



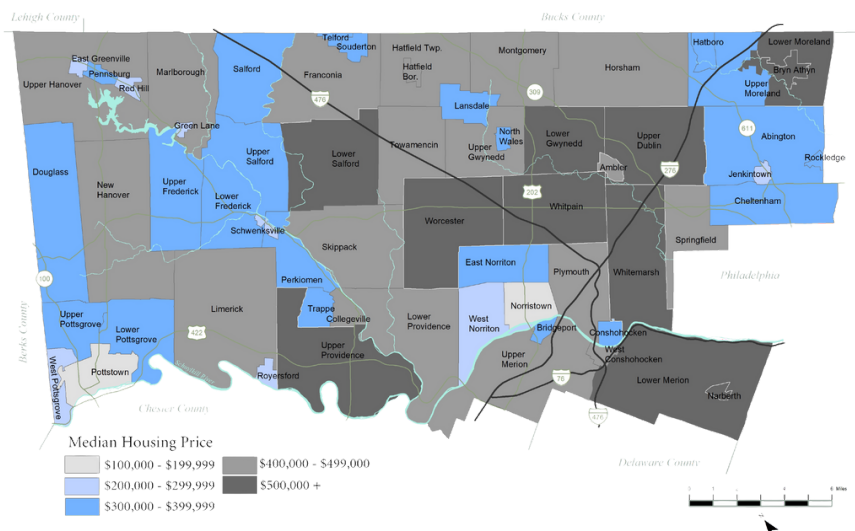
HOMES FOR ALL



Homes For All is the result of ongoing collaboration among county government, municipalities, local residents, advocates, and developers. Homes For All identifies, evaluates, and recommends public, private, and social sector strategies to ensure that everyone who lives, works, learns, and invests in Montgomery County has an equal opportunity to live in an affordable home and a thriving community.

Affordable homes are increasingly out of reach for county residents of all income levels and backgrounds. To address this, Montgomery County has moved forward on a strategic plan for housing. Homes For All is focused on several themes:

- Keeping housing affordable for all homeowners and renters
- Advancing equitable access to housing for low-income families, communities of color, vulnerable seniors, and people with disabilities
- Stimulating economic growth and neighborhood revitalization
- Promoting vibrant and welcoming neighborhoods with affordable homes in high opportunity areas
- Encouraging municipalities to remove zoning barriers
- Streamlining acquisition and approval processes for housing developers
- Mobilizing policymaker, business, and public support
- Leveraging new funding opportunities



Median Housing Prices by Municipality 2022

More high quality, affordable home choices are needed for households at all income levels.

The increasing price of housing outpaces what people can afford, whether those units are for sale or for rent. As of 2022, the median sale price for a home in Montgomery County was \$400,000. For a newly built home it was just over \$680,000. Rents have increased as well. Local rents are estimated by HUD to be an average of \$1,939 for a one bedroom apartment. Assuming monthly debt of \$500 (such as student debt or a car loan) and an additional \$500 in expenses (utilities, cable, travel expenses) a household needs to earn \$4,500 monthly (or \$54,000) to afford this.

The geography of affordability is changing.

Once considered more affordable because of their older housing stock, some boroughs are increasingly out of reach for homebuyers. New infill development, a walkable environment, access to transit and trails, downtown business districts, waterfront access, and quality school districts have fueled huge increases in housing costs in some of the places that were once the county's most affordable over the last 20 years.

Municipality	Median Sale 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%

Source: Montgomery County Planning Commission

Generational changes could lead to market uncertainty.

It wasn't long ago that people "settled down" by buying homes in distant suburban locations as their families grew. Now these empty nesters are downsizing or moving into new living situations by choice or necessity. Younger homebuyers are challenged to afford larger homes, and prefer to live closer to jobs and in walkable neighborhoods (driving up costs in these places, as the above chart implies). This mismatch leads to older sellers with a lack of interested buyers and younger residents facing a small supply. This may result in decreased equity for sellers looking to cash out and higher home prices that are out of reach for the new homebuyer.

More people pay a larger share of their income for housing.

Generally, a home is considered "affordable" if a household pays no more than 30% of its income for that home. Many residents pay more than this, by choice or not. For those with limited incomes, this leaves little money for life's other necessities. In rental units, low-to-moderate income renters have an enormous price burden. As of the 2000 Census, 33.0 percent of renter households paid 30 percent or greater of their income for housing costs. As of the 2018-2022 American Community Survey, the percentage of renters paying more than 30 percent of their income had increased and remained stubbornly high at 44 percent. This equates to more than 41,000 households.

Next Steps.

The plan provides recommendations for municipalities, social service providers, and employers. It outlines a process forward for the county to begin addressing affordability in more depth. The county will:

1. Continue to provide data, resources, and factual information to local stakeholders.
2. Launch a Homes for All website along with associated social media and messaging toolkits for supporters to utilize in their neighborhoods.
3. Continue a cross departmental staff team at the county among its Planning Commission, Commerce Department, and Office of Housing and Community Development in order to provide municipalities, businesses, developers, and local leaders with technical assistance and support to increase housing affordability options in their communities.
4. Explore long range opportunities to leverage and secure funding to invest in housing opportunities.