Norwood Housing Action Plan

2021







Prepared by the Hamilton County Housing Action Plan Team:

Hamilton County Planning + Development Department

LISC GREATER CINCINNATI

Community Building Institute

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Introduction

"Founded in 1888, Norwood is laid out in three square miles of walkable neighborhoods around a central thoroughfare, Montgomery Road. Interstates 71 and 75 combine with an east-west highway, the Norwood Lateral, to make Norwood close to every place in the region. Downtown, East Side, West Side — nearly any place is within a 20-minute drive of Norwood. Surrounding neighborhoods such as Hyde Park, Oakley and North Avondale have seen housing prices rise, making Norwood's comparable housing stock of mostly 100-year-old, character-filled homes highly affordable. The city has a dozen neighborhood parks, a library, a grocery store, three neighborhood elementary schools, as well as a middle school and high school, Xavier University, a community garden and farmer's market. There are a variety of zoned commercial areas and newer businesses that have created community gathering spots in recent years. The physical bones of Norwood are solid, and the community is tight-knit."

- 2019 Norwood Community Agreement

This housing action plan was requested by the City of Norwood to better understand its housing market, including challenges and opportunities, and to support increased housing investment that can strengthen the community. It is not intended to fulfill any local or federal annual reporting requirements. The housing action plan is supported by the Hamilton County Department of Planning + Development and was developed by a team including LISC Greater Cincinnati, the Community Building Institute (CBI), and Hamilton County.

Key interview and data highlights:

- The number of homeowners, and their share of overall households, continues to drop.
- Single-family home prices are rising, bringing with them new residents. While these new residents may be open to supporting affordable housing, they are also increasing cost pressures for low- and moderate income households (with an income of less than $50,000).
- This upward price pressure impacts a significant share of Norwood renters and households with incomes of less than $50,000 are facing cost pressures.

Norwood's single-family median home sale prices have nearly doubled in the past six years. The steepest increases have occurred east of Montgomery Road and south of Cameron Avenue (between Montgomery Road to the west and Floral Avenue to the east and Dana Avenue to the south.)

While the homeownership rate in Norwood has dropped more than 9 percent in the last five years between 2010-2014 and 2015-2019, there appear to be pockets of the neighborhood where homeownership has increased dramatically. For example, there has been a 45% increase in the number of homeowners in the blocks between Regent Avenue and Elsmere Avenue extending from Lexington Avenue to the south to Williams Avenue to the north. In the blocks west of Norwood High School, between Elm Avenue to the north and Mills Avenue to the south, there has been a 33% increase in the number of homeowners. Data from the 2020 Census will be able to confirm this trend of increased homeownership and its reach throughout Norwood.

Xavier student housing continues to influence the housing stock and housing market. New student apartments at University Station have increased the student population at the southern boundary of Norwood. The biggest percent change increase in renters was experienced in the area including University Station, west of Montgomery Road, nearest to the Xavier University campus. In the blocks bounded by Cincinnati to the south, Montgomery Road to the east, Hopkins Avenue to the north, and Xavier University to the West, there has been a 134% increase in the number renters in the five years between 2010-2014 and 2015-2019.

Stakeholders - including residents, city officials, and developers and realtors - recognize that Norwood's housing market is changing. Some long-time residents are uncomfortable with the changes and those working with lower income families are increasingly worried about the lack of affordable options for low-income families in Norwood. Other stakeholders see the "hot" market as a positive change that Norwood needs to be able to move forward and to bring new life back to the housing stock and the city overall.

The general perception is that new buyers in Norwood are not previously from Norwood and the buyers are couples or young families. Seniors want to stay in Norwood but are worried about being able to stay in the community. Long-time owners don not see physically accessible units available for them to move into within Norwood. In addition, both renters and owners over age 65 are facing cost pressures when it comes to affording housing.

The overall median household income for households in Norwood is $48.581, a 3% decrease in inflation-adjusted dollars between 2005-2009 and 2015-2019. The overall Hamilton County median household income also experienced a decrease. Norwood's median household income is lower than Hamilton County's median income of $57,212. The median income for White households in Norwood is significantly lower than in Hamilton County. In contrast, median income for renters and Black households in Norwood are comparable to Hamilton County overall.

An estimated 2,953 households – or just over one-third of all Norwood households are cost-burdened. Households are cost-burdened when housing costs are more than 30% of household income. Cost-burdened households are predominately renters and households with incomes less than $20,000:

- 77% of all cost-burdened households are renters, while 22% of cost-burdened households are owners.
- 50% have incomes between $20,000 and $50,000; 45% of all cost-burdened households have incomes less than $20,000.

Both cost-burdened renters and owners are more likely to be under age 65.

Norwood Interview Findings

Interviews were conducted with 13 individuals representing realtors, housing developers currently working in Norwood, elected officials, Norwood City school employees, and Norwood Together. See **Appendix** for interview questions.

Recent housing development

Interviews provided feedback on recent new housing projects and the development process. Those interviewed seemed generally supportive of new senior housing but warn of the lack of community consensus around new housing projects. Several people commented about wanting more housing options, including condos or townhomes. They link these possibilities to repurposing large currently vacant buildings in the City. Lydia's House (specifically the Virginia Coffey House) is seen as a positive, community-driven model for supporting low-income families in Norwood. Lydia's House offers safe, stable, and supportive housing to women and children in crisis and transition.

Those interviewed observed that the market in Norwood is attractive to small developers or flippers who are acquiring residential properties and flipping them for a profit. This could be contributing to units that were formerly rental units or multi-family units being converted to single family homes and sold. Those interviewed also shared that developers (big and small) talk about challenges with doing projects in Norwood. Challenges include clarity around zoning and use of tax incentives.

University Station Apartments was built in 2014 with 177 units. It is located at 1725 Cleneay Avenue not far from Xavier University. A 600-square feet , one-bedroom/one-bath apartment rents for $1,125/month. A 1,128-square feet three-bedroom/three-baths rents for $825/bedroom/month. These apartments are clearly targeted to Xavier students as evidenced by the name University Station and by Xavier University's logo on the circular tower at the corner. The second phase of University Station includes a four-story housing complex of 49 units with 128 beds with a mix of units, ranging from efficiencies to up to five bedrooms. This project is partly a response to the concern in Norwood over the years that there were too many students in the single-family homes near campus.

Carpenter Flats is “the first senior affordable housing community in Norwood, Ohio,” built using low-income housing tax credits.

One Rookwood includes luxury living studio, one- and two-bedroom apartments located just off of I-71.

The former U.S. Playing Card site is undergoing a $100 million redevelopment to become Factory 52, a mixed-use project of nearly 21 acres at 4590 Beech Street. Construction of Factory 52 is expected to start in August 2021. This new development will include about 220 residential units and up to 29 townhouses for sale. It will also include restaurants, retail shops, a parking garage and a “community park” near the iconic clock tower. The new development will be market rate housing and will likely draw a much younger, professional cohort. The first phase of the project does not include any subsidized units.

Plans needed for new development

Those interviewed commented that Norwood needs a plan for vacant residential lots and that there are five to 10 key potential redevelopment sites that could provide opportunity for residential infill development. These include former manufacturing and commercial sites, as well as former school buildings. The City zoning code should be reviewed and used to support future residential development on these key sites.

Older homes converting back to single-family

Whereas a few decades ago the large older homes in Norwood might have accommodated multiple households, many are now converting back to single-family residences with younger homeowners.

Mayor of Norwood, Victor Schneider, shares evidence of this change in a recent article in **Business View Magazine** (January 2021):

> *Our housing stock is older housing stock, my house was built in 1911. That is the age of the homes in this area. A lot of the homes have been second and third generation owners, meaning that three generations of the family lived here. We are seeing a lot of those homes sold to young families and because of that our median age has changed from an older demographic to a much younger demographic. Our median age is now around 33. That was a major change in the number of children and families. You had older families with elderly people living in these huge homes, and now it’s young families that are growing.*

Norwood Schools reflect changes happening in the housing market and population shifts

"In an ironic way we are getting more residents who are open to affordable housing but they are the ones inadvertently gentrifying the community."
- School staff and resident

As reported by the District, enrollment in the Norwood City School District has dropped dramatically over the last 7 years. The district is now at 1,700 students - 7 years ago it had more than 2,000. Norwood city schools only accept students who live in Norwood. School staff and families are feeling the pressures of Norwood's changing housing market. Their homeless student population is increasing and they are losing students to other districts when families are forced to move.

Some interviewees reported unfavorable view of Norwood City Schools and believe the district is a barrier to the success of the housing market. Some reference the negative perceptions having to do with reputation not actual school performance. Staff reported seeing more families send their kids to Norwood schools in pre-K to 2nd grade and then choosing another option once the children are older. Also heard in interviews: Students and families who are in the district want to stay in the district because of the small class sizes and attention that students receive.

The school board has a role to play in preserving and promoting new affordable housing in Norwood through supporting tax incentive policies that promote balanced development in the City. The schools have an interest in holding onto their students, including moderate income families, to keep a strong local school system. The school board weighs in on tax abatements on a project-by-project basis.

Public School Enrollment

73%

Percent of Norwood Kindergarten through 12th grade students attended a public school between 2015-2019, like Norwood Public Schools

=



- 12%

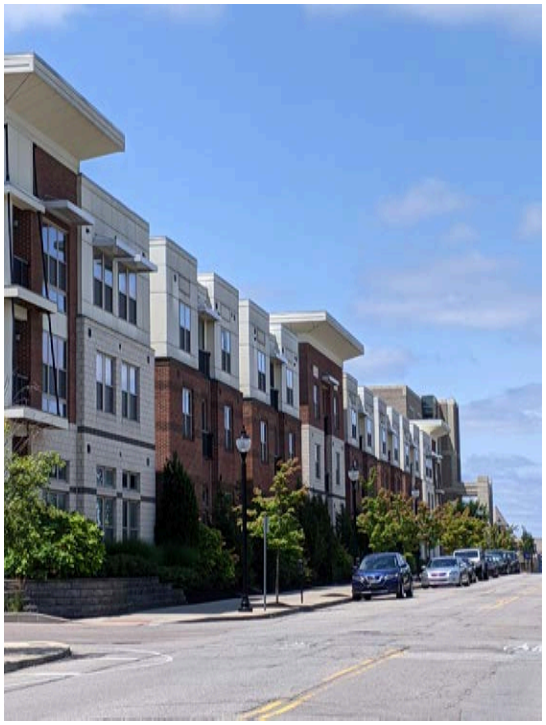
Percent change in public school enrollment in the five year period between 2010-2014 and 2015-2019

Norwood Community












OUR LADY
OF THE
HOLY SPIRIT CENTER


ALLISON AVE





Population & Households

A demographic analysis provides insights into community composition and population changes over time.

Norwood is smaller city surrounded by the much larger municipality of Cincinnati. Norwood has a predominately White population (81% of the total population) and 12% Black (an increase from 3% in 2000). Less than 5% of the population is Hispanic or Latino ethnicity (an increase from 1.5% in 2000).

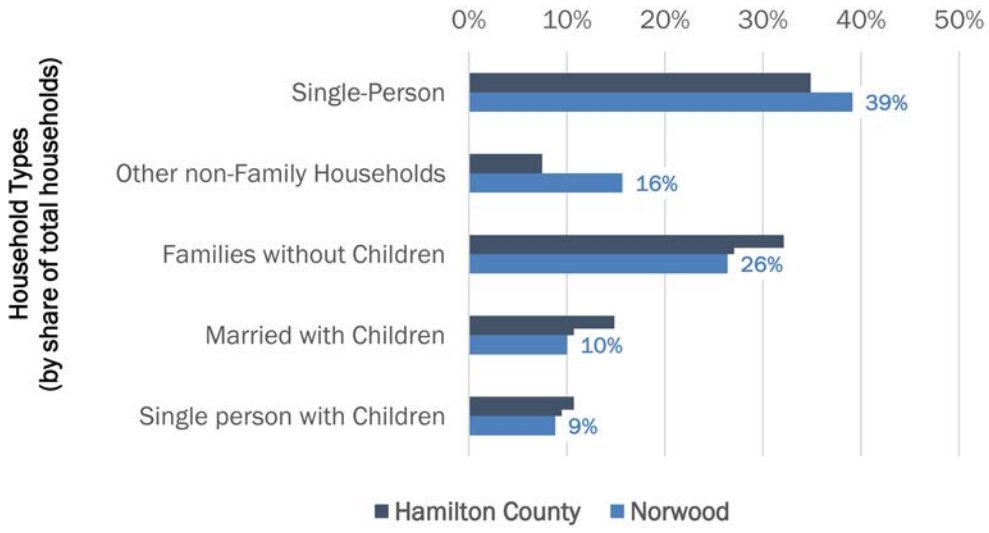
Norwood's population is 19,883 (2015-2019)

- Norwood's population increased slightly between 2010 and 2015-2019: Norwood's population grew by 4% (676 residents).

Norwood has 8,645 households (2015-2019)

- The pace of household growth in Norwood mirrored the growth of population between 2010 and 2015-2019: Norwood's households grew by 4% (123 households)
- Norwood's average household size is 2.27 people (2015-2019, down from 2.45 in 2005-2009.

Household Types in Norwood: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

As compared with Hamilton County, Norwood has a higher share of single-person households and significantly more other non-family households (two or more unrelated people living together) and fewer family households.

Non-Family Households
4,734 (of 8,645 total households)

Non-Family households include households with just one person or two or more people living together that are not related.

39% Single-Person
In 2015-2019, 3,381 households had only one person.

16% Other non-Family Households
In 2015-2019, 1,353 households had two or more people living together that were not related.

Family Households
3,911 (of 8,645 total households)

Family households include two or more people that are related.

26% Families without Children
In 2015-2019, 2,281 households were families with no children.

10% Married with Children
In 2015-2019, 868 households were married families with children.

9% Single Person with Children
In 2015-2019, 762 households have one head of household with children (616 of these are single female headed families with children).

As compared with Hamilton County, Norwood has a significantly higher share of Millennials, partially explained by the Xavier University student population. Norwood has a smaller share of Generation Z, Generation X, Baby Boomers, and Matures when compared with the county.

Generation Definitions

Generation Z
Ages 18 and under

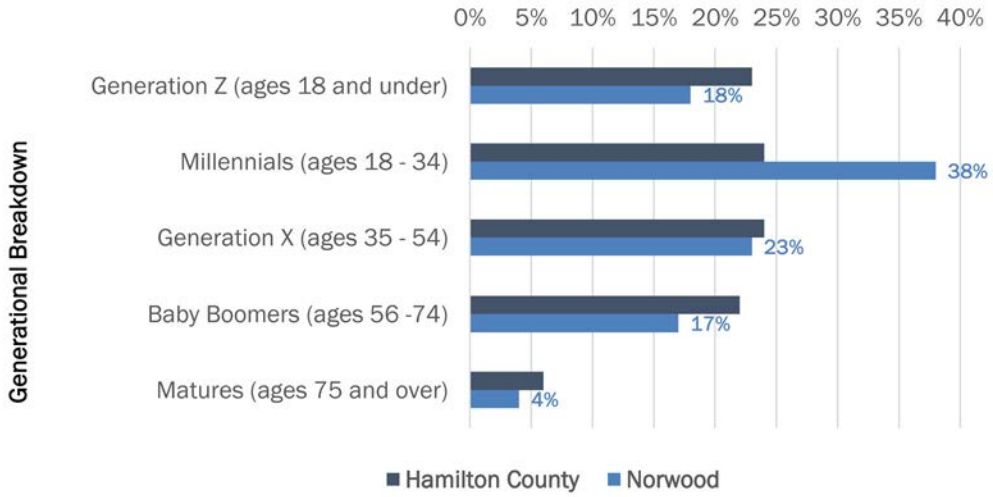
Millennials
Ages 19 - 34

Generation X
Ages 35-49

Baby Boomers
Ages 50 - 69

Matures
Ages 70 and over

Generational Breakdown in Norwood's Population: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

** Percentages represent percent of total households. Percentages may not total 100% due to rounding.*

When did households move into the community?

Household mobility data helps to understand how often households are moving into and within the community.

Most of Norwood's households moved into their homes in the past 10 years. Just over 1 in 10 households have been in Norwood for more than 30 years.



13%
Of all households moved into their home more than 30 years, or before 1990

16%
Of all households moved into their home 10 to 20 years ago, or between 2000 and 2010

62%
Of all households moved into their home within the last 10 years, or since 2010

Over the last ten years, Norwood lost more than 1,000 homeowners and the homeownership rate went from 58% in 2005-2009 to 43% in 2015-2019. Renters now make up more than half of all households in Norwood. This is due in part to the fallout from the Great Recession of 2008 and the loss of homes by owners as a result of foreclosure, but the addition of new rental units has also increase the number of renters.

Owners and Renters

43% owners

2015-2019: 3,751 owners (equals the number of owner-occupied housing units in Norwood).

2010: 4,080 owners, or 49% of all households.

2005-2009: 4,785 owners, or 58% of all households.

Norwood lost 1,034 owners in the last decade (between 2005-2009 and 2015-2019).

57% renters

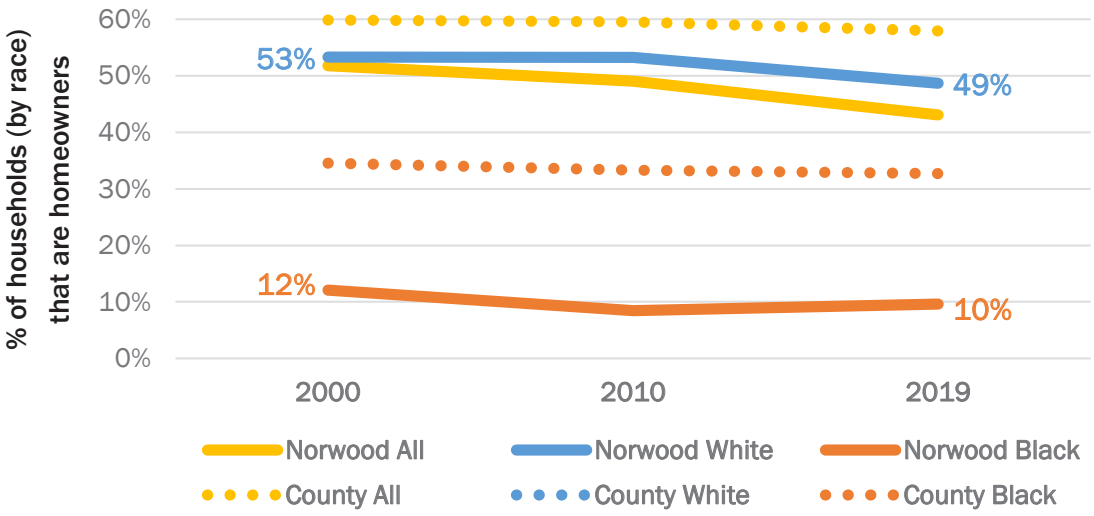
2015-2019: 4,894 renters (equals the number of renter-occupied housing units in Norwood).

2010: 4,240 renters, or 51% of all households.

2005-2009: 3,492, or 42% of all households.

Norwood gained 1,402 renters in the last decade (between 2005-2009 and 2015-2019).

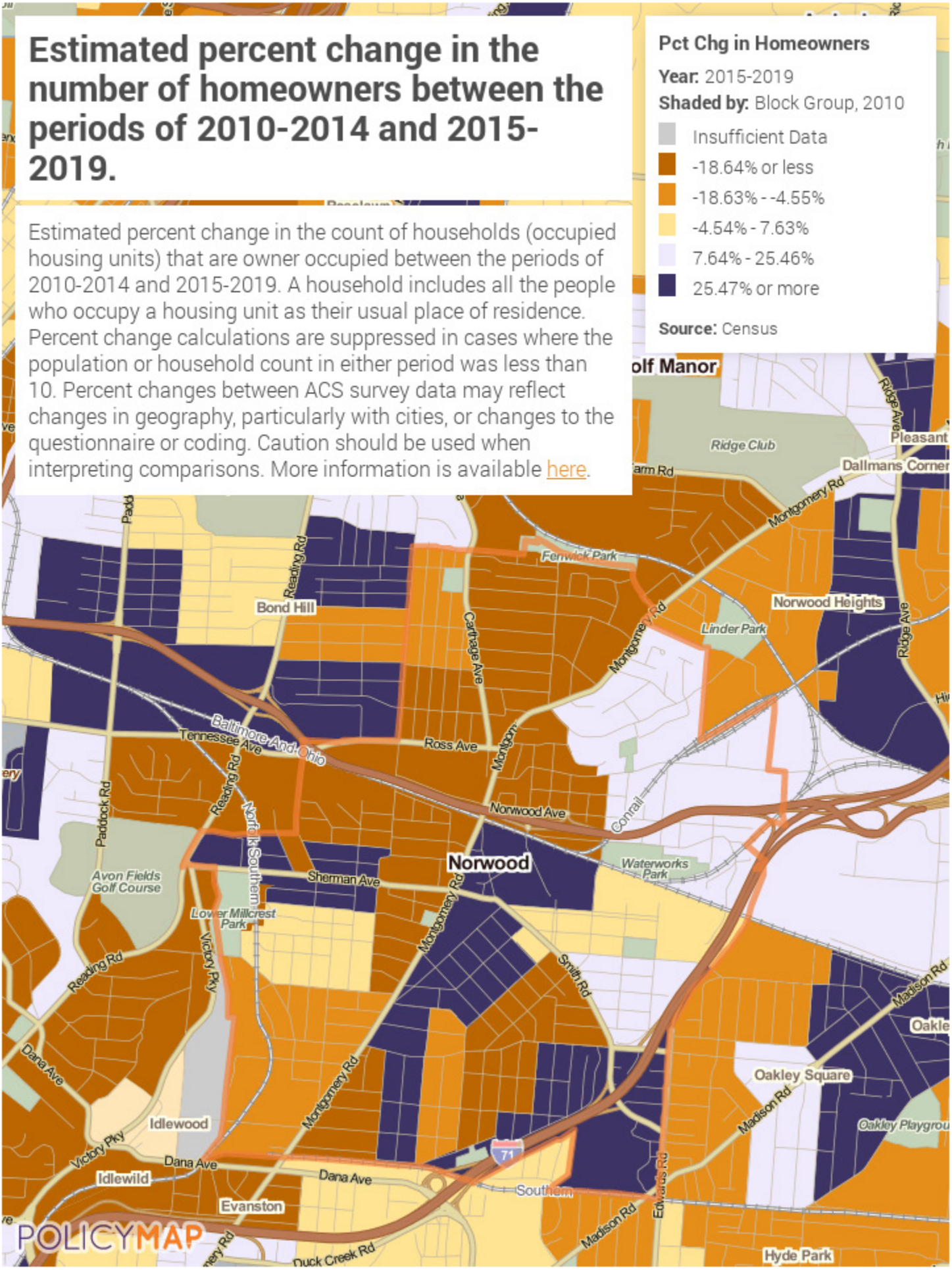
Norwood Black-White Homeownership Gap: 2000 to 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

In 2015-2019, 49% of White households were homeowners while only 10% of Black households were homeowners in Norwood.

The Black-White ownership gap in Norwood is 39 percentage points, slightly higher than the 36 percentage point gap in Hamilton County. There has been a slight decrease in both Black and White homeownership rates between 2000 and 2015-2019. There were approximately 84 Black homeowners in Norwood in 2015-2019.



Map: Norwood Change in Homeownership: 2010-2014 to 2016-2019

Norwood's Housing Stock

An analysis of the housing stock provides insights into the housing market - including the mix of unit types, age of housing, unit cost, and development trends

Norwood has 9,668 housing units

- Just over half of Norwood's housing stock is single-family homes.
- Just over a quarter of housing units are in small multi-family buildings with 3 to 19 units. Norwood has a higher share of these units as compared with the county.
- Norwood has a significantly higher share of two-family homes as compared with the county: Two-family units make up 15% of Norwood's housing stock and only 5% of units in Hamilton County.

Total Housing Units
9,668

8,645 occupied housing units = 8,645 households
1,023 vacant housing units (11% vacancy)

54% of units were in single-family homes

In 2015-2019, 5,209 units in Norwood were single-family homes (4,923 of those were single-family detached homes)

28% of units were in small multi-family buildings

In 2015-2019, 2,676 units in Norwood were in small multi-family buildings with 3 to 19 units

15% of units were in two-family homes

In 2015-2019, 1,439 units in Norwood were in buildings with two units (also called two-family homes, or duplexes)

<2% of units were in medium multi-family buildings

In 2015-2019, 174 units in Norwood were in medium multi-family buildings with 20 to 49 units

<2% of units were in large multi-family buildings

In 2015-2019, 165 units in Norwood were in large multi-family buildings with more than 50 units

Norwood Housing














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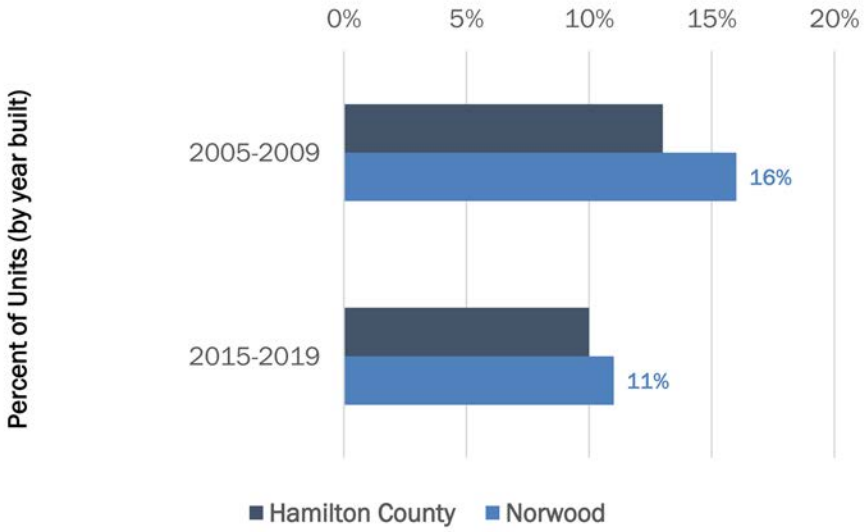






About 11% of units were vacant in 2015-2019 (5 percentage points lower than in 2005-2009). The vacancy rate is about the same as Hamilton County.

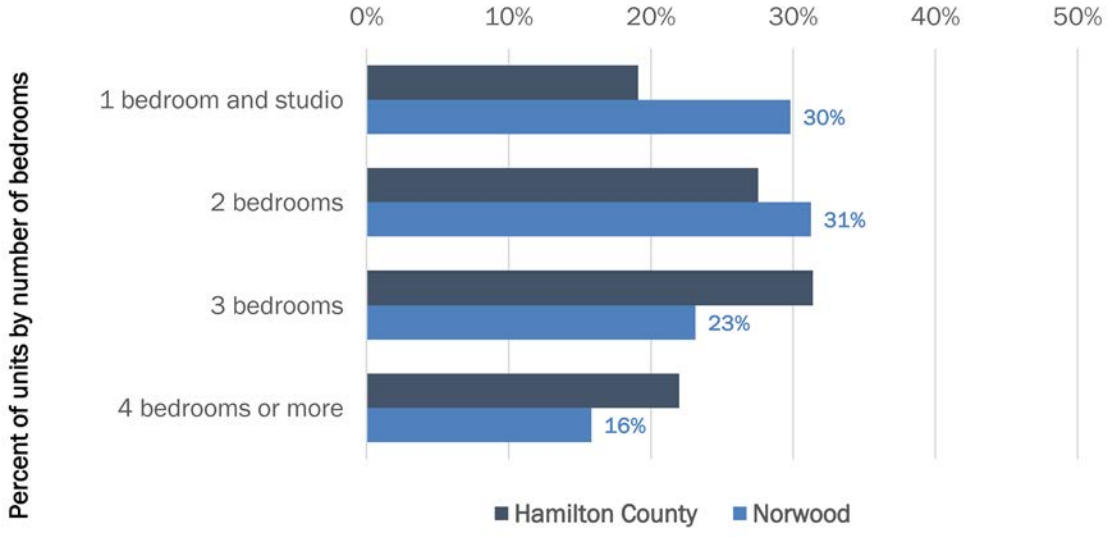
Vacant Housing Units in Norwood: 2005-2009 and 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Norwood's housing market is dominated by 1 and 2 bedroom units, with each making up about 30 percent of the market. Norwood has a smaller share of units with 3 bedrooms or more when compared with the county.

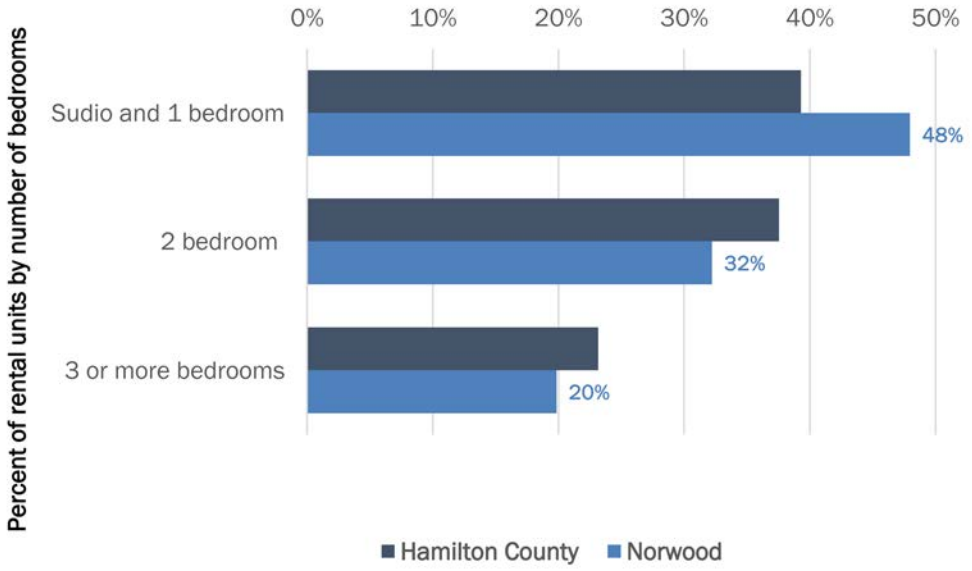
Unit Size by number of Bedrooms in Norwood: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Nearly half of all rental units have 1 bedroom (or are studios). Norwood has a larger share of 1 bedroom units as compared with the county.

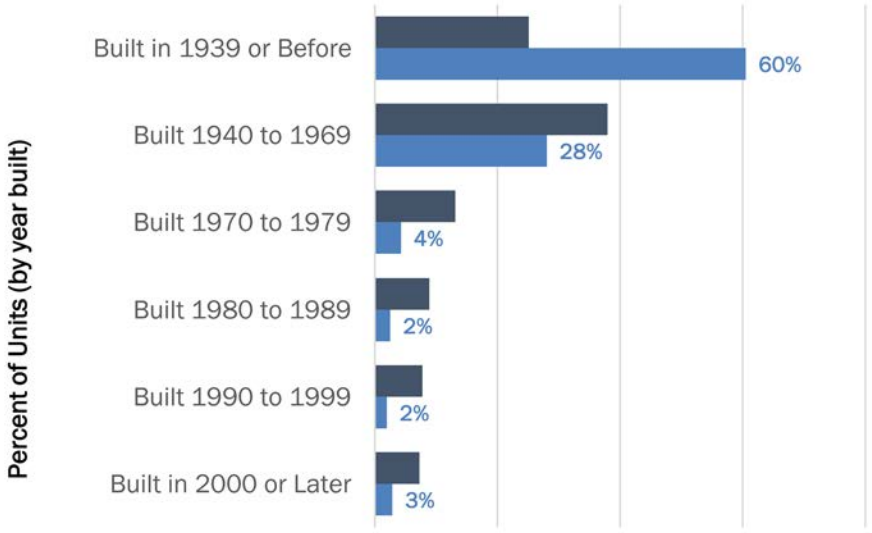
Rental Unit Size in Norwood: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

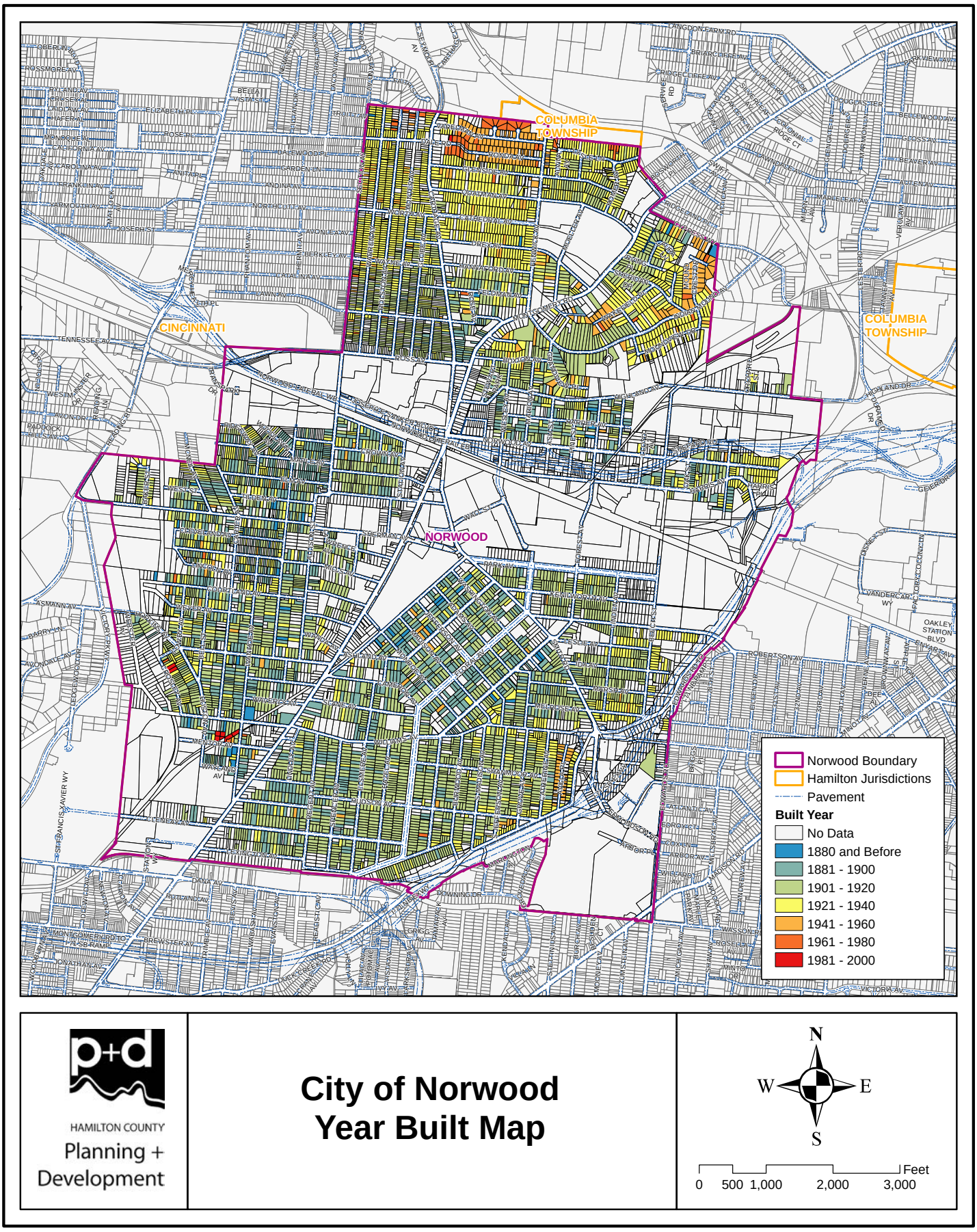
Norwood has a very old housing stock: Nearly two in three units in Norwood were built before 1940. Just under 30% of homes in Norwood were constructed between 1940 and 1970. Fewer than 10% of units in Norwood were built in the last five decades.

Age of Housing Stock in Norwood: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Map: Norwood Year Built



Home Sales in Norwood

Single-family Home Sales

$185,000
Single-family Median home sale price in 2020

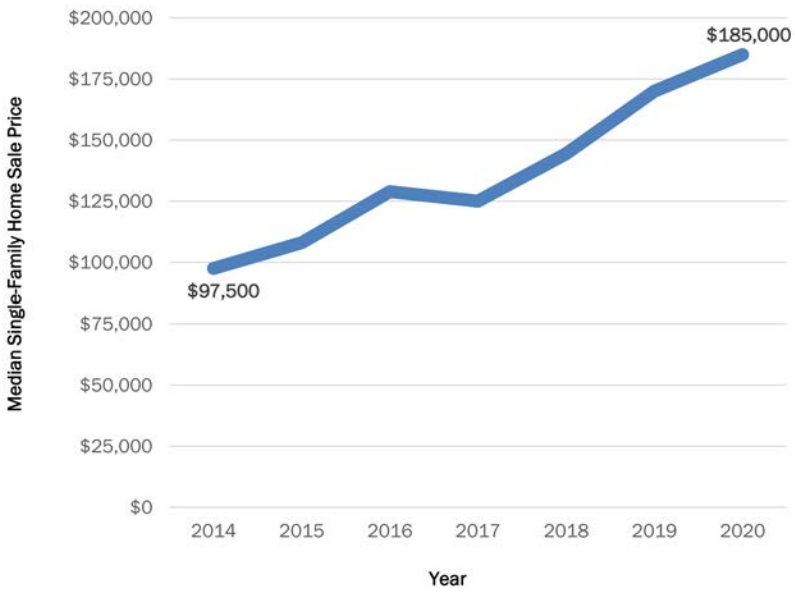
349
Single-family homes sold in 2020

The median sale price of single-family homes nearly doubled between 2014 and 2020. The number of single-family homes sold increased by 50% between 2014 and 2020.

+ $87,500
90% increase in median single-family home sale price
(2014 - 2020)

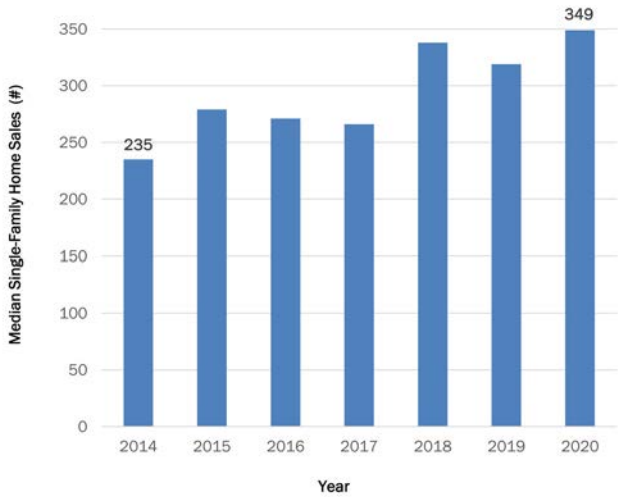
+ 114
49% increase in number of single-family homes sold
(2014 - 2020)

Median Annual Sale Price of Single-family Homes Sold in Norwood: 2014 - 2020



Source: MLS of Greater Cincinnati (January 29, 2021)

Number of Units of Single-family Homes Sold Annually in Norwood: 2014 - 2020



Source: MLS of Greater Cincinnati (January 29, 2021)

Norwood's Home Loans

For a family of 4, area median income in 2021 is $85,400. Based on the area median income:

$42,700
is 50% of area median income

$68,300
is 80% of area median income

$102,480
is 120% of area median income

Source: HUD FY 2021 Income Limits Documentation System

Mortgage Lending Summary

- 440 home loans originated in 2019 with median loan amount of $165,000 (up from median loan amounts below $120,000 between 2007and 2015).
- 293 of homes loans were for purchase; 147 were for refinance.

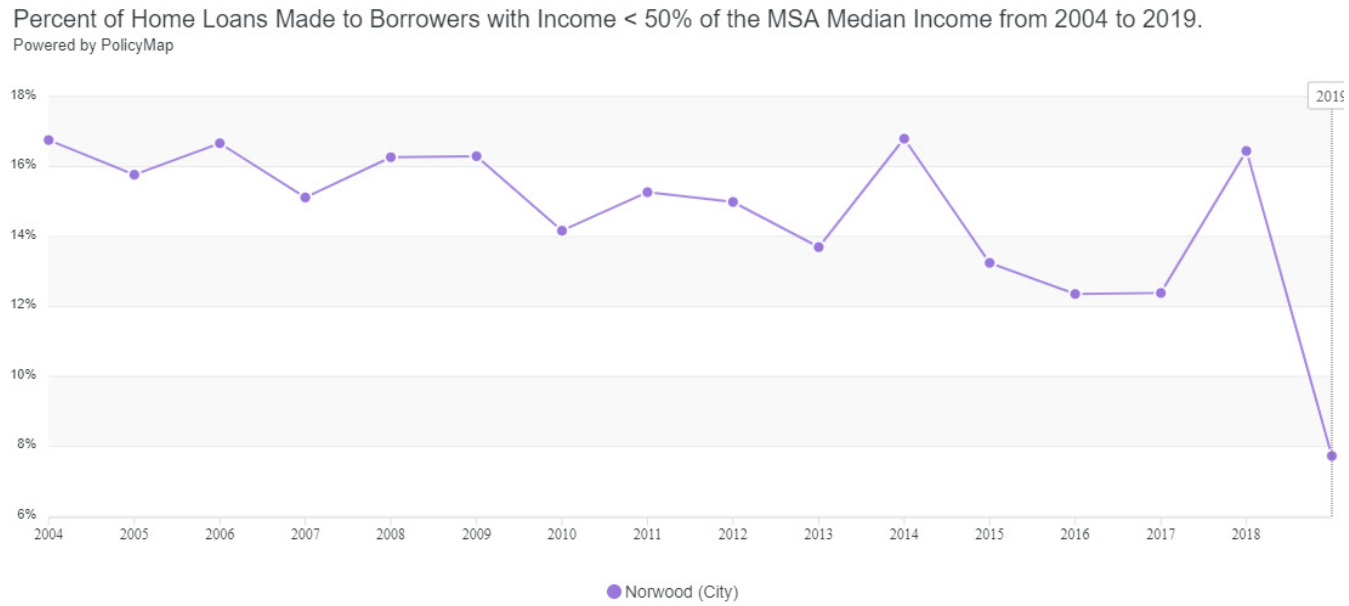
A decreasing share of loans are going to lower income borrowers while an increasing share are going to higher income borrowers (see **Appendix** for tables)

- 8% of loans went to borrowers with incomes less than 50% of area median income (compared with 10% in Ohio; 17% of loans in 2004).
- 30% of loans went to borrowers with incomes between 50% and 80% of area median income (compared with 22% in Ohio).
- 30% of loans went to borrowers with incomes between 80% and 120% of area median income (compared with 24% in Ohio).
- 30% of loans went to borrowers with incomes above 120% of area median income (compared with 40% in Ohio; 14% of loans in 2004).

Most home loans in Norwood continue to go to White borrowers

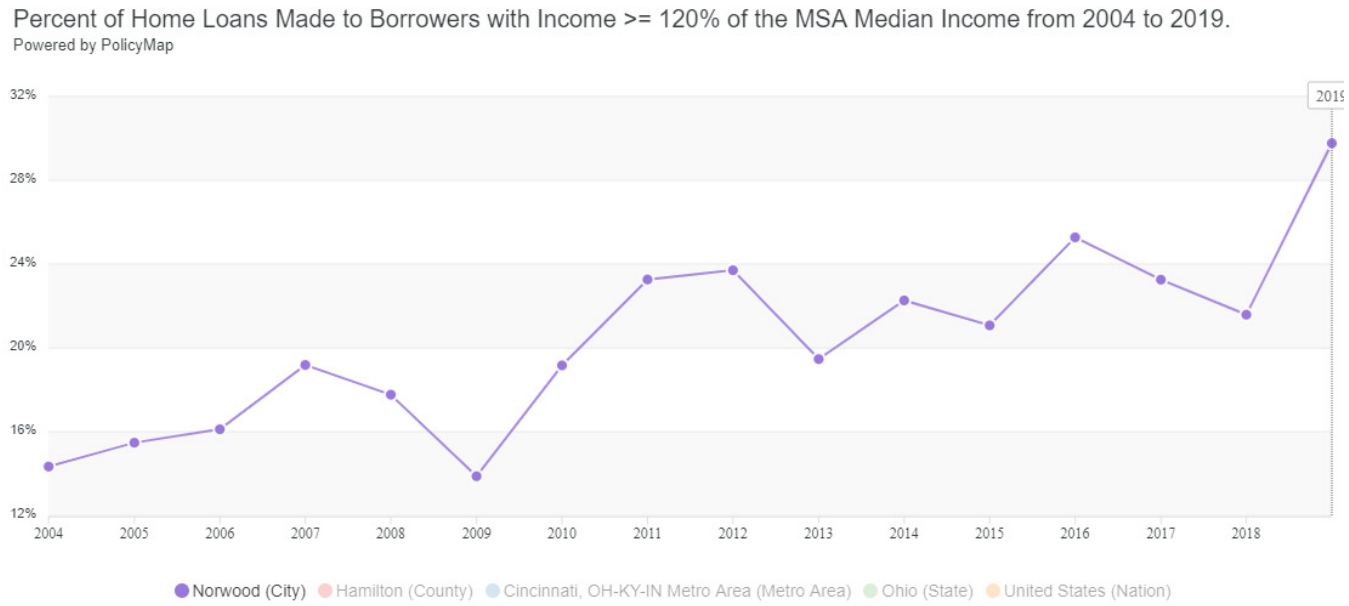
- 89% of home loans made in 2019 were to White borrowers (County: 78%); 92% of home loans made in 2010 were to White borrowers (County: 86%); 87% of home loans made in 2004 were to White borrowers (County: 76%).
- In 2019, there were only 14 home loans made to Black borrowers.
- Home loan Black applicants were more likely to be denied when compared with White applicants: 22% of home loan applications from Black applicants were denied (County: 28%); 10% of home loan applications from White applicants were denied (County: 12%).

Loans to Borrowers with Income below 50% of Area Median Income in Norwood: 2004 to 2019



Source: PolicyMap and FFIEC

Loans to Borrowers with Income above 120% of Area Median Income in Norwood: 2004 to 2019



Source: PolicyMap and FFIEC

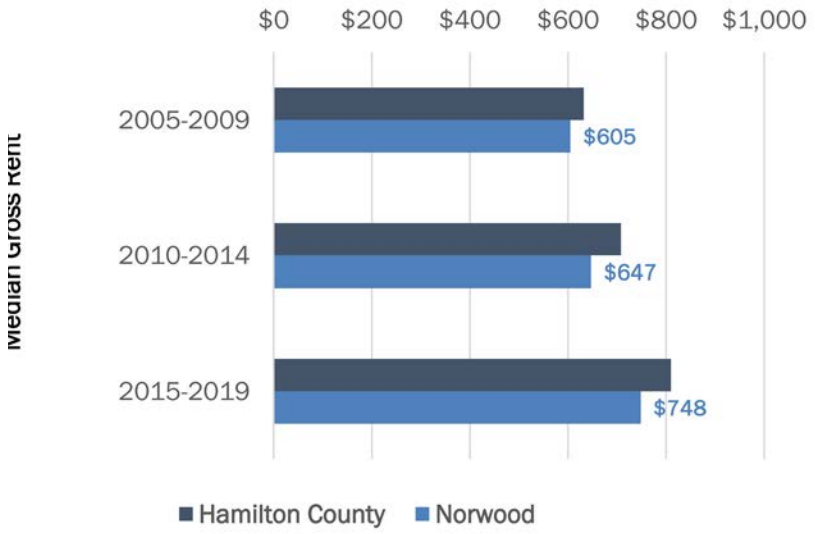
Rents in Norwood

Rents

$748
Median Gross Rent
(2015-2019)

+ $143
24% increase in median gross rent
(between 2005-2009 and 2015-2019)

Median Gross Rent (dollars) in Norwood: 2005-2009 to 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Median gross rents increased significantly from $605 to $748 between 2005-2009 and 2015-2019. CoStar data shows that multi-family rents remained fairly stable between 2016 and 2021 at $700 - $750. The occupancy rate dropped in 2020 and then rebounded in 2021, likely explained by Xavier University going to remote learning and students leaving campus during the COVID-19 pandemic. Looking at historical rental rates, rents jumped in 2014, the same year the first phase of University Station opened with student housing. Rents jumped from about $525 in 2013 to more than $650 in 2014.

* CoStar provides a comprehensive multifamily property database. CoStar reports pulled for 2021 Q2.

Household Incomes

Housing affordability is a measure both of household income and housing cost. This section highlights income.

- The income of owners is significantly higher than the income of renters: the income of homeowners was more than two times that of renters. This contributes to the disproportionate cost burden experienced by renters.
- Adjusted for inflation, the median income of renters and owners increased just over 20% between 2005-2009 and 2015-2019, significantly greater than the growth in Hamilton County (3% for owners and 5% for renters)

Household Income

$45,581

Median household income for all households in 2015-2019

Median income is lower than Hamilton County's median income of $57,212.

- 3%

Decrease in median household income between 2005-2009 and 2015-2019

An increase just higher than the 1% decrease in Hamilton County.

Owner Household Income

$77,321

Median household income for Norwood owners in 2015-2019

+ $14,306 = **+ 23%**

Increase in median household income for community owners between 2005-2009 and 2015-2019

Percent increase

Renter Household Income

$31,345

Median household income for Norwood renters in 2015-2019

+ $5,651 = **+ 22%**

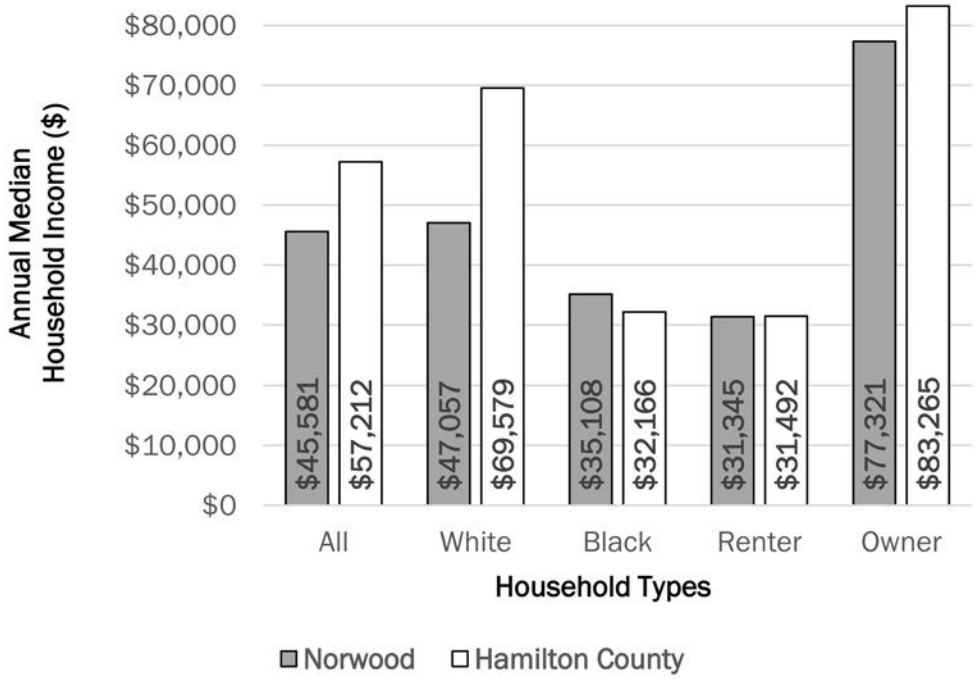
Increase in median household income for community renters between 2005-2009 and 2015-2019

Percent increase

** 2005-2009 to 2015-2019 change and percent change calculations use inflation-adjusted dollars.*

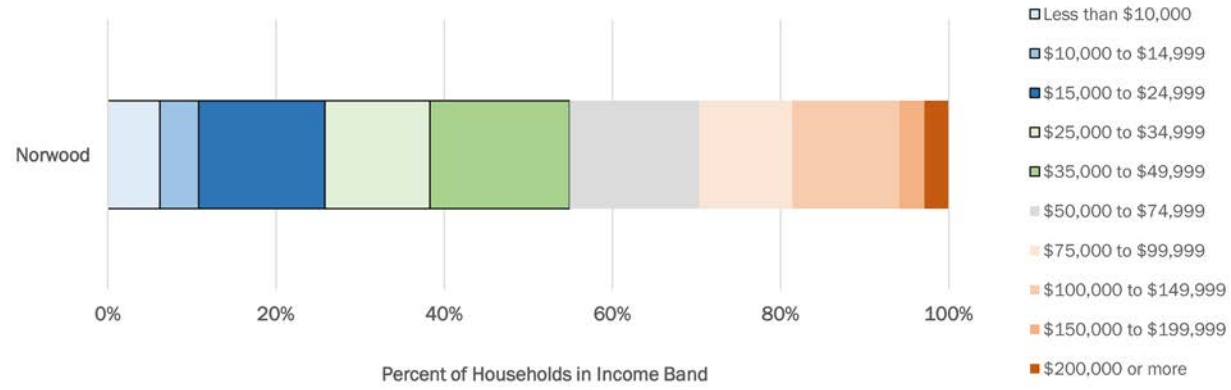
White households in Norwood have a significantly lower median income when compared with Hamilton County overall. Median household income for White households in Norwood was $22,522 less than in Hamilton County. Black household median income is slightly higher as compared with Hamilton County.

Norwood Median Household Income by Race and Household Renter-Owner Status: 2015-2019

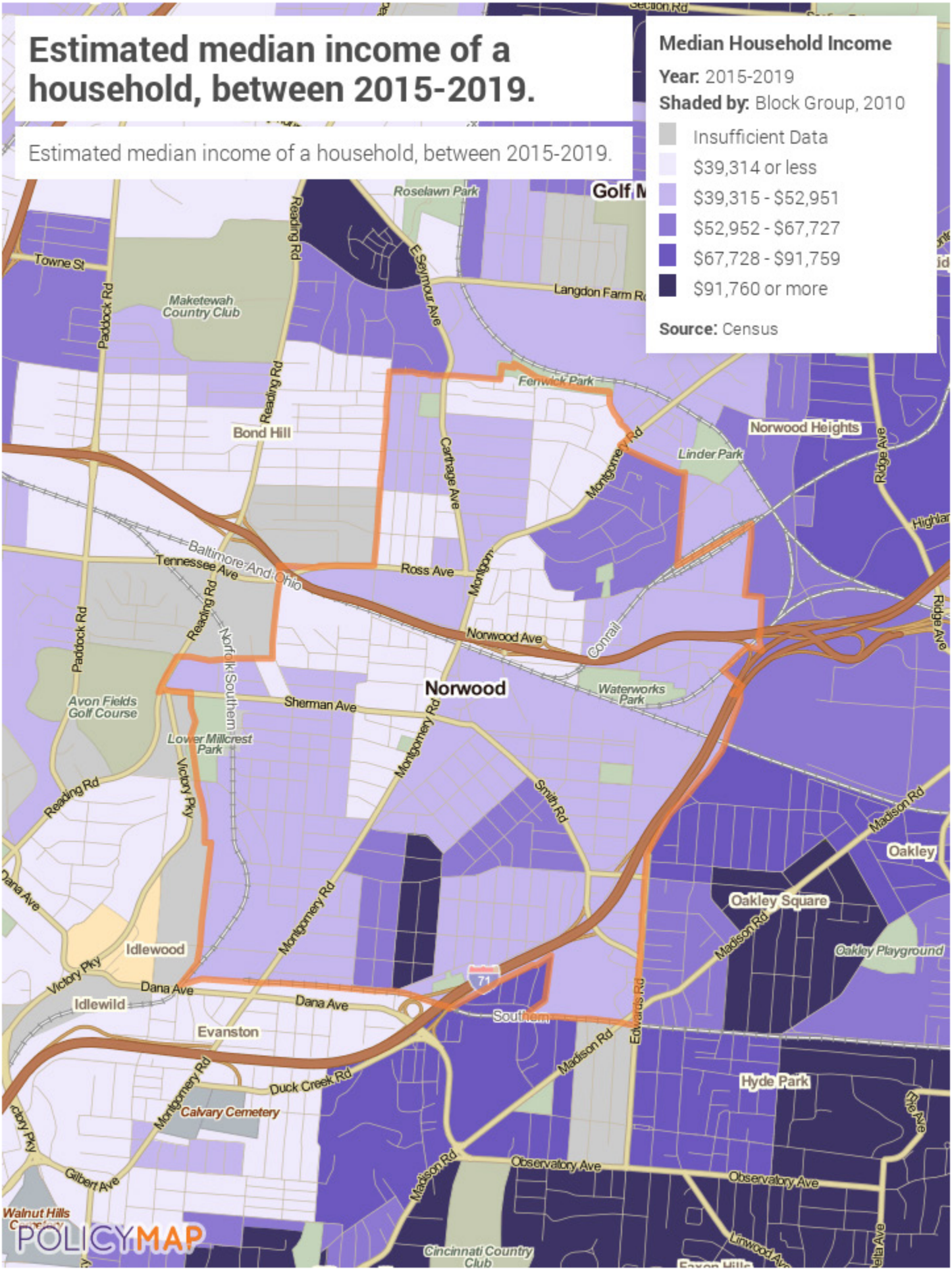


Source: U.S. Census American Community Survey 5-year estimates.

Norwood Household Income Composition: 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.



Map: Norwood Household Median Income

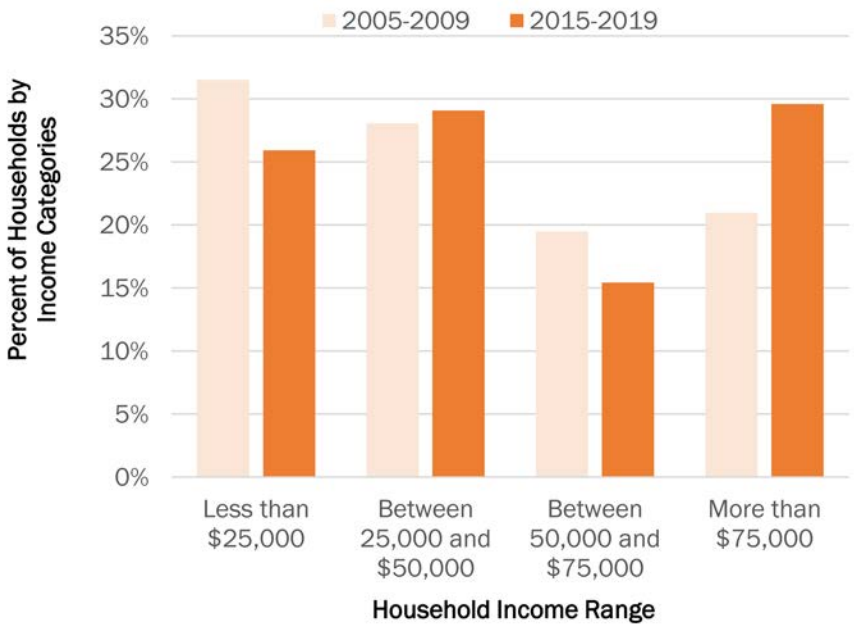
55% households make less than $50,000

Norwood experienced a significant growth in households with incomes more than $75,000 and a slight increase in households with incomes between $25,000 and $50,0000. All other income ranges experienced a decrease.

Even with the increase in highest income households, more than half of Norwood households had an income of less than $50,000 in 2015-2019. **These households making less than $50,000 are the most likely to be cost-burdened.**

As of July 2021, there were 8 subsidized housing units in Norwood. These are federally assisted rental housing units with an active subsidy (reflecting ten federally subsidized programs, as reported in the National Housing Preservation Database). In 2020, there were 224 households living in subsidized units in Norwood, including households using a Housing Choice Voucher. Under this program, eligible families are responsible for finding a housing unit and families generally pay 30% of their monthly adjusted gross income for rent and utilities. The number of households living in subsidized units changes as families with vouchers move in and out of the community.

Income Categories in Norwood: 2005-2009 and 2015-2019



** Income categories are based on nominal incomes in each year and are not adjusted for inflation.*

Source: U.S. Census American Community Survey 5-year estimates.

Housing Affordability

Households at any income can be cost-burdened.

Cost burden takes into account how much of a household's income is spent on housing costs.

The following pages will detail how Norwood residents experience cost burden.

Renters or owners are **cost-burdened when housing costs are more than 30% of household income**. Renter housing costs include the cost of utilities (electricity, gas, water, and sewer). Owner housing costs include all mortgage principal payments, interest payments, real estate taxes, property insurance, homeowner fees, condo or coop fees and utilities.

Renters or owners are **severely cost-burdened when housing costs are more than 50% of household income**.

2,953 households are cost-burdened

(or 34% of all households in Norwood)

Cost-burdened households spend more than 30% of household income on housing costs.

- **23% of cost-burdened households are homeowners.**
- **77% of cost-burdened households are renters.**
- **45% of cost-burdened households have incomes less than $20,000.**
- **50% of cost-burdened households have incomes between $20,000 and $50,000.**

1,421 households are severely cost-burdened

(or 16% of all households in Norwood)

Severely cost-burdened households spend more than 50% of household income on housing costs.

Affordability for Norwood Renters

Renter Income

$31,345

Median household income for all renters in 2015-2019

$784 per month

Based on 30% of a monthly adjusted gross income of $2,612, a renter would need to spend less than $784 per month for rent plus utilities for their home to be considered affordable and for them to not be cost-burdened.

2,277

Norwood renters spend more than 30% on housing costs

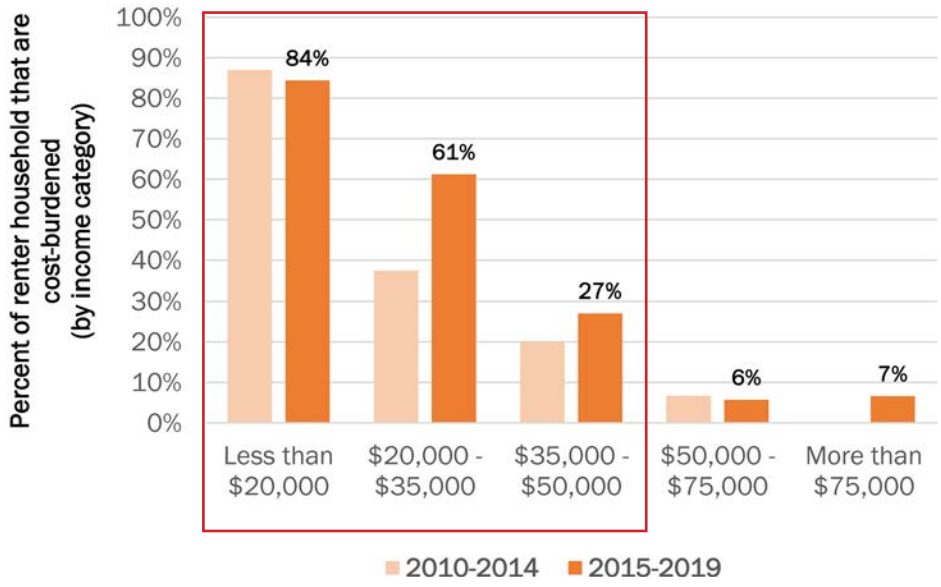
47% of all renters are cost-burdened

1,147

Norwood renters spend more than 50% on housing costs

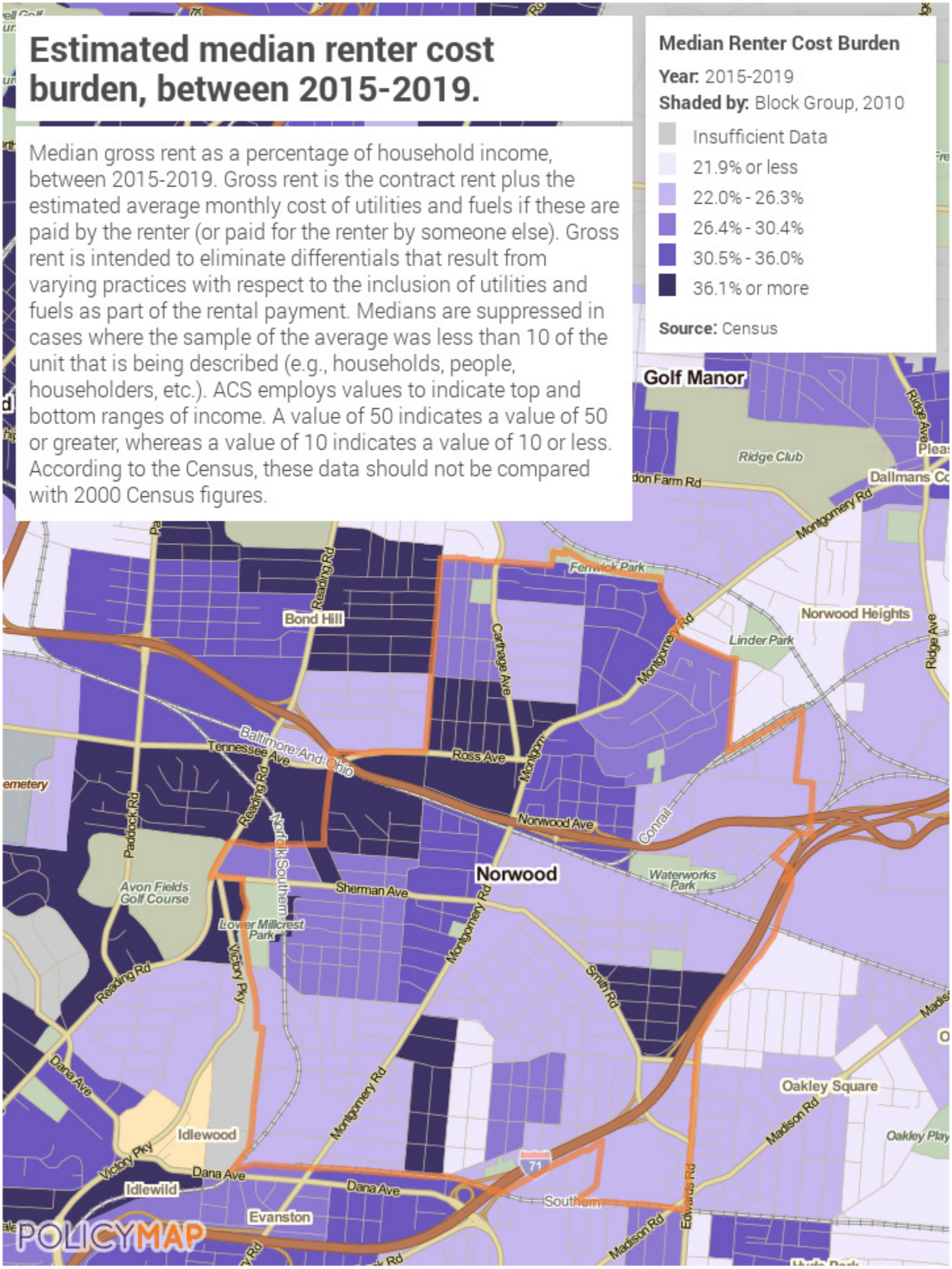
23% of all renters are severely cost-burdened

Share of Renters that are Cost-burdened by Income in Norwood: 2010-2014 and 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Renters with the lowest incomes are most likely to experience cost burden. Renters with incomes between $20,000 and $35,000 are significantly more likely to be cost burdened now as compared with five years ago. Notably, nearly two-thirds of renters with an income between $25,000 and $50,000 experienced cost burden in 2015-2019, a significant increase from 2005-2009.



Map: Norwood Cost-Burdened Renters

Affordability for Norwood Homeowners

Owner Income

$77,321

Median household income for all owners in 2015-2019

$1,933 per month

Based on 30% of a monthly adjusted gross income of $6,443, an owner would need to spend less than $1,933 per month for rent plus utilities for their home to be considered affordable and for them to not be cost-burdened.

676

Norwood owners spend more than 30% on housing costs

18% of all owners are cost-burdened

274

Norwood owners spend more than 50% on housing costs

7% of all owners are severely cost-burdened

Affordability for Norwood Households Over Age 65

Although most cost-burdened households (both renters and owners) are under age 65, a significant portion of owner households over age 65 are spending more than 30% of their household income on housing costs. Both renters and owners over age 65 in Norwood are more likely to be cost-burdened as compared with renters and owners over age 65 in Hamilton County overall.

Renters: There are a total of 483 renter households over age 65: 59% of those renter households over age 65 (287) are cost-burdened, higher than 55% in Hamilton County overall.

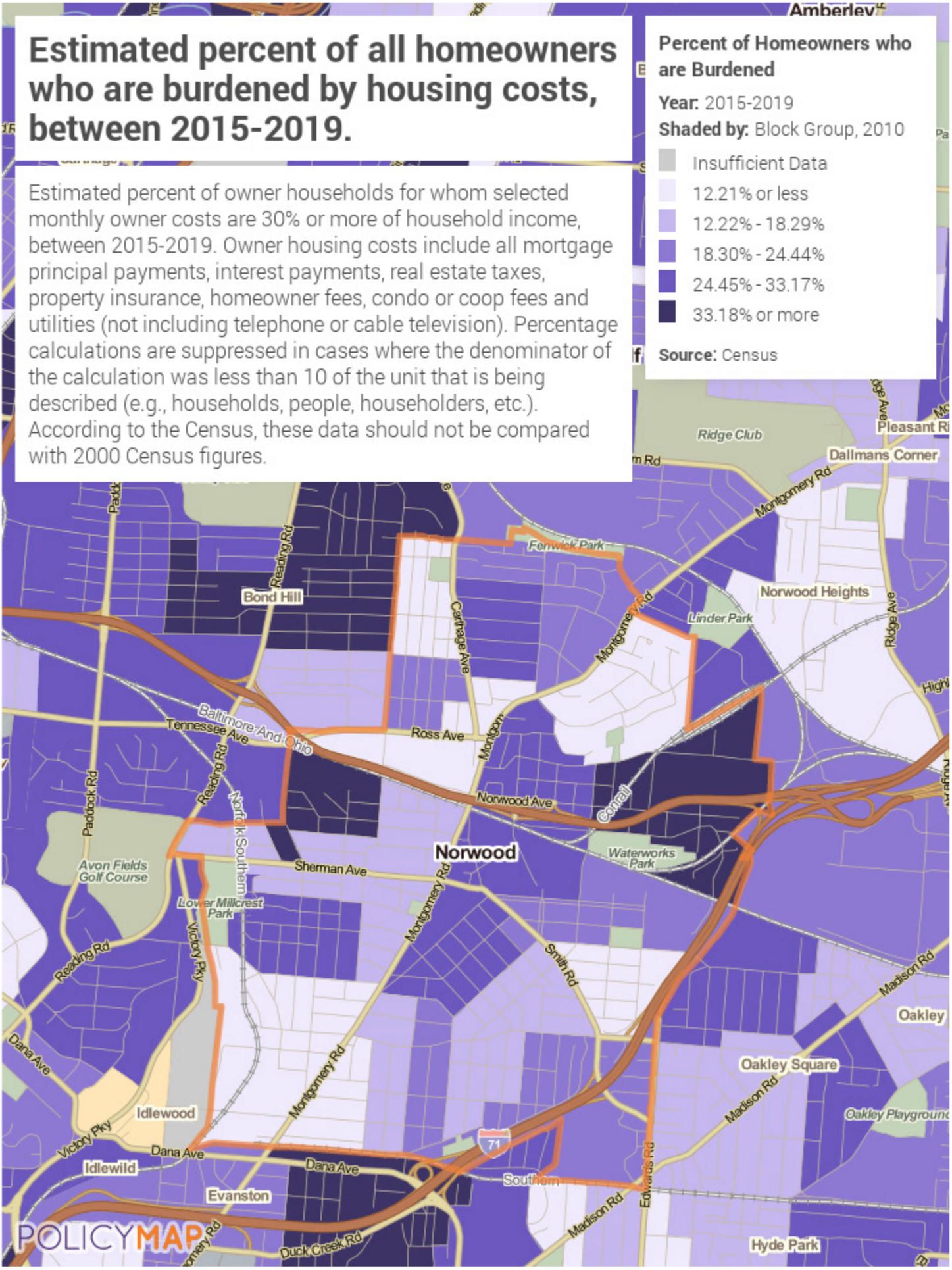
Owners: There are a total of 978 owner households over age 65: 32% of those owner households over age 65 (314) are cost-burdened, higher than 27% in Hamilton County overall.

Renters

Renters Under Age 65	**1,990** Renters under age 65 are cost-burdened	87% of all cost-burdened renters are under age 65
Renters Over Age 65	**287** Renters over age 65 are cost-burdened	13% of all cost-burdened renters are over age 65

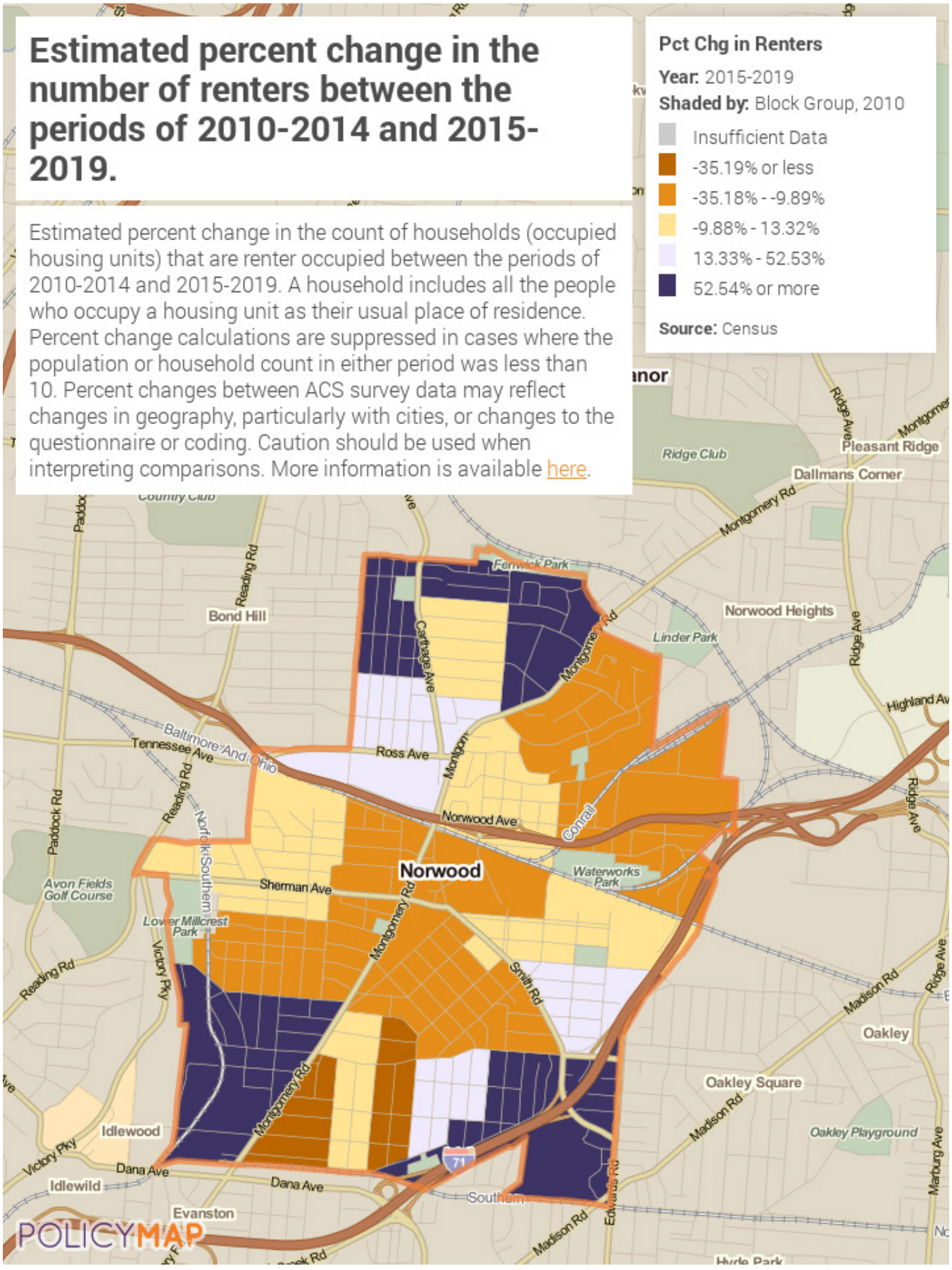
Owners

Owners Under Age 65	**362** Owners under age 65 are cost-burdened	54% of all cost-burdened owners are under age 65
Owners Over Age 65	**314** Owners over age 65 are cost-burdened	46% of all cost-burdened owners are over age 65



Map: Norwood Cost-Burdened Homeowners

Map: Change in Renters in Norwood: 2010-2014 to 2015-2019



Source: U.S. Census American Community Survey 5-year estimates.

Norwood Recommendations

Norwood is seeing very strong housing value appreciation and is attracting residential investment capital from developers and individual homeowners who are making improvements to their homes. These trends speak to the desirability of the historic housing stock in Norwood, its great central location, and the walkability of the community. It is also part of a much larger trend in the region and across the country of very low supply of housing available for sale. To ensure Norwood continues to have housing opportunities for long-time Norwood families along with those new to the community, the following recommendations are designed to guide the market in ways that will maximize the overall benefit to the community and ensure this current climate for investment results in a Norwood that is sustainable and benefits all members of the community.

The recommendations address the central problems of dropping homeownership, rising home prices, and significant cost burden by increasing the number of housing units available in Norwood and enhancing the different kinds of housing available to better serve seniors, empty nesters, new families, people with different income levels, and those who have lived in Norwood and want to stay here. See **Development Opportunities Map** for the location of key recommendations.

1 Encourage a wider range of housing product types.

- Identify opportunities to support housing for low- and moderate- income households is available in Norwood, especially with new developments, including housing for seniors on a fixed/limited income.
- Research and target a “fair share” demographic – housing profile that reflects City’s and County’s characteristics.
- Create and implement mandated or minimum inclusionary or workforce housing policies in the Zoning Ordinance – either as stand-alone, or coupled with density or gross floor area bonuses.
- Modify the City’s Zoning Planned Unit Development (PUD) provisions for more affordable housing units, with or without density or gross floor area bonuses.
- Consider the use of ancillary dwelling units, granny-flats, and secondary dwelling units to promote intergenerational options well and preserve a level of affordability. These are currently prohibited per S. 1151.24, and 1136.02.a (RMX Zone).

- Enhance mixed-use provisions of the zoning code. Existing commercial - office zoning districts allow for mixed use. Consider mandating or creating a minimum requirement for mixed-use to increase the housing supply in Norwood.
- Consider use of the Community Reinvestment Area (CRA) tax credit for in-fill and rehab opportunities to increase housing supply. Norwood has successfully used the Community Reinvestment Act (CRA) tax credit to encourage rehabilitation of its housing stock. In the ten years between 2012 and 2021 there have been 188 credits awarded (source City of Norwood). Most recipients have made significant repairs to historic homes in the community, often taking property that had been divided into multiple units back to its original single-family status, and improving property values as a result. As these renovations have taken place they have also reduced the amount of affordable housing in the community as a by-produce of these renovations. Moving forward it may be appropriate to encourage renovation of two- and three-family, and smaller apartment buildings using the CRA tool to maintain some level of affordability for current Norwood residents. This will target housing stock that is already in the community and encourage reinvestment in the same way that the CRA has been successfully used for single-family housing in the past.
- Fast-track applications and waive permit fees for affordable dwelling units.
- Streamline permitting for in-fill and rehabilitation projects.

2 Create a network of support for families in Norwood.

- Ensure that American Rescue Plan Act (ARPA) and other federal recovery funds are deployed to support housing and supportive services in Norwood, including mortgage assistance.
- Norwood Schools, Norwood Health Department, Norwood Together, regional social service providers, Coalition for a Drug Free Norwood, and Lydia's House should coordinate to keep Norwood families connected to the services they need and help with referrals when families need additional supports.

3 Maximize limited redevelopment sites for community benefit.

- Focus on Montgomery Road Corridor for higher density, mixed use, mixed-income housing.
    - Rezone along Montgomery Road consistent with the Montgomery Road Corridor Study to signal intent for new uses and to encourage redevelopment.
    - Ensure redevelopment sites connect appropriately to the existing City circulation system - including the connection between streets, sidewalks, and trails - and where appropriate, buildings front on existing streets.

- Ensure regulatory framework for these sites includes appropriate public input.
    - Zoning designations should include clear intent, land use and building spacing, massing, parking, buffering, and green space requirements.
    - Consider overlay zoning that protects sites that are currently zoned Planned Zoning Development (PUD) and have no preliminary plans for development.

4 Continue to enhance walkability and connectivity in Norwood.

- Provide adequate sidewalks and pedestrian safety measures along Montgomery Road (particularly east/west crossings).
- Connect parks, schools and other gathering places are with sidewalks.
- Connect Norwood businesses and community assets to the Wasson Way Bike trail.

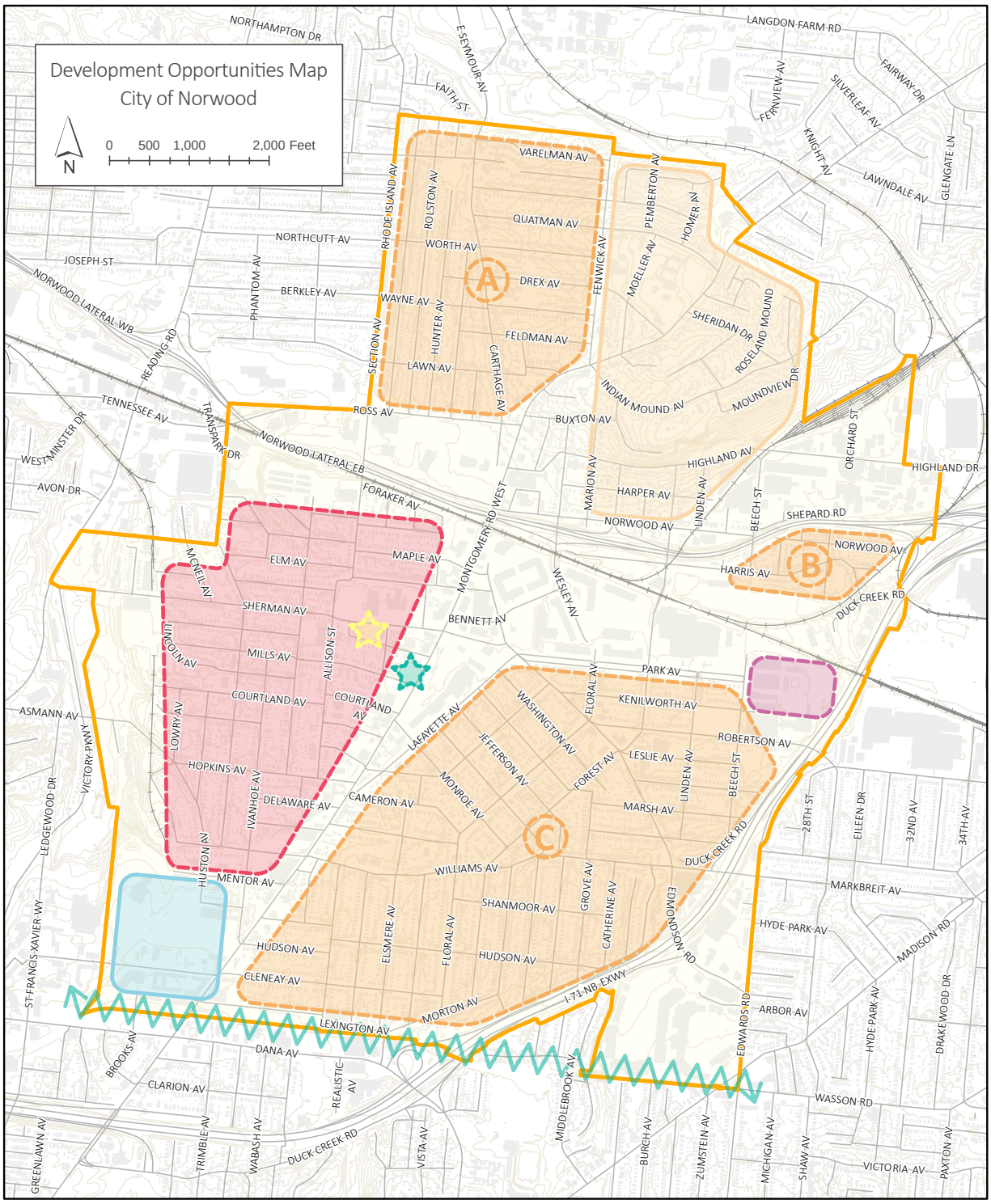
5 Develop standard incentive packages that can then be negotiated in a timely manner depending on the public benefit of each project.

- Ensure Norwood School District is engaged in incentive discussions.

6 Target code enforcement to address poor residential property conditions.

- Provide enhanced code enforcement along with a fund to support homeowners who cannot afford to make needed home improvements.
- Targeted code enforcement to address small multi-family properties could improve appearance and livability of those units.

Map: Norwood Development Opportunities



Basemap Legend

- Norwood Boundary
- Buildings
- University Zone
- Strong Character Residential
- Streets
- Railroads
- Contours
- Wasson Way Trail

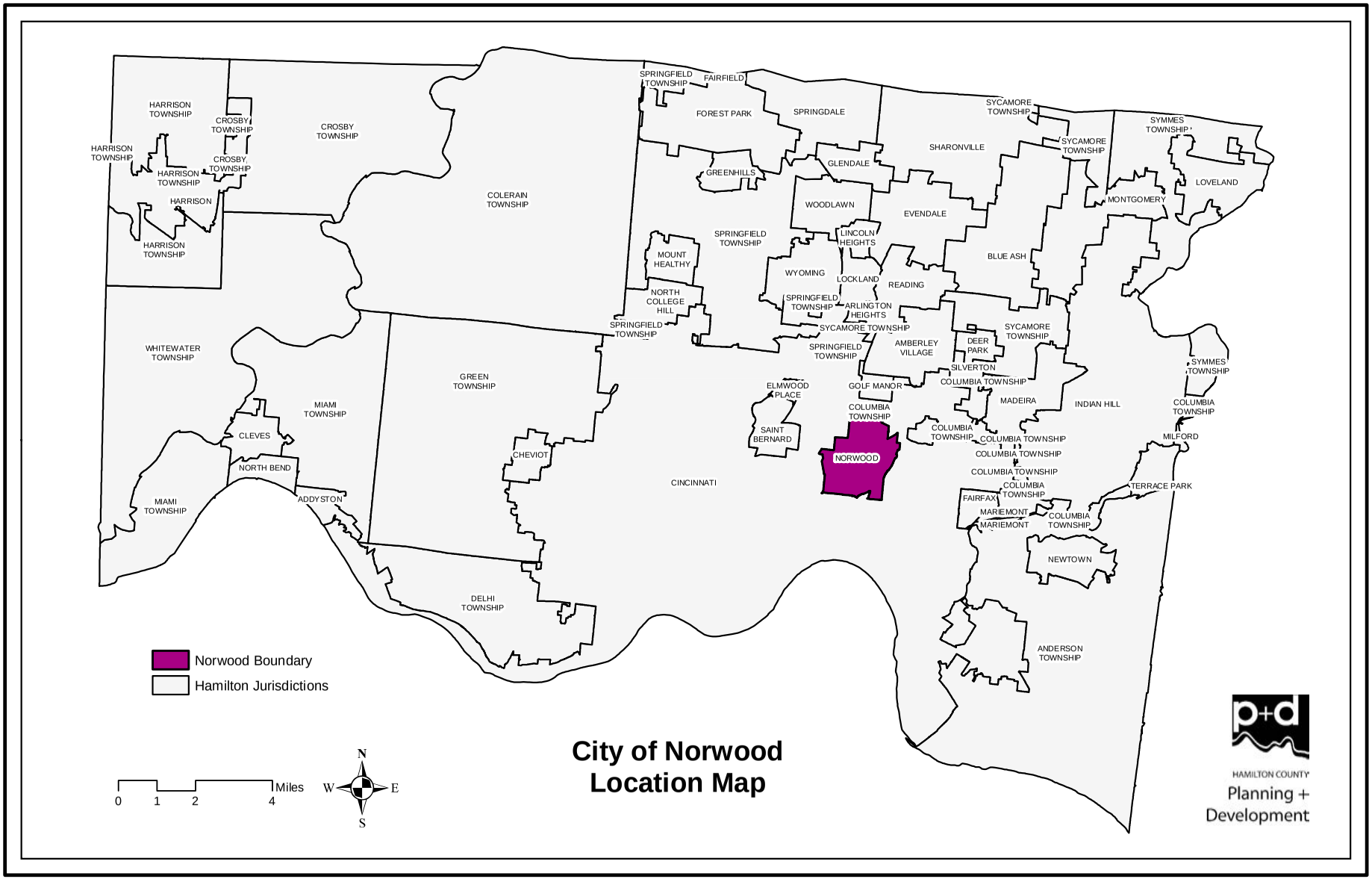
Development Opportunities

- Ⓐ Target code enforcement; explore potential small scale redevelopment opportunities
- Ⓑ Target code enforcement; support improved condition for low-income housing
- Ⓒ Preserve single-family historic character; encourage renovation of 2-3 families as affordable housing
- Factory 52 development site
- Target code enforcement; seek obsolete commercial building redevelopment opportunities
- Promote residential redevelopment anchor around YMCA
- Improve Victory Park anchor

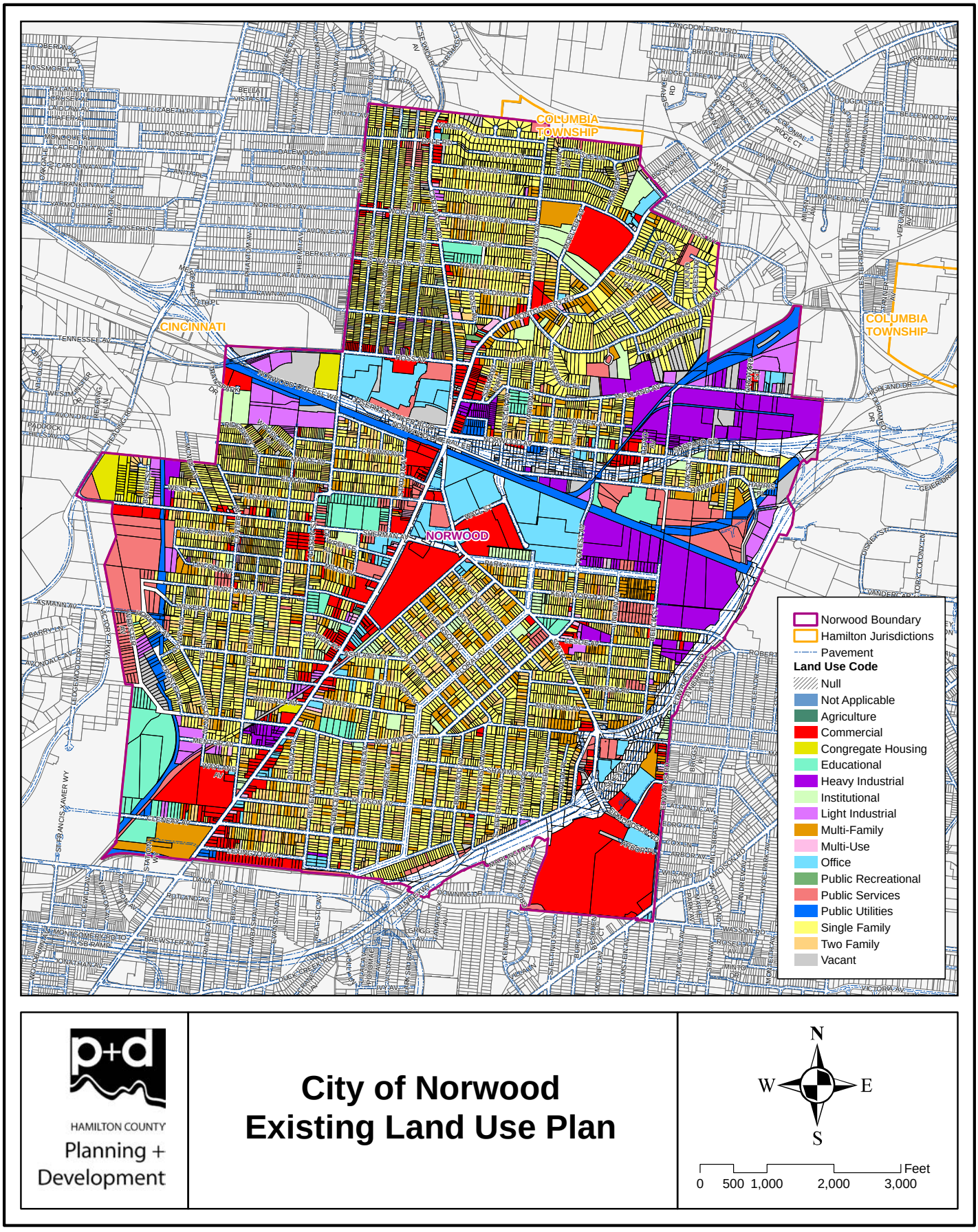
Appendix

Source: MLS of Greater Cincinnati (January 29, 2021)

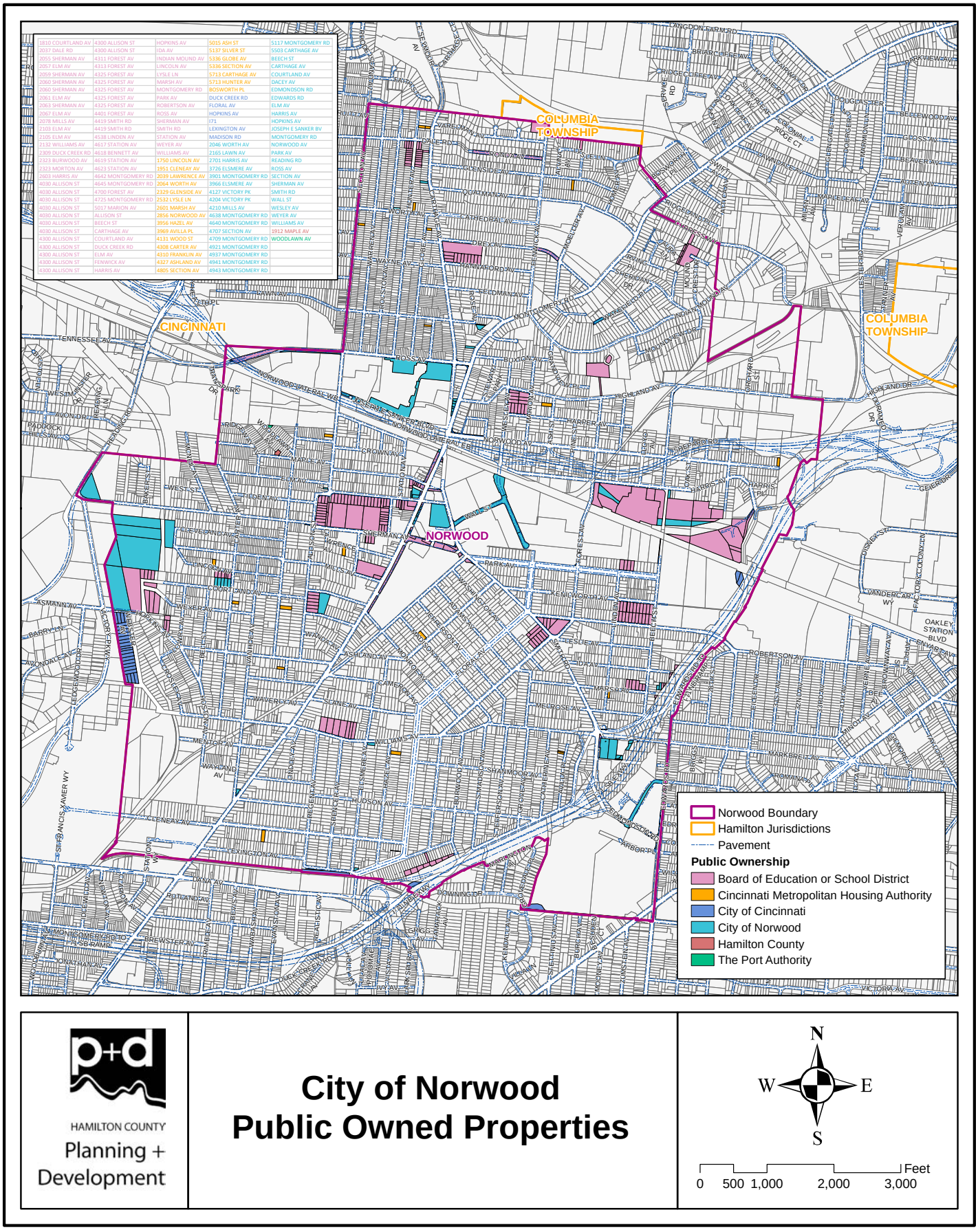
Map: Norwood Location



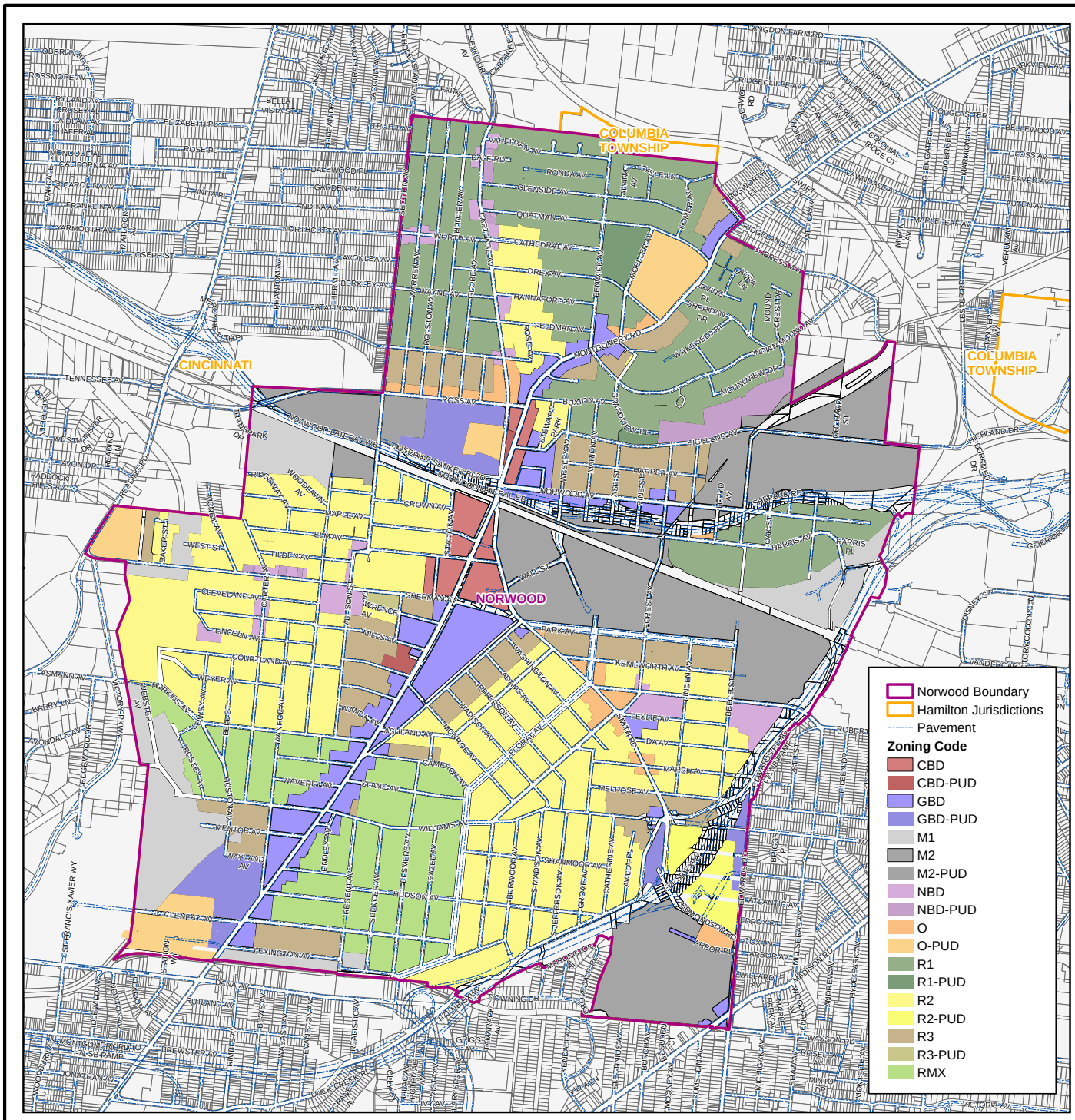
Map: Norwood Existing Land Use



Map: Norwood Publicly-owned Properties



Map: Norwood Existing Zoning



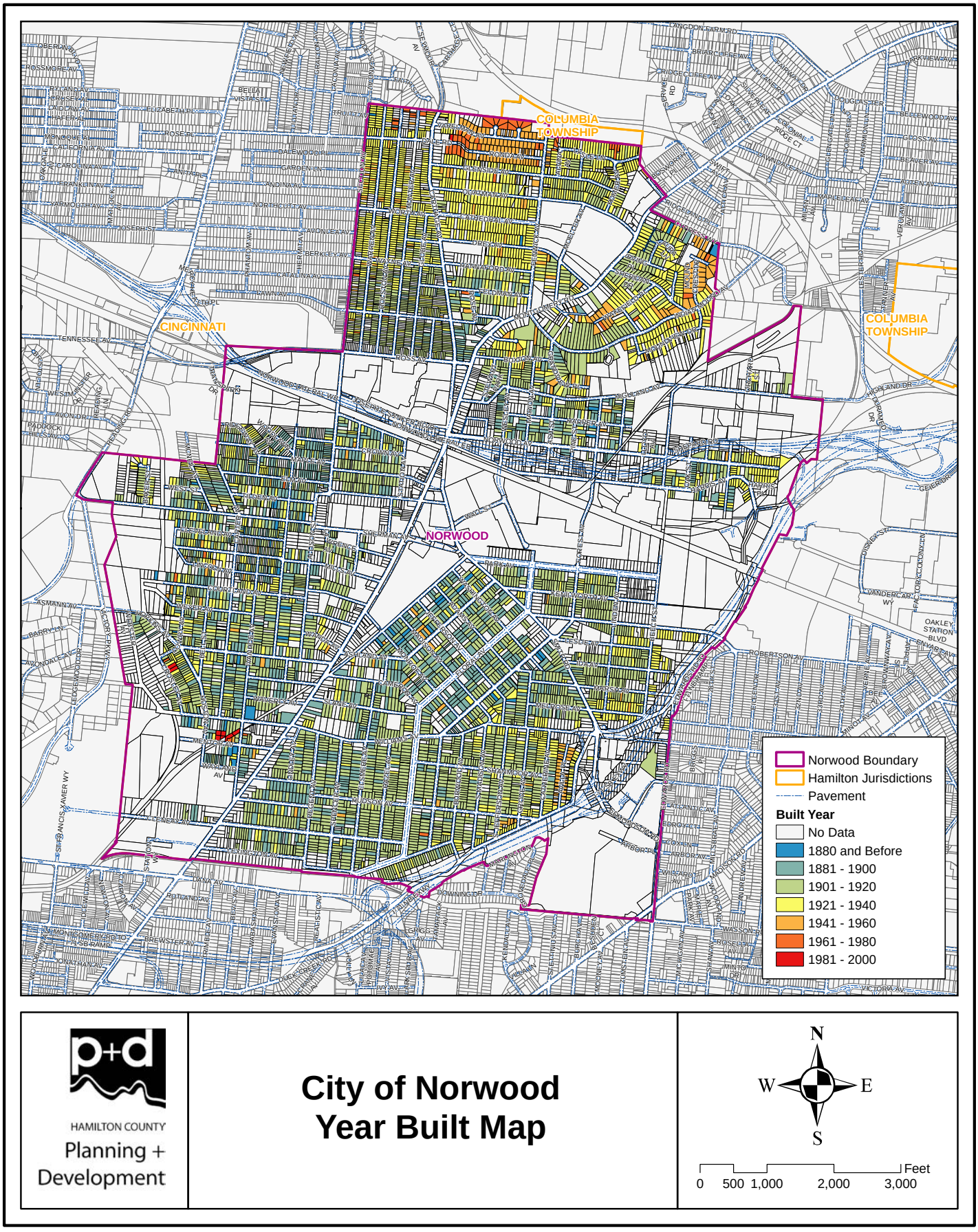
HAMILTON COUNTY
Planning + Development

City of Norwood
Existing Zoning Map

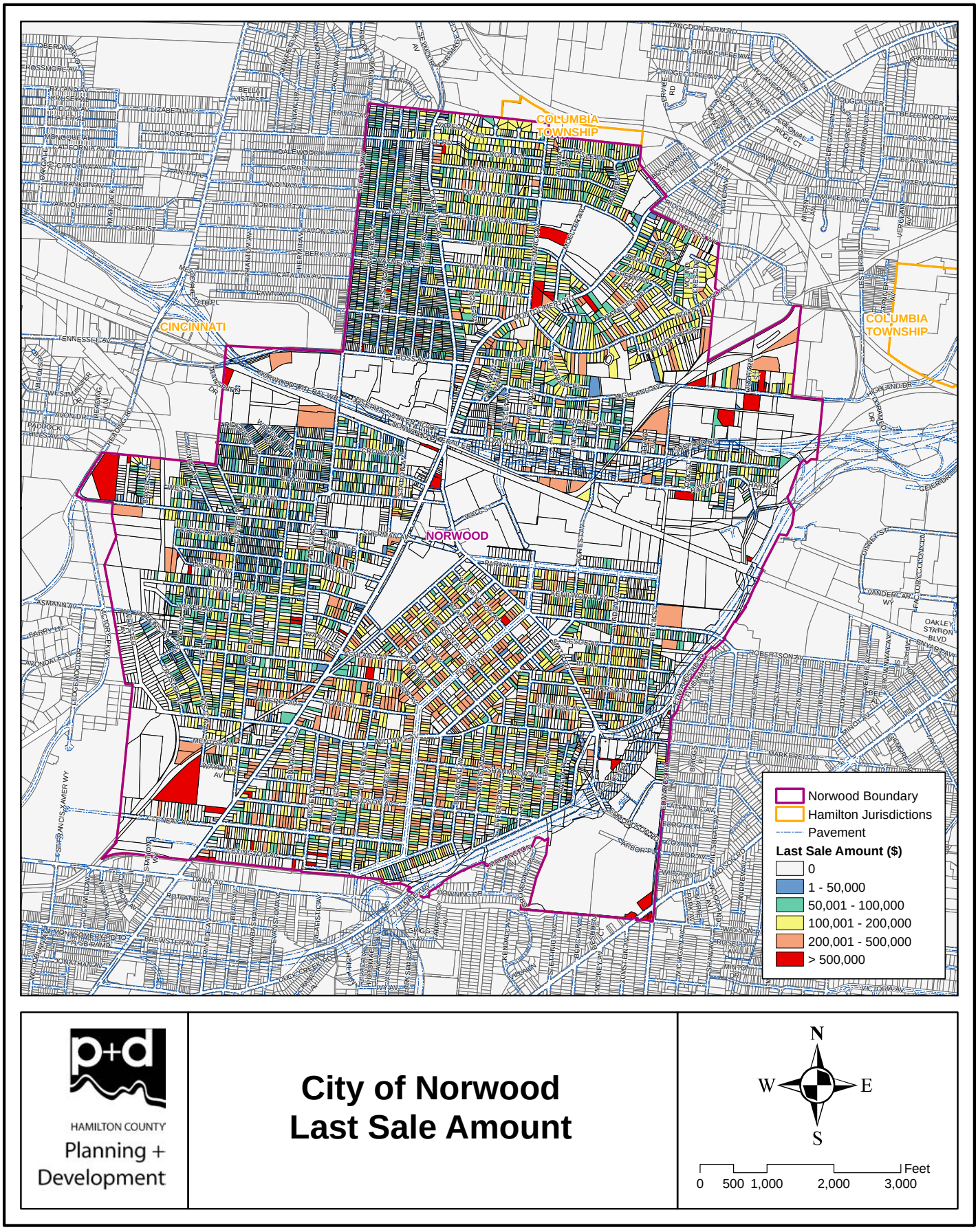
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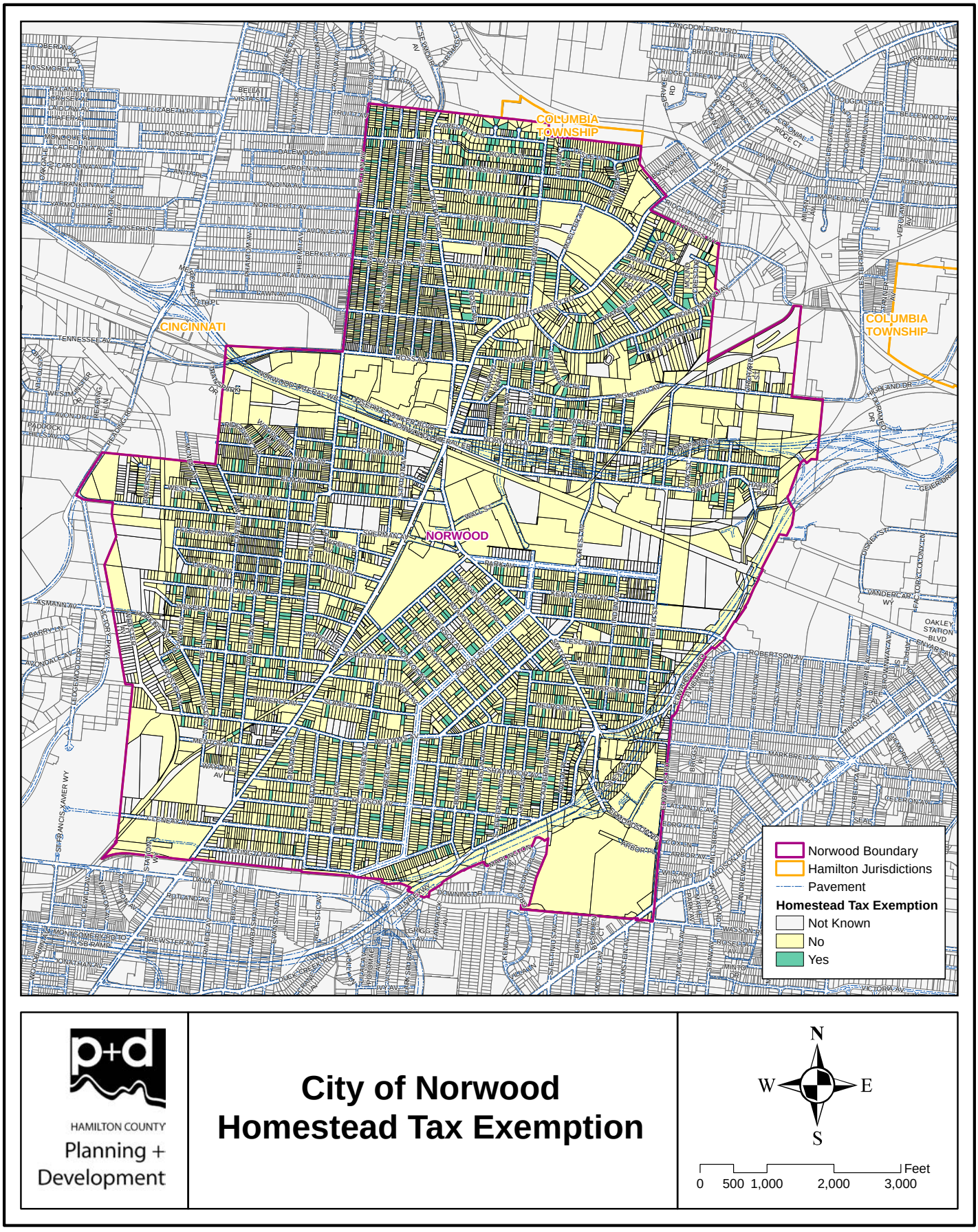
Map: Norwood Year Built



Map: Norwood Last Sale Amount (including residential and all land uses)



Map: Norwood Homestead Tax Exemption



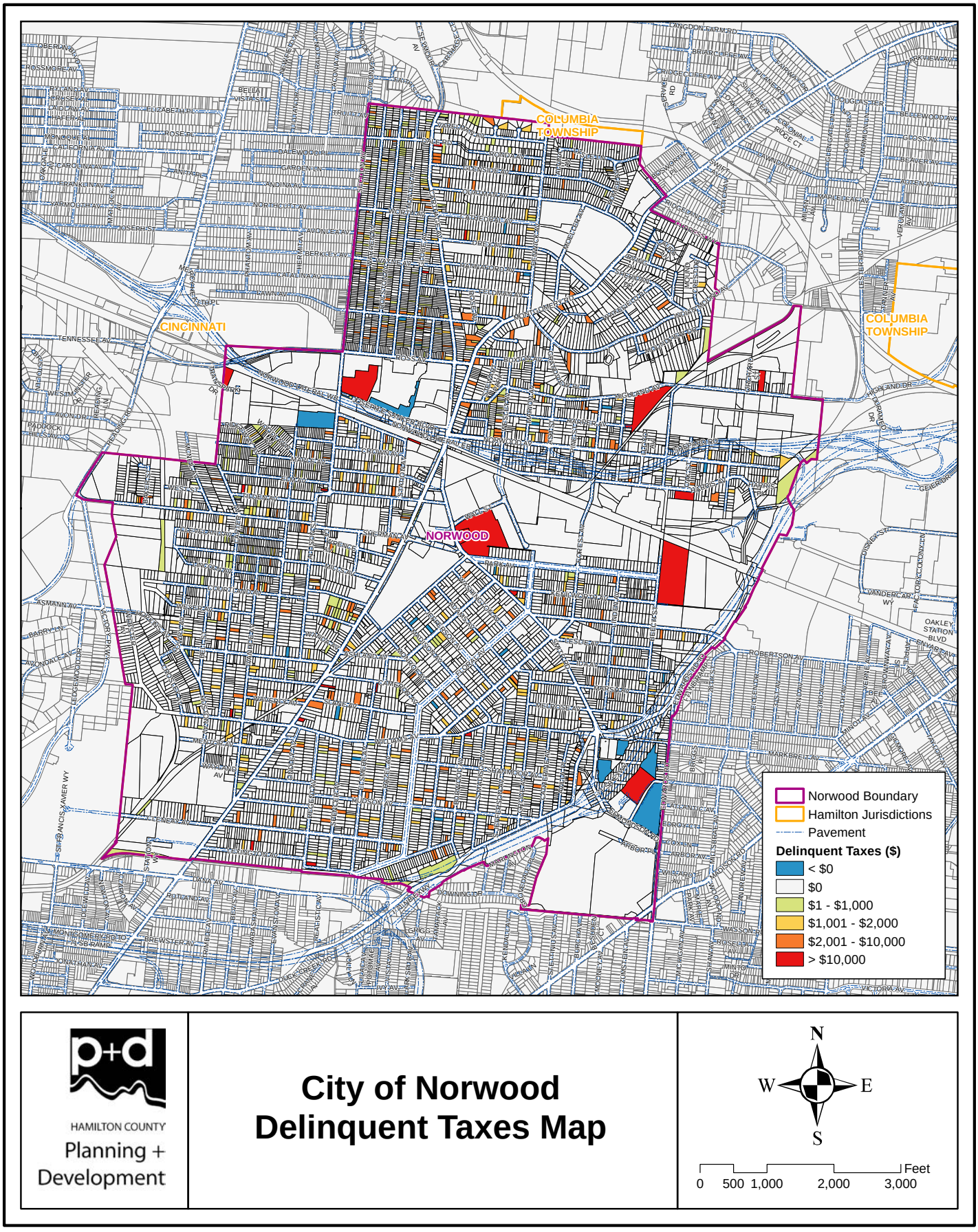
HAMILTON COUNTY
Planning + Development

City of Norwood
Homestead Tax Exemption

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Map: Norwood Delinquent Taxes (including residential and all land uses)



Interview Questions

- Describe your housing market (types of units, % of renters to homeowners, property conditions, other characteristics)
- Have new units been built in your community over the past year?

    When was the last new residential construction in your community?

    How did the community/elected officials react to most recent projects?
- Are their residents who are not able to find the kind of housing they want?

    Who?

    Are there potential residents that cannot find housing in your jurisdiction?
- How does code enforcement work in your community? Is it effective?

    Where and what are your biggest code enforcement/property maintenance issues?
- What are the biggest issues with your housing market?
- What priorities do your elected officials have around housing?
- How does the community think about housing affordability?

    Is the community open to new affordable housing?
- How important is inclusion to your community?

    How do you talk about that?
- Are their questions you have that this process can be helpful with?
- Housing Our Future says Cincinnati & Hamilton County needs to add at least 2,000 units of affordable housing each year for the next 10 years to even be able to meet a portion of the current need.

    How does your community fit within that?

    What, in your opinion, is that going to take to do that?