraints everywhere.

Housing Attainability by Income Level

Housing Costs		Demand		Supply			Attainability
Attainable Purchase Price	Attainable Monthly Rent	Household Income	Total Households	Owner Units	Rental Units	Total Supply	Total Supply - Total Households
\$69,999	\$625	\$24,999	39,909	8,033	15,818	23,851	-16,058
\$99,999	\$875	\$34,999	21,894	7,615	22,570	30,185	8,291
\$124,999	\$1,250	\$49,999	30,633	11,812	26,366	38,178	7,545
\$199,999	\$1,875	\$74,999	45,151	48,081	16,556	64,637	19,486
\$299,999	\$2,500	\$99,999	34,229	49,524	989	50,513	16,284
\$399,999	\$3,750	\$149,999	44,859	27,972	803	28,775	-16,084
>\$400,000	>\$3,751	>\$150,000	38,697	19,722	343	20,065	-18,632

Comparable Wages for Lehigh Valley Occupations

Attainable Purchase Price	Attainable Monthly Rent	Household Income	Comparable Average Wage
\$69,999	\$625	\$24,999	Food Preparation & Serving Related; Personal Care & Service; Healthcare Support; Building & Grounds Cleaning & Maintenance
\$99,999	\$875	\$34,999	
\$124,999	\$1,250	\$49,999	Office & Administrative Support; Transportation & Material Moving; Sales & Related; Production; Community & Social Service; Installation, Maintenance, Repair
\$199,999	\$1,875	\$74,999	Construction & Extraction; Educational Instruction & Library; Life, Physical & Social Science; Business & Financial Operations
\$299,999	\$2,500	\$99,999	Computer & Mathematical; Architecture & Engineering; Healthcare Practitioners & Technical; Legal; Management
\$399,999	\$3,750	\$149,999	
>\$400,000	>\$3,751	>\$150,000	

Comparable Wages for Lehigh Valley Occupations

Attainable Purchase Price	Attainable Monthly Rent	Household Income	Comparable Average Wage: Entry Level
\$69,999	\$625	\$24,999	*Sales & Related; Protective Services; Arts, Design, Entertainment, Sports, & Media; Office & Administrative Support; Transportation & Material Moving; Production; Educational Instruction & Library; Community & Social Service; Installation, Maintenance & Repair; Construction & Extraction
\$99,999	\$875	\$34,999	
\$124,999	\$1,250	\$49,999	Life, Physical & Social Science; Legal; Business & Financial Operations; Healthcare Practitioners & Technical; Computer & Mathematical; Architecture & Engineering

** Average Entry-Level Wage of All Jobs: \$29,060*

Comparable Wages for Lehigh Valley Occupations

Attainable Purchase Price	Attainable Monthly Rent	Household Income	Percent of Workers Employed in an Industry with Comparable Average Wages
\$69,999	\$625	\$24,999	18%
\$99,999	\$875	\$34,999	
\$124,999	\$1,250	\$49,999	52%
\$199,999	\$1,875	\$74,999	13%
\$299,999	\$2,500	\$99,999	16%
\$399,999	\$3,750	\$149,999	
>\$400,000	>\$3,751	>\$150,000	

* Average Wage of All Jobs: \$57,170

Lehigh Valley Housing Types - Supply



Single-Family Detached
53.1%



Single-Family Attached
23.2%



Manufactured Home
1.9%



2 Units
4.4%

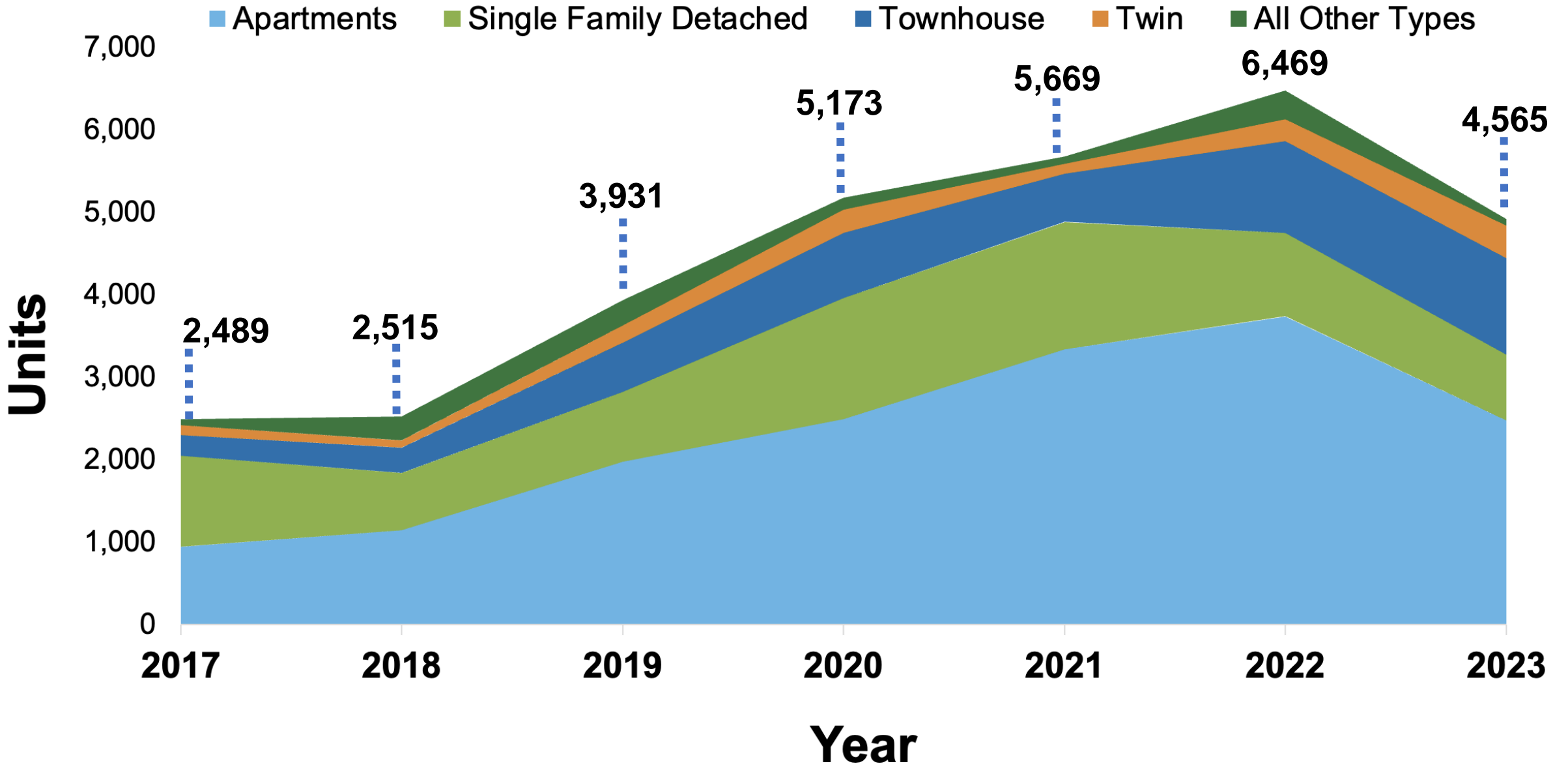


3-9 Units
8.1%



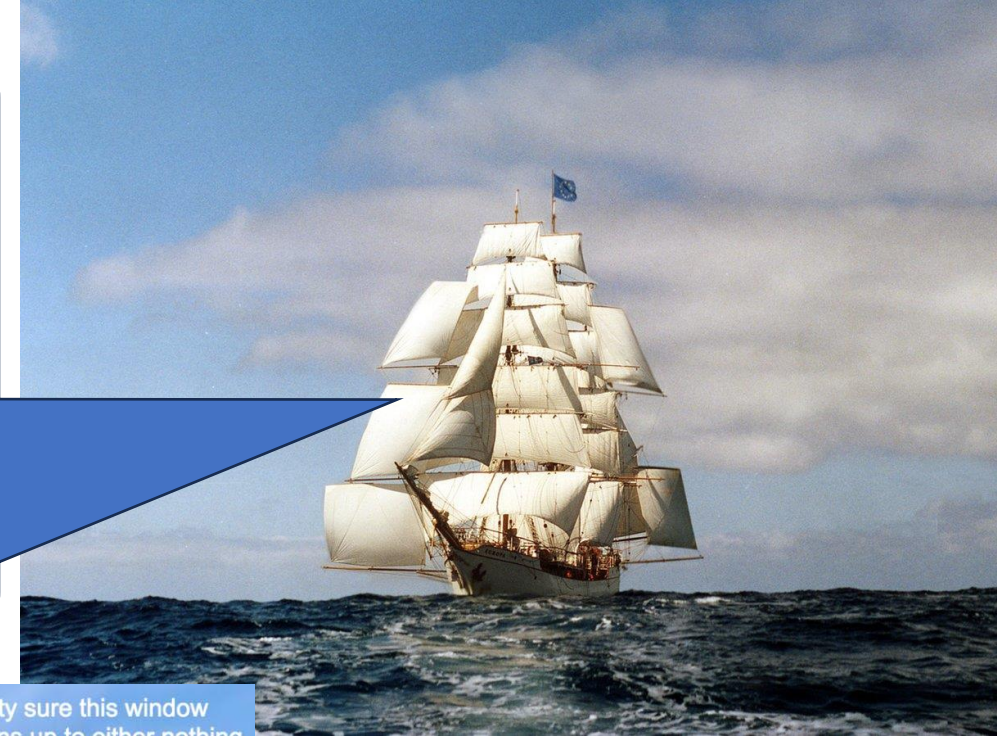
10+ Units
9.3%

Lehigh Valley Residential Proposals





The Mass Suburbanization Ship Has Sailed and a New Era is Here. The Winners Will Prepare, Adjust and Invest Differently Now.





MODERN COTTAGE HOUSE PLAN

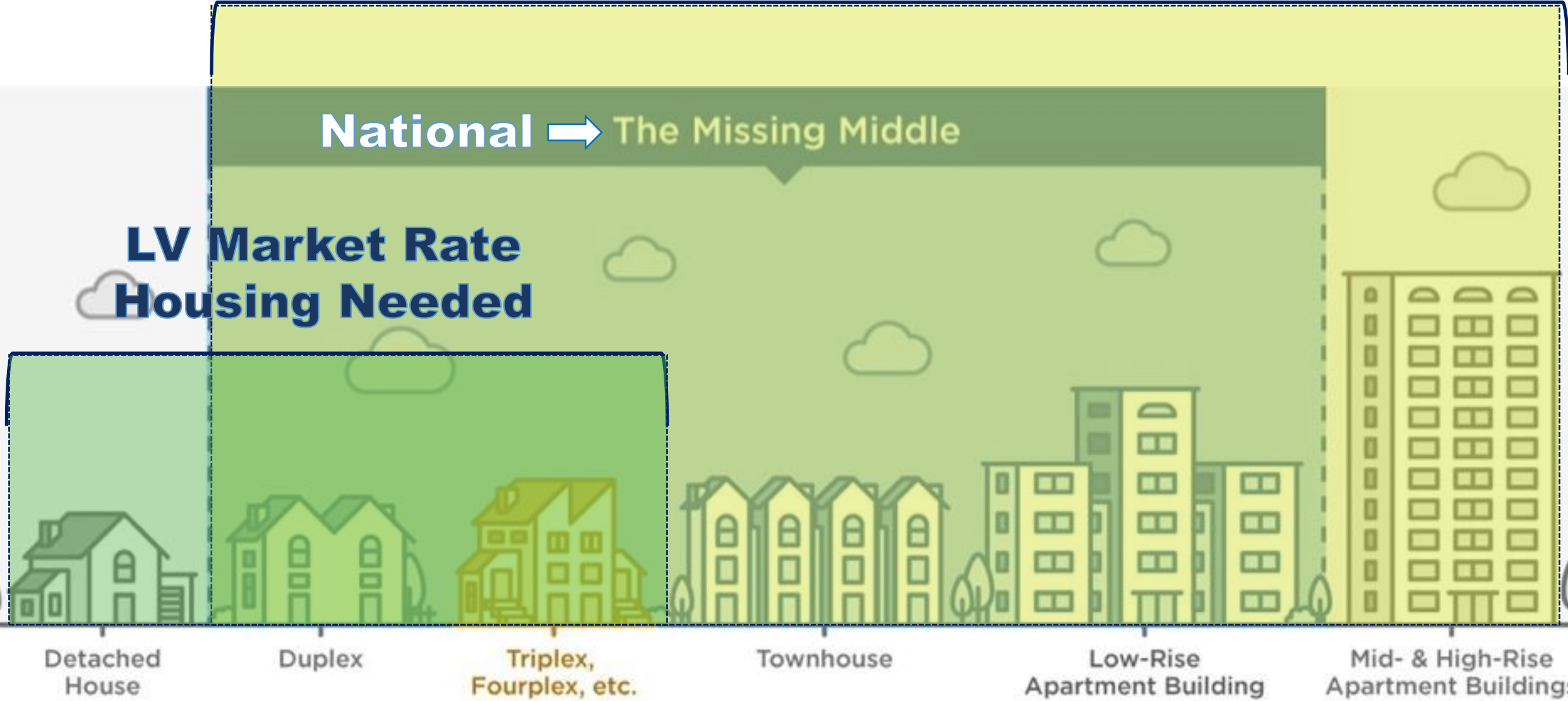


2+1 OPEN KITCHEN



National Housing Story is Different than the Lehigh Valley's

What is Proposed in the Lehigh Valley



National → The Missing Middle

LV Market Rate Housing Needed

Detached House

Duplex

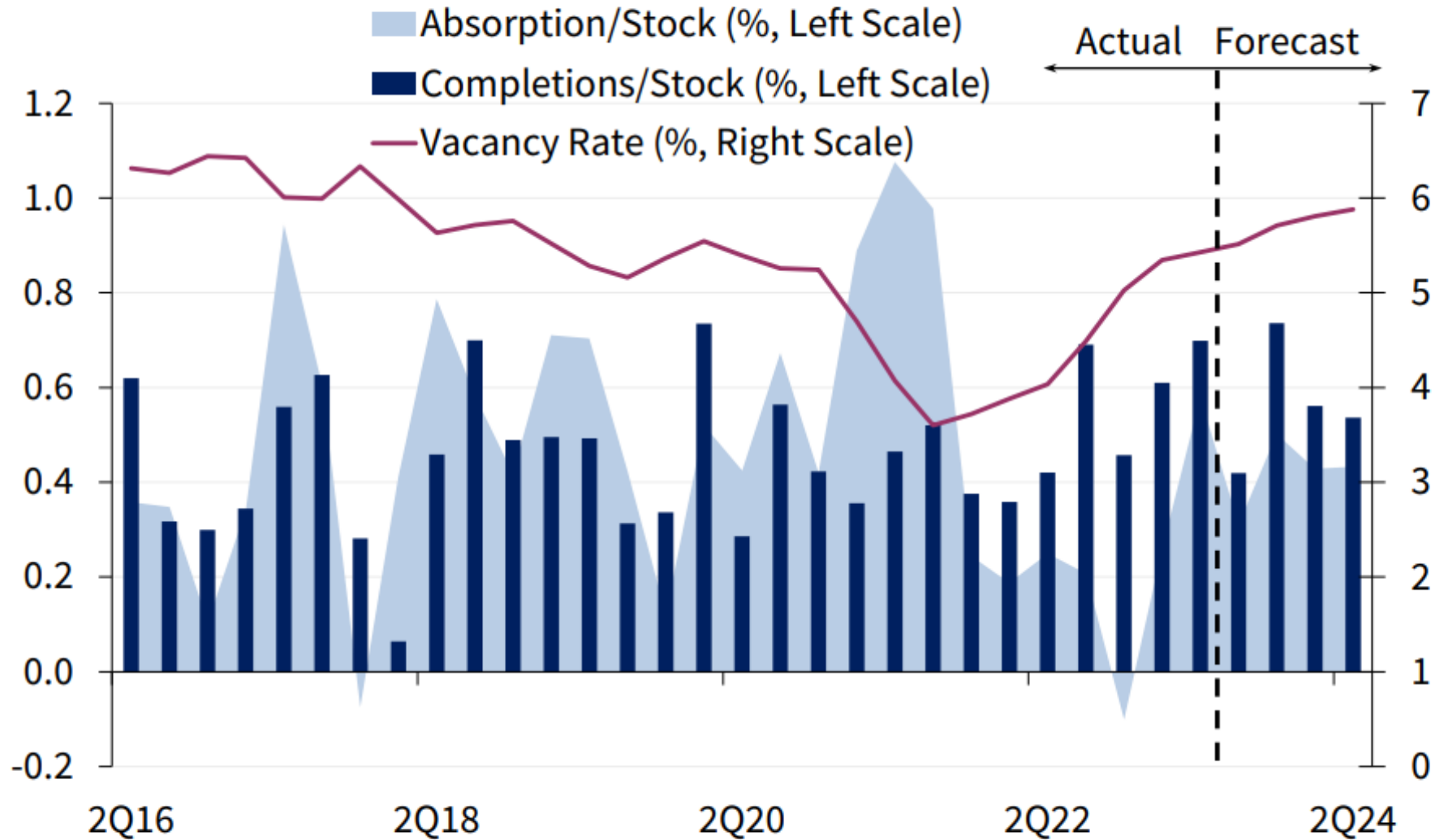
Triplex, Fourplex, etc.

Townhouse

Low-Rise Apartment Building

Mid- & High-Rise Apartment Buildings

Apartment Supply and Demand Imbalance Is Cyclical



Source: CoStar.

Note: Data are weighted average of eighteen Pennsylvania markets, as of second quarter 2023.

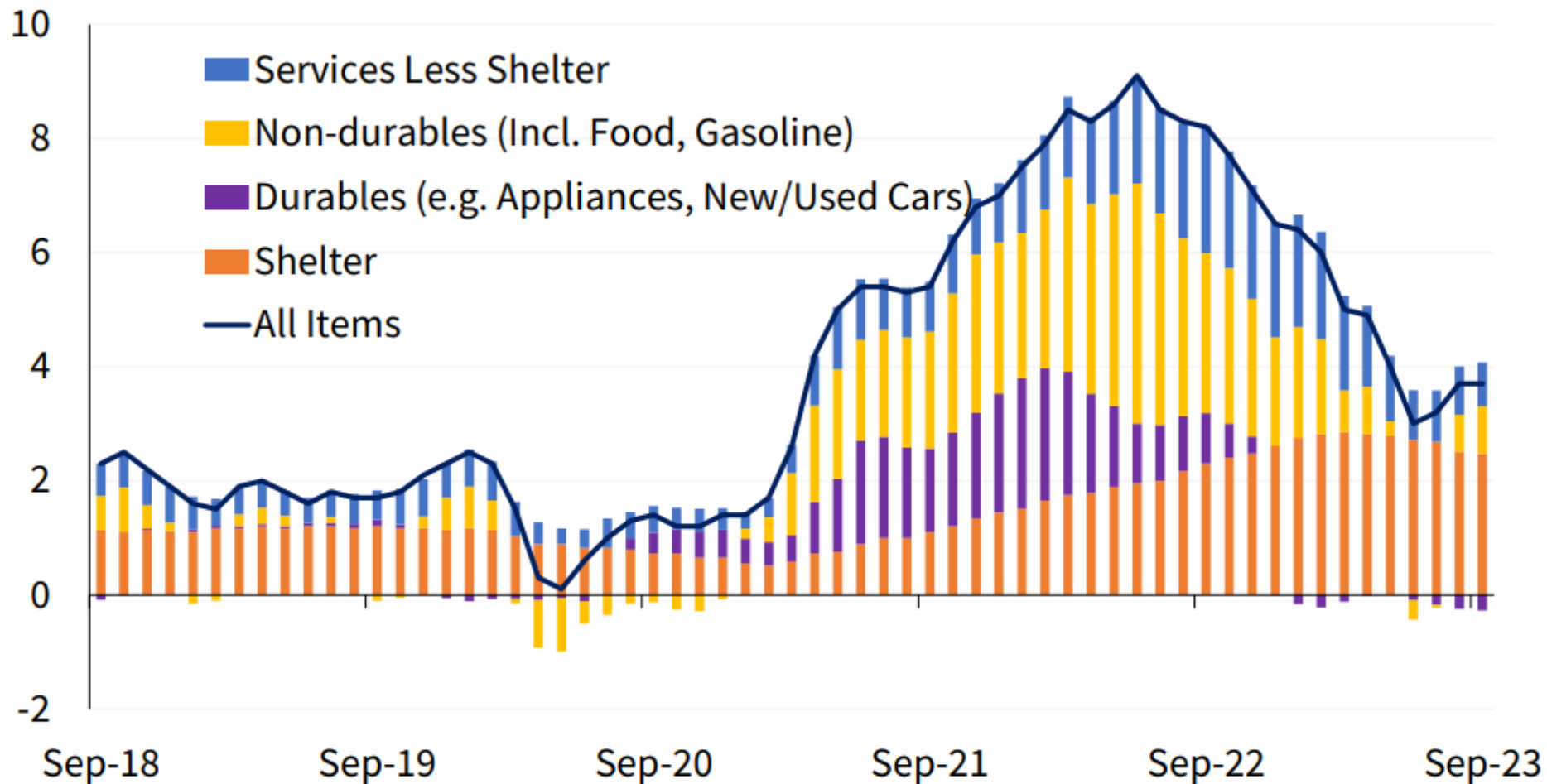
Effect of Higher Interest Rates Comparison

	January 2021	March 2024
Sales Price of Home	\$360,280	\$360,280
13.1% Down Payment	\$46,836	\$46,836
Average 30-Year Fixed Mortgage Interest Rate	2.65%	6.67%
Monthly Payment	\$2,080	\$2,834

A buyer at their borrowing limit would need to reduce their purchase price to \$268,000

Shelter Costs Recede, But May Not Go Quietly

Component Contributions to Headline CPI Inflation , Year-over-year
Percent



Source: BLS.

Note: Data are monthly.



Design
What We
Need
Rather
Than
Replicating
What
Exists



Shopping Mall Redevelopment Concept

Whitehall Mall at MacArthur Road and Grape Street, Whitehall Township



Lehigh Valley
International
Airport

Lehigh River
Delaware & Lehigh
National Heritage
Corridor Trail

Bicycle & Pedestrian
Connection to existing
neighborhoods

New & Mixed-Use
Residential
Development

Green & Smart Building
Technology

Park & Civic
Buildings

Townhomes

Apartments &
Condominiums

Bike & Bus Lanes

Commercial or Residential
Development

Suburban Infill Concept

Near Palmer Mall, Palmer Township



Apartments

Naturalized Water Management

Pathways Connecting Neighborhoods

Multi-Generational & Property Enhancing Housing

New Recreation Facilities

Row Homes

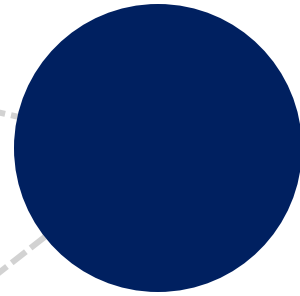
2024 Housing Supply + Attainability Strategy



FEDERAL RESERVE BANK
PHILADELPHIA



**embrace
the power
of many.**



bbradley@lvpc.org / **Becky Bradley, AICP**